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THE GAME ON 2022:

THE FUTURE IS BRIGHT

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THE FUTURE IS BRIGHT

FACUTLY OF HOSPIATLITY, TOURISM AND WELLNESS,

UNIVERSITI MALAYSIA KELANTAN

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PREFACE

This book summarizes the selected papers of student conference focused on the current issues in hospitality, tourism, and wellness field. Presented papers deal with investigation of issues and challenges of hospitality, tourism and wellness to make the industries more sustainable and adapt with the changes in the environment. Presented paper bring a wide database of issues and challenges in the field which could be use in the future researcher and industries players in the future.

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The Factors of Consumer Purchase Intention on Beauty Products

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ABSTRACT

This study aims to find the customer's knowledge, awareness, and attitude; not all consumers have education or knowledge about beauty and cosmetics products in Malaysia. The objective of this study is to discover the relationship between knowledge, awareness, and attitude and consumer purchase intention to buy beauty products. The study was conducted by quantitative research among residents of Kota Bharu Kelantan in Malaysia consumers who normally use beauty products. A total of 384 Respondents participated in this research. The data analysis had discovered the data analysis and finding with the most factor awareness, which achieved the highest mean score of 4.35.

Keywords: knowledge, purchase intention, awareness, attitude, beauty product

INTRODUCTION

As this has grown, multiplied, and become mainstream, they have practiced healthy living, self-help, self-care, fitness, nutrition, diet, and spirituality, which has become a thriving welfare movement in the 21st century (Global Wellness Institute,2014). Since the prehistoric era, both genders have consumed beauty care products in their own way. Femaless always demand a perfect beauty image from a single product. Markets even use females as a symbol to promote enhanced features of their products; as firm as belief is, the higher satisfaction from any brand, the more significant the economic return associated with that brand (Yu,2007)

In 2008, Malaysia decided to introduce a "notification system "as part of the initiative under the Association of Southeast Asian Nations (ASEAN) cosmetic directive. Under these systems, it is necessary to go online and inform the ministry before starting to produce and market the product. Hence, this study focuses on light and new knowledge concerning consumers' factors or real intention in buying beauty products.

This study consists of three objectives:
1.	To identify the relationship between knowledge, awareness, attitude, and consumer purchase intention to buy beauty products.

Significance of the study
Purchasing intention

Having the intention to buy beauty products is not easy because there are many products in Malaysia. The purchase should be made with knowledge and complete care to avoid purchasing faulty products. Research needs to be done because a well-known brand's presence does not guarantee the success and safety of a product to the consumers (Kaličanin & Velimirović, 2016)

Consumer

The findings of this study will help relevant consumers, especially women, as they are consumers of beauty products. This study reminds consumers to be careful in purchasing beauty products — improving decision-making intentions in buying beauty products.

Future of Study

This study will be a reference for the Ministry of Health Malaysia (MOH) and the Ministry of International Trade and Industry (MITI) to be more aware of beauty products. Finally, this study will help to be a guideline for the student who wants to elaborate on the scope of intention to buy beauty products in Malaysia and improve the previous research.

LITERATURE REVIEW

Knowledge of beauty product

The opinion and understanding are distinguished by the presence or absence of the true condition. To meet the belief condition, one must believe in a proposition if he is aware of it. The justification requirement necessitates a practical means of proving the truth of one's own optimism. (Bolisani & Bratianu, 2018). In determining the purchase of products with knowledge, Consumers purchase products based on their knowledge and information. The purchasing process entails determining what they require, conducting research, and evaluating criteria (Lu & Chen, 2017).

The consumer can link knowledge in purchasing beauty products to the purchasing decision-making process in beauty products. To gain knowledge and understanding, customers need to be aware of the products and services they buy. Learning about the brand, distribution from the company, availability, and information about the competitor's products play a role.

The Awareness of beauty product

Definitions of consciousness, like those of the self, present a messy image of what is meant by the term. The terms awareness and consciousness are frequently used interchangeably, as are psychological mindedness and psychological awareness. An individual's ability to get an accurate and thorough understanding of their observation and thought is emphasised in cognitive awareness, the first type of awareness discussed here.

Product chemicals can describe aspects of beauty product awareness because they are crucial in determining product awareness. This awareness is critical for understanding the product's ingredients (Bhardwaj & Verma, 2019). In Malaysia, awareness is closely related to consumers' perceptions and attitudes towards different products. Some consumers are aware of the product and will choose a reliable and safe one. Consumer perception is more of choosing branded cosmetic products and not checking the ingredients that are an issue in awareness (Ayob et al., 2016).

The Attitude of beauty product

Attitude is an interest in marketing research that refers to how individuals view objects as well-known and safe. Hoyer and MacInnis define attitude as "a relatively continuous assessment of the actions involving people, topics, and objects". Perceptions, consequences, and an evaluation of behavior and attitude all play a role in determining a person's attitude toward their actions (K.Marketing, 2017). Attitude expresses general feelings and evokes feelings of like or dislike. It also responds to something against an object. The mood becomes a consideration in changing one's habits with the preferred items.

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Research Hypothesis

H1   There is a relationship between knowledge and consumer purchase intention to buy beauty products.

H2   There is a relationship between awareness and consumer purchase intention to buy beauty products.

H3   There is a relationship between attitude and consumer purchase intention to buy beauty products.

Research Framework

A research framework has been developed to investigate the connection between theresearch variables. The dependent variable of the study is consumer purchase intention to buy beauty products, while the independent variables include knowledge, awareness, and attitude. Figure 1 below shows the research framework used for this study
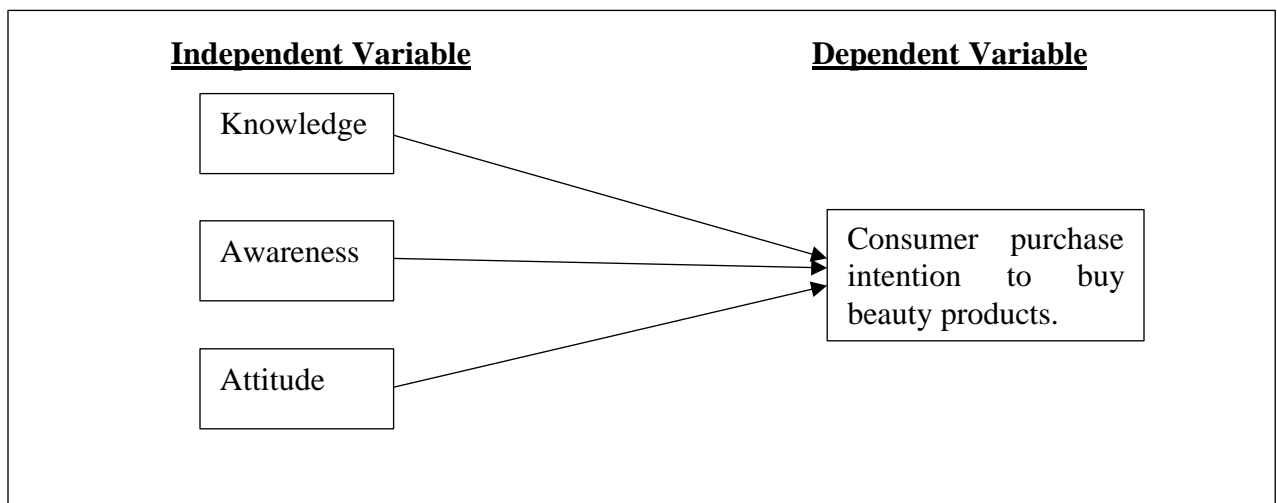
Figure 1:Research Framework

METHODOLOGY

Research Design

This study has utilised the quantitative method via statistics using a Likert scale survey or questionnaire. The data collection was conducted by distributing questionnaires through google forms. The questionnaire was used to determine the respondent's consumer purchase intention to buy beauty products. By asking the respondents about their knowledge, awareness, and attitude related to beauty products.

Data Collection

The tool utilised in this research is the questionnaires distributed through the google form. The questionnaires were used to collect information regarding knowledge, awareness, and attitude. The questionnaires were distributed online in order to collect data on consumers' purchase intention to buy a beauty product.

Sampling

To conduct this investigation, the researcher has utilised the simple random sample strategy, which is a simple probability sampling strategy. The sample size was calculated using Krejcie & Morgan's (1970) equation to ensure a valid and reproducible sample for this investigation. Following are the steps needed to solve this equation:

$$s = \frac{x^2 N_P(1-P)}{e^2(1-P) + x^2 p(1-P)}$$

n = sample size
N = population size
e = the degree of accuracy expressed as a proportion (0.05)
$x2$ = chi-square of the degree of freedom 1 and confidence 95% (3.841)
p = proportion of population (if unknown, 0.5)

Data Analysis

A frequency analysis, descriptive analysis, and a reliability analysis were employed in the investigation. As a collection and measurement process described by regression analysis, the obtained data were analysed using SPSS to show correlations between the variables.

FINDINGS

Result of Frequency Analysis

Table 1 below shows the result of the frequency analysis

Table 1:Frequency Analysis

Characteristics	Number of Respondent (N)	Percentage (%)
Age		
15-20	33	8.6
21-25	190	49.5
26-30	91	23.7
31-35	32	8.3
36-40	17	4.4
41-Above	21	5.5
Marital Status		
Single	265	69
Married	115	29.9
Divorce	4	1.0
Level of education		
No formal education	1	0.3
SPM	48	12.5
Diploma/STPM/Matrix	121	31.5
Degree	206	53.6
Master	6	1.6
PhD	2	0.5
Race		
Malay	359	93.5
Chinese	13	3.4
Indian	9	2.3
Other	3	0.8
Religion		
Islam	360	93.9
Buddha	7	1.8
Christian	11	2.9
Hindu	5	1.3
Other	1	0.3
Occupation		
Student	191	49.7
Employed	162	42.2
Unemployed	22	5.7

Retired	9	2.3	
Monthly Income			
Less than RM1000	147	38.3	
RM1001-3000	96	25.0	
RM3001-5000	111	28.9	
RM5001-RM7000	15	3.9	
RM7001 and above	15	3.9	

Table 1 depicts the profile of the respondents. Out of 384 respondents, most respondents aged between 21-25 recorded 49.5% of the total sample. Meanwhile, the single marital status has recorded the amount 69%, married 29.9% and divorce 1%. The level of education has portrayed having no formal education as 3%, SPM 12.6%, Diploma/STPM/Matrix 31.5%, Degree 53.6%, Master 1.6 %, and PhD 5%. Race is indicated with Malay 93.5%, Chinese 3.4%, Indian 2.3%, Other 0.8. This is followed by religion which indicated Islam 93.9%, Buddhism 1.3%, Christianity 2.9%, Hindunism 1.3% and others 0.3. The occupation of the respondents has indicated student being 49.7%, employed 42.2%, unemployed 5.7%, and retired 2.3%. Finally, the monthly income has portrayed earning less than RM1000 as 38.3%, RM1001-3000 25%, RM3001-RM5000 28.9%, RM5001-RM7000 3.9%, and RM 7001 and as above 3.9%.

Result of Descriptive Analysis

Table 2 below shows the result of the descriptive analysis

Table 2:Descriptive Analysis

Variables	Items	Mean score	Standard deviation
Knowledge	I have some knowledge of the beauty products I purchased.	4.20	0.730
	I purchase a beauty product based on the information that I gathered from reading.	4.21	0.734
	I purchased a beauty product because of the provided information on the label.	4.17	0.738
	I read the contents of beauty products before making any purchase.	4.20	0.758
	I will get advice from a health professional before buying a beauty product.	3.72	0.949
	I will make sure that I am not allergic to the ingredients used in beauty products.	4.21	0.749
	I will ensure that the product I buy does not perform any testing on animals.	4.06	0.874
	Before purchasing a beauty product, I study from an internet source such as Google or social media.	4.21	0.725
Awareness	I am aware of harmful content that might be included in beauty products.	4.29	0.759
	I am aware of the goodness of a products content to my skin health.	4.34	0.708
	I am aware of the suitability of beauty products according to my skin.	4.30	0.735
	I am aware of making a careful choice when buying a beauty product.	4.34	0.712

	I am aware that some beauty products haves other side effects on my skin, such as itching and redness.	4.32	0.710
	I am aware of the types of chemicals that were used to produce a beauty product I bought.	4.25	0.707
	I am aware of the contents of products that are suitable for my skin.	4.29	0.720
	I am aware that the beauty products I purchased have valid content certification.	4.35	0.692
Attitude	I feel that beauty products can make me look more beautiful.	4.28	0.732
	Past experiences of purchasing do influence my next purchase of beauty products.	4.22	0.763
	I feel that it is difficult for me to try a new beauty product.	3.94	0.856
	I prefer having beautiful skin beauty rather than the side effects of consuming a beauty product.	3.51	1.190
	I use beauty products because it enhances my physical appearance.	4.16	0.759
	I believe in the information provided on the label of the beauty products.	4.13	0.708
	I feel the confidence to use beauty products with approved certification.	4.27	0.683
	Due to its reputation, I am confident in using an international product rather than a local one.	3.87	0.918
Purchase intention to buy a beauty product	I purchase a beauty product to take care of my skin.	4.31	0.722
	I purchased a beauty product to gain self-confidence.	4.23	0.705
	I purchased a beauty product because of the affordable promotion price.	3.96	0.853
	I purchased a beauty product because of the influence of social media.	3.70	1.028
	I purchased a beauty product because of the reputable brand	3.77	0.927
	I purchased a beauty product because the packaging attracted my attention.	3.44	1.164
	I purchased a beauty product because of it's current trend	3.58	1.069
	I purchased beauty products because of the quality	4.32	0.721

Table 2 shows the mean and standard deviation for twenty-four statements under four independent variables and eight under dependent variables based on the survey involving 384 respondents. The highest mean value for knowledge has indicated three items in the knowledge variable that recorded the highest number, to "I purchased a beauty product based on the information that I gathered from reading." Recorded a value of 4.21, where many respondents agreed with the question "I will get advice from a health professional before buying a beauty product", recorded the lowest number of 3.72 value. Other than that, awareness recorded the

highest number for the question "I am aware that the beauty products I purchased have valid content certification." with 4.35, indicating that many agree with this question. In contrast, the lowest score has recorded, a total of 4.25 for the question "I am aware of the types of chemicals that were used to produce a beauty product I bought". Next, the attitude variable recorded the highest score for the question of "I feel that beauty products can make me look more beautiful" with 4.28, showing that many respondents agree with this question. The question "I prefer having beautiful skin beauty rather than the side effects of consuming a beauty product" has recorded a score of 3.51. For the dependent variable, the question "I purchase beauty products because of the quality" recorded a total score of 4.32, indicating that many respondents agreed with this question. On the other hand, the question "I purchased a beauty product because the packaging attracts my attention" recorded the lowest score of 3.44. The statistics have approximately represented the actual demographic tabulation about the consumer purchase intention to buy beauty products in Kota Bharu Area.

Result of Reliability Analysis

Table 3 below shows the result of the reliability analysis

Table 3:Realibility Analysis

Variable	Number of Items	Cronbach Alpha
Knowledge	8	0.909
Awareness	8	0.964
Attitude	8	0.849
Consumer purchase intention to buy a beauty product	8	0.863

The result of the reliability analysis is indicated in table 3. The Cronbach Alpha value of knowledge is 0.909, followed by awareness with 0.964, attitude at 0.849, and consumer purchase intention to buy a beauty product at 0.863. Consequently, the questionnaire is reliable and valid to be utilised for the study.

Result of Pearson Correlation Analysis

Table 4 below shows the result of the Pearson correlation analysis

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Support/ Not Supported)
H1 There is a relationship between knowledge and consumer purchase intention to buy beauty products.	0.478	H1 is supported
H2There is a relationship between awareness and consumer purchase intention to buy beauty products.	0.379	H2 is supported
H3There is a relationship between attitude and consumer purchase intention to buy beauty products.	0.581	H3 is supported

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The Pearson correlation with hypothesis H1 shows a relationship between knowledge and consumer purchase intention to buy beauty products supported by a score of 0.478 supported. For H2, the relationship between awareness and consumer purchase intention to buy beauty products is supported with a score of 0.379, followed by H3 which indicates a relationship between attitude and consumer purchase intention to buy a beauty product is supported with a score of 0.581 H3 has recorded the highest score for the Pearson correlation analysis.

DISCUSSION AND RECOMMENDATION

As stated in the study's opening chapter, the discussions are meant to answer issues and address the proposed hypotheses. In general, this study has extensively researched consumer purchase intention to buy beauty products with knowledge, awareness, and attitude.
Based on the study's findings, the current study would provide several recommendations for the purchase of beauty products, and they need to have the knowledge and awareness because it will impact their attitude return.

There are about 384 respondents that filled in the questionnaire that was given previously. This can help the researcher identify the relationship between knowledge, awareness, and attitude and consumers' purchase intention to buy beauty products. In addition, the scope of distributing the questionnaire should be larger and not only focus on females around Kota Bahru, Kelantan. By doing so, the result of the questionnaire will be more comprehensive and accurate.

Future research should allow more time for questionnaire distribution so that researchers may discover people who are more suitable and qualified to be the respondents. For sample sizes of 384 respondents, it is difficult to finish data collection in a short amount of time. Following that, researchers might clarify the goal of the study to the respondents if they become confused while answering the questions

All females should know the right intention when buying a beauty product because they should buy safe and unharmful content beauty product to avoid bad things from happening. All-female needs to be more careful when deciding, especially when it comes to their bodies and health

CONCLUSION

In conclusion, this study has managed to discover the consumer intention to buy beauty products. Three independent variables, namely, knowledge, awareness, and attitude, have been chosen to examine their relationships with the dependent variable: consumer intention to buy beauty products. A total of 384 respondents consisting of females from at Kota Bharu, Kelantan, categorised as students, employers, unemployed, and retired, have participated in examining their real intention of purchasing beauty products. Based on Pearson's correlation analysis, knowledge scored a value of *0.478, followed by awareness with *0.379 and attitude with *0.581.

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The Role to Promote a Healthy Lifestyle

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ABSTRACT

Social media has become an important medium for knowledge, awareness, intention, and action. Social media are internet-based channels that enable individuals to engage and choose to self-present with both large and limited audiences that receive value from user-generated material and the sense of contact with others, either in real-time or asynchronously. Therefore, this study aims to assess the role of social media in promoting a healthy lifestyle among residents around Kota Bharu and UMK students from FHPK and FKP. A total of 362 respondents participated in this study through a questionnaire that was distributed on social media such as WhatsApp and Facebook. The results of the study show that the attitudes and awareness of the community and students related to healthy lifestyle practices are very important in life.

Keywords: Social Media, Healthy Lifestyle, Knowledge, Awareness, Intention

INTRODUCTION

The chapter will begin by providing background information for the study, then introduce the proposal's topic before going on to the content subheadings. The subheadings problem statement, research purpose, and research question are used to focus on the study's statement. The information for this chapter 1 is completed by the scope of the study, the significance of the study, the definition of words, and the summary. "Social networks" and "social support" are not synonymous phrases (Arsenault & Castells, 2008). Social support is characterised as emotional, instrumental, and financial help from one's social network. People frequently think of support as a two-way trade or transaction. Support can take the form of emotional concern, instrumental aid (goods and services), information, or appraisal, according to House (information relevant to self-evaluation). In a similar vein, it refines a concept developed by defining support as "the degree to which a person's basic social needs are addressed through connection with others" (Kaplan et al., 2015).

The definition of a healthy lifestyle is a requirement for the reproduction of society's human resources. The willingness of young individuals to live a healthy lifestyle and care for their health has an impact on their ability to work as well as their expected lifetime. Young people's negligence, on the other hand, exposes them to a variety of diseases and poses significant health and life risks (Chou et al., 2019). 'Lifestyle' is a contentious term in the context of health promotion. On the one hand, it is an undeniable health determinant, and as such, it is the primary focus of traditional health education; on the other hand, the widespread use of lifestyle in health education reveals a limited and superficial understanding of the nature of health and the priorities for health promotion. The work of sociological theories must be used to build a more comprehensive analysis of the structural characteristics of lifestyles. Pierre Bourdieu's concept of 'habitus' has been cited by a number of authors. By elaborating on the implications of Pierre Bourdieu's idea of 'field' and the relational implications of his concept of 'field,' this work relies on a hitherto overlooked part of Pierre Bourdieu's analysis of lifestyles (Jaime R. Deluca, 2013). This study consists of three objectives:

1. To identify the healthy lifestyle among adults.
2. To create awareness of a healthy lifestyle among adults.
3. To explore healthy lifestyle among adults.

Significance of the Study

Based on this study, social media is positioned as a powerful medium to reach, change physical activity and influence our behavior. When the physical activity increases, this influences healthy modification to food intake and causes beneficial changes to our body composition or body weight. Plus, the importance of social media for physical activity is grounded in social media's extensive reach and the affordance of information for people in the world. For sharing the information within the population, social media could be used as a platform to give the information to people. In addition, the role of the government also needs to be implemented to provide awareness about a healthy lifestyle to the community. In this regard, the government needs to work together in holding an awareness campaign on healthy lifestyles so that all communities are more aware of the statement.

Besides, the campaign carried out by the government should be aligned with the mission to help the community to be more aware of the level of community health in this country. Plus, the role of Non-Governmental Organizations (NGOs) should also assist the government in conducting various programs, including campaigns and motivating the community on a healthy lifestyle so that the community is not complacent with the level of health at that time. For example, NGOs can run activities or programs such as healthy lifestyle talks. The determination of various parties can help the community in maintaining proper health.

LITERATURE REVIEW

Knowledge

In particular, the findings of this study added to the body of knowledge on how young adults weigh up the exchange proposed by the behavior proposition of adopting a healthy lifestyle. In terms of the behavior suggestion of adopting healthier food, alcohol and physical activity practices, the young adults partially accepted the suggestion. They indicated that they were either trying to adopt healthier food and/or physical activity practices or would do so in the future. However, they did not want to adopt healthier alcohol behaviors to reduce binge drinking episodes, which is consistent with previous research (Gill, 2002). In the research, this presented difficulties in practice, such as choosing which nutrients to target, the level at which a tax is set, how best to learn from the evidence base surrounding the effectiveness and acceptability of food taxes and ensuring health inequalities are not exacerbated (Mytton et al., 2012).

Awareness

People can live a healthy lifestyle in a variety of ways. To begin this healthy lifestyle, people must be aware of the necessity of leading a healthy lifestyle, check their food consumption, get adequate exercise, and learn how to appropriately manage their stress (Anusha Thavarajah, 2016). Many healthy lifestyle campaigns have been launched to enhance public awareness of the need to live a healthy lifestyle. Despite all the efforts made to urge individuals to have a healthy lifestyle, some of them continue to ignore the advice and live an unhealthy lifestyle. It is difficult for them to abandon their previous eating and social habits, but nothing is impossible if people want to change.

Intention

The Theory of Intention suggests that a person's behavior is determined by their intention to perform the behavior and that this intention is, in turn, a function of their attitude toward the behavior and subjective norms (Fishbein & Ajzen, 1975). The best predictor of behavior is intention or instrumentality (a belief that the behavior will lead to the intended outcome). Instrumentality is determined by three things: their attitude toward the specific behavior, their subjective norms, and their perceived behavioral control. This suggested that the more promising the attitude and the subjective norms and the greater the perceived control, the stronger the person's intention to perform the behavior.

Action

Action means the first crucial step a person can take to have a healthy lifestyle is to watch what he or she eats. Healthy eating has been defined as health-promoting activities that avoid various pathologies and illnesses and promote people's well-being. According to Davis and Stoppler (2018), a person should have three meals a day: breakfast, lunch, and supper, and he or she should control the amount of food eaten each time. Eating a balanced diet, exercising often, and not smoking are all healthy lifestyle choices that can greatly reduce the risk of coronary heart disease (CHD) and other chronic illnesses (Ahmad Taufik, 2017).

Research Hypothesis

The literature study revealed that independent variables, such as the role of social media on knowledge, awareness, and intention, were highlighted in the literature review. As a result, the role of social media in action was the dependent variable. The hypotheses of this study were summarized in the following way, based on the literature discussed

H1   A balanced diet is a significant role on action towards healthy lifestyles among adults.

H2   There is significant level of awareness toward healthy lifestyles among adults.

Research Framework

The Figure 1 below shows the research framework use for this study.
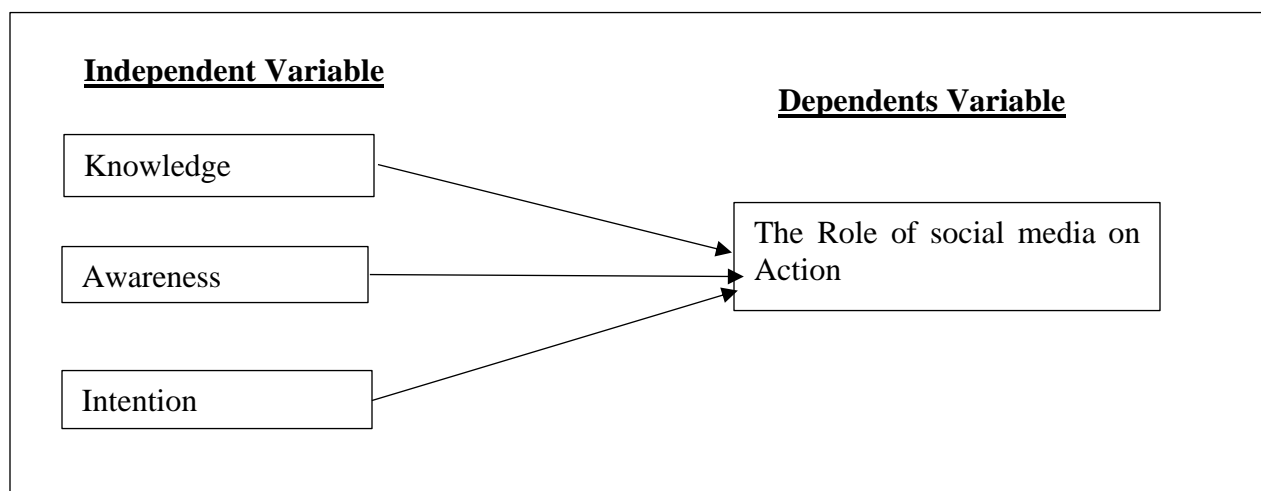
Figure 1: Research Framework

METHODOLOGY

Research design

Research design is a framework for planning the research and answering the research questions. This can also help to get the data about the independent variables and dependent variables for this study. The research design can help to develop research methods which are appropriate for the aim of this study. This study was quantitative. The quantitative research design in this study aimed to and provide data for a better perspective on business decisions and to improve any organization. There are four quantitative data that we used to conduct for this research such as online survey data, frequency distribution, descriptive measures and correlation.

Data Collection

Data collection is the procedure of collecting, measuring, and analyzing accurate insights using standard validated techniques on the basis of the facts gathered, that a researcher might assess their hypothesis via those data collected. There are 362 respondents among young people around Kota Bharu and the students of UMK in FHPK and FKP faculties. Respondents had to answer all the questions given and the thorough study findings were obtained from the questionnaires. Researchers needed to focus on the independent variables that contributed to the role to promote a healthy lifestyle. The researcher got the answers randomly from the questionnaire that was distributed.

Sampling

Sampling is a strategy for picking individual members or a subset of the population in order to make statistical inferences and estimate population characteristics. The sampling method was as thorough as feasible in order to assure the least amount of error and bias and to maximize representativeness (Tyrer & Heyman, 2016). Probability sampling techniques included a random selection component, which assured that each instance in the population had an equal chance of being chosen (Shorten & Moorley, 2014). The formula of this equation was 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)
$x2$ = chi-square of degree of freedom 1 and confidence 95% (3.841)
p = proportion of population (if unknown, 0.5)

Data Analysis

Tools for data analysis made it easier for users to process and manipulate information, analyse the relationships and connections between data sets, and help to detect perception patterns and trends. Here is a full list of methods used to analyse the results. To understand the issues that arised in the research performed, data analysis was used as the method of producing raw data into structured information. After all the information was obtained from the respondents, the researchers used SPSS software to generate data. Below are the steps of the data analysis in this study. It started with a descriptive analysis of the data, followed by the analysis of reliability and ended with hypothesis testing using Pearson Correlation.

FINDINGS

Result of Frequency Analysis

Table 1 below shows the result of the frequency analysis.

Table1: Frequency Analysis

Characteristics	Number of Respondent (N)	Percentage (%)
Gender		
Male	153	42.1
Female	206	57.6
Age		
15 - 20 years old	19	5.2
21 - 24 years old	81	21.1
25 – 30 years old	91	25.1
31 - 35 years old	64	16.7
36 – 40 years old	29	8.0
41 and above	42	10.9
Race		
Malay	239	62.2
Chinse	93	24.2
Indian	41	10.7
Others	11	2.9
Religion		
Islam	302	83.2
Christian	23	6.3
Buddha	22	6.1
Hindu	12	3.3
Other	2	0.6
Marital Status		
Married	113	31.1
Single	243	66.9
Divorce	6	1.7
Level of Education		
No Formal Education	4	1.1
SPM	36	9.9
STPM	81	22.3
Diploma	87	24.0
Degree	126	34.7
Master	19	5.2
PhD	9	2.5
Living Area		
Urban	217	59.8
Sub-Urban	35	9.6
Rural	108	29.8
Occupation		
Student	202	55.6
Employed	135	37.2
Unemployed	18	5.0
Retired	7	1.9
Monthly Income		
Less Than RM 1000	209	57.6
RM 1000 – RM 3000	81	22.3

RM 5000 – RM 7000	35	9.6
RM 7000 and above	37	10.2
The Average Frequency of Using a Social Media Per a Day		
More than 1 hour	38	10.5
More than 2 hours	58	16.0
More than 3 hours	97	26.7
More than 4 hours	169	46.6

Table 2 shows a total of 209 respondents that were women, 57.6 percent of the total, while 153 male respondents, representing 42.1% percent of the total. The total for respondents between the ages of 25 to 30 years old indicated the highest number of study participants (91), contributing to 25.1% of all study participants, while those between the ages of 15 to 20 years old indicated the lowest number of study participants which was 19, figuring for 5.2 percent of all study participants. With a total of 81 people, or 21.1 percent of responses, the age group of 21 to 24 years old was the second largest of participants. There were 64 people who represented for 16.7 percent of the respondents aged from 31 to 35 years old. Malay respondents had the greatest numbers of respondents (239), or 62.2 percent, while others had the lowest numbers of 11 respondents (2.9%). While Chinese had the second-highest number with a total of 93 respondents (24.2%), Indians came in third with the number of 41 respondents (10.7%). Most respondents in this study gained a degree, with a total of 126 people, or 34.7 percent. In addition, Diploma was recorded as the second-highest number of respondents' education qualification with 87 total numbers (24.0%), STPM in third place with 81 respondents, leading to a total of 22.3 percent, and PhD was the second lowest number of achiever with only 9 respondents, or equivalent to 2.5 percent. The majority of respondents in this study were students, with a total number of 202 people, or 55.6 percent. Employed respondents were recorded as the second-highest number of respondents, with 135 in total (37.2%). Unemployed was in third highest number, with a total of 18 respondents, which was 5.0 percent out of all the education qualification background of all respondents. The total number of the retired respondents were recorded as the lowest number with only 7 respondents, or 1.9%. According to the statistics, the highest number of respondents' marital status was single, which figured for 243 respondents (66.9%). According to the survey, Islam was recorded as the religion that attained the highest numbers of respondents' religious backgrounds, which were 302 respondents (83.2%). In comparison, the second biggest religion among respondents was Christianity, with 23 respondents that were from the religion or 6.3 percent out of the total number of respondents. Meanwhile, the number of respondents with Buddhism religion background was recorded as the third lowest, with 22 respondents or 6.1 percent. Hindus made up 3.3 percent of respondents, while others made up 0.6 percent. According to the statistics, the average time spent on social media for those who were most affected was more than 4 hours (169 respondents or 46.6 percent).

Result of Descriptive Analysis

Table 2 below shows the result of the descriptive analysis.

Table 2: Descriptive Analysis

Variables	Items	Mean Score.	Standard Deviation
Knowledge	Social media act as a knowledge sharing medium on healthy lifestyles	4.19	0.763
	Social media act as an information exchange medium on healthy lifestyles by social media	2.97	1.379
	Impact on the position of knowledge on the healthy lifestyles in social marketing with networking sites	2.89	1.118
	I did a search for information on social media about healthy lifestyles	2.65	1.121
	The provision of information through social media technologies on healthy lifestyles are significant	2.85	1.116
	I easily get various information related to healthy lifestyle from social media	2.94	1.143
	I realized the importance of a healthy lifestyle in my life routine by browsing a social media	3.01	1.356
	Social media has proposed that healthy lifestyle is very important to avoid various health problems	3.06	1.379
Awareness	I am aware that social media could give people the information on healthy lifestyles	4.30	0.728
	I am aware that social media could provide a valuable tip to rise on awareness on healthy lifestyles	4.26	0.742
	I am aware that the value of healthy living could be found from reading that available in social media	4.24	0.753
	I am aware that healthy lifestyles guidelines can access from social media	4.34	0.693
	I realized that I was enjoying a healthy lifestyle from what has been shown in social media	4.14	0.850
	I realized that social media help to improved health quality through its published content	4.30	0.729
	I recognize that everyday social media has influenced me to pursue a healthy lifestyle	4.20	0.786
	I recognize that social media is an unavoidable part of life	4.34	0.724
Intention	I use social media to become familiar on healthy lifestyles	4.13	0.830
	I use social media to get information regarding a healthy lifestyles	4.22	0.763
	I use social media to stimulate a positive attitude in healthy lifestyles	4.28	0.751
	I use social media because its play a role as change agent towards healthy lifestyle	4.25	0.757
	I use social media because it could provide in ideas for a healthy lifestyle	4.33	0.7533
	I use social media because it is starting point of attitude change towards a healthy and active lifestyle	4.32	0.742

	I use social media to improve the level of quality of health can be found	4.30	0.746
	I use social media to encourage me to adopt a healthy lifestyle	4.32	0.751
Action	Social media influenced my actions to adopt a healthy lifestyle	4.24	0.762
	Social media influenced my actions to do better to achieve a healthy lifestyle	4.27	0.772
	I want to practice a healthy lifestyle to maintain healthy by what recommended in social media	4.30	0.772
	Social media influenced me to get more information about healthy lifestyle practices	4.30	0.733
	I will use social media to solve problems related to healthy lifestyle	4.29	0.802
	I believe the information available on social media will strengthen my understanding of healthy lifestyle practices	4.30	0.752
	I feel convinced to use social media to find information provided about healthy lifestyles	4.23	0.824
	I want to put healthy lifestyle as my priority because social media was promoted it through its content	4.27	0.774
	I will take a serious concern in healthy lifestyles from what had been suggested in social media	4.26	0.753

Table 2 presents the descriptive statistics for "The Role of social media of Knowledge" items that were collected from 362 respondents. The mean and standard deviation value for the dependent variable, which was "The Role of social media of Knowledge", items. As shown from the table above, the highest mean score is 4.19 with a standard deviation value of 76355, which was the description of "too much access during every day". Meanwhile, the lowest mean score was 2.65, with a standard deviation value; 1.121. The items for "The Role of social media on Awareness" descriptions, as shown in the table above, the highest mean score was 4.34 with a standard deviation value of 72457. Meanwhile, the lowest mean score was with 4.14 the standard deviation value which was 85068. The items of "The Role of social media on Intention" description was as shown in the table above that the highest mean score was 4.33 with a standard deviation value, of 75336 and the lowest mean score was 4.13 with a standard deviation value; 8306.

Result of Reliability Analysis

Table 3 below shows the result of the reliability analysis.

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Knowledge	9	0.870
Awareness	8	0.828
Intention	17	0.928
Action	9	0.884

Table 3 shows the reliability analysis for knowledge, awareness, intention and action. According to Cronbach's Alpha, coefficient must show the knowledge value of 0.870, the awareness value of 0.828, the intention value of 0.928 and the action value of 0.884. Thus, the

questionnaire was reliable and can be used for the study. It was most commonly used when the questionnaire was developed using multiple scale statements and therefore, to determine if the scale was reliable or not.

Result of Pearson Correlation Analysis

Table 4 shows the result of the Pearson correlation analysis.

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result-(Supported/Not Supported)
H1: Balanced diet is a significant role on action towards healthy lifestyles among adults.	0.870	H1 is supported
H2: There is significant level of awareness towards healthy lifestyles among adults.	0.828	H2 is supported

Table 4 illustrated the Pearson correlation coefficient, significant value and the number of cases which was 362. The correlation coefficient of r = 0.870, p < 0.01 suggested a strong positive correlation between "significant role on action" towards "healthy lifestyles". Moreover, the result suggested that there was a strong positive correlation between the significant level of awareness towards healthy lifestyles with r = 0.828, p < 0.01. Overall, the independent variables were significantly correlated with English language proficiency and in strong positive correlation.

DISCUSSION AND RECOMMENDATION

This discussion aims to resolve all the questions proposed and address the hypotheses as stated in the first chapter of this study. In general, this study has covered assessing the role of social media to promote a healthy lifestyle. Based on the findings of previous studies, this section will suggest some suggestions that need to be made for researchers to implement studies more easily in the future. This allowed researchers to realize their responsibility to make the surrounding community and students aware of assessing the role of social media to promote a healthy lifestyle. Researchers also play a big role in making the public aware of the advantages of social media in disseminating important information related to healthy lifestyles and how to practice them correctly and appropriately. Health care is very important to keep the community in a healthy state while students also need to know how to maintain healthy life despite their daily business.

Accurate research findings are also important to ensure the continuity of research in the future. Therefore, the questions of the demographic section of the respondents should be provided in full. Such as gender, occupation, age, race, religion, and other aspects. This was to ensure that the study findings were more accurate. As mentioned in the study's title, the study was to assess the role of social media to promote a healthy lifestyle. Therefore, the results of the study findings from the respondents 'answers should also be more varied.

Furthermore, it is suggested that future researchers should improve the design of distribution of questionnaires methods that it should require the timeframe of distribution. As the questionnaires were distributed over the internet, thus it is better if future researchers are able to distribute the questionnaire via face-to-face methods. This can make it easier for respondents to answer if they are confused about some questions. A relatively long period of distribution is required so that the questionnaire can be answered by the respondents appropriately to the

specified characteristic features. In addition, other suggestions are regarding the selection of target respondents, which are also important for the accuracy of the study. If the questionnaire is conducted face to face, the researcher is able to ensure the accuracy of the respondents' characteristics that they want. The purpose of the study can also be discussed perfectly.

CONCLUSION

In conclusion, this study achieved the aim to assess the role of social media to promote a healthy lifestyle. Three independent variables, that are knowledge, awareness, and intention, were selected to study their relationship with the dependent variable, namely action toward healthy lifestyles among adults. A total of 362 respondents have been selected among residents around Kota Bharu and UMK students from FHPK and FKP.

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The Determinant of Prevalence Factors of Mental Health Associated with Adolescents

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ABSTRACT

The increase of mental disorders has been a severe issue concerning mental health among adolescents. Four out of ten adolescents aged 17 and above often experience extreme emotional stress. Such problems will contribute to the increase in depression, anxiety, stress, and many more that are related to mental health. This study aims to identify the factors of mental health among adolescents and the relationship between mental health among adolescents. This study was conducted using a quantitative research approach among adolescents in Kota Bahru, aged 17 years old until 25 years old. A total of 401 respondents among adolescents in Kota Bharu, Kelantan, have participated in this study. Based on the data and findings, the result is related to adolescent relationships and mental health factors.

Keyword: Social Factors, Economy Factors, Environmental Factors, Mental Health

INTRODUCTION

Stress and depression issues affecting mental health are caused by several factors, namely environmental, social and economic factors. Some symptoms related to such illness are insomnia, which is the difficulty in having good sleep. In addition, victims will have the problem of losing focus when performing tasks. This is due to the poor level of mental health, especially involving adolescents. This can be influenced by the way they think and changes in mood and behaviours among adolescents (Mojtabai. et al., 2015). This can cause negative acts like taking alcohol, drugs and so on to reduce their stress and depression. Not all adolescents know the factors that can cause health problems before seeking treatment. Therefore, this study is important in order to reduce mental disorders among adolescents in Malaysia.

This study aims to investigate the factor of mental health among adolescents in Kota Bharu, Kelantan. Nowadays, adolescents are affected by mental disorders because they have many challenges in life during their age. The poor level of mental health among adolescents has a huge impact on their physical well-being and can cause emotional and health problems. For example, taking alcohol and drugs can cause abnormal heart rate and heart attack. Furthermore, drug injections can also cause damage to nerves and infections at your heart pump. Hence, adolescents must know the impact of mental health or disorders that are very related to their life. In addition, they also need to know the factors that can cause mental health in their daily activities. In fact, many cases are related to mental health among adolescents.

Significance of the Study

Based on this study, the researcher aims to identify adolescent mental health factors. Other than that, the study also aims to give awareness and knowledge about the behaviour related to mental health. This allows them to know more about mental health and its factors. With such information, people can spread awareness and share information with their relatives or friends to avoid mental health issues. It indirectly helps adolescents and society to prepare themselves

against mental health problems and factors associated with adolescents' awareness and knowledge of mental health.

Besides that, this study can be used as a valuable reference for future researchers. This may become the second tool for future researchers by using other types of methodologies for mental health studies among adolescents. The researcher needs to learn and understand more about mental health and its disadvantages. A future investigator can use this study to compare with future studies. It allows the future investigator to know whether the human perception of mental health has changed and if the problem of mental health is reduced.

LITERATURE REVIEW
Mental Health
Adolescents' mental health can happen at the age of 19 and above. Mental health can be the cause of anxiety, depression and stress affected by daily activities and emotional activity, according to Westrupp (2021). Adolescents can experience stress when they have so many things that they need to focus on. For example, adolescents who are studying also need to focus on working because they need to cover the expenses due to financial problems in the family. Because of that, adolescents can experience stress because they need to focus more than usual and while having many issues in academics. They can feel less motivated and have less concentration because of work and academic pressure. Mental health among adolescents can be related to three factors: environment, social, and economical.

Environment Factors
Environmental factors can influence mental health among adolescents because they are easily influenced by their social surroundings like parents, friends, neighbourhood and so on. The relationships that can impact mental health among adolescents are closely related to relationships with friends because friends are important in their life to share problems and to socialise. Parents can also influence adolescents' mental health because parents are very important in their lives. Broken homes or divorced parents can cause mental health issues among adolescents.

Social Factors
Social factors are very related to mental health among adolescents because nowadays, technology has become more popular. Social factors can be related to social media that can influence mental health because it can lead to the rise of suicidal behaviours, depression and loneliness (Rosenstein & Sheehan,2018: Twenge, Joiner, Roger & Martin,2018). Technology and media have many benefits, but sometimes they can negatively impact society by causing depression, anxiety and stress.

Economic Factors
The economic factor is important in supporting daily expenses and necessities in life. Nowadays, many adolescents that are working and experiencing severe financial hardship are more likely to develop mental health problems such as depression and substance abuse, particularly alcohol abuse and many more. These issues happen when they have difficulty covering their daily expenses because of their low income.

Research Hypothesis
In this study, the following four hypotheses are formulated based on the research objectives

H1: There is a significant relationship between economic state and mental health among adolescents.

H2: There is a significant relationship between social factors and mental health among adolescents

H3: There is a significant relationship between environmental factors and mental health among adolescents.

Research Framework

Figure 1 shows the research framework used for this study.
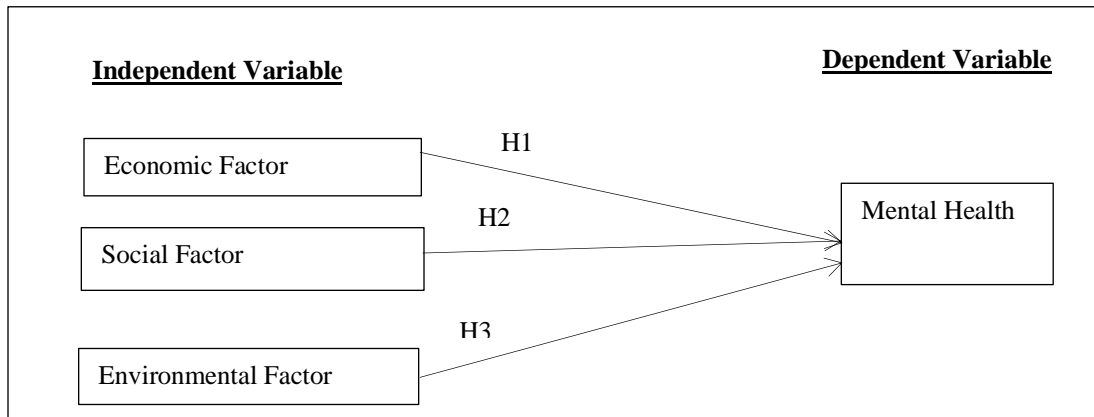
Figure 1: Research Framework

METHODOLOGY

Research Design

This study has utilised 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. The research design guarantees that the data obtained enables the researcher to solve the research challenge successfully. The research design is an interpretative approach that may be deemed appropriate for the investigation. The examination structure of this research is quantitative. The data collected from respondents will be used as the primary data in this study. The data acquired will assist in establishing a link between independent and dependent variables via this examination framework, which also involves the arrangement and organisation of a research strategy

Data Collection

In the first stage, this study involved primary data collection using questionnaires collected via Google Forms, which were distributed to 401 respondents who participated in this study. The respondents were also selected among adolescents in Kota Bharu, with an average age of 17 to 25.

Sampling

The probability sampling technique was the sampling method used in this study, particularly simple random sampling, which is a straightforward probability sampling strategy. The researchers have used Krejcie & Morgan's (1970) equation to determine the sample size to obtain a reliable and valid sample for this study. 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 a proportion (0.05)
$x\,2$ = chi-square of the degree of freedom 1 and confidence 95% (3.841)
p = proportion of population (if unknown, 0.5)

Data Analysis

Based on this study, the data were obtained through the questionnaires that were distributed among the respondents. With the data, the researcher can identify the factors of mental health among adolescents in Kota Bharu, Kelantan. The data from this study were analysed by conducting frequency analysis, descriptive analysis, correlation analysis, and reliability analysis. The collected data were analysed using Statistical Package for the Social Sciences (SPSS) to show the relationships between the dependent and independent variables as a set of statistical processes approximated by regression analysis.

FINDINGS

Result of Frequency Analysis

Table 1 shows the result of the frequency analysis

Table1: Frequency Analysis

Characteristics	Number of Respondent (N)	Percentage (%)
Gender		
Male	141	35.2
Female	260	64.8
Age		
17 - 19 years old	43	10.7
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23 - 25 years old	218	54.4
Ethnic Group		
Malay	302	75.3
Chinse	55	13.7
Indian	42	10.5
Others	2	5
Religion		
Islam	303	75.6
Buddhism	51	12.7
Hinduism	44	11.0
Others	3	7
Marital Status		
Married	53	13.20
Single	344	85.8
Divorced	4	1.0
Level of Education		
SPM	72	18.0
Diploma	94	23.4
Degree	206	51.4
Master	17	4.2
PhD	12	3.0

Table 2 indicates the demographic factors of the respondents. Based on the gender of the respondents, this study involved 400 respondents among adolescents in Kota Bahru, Kelantan. 401 respondents consist of 35.2% males and 64.8% females. It shows that the total number of female respondents is more than male respondents. Based on age, 10.7% of them are between

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17 - 19 years, 34.9% are between 20 - 22 years, and 54.4% are between 23 - 25 years. Based on race, 61.5% are Malay compared to Chinese and Indians, which are 10.7% and 14.8%. While the respondents for other are 5.0%. Based on religion, 75.6% are Islam compared to Buddhism and Hinduism, which are 12.7% and 11.0%. Other religions are recorded at 7.0%. Based on the level of education, the highest number collected in this section is 51.4% who are degree students. Followed by diploma with 23.4%, SPM 18%, Masters 4.2% and 3.0% are PhD students. Based on marital status, 85.8% are single, 13.2% are married, and the divorce rate is 1.0%.

Result of Descriptive Analysis

Table 2 shows the result of the descriptive analysis of this research.

Table 2: Descriptive Analysis

Variables	Items Mean Score.	Mean	Standard Deviation
Economic Factor	I believe that youth with strong financial resources are often considered popular.	3.39	0.933
	I am having financial problems buying internet quota for my online classes.	3.30	1.222
	I feel stressed thinking about my family's financial problem	3.44	1.190
	I am having difficulties in choosing my career path.	3.63	1.048
	I used to work to cover my expenses	3.39	1.214
	I used to work to strengthen my financial condition	3.86	1.093
	I am being dependent on help from others to manage my daily life	3.30	1.225
	I feel difficult to manage my financial state	3.41	1.122
Social Factor	I always feel alone	2.98	1.263
	I don't have a positive feeling at all	2.79	1.257
	I found it difficult to work on the initiative of doing things	3.06	1.279
	I don't have friends to share my problem	2.83	1.290
	Friends often say negative things about me	2.74	1.270
	My parents often scold me for no reason	2.53	1.351
	I always have quality time with my family	3.57	1.179
	I think my parents do not understand me	2.65	1.316
Environment Factor	The current exposure of cases such as bullying, crimes and murders can affect my mental health	3.60	1.180
	An uncomfortable living can cause deterioration of my mental health	3.97	1.011
	Relationship problems with family and friends can affect my mental health	3.99	0.954
	The unmotivated people around me can make me feel depressed	3.80	1.083
Mental Health	Have you ever been diagnosed with a mental disorder before?	2.18	1.084
	How would you rate your mental health	4.03	1.274

How frequently do you feel upbeat or positive about your life 3.20 I often have experienced an "attack" of fear, anxiety, panic or any extreme emotions or mood swings	3.19	1.227 1.190
I am having trouble focusing at work or studying 3.41 Lately, I always face trouble falling asleep, staying asleep or sleeping too much	3.47	1.144 1.218
I recently felt disappointment or sadness without reason	3.05	1.265
I often experience loss of appetite and eating habits changes in any way recently	2.97	1.290

Table 2 shows the mean and standard deviation for five statements under three independent variables and dependent variables based on the survey involving 401 respondents. The statement with the highest mean value of 3.39 is indicated with the statement 'I believe that youth with strong financial resources are often considered popular. 3.44 with "I feel stressed thinking about my family financial problem," and "I am having financial problems buying internet quota for my online classes" indicates the lowest mean score of 3.30. For the social factor, the highest mean score of 3.57 is indicated by the statement 'I always have quality time with my family." "I don't have friends to share my problem" has the lowest mean score of 2.53. Next is environmental factors with the highest mean score of 3.99 with the statement "relationship problems with family and friends can affect my mental health", and standard deviation value is 3.94 in the statement "unhealthy learning environment can affect my mental health." The statement with the lowest mean score is 3.60 with the statement "The current exposure of cases such as bullying, crimes and murders can affect my mental health." The highest mean is 4.03 with the statement "how would you rate your mental health and .20 mean on the statement "how frequently do you feel upbeat or positive about your life." The lowest statement is "I often experience loss of appetite and eating habits changes in any ways recently." The lowest mean is recorded at 2.18.

Result of Reliability Analysis

Table 3 below shows the result of the reliability analysis of this research.

Table3: Reliability Analysis

Variable	Number of Items Cronbach Alpha
Economy Factors	8 0.837
Social Factors	8 0.903
Environmental Factors	8 0.894
Mental Health	8 0.480

Table 3 shows that the Cronbach alpha coefficient of the economic factor is 0.837, the social factor is 0.903, and the environmental factor is 0.894. While for the mental health associated with adolescents' reliability test, Cronbach's alpha has obtained a value of 0.480. This Cronbach's Alpha value indicates the result from 0.480 to 0.903. Thus, the coefficient obtained for the questions of the independent and dependent variables is valid and can be used for analysis.

Result of Pearson Correlation Analysis

Table 4 shows the result of the Pearson correlation analysis.

Table4: Pearson Correlation Analysis

H	Relationship	p-Value	Result (Supported/ Not Supported)
H1:	There is a significant relationship between the economic factor and mental health among adolescents	0.541	H1 is supported
H2:	There is a significant relationship between social factors and mental health among adolescents	0.373	H2 is supported
H3:	There is a significant relationship between environmental factors and mental health among	0.460	H3 is supported

The result in Table 4 indicates the economic factor and mental health among adolescents to be at 0.460, which indicates positive and weakly related to mental health among adolescents. Following social factors and mental health among adolescents, the value of 0.541 indicates a positive and weakly related influence on mental health among adolescents. Meanwhile, environmental factors on mental health among adolescents show that 0.373 is positive and weakly related to the influence on mental health among adolescents.

DISCUSSION AND RECOMMENDATION

Discussion is aimed at solving questions and addressing hypotheses, as mentioned in the first chapter of this study. In general, this study has extremely researched the determinant of prevalence factors of mental health associated with adolescents. Based on the findings of the study, the current study would provide several recommendations about how to overcome problems that contribute to mental health among adolescents.

The study's prescription for overcoming mental health problems among adolescents is to live a healthy lifestyle that includes eating a balanced diet, drinking eight glasses of water per day, avoiding smoking or using drugs, and exercising three times per week. Adopting a healthy lifestyle improves both mental and physical health. Furthermore, going out with pals may deliver advantages as well as emotional support. We may communicate long-hidden feelings and receive emotional support from friends with trusted friends, allowing negative emotions to be expelled from our bodies. Next, de-stress by engaging in activities you like, such as playing video games, listening to music, dancing, or surfing the internet. Set the goals, so don't leave the valley of life. We are more focused on life planning and committed to reaching the intended goals when we have goals if you are unable to manage mental health concerns and can seek professional assistance, such as therapy.

The study findings are also necessary for the continuation of future research. As a result, it is suggested that future research examines the knowledge about the determinants of prevalence factors of mental health among adolescents by including more demographic characteristics of the respondents such as ethnicity, religion, monthly income, marital status, occupation, and many more to generate different results or findings from various perspectives.

Furthermore, future researchers could improve the data collection for this study, particularly in terms of questionnaire dissemination. Instead of distributing surveys over the internet, future

researchers can do face-to-face questionnaire distribution. Therefore, while delivering questionnaires to potential responders, the researchers may describe the research goal in detail. Furthermore, some interaction between the researchers and the respondents might be beneficial in informing the respondents about what would be asked in the surveys.

CONCLUSION

In conclusion, this study has accomplished to discover the determinant of prevalence factors of mental health associated with adolescents. There are three independent variables, which are environmental, social, and economic, that have been chosen to examine their relationships with the dependent variable, which is the relationship of mental health among adolescents. A total of 401 respondents from the age of 17 until 25 years old were selected among adolescents in Kota Bharu, Kelantan, to examine their factors of mental health. Correlation coefficients have proved the result – Economy Factor (0.460), Social Factor (0.541), Environment Factor (0.373) and p-value equal to 0.000, which is less than alpha value 0.01, ($p < 0.01$). The results of the data indicate that all the independent variables (Economy Factor, Social Factor, and Environment Factor) significantly influence the mental health among adolescents.

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The Relationship between Academic Stress and Uncontrolled Eating Behaviour among University Students in Kelantan

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ABSTRACT

Academic stress is one of the most common psychological variables used to assess teenager subjective well-being in educational settings. In the era of the pandemic, the problem of uncontrolled eating among student has become serious. This study aims to identify the components of academic stress and uncontrolled eating behaviour among university students in Kelantan. The components of academic stress are academic anxiety, academic pressure, academic frustration and academic conflict. There are 370 respondents from UiTM Machang and USM Kubang Kerian involved in answering the questionnaires distributed by the researcher. Data analysis was conducted by using SPSS. The findings have indicated a relationship between the components of academic stress and uncontrolled eating behaviour with a p-value less than 0.001. The results show that the relationship between the components of academic stress and uncontrolled eating behaviour is very significant. Based on the research findings, it is found that all research objectives were supported, and all hypotheses were accepted. The researchers have also proposed a few recommendations related to the study.

Keywords: Academic Stress, Uncontrolled Eating Behavior, Academic Anxiety, Academic Pressure, Academic Frustration, Academic Conflict

INTRODUCTION

According to Mustelin, Bulik, Kaprio and Keski-Rahkonen (2017), uncontrolled eating behavior can be associated with a person's weight gain in general. Uncontrolled eating will make a person more likely to over eat thus bringing harm to the body in the future (Bongers & Jansen, 2016). Emotions also play an important role in life in suppressing feelings to keep eating behaviour under control. Therefore, this study focuses on students of UiTM Machang and USM Kubang Kerian in Kelantan to find out statistics on academic stress and uncontrolled eating behaviour faced by the students. This is because students do experience academic stress while studying due to unstable mental state.

Academic stress has four components namely academic anxiety, academic pressure, academic frustration and academic conflict (Bisht, 1989). Students can experience this academic stress with various factors such as an unconducive learning environment and other learning-related problems. The World Health Organization (WHO) (2019) has defined stress as stress that does not match the knowledge and abilities of an individual who challenges the ability to cope.

This study consists of four objectives:
1. To identify the relationship between academic anxiety and uncontrolled eating behaviour among university students in Kelantan.

2. To determine the relationship between academic pressure and uncontrolled eating behaviour among university students in Kelantan.
3. To examine the relationship between academic frustration and uncontrolled eating behaviour among university students in Kelantan.
4. To identify the relationship between academic conflict and uncontrolled eating behaviour among university students in Kelantan.

Significance of the Study

University Students

This study is important to benefit university students on the academic stress experienced by many university students due to academic anxiety, academic pressure, academic frustration and academic conflict that can affect the performance and health of students in carrying out daily activities. This is because university students come from various backgrounds that can affect daily life and the learning process at university. This research can help students become active students and good at managing stress related to learning, personal and so on.

Parents

This study can provide some information to parents to be more sensitive and always pay attention to their children to avoid academic stress while studying at school or studying online at home. Therefore, parents need to provide a healthy and balanced diet so that children are more focused on carrying out activities and learning. In addition, parents can also spend time together in order to stabilise the children's emotions in order to make relevant decisions in completing tasks.

Society

This study is also expected to provide awareness to the community about the academic stress experienced by many individuals, especially students. Therefore, the surrounding community needs to encourage and encourage students to learn well. For example, village heads need to hold activities that can relieve stress due to academic anxiety, academic pressure, academic frustration and academic conflict. Indirectly, students are able to produce happy feelings and are able to complete learning -related tasks well.

University

This study can benefit every university in Malaysia in preventing and producing solutions for students who suffer from increasing academic stress and uncontrolled eating behaviour. This is because university students have a lot of assignments that need to be completed and do not manage time well, which can cause students to experience stress. Therefore, the university needs to provide a conducive learning space to give students peace of mind to learn, especially in online classes.

LITERATURE REVIEW

Academic Anxiety

Academic anxiety often occurs among university students because of having excessive anxiety about academic matters that distract students' focus and attention. Thus, academic anxiety that occurs to students can eliminate their motivation to study and make it difficult to achieve academic excellence (Rimonda, Bulantika, Latifah & Khasanah, 2020). Academic anxiety can also occur due to students' stress in relation to school work. Academic anxiety can cause psychological health to be affected and disrupt abilities, competencies, personality formation and even social identity.

Anxiety can be divided into two types, namely anxiety disorders in the form of acute stress and pathological anxiety of the mood. This is due to the use of unexpected threats in the academic field. Anxiety is fear about what is uncertain or will happen. Anxiety can disrupt a person's life if precautions are not taken. According to Hasty, Malanchini, Shakeshaft, Schofield, Malanchini and Wang (2020), academic anxiety hinders students' opportunities to learn and progress. Students with high academic anxiety will experience rapid heartbeat, panic, sweating and many more (Alizamar & Asri, 2017).

Academic Pressure

According to Durrette (2020), academic pressure is a term that has been described formally as an experience in which a student is burdened by time and energy demands to accomplish certain academic goals. Many university students experience cultural shocks and academic challenges because of the differences while studying at the school level. Additionally, there are students from various states studying at the same university with different cultural backgrounds.

According to Thakkar (2018), academic pressure can arise from familial expectations, lofty objectives established by individuals, or obligations imposed by society at large. Coaches and school authorities may also push student to achieve something. Whatever the cause of academic pressure, the consequences can be damaging to one well-being on a variety of levels (Thakkar, 2018).

Academic Frustration

Academic frustration can be defined as a learning theory in which learning discrimination occurs, affecting a person's persistence to learn and behaviour conceptualisation (Amsel, 1992). A person who suffers from academic frustration will cause daily activities to be disrupted. This is because students cannot live a normal life due to financial problems, family issues, and the environment that disturbs the students' peace. Academic frustration can influence students' eating behaviours, which can cause students to consume unhealthy food, thus leading to depression (Kennedy & Ivanov, 2020).

A person experiencing academic frustration can worse their mental health and cause academics and daily activities to be impaired (Levine et al., 2021). As a result, many students experience uncontrollable psychological and emotional disorders while studying at university due to the inability to solve problems properly and lacking support from those around them.

Academic Conflict

Academic conflict occurs when personal interests exceed professional obligations. Conflict is a perception that positively or negatively impacts people when communicating. Conflicts that occur can lead to fights and violence involving the community. Students who are unable to work together in a team can cause conflict. Academic conflicts have many disadvantages as they will be burdensome when students cannot complete assignments on time. Indirectly, it can affect the academic performance of a student.

Uncontrolled Eating Behavior

Uncontrolled eating can be defined as a person's tendency to eat excessively and not control daily food intake. A person who does not control their diet has a high chance of having an obese weight, thus affecting health and daily activities. Other than that, the most notable uncontrolled eating behaviours can be seen as eating too fast, eating even when they are not hungry, not following a meal schedule and many more. Several factors can be associated with uncontrolled eating behaviours, such as demographic, behavioural, social and industrial economic factors (Bahaman et al., 2017).

Research Hypotheses

In this study, the following four hypotheses have been demonstrated based on the objectives of the study:

- H1   There is a relationship between academic anxiety and uncontrolled eating behaviour among university students in Kelantan.
- H2   There is a relationship between academic pressure and uncontrolled eating behaviour among university students in Kelantan.
- H3   There is a relationship between academic frustration and uncontrolled eating behaviour among university students in Kelantan.
- H4   There is a relationship between academic conflict and uncontrolled eating behaviour among university students in Kelantan.

Research Framework

A research framework has been developed to investigate the connection between the research variables. The dependent variable of the study includes uncontrolled eating behaviour among university students in Kelantan, while the independent variables include academic stress, which are academic anxiety, academic pressure, academic frustration and academic conflict.
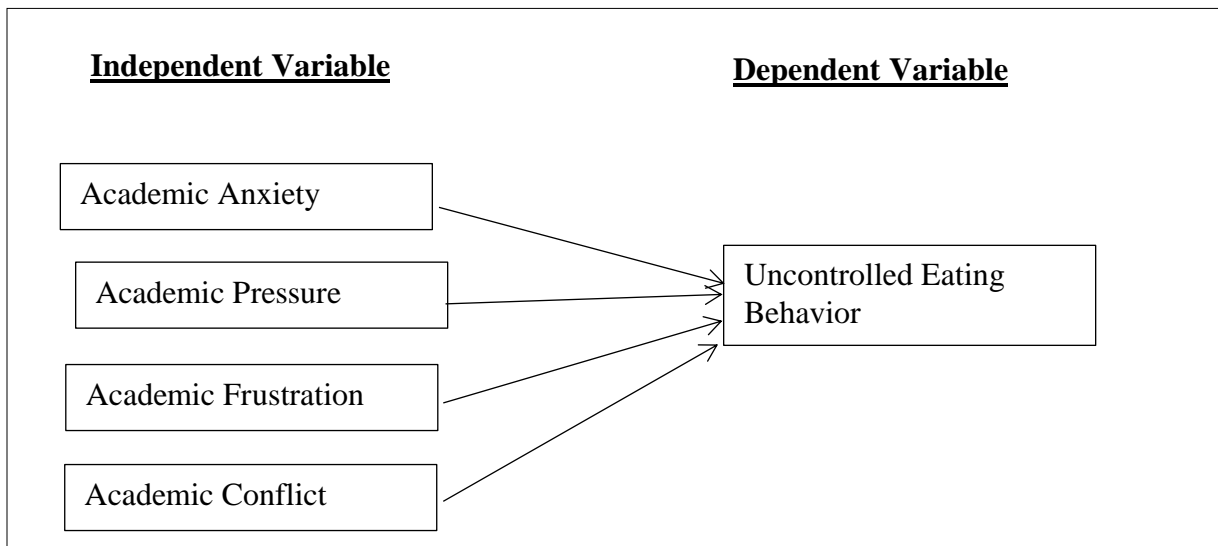
Figure 1: Research Framework

METHODOLOGY

Research Design

The researcher has utilised the quantitative research approach to collect data using the academic stress questionnaire from university students in Universiti Teknologi Mara (UiTM) Machang and Universiti Sains Malaysia (USM) Kubang Kerian. The quantitative approach is the process of collecting and analysing numerical data. It can be used to find the patterns and averages, make predictions, test causal relationships and generalise results to wider populations. This is because the quantitative approach strategy can assist in analysing continuous and distinct numerical data. This study focuses on descriptive research. According to Nassaji (2015), the descriptive research is a phenomenon, a current condition, and the features of a community of organisations and people. Descriptive research is a study that is employed to describe a population characteristic.

Data Collection

Data collection is the efficient approach to assembling and measuring the information from an assortment of sources in order to get a comprehensive and accurate data. In the first stage, this study has involved primary data collection using questionnaires via Google Forms, which were distributed to 370 respondents who participated in this study. The respondents from UiTM Machang Campus and USM Kubang Kerian Campus have answered the questions related to the relationship between academic stress and uncontrolled eating behaviour among university students in Kelantan. Google Form questionnaire is suitable for this study because everyone uses a smartphone nowadays.

Sampling

In this study, the researchers have selected non-probability sampling technique, the snowball sampling technique. Non-probability is a sampling technique in which the researcher chooses samples from the subjective assessment of the researcher instead of from a random point of view (Schuurman, 2020). In this research, researchers have distributed the questionnaire to one student, and the student needs to pass it to other students in their universities. Furthermore, the snowball sampling approach used in this study was chosen because it has the potential to save both time and money when it comes to data collection.

Data Analysis

The tool employed in analysing the data is a statistical tool or Statistical Package Social Science (SPSS), programmed version 25. SPSS data will be interpreted into statistics such as valid percentage and cumulative percentage. The researcher has chosen a simple descriptive analysis to evaluate the data. A frequency distribution is a mathematical distribution whereby one variable is considered simultaneously. The researcher has used this method because it is easy to understand and analyse.

FINDINGS

Result of Frequency Analysis

Table 1 shows the result of the frequency analysis for this research.

Table 5: Frequency Analysis

Characteristics	Frequency	Percentage
Gender		
Male	114	30.8
Female	256	69.2
Age		
19 -21 years old	91	24.6
22 -24 years old	262	70.8
25 years old and above	17	4.6
Race		
Malay	348	94.1
Chinese	5	1.4
Indian	17	4.6
Study Place (University)		
UiTM Machang Campus	225	60.8

USM Kubang Kerian Campus	145	39.2
Faculty		
Faculty of Accountancy	54	14.6
Faculty of Administrative Science and Policy Studies	16	4.3
Faculty of Art and Design	38	10.3
Faculty of Business and Management	55	14.9
Faculty of Computer and Mathematical Sciences	43	11.6
Faculty of Information Management	19	5.1
Faculty of Medical Science	17	4.6
Faculty of Dental Science	42	11.4
Faculty of Health Science	86	23.2

Table 1 shows the frequency analysis characterisation of respondents. 114 out of 370 respondents are male which represents 30.8% of the total of sample, while 256 respondents are female, representing 69.2% of the total of sample. 91 (24.6%) respondents are 19 - 21 years old. While the majority respondents are in the age range of 22 - 24 years old, which are 262 (70.8%) respondent and only 17 (4.6%) respondents are reported to be at the age of 25 years old and above. The majority of respondents' race is from Malay, 348 (94.1%). For Chinese, there are only 5 (1.4%) respondents, while for Indians, the number of respondents is 17 (4.6%). For UiTM Machang Campus, there are 225 (60.8%) respondents, while in USM Kubang Kerian Campus are 145 (39.2%) respondents. For the Faculty of Accountancy, there are 54 (14.6%) respondents, while for the Faculty of Administrative Science and Policy Studies, the number of respondent is 16 (4.3%). For the Faculty of Art and Design, there are 38 (10.3%). Besides, the Faculty of Business and Management, the Faculty of Computer and Mathematical Sciences and the Faculty of Information Management respondents consist of 55 (14.9%), 43 (11.6%) and 19 (5.1%) respectively. There are 17 (4.6%) respondents in the Faculty of Medical Science, 42 (11.4%) respondents in the Faculty of Dental Science, and the majority respondents in the Faculty of Health Science, which are 86 (23.2%) respondents.

Result of Descriptive Analysis

Table 2 shows the result of the descriptive analysis of this research.

Table 6: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Academic Anxiety	I am anxious that other students may exceed me in my studies.	3.58	0.740
	I feel sad when I cannot recall the lessons learned when it is required.	3.70	0.510
	I am always anxious that the lecturer may ask any question which I cannot answer.	3.61	0.585
	I feel afraid of what will happen if I fail the exam.	3.56	0.534
	I am always afraid of falling sick during an examination period.	3.56	0.661
	I am afraid of the word "examination".	3.55	0.750
	I am always afraid that the lecturer may ask about assignments.	3.57	0.734
Academic Pressure	I consider studying as a burden.	2.79	0.952
	The extreme work done to secure a high grade in the examinations makes me tired.	3.40	0.787

	I feel angry when lecturers give extra assignments during holidays.	3.46	0.736
	I like vacation because I can get rid of my studies.	3.26	0.889
	I get a headache due to thinking about my studies.	3.26	0.778
	I feel at ease when lecturers fail to come to class.	3.23	0.799
	I get a sigh of relief when my class is over.	3.40	0.627
	I feel tired of answering questions in my studies.	3.28	0.760
	I think that at my university, they teach more than required.	3.36	0.809
Academic Frustration	I am sad that I am not good at studying like other students.	3.62	0.681
	It makes me frustrated when I see my lecturer only impressed with a few students.	3.55	0.721
	I feel frustrated because my examination results are not up to my expectations.	3.51	0.668
	I feel embarrassed with my classmates for not being able to answer questions asked by the lecturer.	3.45	0.662
	I feel jealous of the bright students in my class.	3.44	0.734
	I feel frustrated that in spite of studying hard, I could not get first place in class.	3.48	0.683
	I feel jealous when I see other students' study-related equipment facilities.	3.36	0.805
	I feel sorry that I could not focus on my studies and wasted my time on worthless activities.	3.54	0.650
Academic Conflict	In spite of knowing that cheating is wrong, I still copy in the examinations.	3.29	0.908
	I am in a dilemma due to the differences in my desires and my parents' desires in study-related matters.	3.36	0.868
	My attention gets diverted when I try to focus on my studies.	3.31	0.745
	I keep on thinking about whether I should continue to study or not.	3.31	0.832
	I like going to class, but I avoid it because of the fear of studying.	3.11	0.927
	I am in a dilemma, whether to do revision or not after seeing those who revised and scored good marks.	3.40	0.814
	I have difficulties deciding how much time I should allocate for my studies.	3.46	0.751
Uncontrolled Eating Behavior	Sometimes when I start eating, I just cannot seem to stop.	3.52	0.683
	Being with someone who is eating, makes me feel like eating too.	3.58	0.603
	When I see a real delicacy, I will hungry and eat right away.	3.46	0.642
	I get so hungry that my stomach often growls.	3.39	0.710

I would not stop eating until I finished the food on my plate.	3.45	0.662
I am always hungry which I feel like eating all the time.	3.32	0.773
I do binge eating, although I am not hungry.	3.32	0.853

Table 2 shows the descriptive analysis of the components academic stress and uncontrolled eating behaviour. Mean and standard deviation for the items was utilised to measure academic anxiety. The mean range for academic anxiety ranges from 3.55 – 3.70, and the standard deviation is from 0.510 - 0.750. Seven (7) questions were measured with the highest mean of 3.70 agree for item AA2 with the statement 'I feel sad when I cannot recall the lessons learned when it is required.' On the other hand, the lowest mean with 3.55 for item AA6, with the statement 'I am afraid of the word 'examination'.' The mean values for other five (5) items for AA1, AA3, AA4, AA5 and AA7 are 3.58, 3.61, 3.56, 3.56 and 3.57, respectively.

Besides, the mean range for academic pressure is from 2.79 – 3.46, and the standard deviation is from 0.627 – 0.952. Nine (9) questions have indicated the highest mean of 3.46 implied by the item AP3 with the statement 'I feel angry when lecturers give extra assignments during holidays'. Meanwhile, the lowest mean with 2.79 is for item AP1, which agrees with the statement 'I consider study as a burden.' The mean values for other seven (7) items of AP2, AP4, AP5, AP6, AP7, AP8 and AP9 are 3.40, 3.26, 3.26, 3.23, 3.40, 3.28 and 3.36, respectively.

Next, the mean ranged for academic frustration is from 3.36 – 3.62, and the standard deviation is from 0.650 – 0.805. Eight (8) questions have indicated the highest mean of 3.62, with AF1 indicating the statement 'I feel very sad that I am not good in studies like other students.' In the meantime, the lowest mean with 3.36 is for item AF7, which is in line with the statement 'I feel jealous when I see other students' study-related equipment facilities.' The mean values for the other six (6) items of AF2, AF3, AF4, AF5, AF6 and AF8 are 3.55, 3.51, 3.45, 3.44, 3.48 and 3.54, respectively.

Besides, the mean range for academic conflict is from 3.11 – 3.46, and the standard deviation is from 0.745 – 0.927. Seven (7) questions are measured with the highest mean of 3.46 agree for the item AC7 on the statement 'I have difficulties in deciding how much time I should allocate for my studies.' Meanwhile, the lowest mean of 3.11 is for item AC5, which agrees with the statement 'I like going to class, but I avoid it because of the fear of studying.' The mean values for other five (5) items of AC1, AC2, AC3, AC4 and AC6 are 3.29, 3.36, 3.31, 3.31 and 3.40, respectively.

Lastly, the mean range for uncontrolled eating behaviour is from 3.32 - 3.58, and the standard deviation is from 0.603 – 0.853. There are seven (7) questions measured with the highest mean of 3.58 following the item U2 on the statement 'Being with someone who is eating, often makes me feel like eating too.' Meanwhile, the lowest mean with 3.32 is for the items of U6 and U7 on the statement that 'I am always hungry which I feel like eating all the time and 'I binge eat though I am not hungry.' The mean values for other five (5) items for U1, U3, U4 and U5 are 3.52, 3.46, 3.39 and 3.45, respectively.

Result of Reliability Analysis
Table 3 shows the result of the reliability analysis of this research.

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha

Academic Anxiety	7	0.721
Academic Pressure	9	0.918
Academic Frustration	8	0.860
Academic Conflict	7	0.909
Uncontrolled Eating Behavior	7	0.817

Table 3 shows the reliability analysis of the four variables of uncontrolled eating behaviours. The reliability Cronbach's alpha coefficient value for academic anxiety is 0.721, which is acceptable and academic frustration is 0.860, which indicates a good level. In contrast, the reliability of Cronbach's alpha coefficient value of academic conflict and academic pressure has indicated the highest score, which is 0.909 and 0.918 indicating excellent reliability. However, the uncontrolled eating behaviour is 0.817, which indicates good reliability.

Result of Pearson Correlation Analysis

Table 4 shows the result of the pearson correlation analysis of this research.

Table 7: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported / Not Supported)
H1: There is a relationship between academic anxiety and uncontrolled eating behaviour among university students in Kelantan.	0.684	H1 is supported
H2: There is a relationship between academic pressure and uncontrolled eating behaviour among university students in Kelantan.	0.741	H2 is supported
H3: There is a relationship between academic frustration and uncontrolled eating behaviour among university students in Kelantan.	0.733	H3 is supported
H4: There is a relationship between academic conflict and uncontrolled eating behaviour among university students in Kelantan.	0.769	H4 is supported

Table 4 shows the pearson correlation analysis of the relationship between independent variables and dependent variable accordingly. Overall, all the relationship between the variables were significant positively correlated. The relationship between academic anxiety and uncontrolled eating behaviour among university students in Kelantan has a significantly moderate positive correlation with 0.684. This implies that the relationship between academic anxiety and uncontrolled eating behaviour among university students in Kelantan is positively related among students. The relationship between academic pressure and uncontrolled eating behaviour among university students in Kelantan is high positive correlation with a correlation coefficient of 0.741. This implies that the relationship between academic pressure and uncontrolled eating behaviour among university students in Kelantan is positively related. Besides, the relationship between academic frustration and uncontrolled eating behaviour among university students in Kelantan is significantly high positive correlation with 0.733. This implies that the relationship between academic frustration and uncontrolled eating behaviour among university students in Kelantan is positively related. Lastly, the relationship between academic conflict and uncontrolled eating behaviour among university students in Kelantan is significantly high positive correlation with 0.769. This implies that the relationship between academic conflict and uncontrolled eating behaviour among university students in Kelantan is

positively related. All the significant positive relationships have indicated that respondents are well- accepting components of academic stress and uncontrolled eating behaviour.

DISCUSSION AND RECOMMENDATION

This study only discusses some factors on the relationship between academic stress and eating disorders among university students at UiTM Machang and USM Kubang Kerian. Therefore, researchers have studied factors such as academic frustration, academic anxiety, academic pressure and academic conflict. The results of the analysis of the study would indicate the number of students in the university who experience academic stress. For suggestions, future studies could use other variables that can reduce the burden of university students on academic stress, such as academic performance. For example, improving the academic performance of students in a medical university is crucial to creating a quality doctor in the future and increasing the level of depression will affect the performance of students in the university (Yumashev et al., 2018). Thus, the variables of the previous study were related to the recommendations given by the researchers.

Future researchers could use this topic to create future studies to show the relationship between academic stress that occurs among students. Researchers hope that future studies will maintain the method of collecting data quantitatively from the intended respondents. This is because, researchers have selected the population among university students at USM Kubang Kerian as many as 3678 students and UiTM Machang, as many as 7729 students located in Kelantan. Therefore, the data were collected using an online questionnaire method to prevent the spread of the Covid-19 outbreak. Research done in the future is highly encouraged to use this method because researchers have now successfully conducted this study. Throughout the data collection, the researchers found that respondents were more inclined to fill out online questionnaires than the written questionnaires and in-person interviews that were commonly done by previous researchers.

In addition, researchers can also use various languages such as Mandarin and Tamil in future questionnaires. This is because most researchers only use English and Malay to conduct the questionnaire. It could make it easier for Chinese and Indians to understand the questions given and not cause stress when answering the questionnaire by the respondents. Indirectly, researchers can further increase the level of foreign languages to make it easier to communicate between races.

CONCLUSION

The main purpose of this research is to examine the relationship between academic stress and uncontrolled eating behaviour among university students in Kelantan. According to the result, academic anxiety, academic pressure, academic frustration and academic conflict are independent variable caused influences on the dependent variable, which is uncontrolled eating behaviour. Chapter 3 also mentioned the total numbers of 370 respondents were administered among the university students in UiTM Machang and USM Kubang Kerian. The population of respondent were students of UiTM Machang and USM Kubang Kerian. Next, Chapter 4 indicates the results from the questionnaire survey that was analysed using descriptive and inferential analysis. The data obtained from the questionnaire has been evaluated by software program, namely Statistical Package for the Social Science (SPSS). Lastly, Chapter 5 summarises the results based on the data analysis. Thus, all the hypothesis such of H1, H2, H3 and H4 are accepted.

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The Relationship between Emotional Intelligence and Psychological Well-Being Among Students in Universiti Pendidikan Sultan Idris (UPSI)

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ABSTRACT

Psychological well-being encompasses both positive and negative feelings, such as frustration, disappointment, and loss, which are all-natural parts of life. Meanwhile, emotional intelligence helps an individual success in their life, maintain healthy relationship with family and friend. This study aims to identify the relationship between emotional intelligence and psychological well-being among Universiti Pendidikan Sultan Idris (UPSI) students. The components of emotional intelligence are self-awareness, self-management, social awareness and relationship management. There were 375 respondents participated in this study. This study focused on the relationship between emotional intelligence and psychological well-being among students in UPSI. The results of the research data were obtained from 375 respondents from UPSI. Data analysis was conducted by using SPSS. The finding has indicated a relationship between the component of emotional intelligence and psychological well-being with a p-value less than 0.001. The results show that the relationship between component of emotional intelligence and psychological well-being are significant. Based on the research finding, it is found that all research objectives were supported and all of hypothesis were accepted. The researchers have also proposed a few recommendations related to the study.

Keywords: Psychological Well-Being, Emotional Intelligence, Self-Awareness, Self-Management, Social Awareness and Relationship Management.

INTRODUCTION

Psychological well-being is very important in the lives of every individual. According to Runi, Vescovelli, Carpi and Masoni (2017), stated that well-being has a positive relationship and positive emotions. According to Chen, Hua, Yu, Wang and Ulrich (2017) psychological well-being among students has a positive influence on students' mental and physical health. High positive rate can lower negative emotional states, (Sánchez-Álvarez, Extremera, & Fernández-Berrocal, 2016). By having high psychological well-being, students can complete their homework, improve academic achievement and carry out learning activities better (Navale, 2018). It is clear that the well-being of psychology is very important to students.

According to Goleman (1995), Emotional intelligence is more essential than intellectual intelligence because, in comparison to intellectual intelligence, an individual emotional intelligence is a more important element in determining their success. This clearly shows that emotional intelligence is very important in every individual, especially students. Good emotions can help students in doing wise actions. Furthermore, research on emotional intelligence and joint fitness shows that self-management and self-awareness are important but not sufficient for relationship management and social awareness (Furlong, You, Shishim, & Dowdy, 2016)

This study consists of four objectiv
1. To investigate about the relationship between self-awareness and psychological well-being among students in UPSI.
2. To examine the relationship between self-management and psychological well-being among students in UPSI.
3. To identify the relationship between social awareness and psychological well-being among students in UPSI.
4. To identify the relationship between relationship management and psychological well-being among students in UPSI.

Significance of the study

Academic Institutions and Administrators

Academic institutions and administrators might use the findings of this study to better understand and identify the association between emotional intelligence and psychological well-being among university students. This study can be utilized as a guide and resource for academic institutions and administrators looking to implement strategies such as running programs or advocating for students' emotional intelligence and psychological well-being. This is because university students must manage their emotions and maintain their psychological well-being to create a positive and healthy mental and physical learning environment.

University Students

Students will immediately benefit from this study since the findings may help them to better control their emotions. They can be kept from doing negative things if they have good emotional management. Students can learn from this research that having a stable emotional intelligence will help them achieve in life and maintain healthy connections with others around them.

Community

This study spread awareness to the community about recognizing the psychological well-being of something important in their daily lives. This is because a community with a good level of psychology can reduce crime cases in the country and can be a good example for the younger generation, especially students to take wise action before doing something. Psychological well-being is the emotional health associated with positive relationships between individuals with other individuals. This means that if a person's psychological well-being is in a good state, then this can manifest positive feelings towards the individual with other individuals.

Future Researcher

The results of this study will serve as a guide and resource for future research on emotional intelligence in students. Other researchers can improve this study, as well as reorganize old studies to be utilized as new studies. More research is being carried out to gain a better idea of the scope of the investigation.

LITERATURE REVIEW

Psychological Well-Being

Psychological well-being encompasses both positive and negative feelings, such as frustration, disappointment, and loss, which are all-natural parts of life. As a result, regulating negative emotions is critical for long-term happiness. According to Hernandez, Bassett, Schuette, Shiu

and Moskowitz (2018), psychological well-being is defined as a set of pleasant situations in all aspects of life, such as contentment, physical and spiritual well-being, and optimal function. It also refers to how people manage their lives and activities.

According to the theory of psychological well-being, an individual psychological health is measured by how well they operate in particular elements of life (Udhayakumar, 2018). Psychological well-being has a good function in individual health psychology to make an individual can determine a aspect in their life. Psychological well-being plays a good support in a fundamental in student by building a positive emotional. Students will be having a positive role in their psychological well-being because students can control an emotion with positive emotion to create by building a support play. High psychological distress and low psychological well-being are two classifications that can be used to describe university students who are suffering from a high level of mental disease (Sharp & Theiler, 2018).

Emotional Intelligence

Emotional intelligence is about own feeling and having the power to handle those feelings, having the flexibility to motivate ourselves to induce jobs done, be creative and perform at the best level, be sensitive and prepare to handle relationships effectively (Goleman, 1997). According to Goleman (1998), an emotionally intelligent individual is capable of distinguishing between various emotions and formulating a precise and effective response in a variety of settings and scenarios. Being a skill, emotional intelligence may also define as the capacity to sense, analyse, use, and control emotions effectively, as well as a personality trait (Goleman, 1995).

According to Bar-On (2002), to be more successful in handling environmental demands, emotional intelligence is defined as understanding oneself and others, relating well to people, and adjusting to and coping with one immediate surroundings Emotional and social intelligence must be defined as a set of interconnected emotional and social skills that influence how well people comprehend and express themselves, how effectively people understand and express themselves, how well people understand and relate to others, and how well people deal with daily demands and stresses. Emotional intelligence was divided into four (4) components which is self-awareness, self-management, social awareness and relationship management (Goleman, 2001).

Self-Awareness

Self-awareness is one of the components emotional intelligences that proposed by Goleman (2018). Self -awareness is very important for every individual including teenagers. This is because, adolescents now need to have awareness in each other because adolescence is now known as the bio-psycho-social phase of so that self-awareness is the pathway to adolescent high potential for self -growth and future development (Kalaiyasaran & Solomon, 2016). Individuals will also fail to control themselves when doing something if they have a lack of self -awareness. Therefore, each individual should not neglect self-awareness as this can help the individual in controlling themselves, can establish relationships with other individuals and help the individual in making decisions especially scales for students. This clearly shows that self - awareness is very important in every student.

Self-Management

Self-regulation or self-management it is the ability to manage one's emotions or control one's disturbing impulses and moods in the presence of others and in different situations (Dangmei & Singh, 2017). Besides, self-management or self-regulation, one of the dimensions to

Goleman's emotional intelligence, refers to the ability to suppress one's emotions and impulses, stay calm in an unhealthy situation and stay calm regardless of one emotion (Ikpesu, 2017). Students that have a self-regulator or self-management are someone who is motivated to achieve success on a task, set realistic goals for the task, uses specific strategies to achieve those goals, conduct self-assessment to evaluate the effectiveness of its strategy, and adjust its performance strategy to ensure success.

Social Awareness

The concept of social awareness is that the power to acknowledge, understand, and react to others' emotions while understanding social networks (Goleman, 1998). According to Goleman (2006), social awareness emphasises an individual's ability to recognise, perceive and react to other people's emotions while being a part of the social network circuitry, and it is that ability to grasp and be compassionate to other people's emotions, views, opinions and challenges of others. The components of social awareness competence are primal empathy, service orientation and organizational awareness are all components of social awareness competence (Goleman, 2001). Communication is the basis of any relationship, and it will be within the sort verbal, nonverbal, communication, and eye contact, all of which come to an end throughout the course of a relationship.

Relationship Management

Students that have good relationship management skills can regulate their self- awareness and psychological control in every setting. Being self-conscious, managing self, and being aware of situations and others in those contexts entailed relationship management in order to maintain cordial, productive relationships throughout time (Arora, Ashrafian, Davis, Athansiou, Darzi & Sevdalis, 2010). Relationship management or social skills help a person to manage the relationship with others and also relationship management or social skills can build a system which is can call a people skill (Schuetz, 2011). Students having a social skills or relationship management easy to create a tolerance, communication, empathy and others. According to Goleman (1995), meanwhile having a tolerance and empathy, relationship management or social skills also can be an effective in leading teams and can manage a time.

Research Hypothesis

In this study, the following four hypothesis were indicated based on the research objectives:
H1 There is a relationship between self-awareness and psychological well-being among students in Universiti Pendidikan Sultan Idris (UPSI).
H2 There is a relationship between self-management and psychological well-being among students in Universiti Pendidikan Sultan Idris (UPSI).
H3 There is a relationship between social awareness and psychological well-being among students in Universiti Pendidikan Sultan Idris (UPSI).
H4 There is a relationship between relationship management and psychological well-being among students in Universiti Pendidikan Sultan Idris (UPSI).

Research Framework

A research framework has been established based on the literature review in order to examine the association between emotional intelligence and psychological well-being among students at Universiti Pendidikan Sultan Idris (UPSI). The figure 1 shows the research framework use for this study.
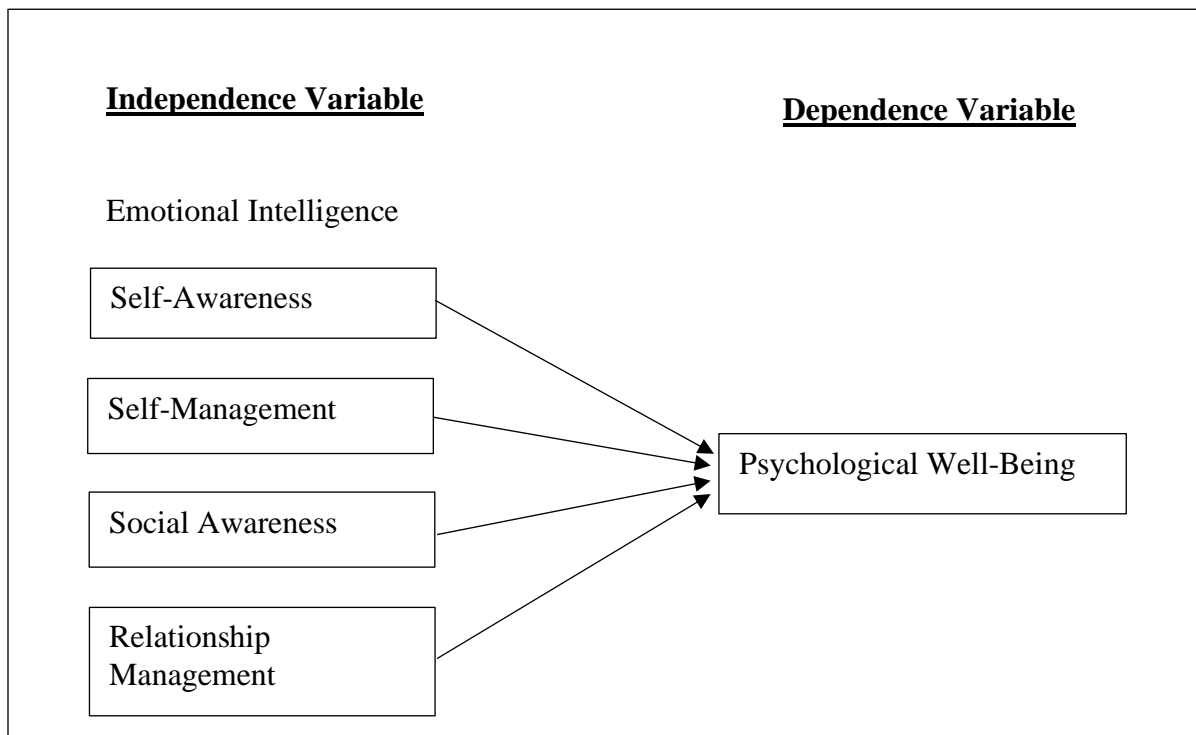
Figure 1:Research Framework

METHODOLOGY

Research Design

To acquire results, this study has applied quantitative research methods to collect data from the respondents which are students of Universiti Pendidikan Sultan Idris (UPSI). The quantitative method entails quantifying and evaluating variables. It comprises the use of numerical data and the analysis of that data using specific statistical methodologies to answer questions like who, how much, what, where, and when. It also describes methods of explaining a problem or phenomenon by collecting data in digital form. This study further shows that quantitative methods can be categorized as follows research design, correlation studies, empirical studies, and comparative causal studies (Apuke, 2017). On the other hand, descriptive research can determine the answer to the what, who, where, when, and how of a selective situation or problem. But specifically, descriptive research has two types of research design which are a longitudinal study and a cross-sectional study. This study will apply a cross- sectional study to identify the relationship between emotional intelligence and psychological well-being among UPSI students.

Data Collection

The data collection was conducted using questionnaires. In this study, the researcher will use primary data to collect information. Researchers will use a questionnaire containing demographics and questionnaires about emotional intelligence and psychological well -being. Questionnaires will be provided through google forms as this will make it easier for respondents to answer questions online. By using snowball techniques, questionnaires will be distributed to students at Universiti Pendidikan Sultan Idris through digital platforms such as WhatsApp, Telegram, and Instagram, which were distributed to 375 respondents who participated in this study.

Sampling

In this research, the researchers selected a non-probability sampling technique which is snowball sampling. According to Taherdoost (2017), non-probability sampling is a sampling method in which the researcher selects a sample based on subjective evaluation rather than random selection. It is a sampling procedure during which not all individuals of the population have an equal chance of participating within the research. A snowball sampling is a non-probability sampling method in which the samples contain difficult-to-detect characteristics.

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 to show the relationship between the dependent variable and the independent variables. SPSS data will interpret into statistics such as valid percentage and cumulative percentage. The presentation of data will be supported by the illustration of tables, charts, and graphs.

FINDINGS

Results of Frequency Analysis

The Table 1 below shows the result of frequency analysis of this research.

Table 8: Frequency Analysis

Characteristic	Frequency	Percentage
Gender		
Male	121	32.3
Female	254	67.7
Age		
20 -22 years old	139	37.1
23 -25 years old	211	56.3
26 years old and above	25	6.7
Race		
Malay	298	79.5
Chinese	32	8.5
Indian	26	6.9
Others	19	5.1
Study Place (University)		
UPSI Campus Sultan Abdul Jalil Shah, Tanjong Malim	222	59.2
UPSI Campus Sultan Azlan Shah, Proton City	153	40.8
Faculty		
Faculty of Language and Communication	91	24.3
Faculty of Music and Performing Arts	29	7.7
Faculty of Management and Economics	37	9.9
Faculty of Human Development	72	19.2
Faculty of Humanities	49	13.1
Faculty of Computer Arts and Creative Industries	29	7.7
Faculty of Science and Mathematics	34	9.1
Faculty of Sports Science and Coaching	15	4.0
Faculty of Vocational Technical	19	5.1

Table 1 shows the frequency analysis characteristic of respondent. The gender distribution of a total of 375 respondents. The female respondents were 67.7 percent (n=254) more than male

respondents' 32.3 percent (n=121). Next is age, it has been divided into 3 category which is category 1 are student among 20-22 years old. Among these three age groups, this category was highest number of respondents with 56.3 percent (n = 211). The second category is students are among 20 to 22 years old with 37.1 percent (n = 139). While the lowest number of respondents were from the age 26 years old and above with 6.7 percent (n = 25). For races, it has been categorized into main 3 different races and there are also some other religions such as Iban, Dusun, Bajau and so on but the researcher has combined them in one category. Based on the table, the highest number of respondents are Malay which consisted 79.5 percent (n = 298) respondents. Then followed by Chinese which consisted 8.5 percent (n = 32) respondents and then India which consisted 6.9 percent (n = 26)   while 5.1 percent (n = 19) of them from other races had responded to the questionnaire.

For study place (campus) shows that UPSI Campus Sultan Abdul Jalil Shah, Tanjong Malim respondents were 59.2 percent (n = 222) more than UPSI Campus Sultan Azlan Shah, Proton City respondent 40.8 percent (n = 153). The last one is faculty, Among the nine faculty, Faculty of Language and Communication (FBK) recorded the highest number of respondents at 24.3 percent (n = 91). The second highest is Faculty of Human Development (FPM), recorded 19.2 percent (n = 72). Next, Faculty of Humanities (FSK) at 13.1 percent (n = 49). Meanwhile, Faculty of Music and Performing Arts (FMSP) and Faculty of Computer Arts and Creative Industries (FSKIK) recorded the same total frequency and percent which is 7.7 percent (n = 29). For the Faculty of Management and Economics (FPEK) by 9.9 percent (n = 37) and Faculty of Science and Mathematics (FSMT) by 9.1 percent (n = 34). There are also faculty that recorded lowest number of respondents, the Faculty of Vocational Technical (FTV) by 5.1 percent (n = 19) and also Faculty of Sports Science and Coaching (FSSKJ) by 4.0 percent (n = 15).

Result of Descriptive Analysis

The Table 2 below shows the result of descriptive analysis of this research.

Table 9: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Self-Awareness	I have confidence in my abilities.	3.55	0.652
	I admit my weakness.	3.52	0.579
	I understand my emotions when I am facing certain situations.	3.43	0.633
	I am able to notice the impact of my behavior on others.	3.46	0.587
	I am aware when others influence the condition of my emotions.	3.45	0.614
	I have confidence in my abilities.	3.42	0.644
Self-Management	I can calm down when I am angry	3.38	0.761
	I can handle stress well	3.33	0.761
	I accept disappointment without feeling upset	3.10	0.867
	I will consider a few choices before making a decision	3.51	0.575
	I will do my best in every situation, whether the situation is good or bad.	3.53	0.550
	I will refrain myself from expressing anything that is not helpful in resolving specific problems.	3.46	0.627

Social Awareness	I accept criticism.	3.55	0.644
	I understand the feelings of others.	3.44	0.643
	I can easily adapt to any situations.	3.40	0.727
	I can accept others' opinion.	3.58	0.516
Relationship Management	I will show my concern for what others have to go through.	3.64	0.538
	I always avoid social situations.	2.43	1.090
	I can communicate clearly with others.	3.43	0.709
	I can get along well with others	3.41	0.656
	I resolve problems effectively.	3.35	0632
	To ensure effective interaction, I pay attention to others' feelings.	3.49	0.561
	I learn about others in order to interact with them better.	3.47	0.611
	I love telling others about myself.	3.08	0.935
Psychological Well-Being	When I look back on my life, I am happy with how things have changed.	3.57	0.612
	I am not afraid to voice out my opinions, even when my opinions were opposite to the other's opinions.	3.34	0.701
	I am good at juggling my time so that I can fit everything in that needs to get done	3.34	0.686
	I think it is important to have new experiences.	3.62	0.497
	I know I can trust my friends and they know they can trust me.	3.33	0.696

Table 2 shows the descriptive analysis for the component emotional intelligence and psychological well-being. The mean and the standard deviation for the items used to measure the emotional intelligence and psychological well-being. For self-awareness, there were six (6) questions measured with one (1) of the items having the lowest mean 3.42 for item SA6. Out of 375 respondents, 234 respondents (62.4%) responded strongly agreed on item SA1 with the highest mean, 3.55. Meanwhile, the mean for SA2, SA3, SA4, and SA5 were 3.52, 3.43, 3.46, and 3.45.

Next is self-management. There were six (6) questions measured with the highest mean of 3.53 for the item SM6. A total of 155 respondents (41.3%) were chosen agreed and 210 respondents (56%) were chosen strongly agreed on the item SM6. Meanwhile, the lowest mean was item SM4 with 3.10. The mean values for four (4) remaining items which SM1, SM3, SM5 and SM7 were 3.38, 3.33, 3.51 and 3.46 respectively.

There were four (4) questions of social awareness were measured with the highest mean of 3.58 for the item SCA4. There were a total 151 from 375 respondents (40.3%) responded agreed and a total 220 respondents (58.7%) responded strongly agreed with the item SCA4. Besides, the mean of 3.55 for the item SCA1 with 120 respondents (32%) were answered agreed and 232 respondents were answered strongly agreed to the item SCA1. The mean value for the other two (2) items, SCA2 and SCA3 were 3.44 and 3.40 respectively.

The last component of emotional intelligence is relationship management. There were eight (8) questions measured with the highest mean of 3.64 for the item RM1. A total of 115 respondents (30.7%) were chosen agreed and 251 respondents (66.9%) were chosen strongly agreed on the item RM1. Meanwhile, the lowest mean was item RM2 with 2.43. The mean values for six (6)

remaining items which RM3, RM4, RM5, RM6, RM7 and RM8 were 3.43, 3.41, 3.35, 3.49, 3.47 and 3.08 respectively.

For dependence variable which is psychological well-being, there were five (5) questions measured with one (1) of the items having the highest mean 3.62 for item PWB4. This has been proved a total number of 235 respondents (62.7%) strongly agreed and 138 respondents (36.8%) agreed on the items PWB4. However, item PWB6 has the lowest mean with 3.33. There was having the same mean 3.34 for items PWB2 and PWB3. The mean for PWB1 is 3.57, respectively.

There were some items that has been deleted which item SM2, SM8, SM9, SCA5 and PWB5, this item was deleted as a cut off point for acceptable value.

Results of Reliability Analysis

The Table 3 below shows the result of reliability analysis of this research.

Table 10: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Self-Awareness	6	0.757
Self-Management	6	0.789
Social Awareness	4	0.736
Relationship Management	8	0.713
Psychological Well-Being	5	0.716

Table 3, show the value of Cronbach Alpha for all variable were at an acceptable level (0.7). For independence variable, the emotional intelligence part was divided into 4 components. The first component is self-awareness. This component contains 6 items and was found to be acceptable. This variable is reliable in the strength of correlation (items 6: $\alpha = 0.757$). The next component is self-management. This component contains 6 items and was also found to be acceptable. This variable is also reliable in the strength of correlation (items 6: $\alpha = 0.789$). The next component of emotional intelligence is social awareness. There are 4 items for this component and found to be acceptable. This variable is reliable in the strength of correlation (items 4: $\alpha = 0.736$). The last component of emotional intelligence is relationship management. There are 8 items for this component and it found to be acceptable. The variable in the strength of correlation (8 items: $\alpha = 0.713$). For dependence variable that is psychological well-being, there are 5 items and the value of Cronbach Alpha is at a level of acceptable. This variable is reliable in the strength of Correlation (items 5: $\alpha = 0.716$).

Result of Pearson Correlation Analysis

Table 4 below shows the result of person correlation analysis of this research.

Table 411: Pearson Correlation Analysis

	Hypothesis	P-Value	Result (supported / Not Supported)
H1:	There is a relationship between self-awareness and psychological well-being among students in Universiti Pendidikan Sultan Idris (UPSI).	0.621	H1 is supported
H2:	There is a relationship between self-management	0.601	H2 is supported

	and psychological well-being among students in Universiti Pendidikan Sultan Idris (UPSI).		
H3:	There is a relationship between social awareness and psychological well-being among students in Universiti Pendidikan Sultan Idris (UPSI).	0.537	H3 is supported
H4:	There is a relationship between relationship management and psychological well-being among students in Universiti Pendidikan Sultan Idris (UPSI)	0.629	H4 is supported

Based on table 4, Pearson's correlation analysis was used to test the relationship between hypotheses on a significant relationship such as psychological well-being and four component of emotional intelligence which is self-awareness, self-management, social awareness and relationship management. Overall, all hypotheses were accepted at a 0.01 significance level. According to Schober, Boer, & Schwarte (2018), the table of Cronbach Alpha for all of the relationship between the variable were significantly moderate correlation. This implies that all the relationship between the variable were positively related.

DISCUSSION AND RECOMMENDATION

This study only discusses on the relationship between emotional intelligence and psychological well-being among students in Universiti Pendidikan Sultan Idris (UPSI), between the two campuses which are Campus Sultan Abdul Jalil Shah (KSAJS) and Campus Sultan Azlan Shah (KSAS). Therefore, the four components in emotional intelligence which are self-awareness, self- management, social awareness and relationship management.

First, rather than focusing solely on one university, future researchers may be able to widen the study area by collecting data on multiple campuses based on the variances in the courses registered. Furthermore, the data gathered will be more accurate in determining the impact of emotional intelligence on university students' psychological well-being. University students will learn how to handle emotions as a result of this study, ensuring that their psychological well-being is maintained.

Moreover, future researchers can also reproduce the journal by further refining previous studies. To help further improve reading resources, future researchers can search for journals in public libraries in addition to searching for journals on Google Scholar and my Athens to find more information from abroad about the relationship between emotional intelligence and psychological well -being among university students.

Lastly, future researchers are highly recommended to use language or questions that are easily understood by all respondents involved in the study conducted. Therefore, the questions asked must use language or questions that are easier to understand and clear. In surveys, language is used in a variety of ways, including words, symbols (such as arrows), and even emojis. Language users, such as survey respondents and interviewers, must converse in the same

language, both literally and metaphorically (Sha & Gabel, 2020). In addition, the questionnaire can be completed in a variety of languages, including Mandarin and Tamil. This multilingual skill can help people of many races and languages understand and answer the question without feeling pressured.

CONCLUSION

The main purpose of this study was to examine the relationship between emotional intelligence and psychological well-being among UPSI's students. According to the results, self-awareness, self-management, social awareness and relationship management are independent variables, and it is due to the influence on dependent variables which is psychological well-being. A total of 375 UPSI students has been taken as sample size to conduct this study. The respondents are students between the two campuses of Universiti Pendidikan Sultan Idris (UPSI) which are Campus Sultan Abdul Jalil Shah (KSAJS) and Campus Sultan Azlan Shah (KSAS) that have been selected to be the target population of this study as the respondents. Next, in chapter 4 were the findings of result from the questionnaires survey through google form that analyse using descriptive and inferential analysis. The data obtained from the questionnaire has been evaluated by software program using Statistical Package for the Social Science (SPSS). Lastly, in chapter 5 about summarization of the results based on data analysis. Thus, all the hypothesis such as H1, H2, H3 and H4 stated are accepted.

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The Impact of Movement Control Order on Mental Health Among Students of the Faculty of Hospitality, Tourism and Wellness at Universiti Malaysia Kelantan

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ABSTRACT

Mental health problems among university students are now an issue in many countries. Many students must face many challenges every day, and eventually, they are so depressed that some are willing to commit suicide for failing to overcome this mental health problem. This research was conducted to study the negative effects of Covid-19 on the level of education among university students at Universiti Malaysia Kelantan. Thus, 359 respondents among university students were randomly selected to complete the questionnaire. The questions focused on depression, anxiety and added stress in the online learning process. Furthermore, the questions also focus on which groups are most affected by mental health problems, such as ethnicity, gender, and socioeconomics. Since the university has decided to pursue distance learning, health professionals should provide the best support to students.

Keywords: Mental Health, University Students, Gender, Ethnicity, Socio-economic

INTRODUCTION

Coronavirus disease 2019 (Covid-19) is a disease caused by a novel coronavirus known as severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2; formerly known as 2019nCoV), which was first discovered in Wuhan City, Hubei Province, China, during a respiratory illness outbreak (Cennimo, 2021). The World Health Organization received the first notification on December 31, 2019. (WHO). On January 30, 2020, the World Health Organization (WHO) declared the Covid-19 outbreak to be a global health emergency. 2021) (Bergman & Olsen).

This pandemic has caused many economic, educational, social, and environmental problems. Every day an increase of victims occurs, resulting in many workers losing their jobs. In addition, many workers are unemployed due to layoffs. This is because the losses incurred by the company as a result of the movement control order (MCO) occur. Public programs are also not allowed, such as wedding feasts, dining at restaurants, iftar, and performances. Daily activities are also affected and limited due to MCO. For example, celebrities are not allowed to film to reduce the Covid-19 case. Students are not allowed to learn face to face, but learning must be done virtually. However, many students experience stress because of using this method in learning (UNICEF, 2021).

The problem of this study focused on the impact of Covid-19 on mental health among university students. It is a new virus but has influenced and had a huge impact on the world economy and society. Moreover, the effects of this pandemic have caused problems, and disruptions to the global population's mental health also caused negative psychosocial impacts that can lead to psychological crises. According to the World Health Organization (WHO) 2021, "Mental health is a state of well-being in which an individual realizes his or her own abilities, can cope

with the normal stresses of life, can work productively, and is able to make a contribution to his or her community."

A learning environment is a place where people can study and teach. To ensure the efficacy and development of learning outcomes, one crucial aspect must be addressed. Intellectual activity, interaction, idea generation, friendship, collaboration, learning, personal growth, and student development can all benefit from a good learning environment. Various factors interact and influence pupils in a learning setting. In terms of achievement, satisfaction, comfort, health, and enjoyment, the study found a link between the learning environment and pupils (Higgins, et al., 2005; Che Ahmad, Osman, & Halim, 2010). Furthermore, the learning environment might have an impact on students' social connections and behaviour (Sanoff, 2000). As a result, an unpleasant learning environment is likely to cause problems and disruption in the mental health of some students. Therefore, this study aimed to determine the factors that effected mental health problems among university students at Universiti Malaysia Kelantan.

There were three objectives of this research:
1. To examine the relationship between gender toward mental health during Covid-19 in Universiti Malaysia Kelantan.
2. To identify the relationship between ethnicity toward mental health during Covid-19 in Universiti Malaysia Kelantan
3. To determine the relationship between socioeconomic status towards mental health during Covid-19 in Universiti Malaysia Kelantan

Significance of the Study

Researcher

This research sought to provide clearer information and address information's full existence to new researchers. This research also provided future studies with new resources, knowledge, and the latest information on the impact of a movement control order on mental health among students of the Faculty of Hospitality, Tourism, and Wellness at Universiti Malaysia Kelantan. Based on this study, we were all aware that the covid-19 pandemic in Malaysia has had a negative impact in various aspects, especially in the economic aspect. This pandemic affected Malaysia throughout the country in 2020. However, the most significant impact effected was mental health, especially among university students. This could help them investigate mental health percentage surveys more specifically, whether at Universiti Malaysia Kelantan or elsewhere.

Authorities

The next group of people who would be interested in the study is the authorities. This report's objective was to supply the relevant authorities with specific information regarding The Impact of the Movement Control Order on Mental Health Among Students Attending the Faculty of Hospitality, Tourism, and Wellness at Malaysian Universiti Kelantan. The findings of this study will provide the relevant authorities with information regarding the factors that can cause an impact of the Movement Control Order on the mental health of students studying in the Faculty of Hospitality, Tourism, and Wellness at Universiti Malaysia Kelantan. For instance, the government of Malaysia has recently started to focus more closely on the progression of the country's rate of mental illness over time; despite this, there has been significant progress, particularly regarding to the Covid-19 pandemic. This is an initiative that will make it easier to see the scope of the issue regarding mental health among university students. Campaigns, programmes, and other activities can help students become more self-aware and take the initiative to determine whether or not they require assistance or how they can improve their own mental health.

Consumers

The findings of this study are also significant for consumers. Owing to the fact that the user or community is an essential factor in determining the mental level of an individual's own health. A number of studies, including "The Impact of Movement Control Order on Mental Health Among Student University Populations" and others, have found that it demonstrates a high prevalence of positive mental health outcomes. Communities need to change their behaviour and the way they manage themselves in order to better cope with stress and the range of symptoms that accompany it, including changes in their routines. This study is also of great interest to the community as a means of assisting them in becoming more concerned about the situation and the surrounding community. The importance of this study lies in the fact that it provides information on the percentage of students in the faculty of hospitality, tourism, and wellness at Universiti Malaysia Kelantan. They are affected by movement control orders on their mental health.

LITERATURE REVIEW

Covid-19

Coronavirus disease is known as Covid-19. This disease is an infectious disease caused by the SARS-CoV-2 virus. Most people are infected with this virus without knowing it. This Covid-19 is dangerous. The Ministry of Health releases symptoms that patients will have respiratory illnesses, fever, coughs, and more. In conclusion, anyone can get this virus without knowing if they don't take precautionary measures. The riskiest are the older ones. For example, an elder who has chronic respiratory, chronic diabetes, cardiovascular disease, and more. The person can be seriously ill, and the worst consequence is, death.

Mental Health

According to the World Health Organization, "mental health is a condition of well-being in which an individual realises his or her abilities, can cope with the usual demands of life, can work productively, and can contribute to his or her community" (WHO). Stress can occur in any group, including the lives of students. Pre-Stress can happen to any group of people, including the lives of college and university students. It manifests itself in various ways, including family issues, campus life, financial difficulties, and peer pressure. This pressure can have a significant or minor impact on a student's stress level.

Research Hypothesis

The study's hypothesis is to determine whether there are any correlations or relationships between dependent variables and independent variables.

H1   There is a significant relationship between gender and mental health problems among students at Universiti Malaysia Kelantan.

H2   There is a significant relationship between ethnic and mental health problems among students at Universiti Malaysia Kelantan.

H3   There is a significant relationship between socioeconomic status and mental health problems among students at Universiti Malaysia Kelanta

Research Framework

Figure 1 below shows the research framework of this research.
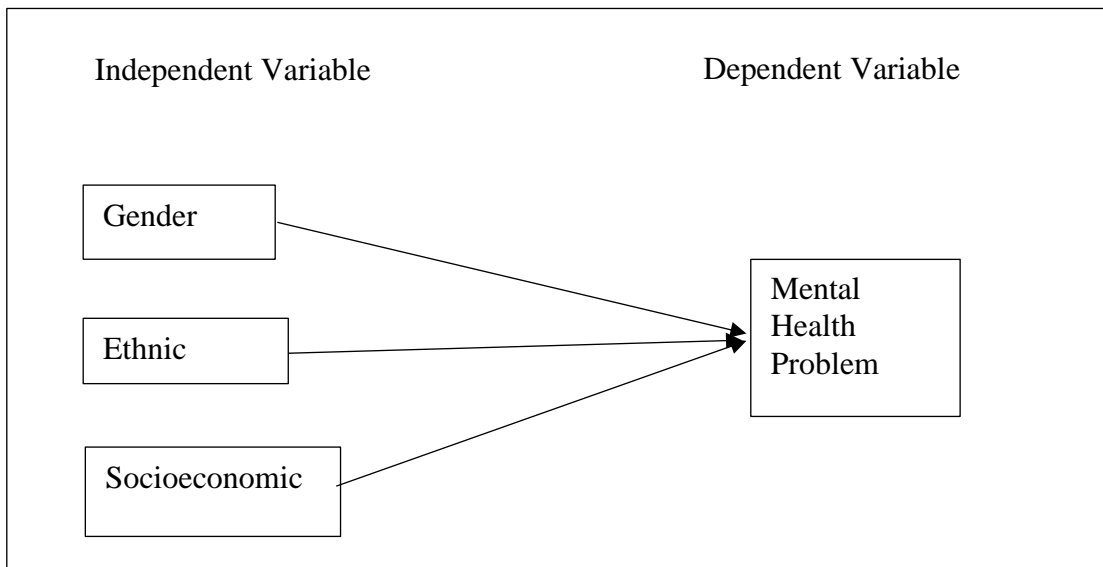
Figure 1: Research Framework

METHODOLGY

Research Design

In general, research design refers to a strategic framework that connects research themes to the research's implementation. The study design is a set of rules for configuring data collecting and analysis settings in a way that balances relevance to the investigation goal with the research's purpose (Durrheim, 2006).

There are two types of approaches which are quantitative and qualitative. The quantitative approach is a technique of collecting, analysing, interpreting, and writing the data that the researcher got for the study (Carrie, 2002). Using quantitative will aid the research in obtaining data by responding to relational questions of variables in the study. Meanwhile, the qualitative approach entails gathering and analysing narratives using other methods such as interviews or group focus. The qualitative approach is also used for research in-depth of understanding about human behaviour, experience, attitudes, and intentions (Shariques, 2019).

The main point of the study was to examine the impact of MCO on mental health among The Faculty of Hospitality, Tourism, And Wellness (FHPK) students at the Universiti Malaysia Kelantan (UMK). In this study, the researcher used a quantitative approach to collect data. A quantitative approach is a type of educational approach, in which the researcher can decide what to study, asking specific questions to the public about the study. A quantitative approach is used when one starts with a hypothesis and looks for confirmation or rejection of that hypothesis. Quantitative approaches tend to address study problems that require a description of tendencies or an explanation of the relationship between independent variables and dependent variables. The analysis obtained in this study provided information on mental health issues among students of Universiti Malaysia Kelantan in terms of gender, ethnicity, and socioeconomic status.

Data Collection

According to Shamoo & Resnik (2003), several analytical procedures provide data collection methods in research projects. This study made use of primary data. The main data was taken from the source from where the original statistics were received and is regarded as the best sort

of data in the research. Primary data is information obtained directly from the source by researchers through interviews, questionnaires, and experiments. Primary data is often acquired from the sources from which the original statistics were received, and it is regarded as the best sort of data in the study.

A questionnaire administered via Google Forms was utilized in this investigation. During Covid-19, questionnaires were used to collect information on the relationship between gender, ethnicity, socioeconomic position, and mental health among university students at Universiti Malaysia Kelantan. The questionnaire was supplied online and collected university students' mental health data. Surveys were conducted online as a result of the Covid-19 pandemic.

Sampling

The two categories of sampling strategies are probability and non-probability sampling procedures. This sampling technique ensures that every member of the examined population has an equal chance of being included in a randomly chosen sample. It is also known as random sampling. The five types of sampling include simple random sampling, stratified sampling, systematic sampling, cluster sampling, and multi-stage sampling. Non-probability sampling, on the other hand, places a greater emphasis on the researcher's capacity to select the sample on their own. It is not done in a haphazard way (Singh, 2018).

In this study, the researcher choose probability sampling, which was random sampling in this study because this method was easier to gather information and involved low cost for the researcher to collect data. The respondents of the questionnaire were the university students that suffered mental health disorders at Universiti Malaysia Kelantan. Several students were randomly selected to answer a questionnaire given by the researcher and data was collected based on their answers.

Sample size is a form of research used to determine the number of individuals, and it can be used to represent certain populations. The sample size can also refer to the number of respondents included in the study, then broken down by category based on gender, age and location. In statistical analysis, the sample size is very important to determine because when the sample size is small, then it does not produce the absolute reality of the population that needs to be studied. Otherwise, the sample size is large, so it takes a very long time to study (Kibuacha, 2021).

The sample size is a term used in market research to define the number group of subjects which are selected from the general population and are considered based on the population of a particular study. In this study, according to Krejcie and Morgan's table (1970), the sample size of our respondents, was 357, and they were selected for this research based on the 5382 university student populations at Universiti Malaysia Kelantan Kampus Kota. This population was divided into 2 categories which are FHPK with 3591 students and FKP with 1791 students. However, the researcher required a sample size for FHPK students only. (Figure 2.3)

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Figure 1 Sample size table

FINDINGS

Result of Frequency Analysis

Table 1 below shows the result of frequency analysis of this research.

Table 1: Frequency Analysis

Characteristics	Frequency	Percentage
Gender		
Male	150	41.8
Female	209	58.2
Age		
18 – 20	33	9.2
21 – 23	274	76.3
24 – 26	25	7.0
27	27	7.5
Religion		
Muslim	304	84.7
Hindu	24	6.7
Buddha	16	4.5
Others	15	4.2
Race		
Malay	274	76.3
Indian	29	8.1
Chinese	21	5.8
Others	35	9.7
Material status		
Single	325	90.5
Married	28	7.8
Others	6	1.7

State			
Urban		160	44.6
Rural		198	55.2

Table 1 shows the total number of male respondents, which was 150 respondents, while the number of females was 209 respondents. Out of the 359 respondents, 41.8% of the total respondents are male and the remaining 58.2% are female respondents that were involved in the study. Regarding their age, the table shows that 18-20 years (33 respondents), 21-23 (274 respondents), 24-26 (25 respondents), and 27 and above (27 respondents) answered the questionnaire. It shows that the highest percentage of respondents were respondents at the age range of 21-23 (76.3%) and followed by 18-20 (9.2%), and 27 (7.5%), and the lowest percentage of respondents were 24-26 (7.0%). From the table, the religion of Muslims (304 respondents), Hindus (24 respondents), Buddhists (16 respondents) and others (15 respondents) answered the questionnaire. It shows that the highest percentage of respondents were Muslim (84.7%) and followed by Hindus at 6.7%, followed by Buddhists (4.5%), and the lowest percentage of respondents was "Others" (4.2%). As for race, it shows that Malays (274 respondents), Indians (29 respondents), Chinese (21 respondents) and others (35 respondents) answered the questionnaire. It indicates that the highest percentage of respondents was 76.3% which was from Malay, followed by others at 9.7%, followed by India at 8.1%, and the lowest percentage of respondents was from Chinese (5.8%). The table also shows the respondents' marital status. The total number of single respondents was 325 respondents while the number of married was 28 respondents. The number of respondents for the others was only 6 respondents. Out of 359 respondents, 90.5% of the total respondents were single, 7.8% were married, and the remaining 1.7% were other respondents that involved in the study. The last item in the questionnaire was about the respondent's hometown that 160 respondents were in the urban state, and 198 respondents were in rural areas. It shows that the highest number of respondents was the ones in rural (55.2%) and followed by Urban at 44.6%.

Result of Descriptive Analysis

Table 2 below shows the descriptive analysis of this study.

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Gender	Do you agree with the statement that female has more stress compared to male?	4.14	0.924
	Do you think that mental health can happen regardless of gender?	4.41	0.722
	Mental health also occurs when a person is unable to manage expenses well. Most female students prefer to spend their money compared to males.	4.02	0.957
	Do you think gender differences can cause mental problems?	3.63	1.094
	Do you think there are more mental health problems among males than females?	3.75	0.866

	Do you know that gender also plays a role in mental health?	3.92	0.896
Ethnicity	Do you feel that you have been threatened and treated unfairly because of your ethnicity?	3.25	1.412
	Do you feel that ethnic problems stemmed from your environment cause a person to be depressed?	3.69	1.056
	Do you think that differences between some social groups lead to ethnic discrimination?	3.94	0.911
	Do you feel that acts of physical assault and threats among ethnic groups can cause psychological problems or mental disorders?	4.14	0.830
	Do you feel that cultural and racial differences are the causes of ethnic problems that lead to stress problems among you?	3.78	0.968
	Do you think that differences in beliefs and religions lead to ethnic problems that lead to depression?	3.65	1.088
Socioeconomic	Are you sure the social-economic position can affect mental health during Covid-19 at Universiti Malaysia Kelantan?	4.11	0.866
	Do you think that enough money can reduce the problem of mental illness?	3.67	1.167
	Do you trust the people around you to be supportive in terms of emotional crises or problems?	3.86	0.949
	Do you agree that employment status like employed, self-employed, student, retired and more can be influenced by the socio-economic condition?	4.15	0.777
Mental health	Do you agree that educational level affect the socio-economic condition?	4.14	0.854
	Do you think that you have problems paying bills during the period of study?	3.95	1.035
	Do you have some acquaintances who can help you to overcome economic problems and crises?	3.75	1.035
	If you work, do you often feel overwhelmed while working?	3.63	1.022
	Do you often spend time working without focusing on your education?	3.36	1.143
	Do you often experience disturbances such as noise, odor pollution, cold and heat, and so on?	3.80	1.062

Table 2 shows the mean and deviation of the standard on independent variables of a personal nature. The highest average value was on the item "Do you think that mental health can happen regardless of gender", which was 4.41, where respondents agreed that gender could affect a person's mental health. The lowest mean value was regarding the item "Do you think gender differences can cause mental problems" of 3.63, where respondents slightly agreed that this mental health could be influenced due to gender specifics. The question "Do you feel that acts of physical assault and threats among ethnic groups can cause psychological problems or mental disorders" got the highest average value of 4.14, where respondents agreed that physical assault and threats among ethnic groups could cause psychological problems or mental disorders. The lowest average value was recorded on the question "Do you feel that you have been threatened and treated unfairly because of your ethnicity", with an average value of 3.25, where respondents somewhat disagreed that they felt had been threatened and treated unfairly because of their ethnicity. The highest average value was regarding the question "Do you agree that employment status like employed, self-employed, student, retired, and more can be influenced by the socioeconomic condition" which was 4.15, where the respondents agreed that could affect a person's socioeconomic situation whether they were capable or underprivileged. The lowest average value that recorded on the question "Do you think that enough money can reduce the problem of mental illness", with a mean value of 3.67, where respondents agreed that money could reduce the problem of mental illness. The highest average score question was "Do you often experience disturbances such as noise, odor pollution, cold and heat, and others" which was 3.80, where respondents agreed that they often experienced disturbances such as noise, odor pollution, cold and heat, and other disturbances. The lowest average value was recorded on the question "Do you often spend time working without focusing on your education", with a mean value of 3.36, where respondents agreed that they often spent time working without focusing on their education.

Result of Reliability Analysis

Table 3 below shows the result of reliability analysis.

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Gender	6	0.751
Ethnicity	6	0.847
Socioeconomic	5	0.776
Mental Health among FHPK's Students	5	0.792

The Cronbach's Alpha result for the questionnaire were in the range of good (0.8) to acceptable (0.7) or good (0.8) to excellent (0.9). The result for gender indicated 0.751 value which was regarded as acceptable and good. The results of reliability statistics on ethnicity were 0.847 which yielded as excellent and good. The results of reliability statistics on socioeconomics were 0.776 which yielded as acceptable and good. The impact of MCO on mental health among FHPK's students in UMK to the point of causing mental health problems, had recorded that total of 0.792, which yielded as acceptable and good. Therefore, the data still can be considered for further analysis.

Result of Person Correlation Analysis

Table 4 below shows the Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

H	Relationship	p-Value	Result (Support/Not Supported)
H1	There is significant relationship between gender and mental health problem among student Universiti Malaysia Kelantan.	0.580	H1 is supported
H2	There is significant relationship between ethnic and mental health problem among student Universiti Malaysia Kelantan.	0.690	H2 is supported
H3	There is significant relationship between socioeconomic status and mental health problem among student Universiti Malaysia Kelantan.	0.653	H3 is supported

Table 4 shows the results of the correlation between the variables, DV which was mental health during MCO among FHPK's students (MH) and IV which were gender (GA), ethnicity (EC) and socioeconomic (SE). The Pearson correlation value for gender was 0.605. This suggests that the intensity of the relationship between mental health problems and gender was strongly positive. Ethnicity can cause mental health problems among students. The Pearson correlation value was 0.690, indicating that the intensity of the relationship between mental health problems and ethnicity was a strong positive correlation. The Pearson correlation value for socioeconomics was 0.653. This value indicates that the intensity of the relationship between mental health problems and socioeconomic problems was a strong positive correlation. Based on the result, all the hypothesis was supported and became a factor that led to the occurrence of mental health problems among FHPK's students at UMK during MCO.

DISCUSSION AND RECOMMENDATION

The reliability test was conducted among 357 respondents by using an online survey method. It has been tested with Cronbach's Alpha Coefficient range between 0.751 to 0.847, which indicated acceptable and good, where ethnicity reached the highest range value of 0.847, followed by socioeconomic, which was 0.776, and 0.751 for gender. All variables had reached a minimum internal consistency because of a range of values greater than 0.6.

In the Descriptive Analysis for the independent variables, the highest mean value among them was regarding socioeconomic status, which was recorded at 3.9877, followed by gender, which was 3.9777. The lowest mean value for independent variables was regarding ethnicity, which was 3.7416. Thus, the mean value for the dependent variable was 3.6983. In conclusion, the most influencing factor among the independent variables on mental health among FHPK students in Universiti Malaysia Kelantan was the socioeconomic status.

In this specific study, the researchers only focused on students of the Faculty of Hospitality, Tourism and Wellness (FHPK) at Universiti Malaysia Kelantan (UMK). At this point, it is possible to identify mental health issues that might be affecting students in the area. The study

is also a continuous investigation that may be conducted at the survey site, in various states, and in other scopes. This is since the study has a high probability of obtaining different results.

On the other hand, the availability of a sample with a larger size means it will be easier and more likely to get a response from the public. For this reason, future researchers will need to increase their sample size further improve the accuracy and reliability of the study. In conclusion, the researcher has a better chance of getting a high response rate if using the interview method. As a result, this strategy has the potential to reduce the amount of confusion and produce more accurate findings from the study.

CONCLUSION

In conclusion, this study was conducted to find out the influencing factors of mental health problems experienced by FHPK students at UMK when MCO occurred. Three independent variables were studied, which were gender, ethnicity, and social economy; that were selected to look at their relationship with the dependent variable, which was mental health problems among FHPK students. A total of 359 respondents aged 18 years and above were selected from FHPK students at UMK. Overall, based on Pearson correlation analysis, mental health problems have a value of *1, followed by gender, which was *0.605, ethnicity at *0.690, and socioeconomics at *0.653.

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Factors of Diabetes Among Senior Citizens in Malaysia

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ABSTRACT

This study is about the factors of diabetes among senior citizens in Malaysia. Diabetes is a chronic disease whose effects can be seen over a long period of time, influenced by the way the body converts food into energy. Researchers found several factors that are often associated with diabetes, namely age, lifestyle, and heredity. This study was to identify the relationship between genetic factors that cause diabetes among senior citizens in Malaysia. Next, to investigate the relationship between lifestyle factors that caused diabetes among senior citizens in Malaysia and also examine the relationship between environmental factors that caused diabetes among senior citizens in Malaysia. This study was conducted using a quantitative approach to measure the genetics, lifestyle and environment that caused an increase in diabetes disease among senior citizens in Malaysia. A total of 400 respondents have participated in this study. Based on findings and implications, the most significant factor was genetic, which achieved the highest mean score of 50.3%, which was female.

Keyword: Diabetes, Genetic, Lifestyle, Environment, Senior Citizens in Malaysia

INTRODUCTION

Diabetes happens when the body is not able to take up sugar (glucose) into its cells and use it for energy. This results in a buildup of extra sugar in the bloodstream. Poorly controlled diabetes can lead to serious consequences, causing damage to a wide range of the body organs and tissues, including the heart, kidneys, eyes and nerves. Diabetes is a disease that is dangerous to everyone regardless of age. Therefore, the disease is also common in the elderly. This is because most senior citizens do not take care of their health, especially in terms of nutrition (Cleveland Clinic Medical Professional, 2021).

According to the enrollment data set, there are 1,614,363, who have been patients registered at the NDR, which is 99.3% of whom have type 2 diabetes. The average age of type 2 diabetes patients in the NDR is 63 years, and the average age at diagnosis for type 2 diabetes patients was 53 years. Most people with diabetes are women (57.1%) and Malay (59.2%). In 2019, there were 897,421 severely diabetic patients at the NDR (National Diabetes Registry Report, 2019).

The aim of this study was to identify factors of diabetes among senior citizens in Malaysia. There are three objectives in this research:
To identify the relationship between genetics as a factor that causes diabetes among senior citizens in Malaysia.
To investigate the relationship between lifestyles as a factor that causes diabetes among senior citizens in Malaysia.
To determine the relationship between the environment as a factor that causes diabetes among senior citizens in Malaysia.

Significance of Study

Every study conducted has a specific reason to be used as an authentic reference material. Thus, the motivation behind this review is directed to identify the elements that can cause diabetes among the elderly in Malaysia. Thus, this study could help the elderly to find out the cause of their diabetes. This is because, most likely diabetic factors such as unhealthy lifestyle factors can also be a factor in an individual suffering from other diseases. Adopting an unhealthy lifestyle can not only lead to diabetes, but it can also lead to an individual's potential to become obese. Therefore, this study is not only useful for diabetics, but it is also very useful as a reference for people with other diseases.

LITERATURE REVIEW

Genetic

Genetics is among the major factors in inheritance and variation in all living things, including humans and microorganisms. Chromosomes, which are made up of DNA and protein molecules called histones, store genetic information in living things. Therefore, genetics is a natural thing that cannot be changed by humans, even if it has a negative or positive impact on human life. Genetics-related matters that are often a major issue are the risk of hereditary diseases that exist as a result of genetic problems faced by parents that will be inherited by the unborn child. One of the hereditary diseases caused by genetic factors is diabetes or better known as diabetes mellitus. Suspected susceptibility genes may hold the key to the development of diabetes. One of the most common chronic disorders in children is type 1 diabetes mellitus (Radha et al., 2003).

Lifestyle

Lifestyle can be defined as the way of life of an individual or a group of people. People in different societies have different lifestyles. Most people in Malaysia, especially the elderly, are very fond of consuming foods that contain excess fat, whether saturated or unsaturated fat. In animal experiments, the use of saturated, monounsaturated and polyunsaturated fatty acids, with the exception of n-3 fatty acids, resulted in insulin resistance when a high-fat diet was taken (Steyn et al., 2004). This will negatively impact an individual suffering from diabetes, especially the elderly who are a group with great potential to suffer from it. Therefore, Type 2 diabetes is clearly associated with an inactive lifestyle and poor diet (Moore et al., 2011).

Environment

The environment is thought to be influenced by genetic factors in the development of diabetes mellitus (Adeghate et al., 2006). A bad environment will trigger various types of diseases like diabetes and will cause health problems. In the parthenogenesis of diabetes, environmental variables play a role. Contaminated water, soil, stress, retrovirus exposure, and immune cell destruction are all examples of environmental influences (Raman, 2016). Furthermore, air pollution has been linked to poor glucose metabolism, insulin resistance (IR), and type 2 diabetes mellitus in a recent investigation (Pearson et al., 2010); (Kramer et al., 2010).

Diabetes

The International Diabetes Federation recommends that the reasons for the development of diabetes are population maturity and unwanted lifestyle practices. Some of these unfortunate lifestyle practices include being completely inactive, smoking, drinking alcohol, and following an unwanted diet regimen.
After adjusting for common hazard factors, we found that independently consolidated lifestyle behaviors were associated with mortality and morbidity from diabetes, cardiovascular infection, and malignant growth (Cheng et al., 2012). In some cases, diabetic patients caused

by mutations in the genetic factor of hepatocyte nuclear factor 1 (HNF-1) have been described as sensitive to the hypoglycemic effects of sulfonylureas (Pearson et al., 2003). Insulin-subordinate (IDD) and non-insulin-subordinate diabetes (NIDD) are discrete issues

Research Hypothesis

In this study, the three-hypothesis tested were:

H1: There is a significant relationship between genetic factors that cause diabetes among the senior citizens in Malaysia

H2: There is a significant relationship between lifestyles factor that cause diabetes among the senior citizens in Malaysia

H3: There is a significant relationship between environmental factors that cause diabetes among the senior citizens in Malaysia

Research Framework

Figure 1 below shows the research framework used in this research.
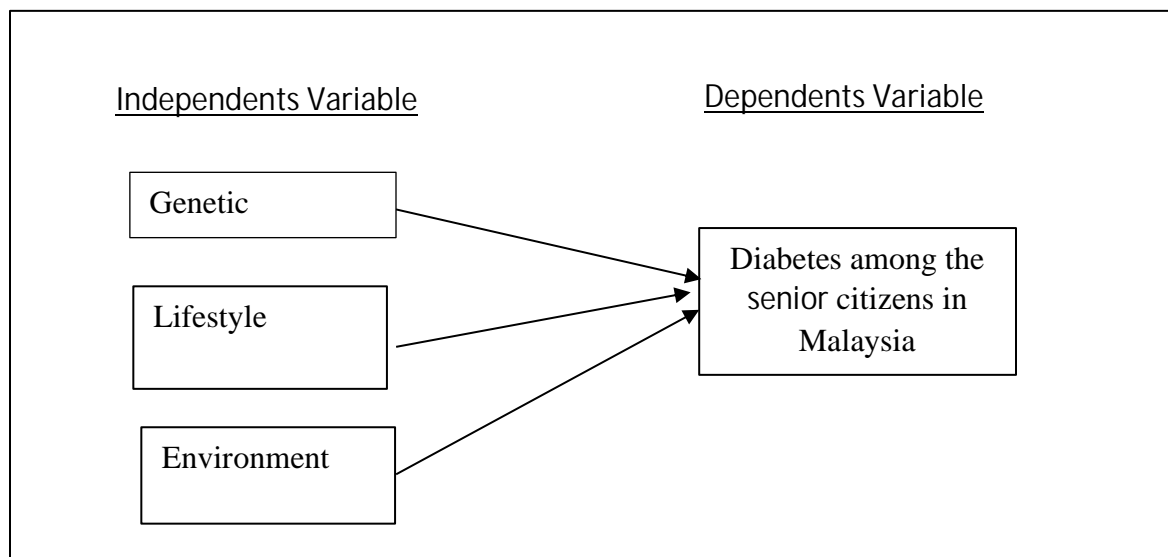
Figure 1: Research Framework

METHODOLOGY

Research Design

This study used a quantitative method to gain data through the questionnaire in Google Forms. The questionnaire consisted of 4 parts of 20 items. Part A was about demographic respondents, and parts B, C and D were about independent variables and dependent variables. Questionnaires were used to obtain diabetic patients in Malaysia who were caused by genetic, lifestyle and environmental factors.

Data Collection

In this study, Google Forms was used for data collection that was created as a questionnaire to collect data. The questionnaire was distributed to 400 respondents in this study. Respondents were also selected randomly to answer the question factor of diabetes among senior citizens in Malaysia.

Sampling

The probability sampling technique was the sampling method that was used in this research. To represent the entire data set, a simple random sample was taken in a small random portion of the entire population, in which each member had an equal chance of being selected.

Data Analysis

This study usesd two data analysis, which were descriptive analysis and Pearson correlation analysis. The collected data were analyses by using Statistical Package for the Social Sciences (SPSS) to get the statistics on the relationship between independent variables and dependent variables.

FINDINGS

Results of Frequency Analysis

Table 1 below shows the frequency analysis of this research.

Table 1: Respondents' Profile (n=400)

Characteristics	Frequency (N)	Percentage (%)
Gender		
Male	199	49.8
Female	201	50.3
Age		
18-27 years	42	10.5
28-37 years	39	9.8
38-47 years	104	26.0
Above 48 years	215	53.8
Status		
Married	240	60.0
Single	60	15.0
Divorced	100	25.0
Employment status		
Student	27	6.8
Self-employed	135	33.8
Employed	188	47.0
Unemployed	50	12.5

Table 1 depicts the profile of the respondents. Out of 400 respondents, the majority of the respondents were females, which accounted for 50.3% of the total sample. In terms of the respondents' age, 10.5% of them were 18 to 27 years old, 9.8% were 28 to 37 years old, 26.0% were 38 to 47 years old, and 53.8% were 48 and above. Meanwhile, in terms of status, most of the respondents were "Married" with 60%, followed by divorced with 25%, and single with 15.0%. As for the employment status, out of 27 respondents recorded, 6.8% of the respondents were students, 33.8% were self-employed, 47.9% were employed, and 12.5% of them were unemployed. The statistics nearly represent the actual demographic tabulation with regard to the factor of diabetes among senior citizens in Malaysia.

Results of Descriptive Analysis

Table 2 below shows the result of descriptive analysis of this research.

Table 2: Results of Descriptive Analysis

Variables	Item	Main Score	Standard Division
Genetic	Do you have a family history of diabetes?	1.36	0.481
	Through the consanguinity of whom that have diabetes?	2.63	1.404
	If your family has diabetes. What types of diabetes they have?	1.80	0.828
	Does your family that have other diseases as well which can cause diabetes?	1.36	0.481
	Is your family's overweight the cause of diabetes?		
Lifestyle	What kind of daily physical activity do you do every day?	2.16	0.71
	Do you check blood sugar levels with care and attention?	1.43	0.49
	Do the foods that you choose to eat make it easier to achieve optimal blood sugar levels?	1.51	0.50
	Do you do regular physical activity to achieve optimal blood sugar levels?	1.6	0.49
	Is your diabetes self-care being poor?	1.52	0.50
Environment	Is your environment prone to smoking activities?	1.28	1.45
	Does your environment exhibit a healthy influence on you such as the influence of healthy lifestyle practices?	1.51	1.5
	Is your environment prone to infection?	1.53	1.5
	Is your environment equipped with health infrastructure facilities such as hospitals or clinics?	1.15	1.35
	Is your environment equipped with facilities for obtaining information on diabetes control such as diabetes education programs?	1.48	1.5
Diabetes among Senior Citizens	How often do you worry about that your body looks different because have diabetes?	2.94	1.11
	How often do you worry about that you had to not go to work?	2.47	1.12
	How often do you worry about that you will not be allowed to take insurance?	2.31	1.23
	How often do you worry about getting complications as a result of your diabetes?	2.90	1.17
	Compared to other people your age, do you consider your health?	2.71	0.8

Results of Reliability Analysis

Table 3 shows the results of liability diabetes among senior citizens for the variables.

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Table 3: Reliability Analysis

Variable	Number of Items	Cronbach's Alpha
Diabetes	5	0.864
Genetic	5	0.687
Lifestyle	5	0.414
Environment	5	0.125

.   Table 3 presents the Cronbach's Alpha values of the questionnaire, which were in the range of very good level (0.125) to excellent level (0.864). A total number of five independent variables were tested using Cronbach's Alpha. The dependent variables were diabetes which showed excellent levels and reliability in the strength of Correlation (5 items: a= 0.864). Then, the first independent variable was genetic, which shows the second excellent level, which is (5 items: a= 0.687). Besides, the second independent variable that was in a very good position was lifestyle, which was (5 items: a=0.414). The last one was the third independent variable which was the environmental factor, that was in a good position which was recorded (5 items: a= 0.125). Therefore, the data were considered suitable for further analysis.

Results of Pearson Correlation Analysis

Table 4 below shows the result of correlation analysis of this research.

Table 4: Pearson correlation analysis

Hypothesis	Place Value	Result (Supported/ Not Supported)
H1: There is a significant relationship between genetic factor that cause diabetes among the senior citizens in Malaysia	-0.317	Not Supported
H2: There is a significant relationship between lifestyles factor that cause diabetes among the senior citizens in Malaysia	0.405	Supported
H3: There is a significant relationship between environment factor that cause diabetes among the senior citizens in Malaysia	0.204	Supported

Table 4 shows that genetic factors that caused diabetes among the senior citizens in Malaysia had a significant correlation at r = -0.317, p < 0.01. This shows a negative relationship between genetic factors that caused diabetes among the senior citizens in Malaysia. There   was a statistically significant correlation between lifestyle factors that caused diabetes among senior citizens in Malaysia, with r = 0.405, p < 0.01. This shows a positive relationship between lifestyle factors that caused diabetes among senior citizens in Malaysia. There was a statistically significant correlation between environmental factors that caused diabetes among the senior citizens in Malaysia, with r = 0.204, p < 0.01. This shows a positive relationship between environmental factors that caused diabetes among senior citizens in Malaysia. The result for hypothesis 1 (H1) were accepted at a 0.01 significance level. Next, the results for hypothesis 2

(H2) and hypothesis 3 (H3) were accepted at a 0.01 significance level, according to the results.

DISCUSSION & RECOMMENDATIONS

In this study, there were several recommendations. This study only focused on the factor of diabetes among senior citizens in Malaysia. In addition, for further proposals to prevent diabetes in children in one state can also be made for future studies. In addition, conducting diabetes prevention programs among the elderly and also all people with type 2 diabetes can help them to maintain better health. This is because the Diabetes Prevention Program (DPP) suggests that both medications and lifestyle interventions can slow or prevent the progression from impaired glucose tolerance (IGT) to type 2 (1) diabetes. DPP showed that compared to placebo intervention, intensive lifestyle intervention reduced the incidence of type 2 diabetes by 58% and metformin intervention reduced the incidence of type 2 diabetes by 31% over a period of 2.8 years (William et al., 2003). The next recommendation is regarding the senior citizens, or everyone with type 1 diabetes can also prevent it. Prevention of type 1 diabetes mellitus (T1DM), based on the prevention of islet β cell destruction, can be considered at different stages of the disease, from the stage before or after the onset of hyperglycemia. Antigen-specific therapy, the most widely studied antigens used in tests for the prevention of immunological β-cell destruction were insulin and GAD (Li Zhang et al., 2011). Based on the findings, it was found that these three factors had caused diabetes among senior citizens in Malaysia. The suggestion for future researchers was about studying the diabetes prevention in children and focus on one state. Researchers also recommended that the elderly should always practice a healthy lifestyle and make prevention and early treatment if they experience symptoms of diabetes.

CONCLUSION

In conclusion, this study has been accomplished to discover factors of diabetes among senior citizens in Malaysia. Three independent variables, namely genetic, lifestyle, and environmental, have been chosen to examine their relationships with the dependent variables, which were the diabetes factors among senior citizens in Malaysia.

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Factors That Affect Dietary Habit Among Universiti Malaysia Kelantan City Campus Students

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ABSTRACT

The study is about the factors that affect dietary habits among UMK City Campus Students. Dietary habits are the habitual decisions of individuals or groups of people regarding what foods to eat. However, proper dietary choices require the consumption of vitamins, minerals, carbohydrates, proteins, and fats. Dietary habits and choices play a significant role in human health. Therefore, the research seeks to identify the relationship between physical activity, social influences, environments and dietary habits among Universiti Malaysia Kelantan students. About 364 students from the UMK City Campus were polled. In conclusion, one of the most common health problems in an individual, particularly among students, is poor dietary habits. The study will provide a better understanding and knowledge of the dietary habit factors among UMK City Campus students.

Keywords: Dietary Habits, Overweight, Healthy Lifestyle, Universiti Malaysia Kelantan.

INTRODUCTION

Malaysians' lifestyles are rapidly changing in line with their country's advance and progressive growth. Financial, physical, and cultural factors, such as families eating out, skipping meals, and eating too much fast food, all influence dietary patterns (Sidiq & Rampal, 2009). The ability of people to maintain healthy eating behaviours deteriorates over time. This is evident in Malaysia, where 64% of men and 65% of women are overweight or obese, making the country the Asian country with the highest obesity and overweight rates (World Health Organization, 2019). According to the Malaysian Ministry of Health, being underweight is cause for concern because it can lead to anaemia, a decrease BMI, and a distorted view of one's own body, which can lead to anorexia and bulimia (Nor Hazwani et al, 2012).

University students have been shown to have unhealthy eating habits. Scholars have extensively researched their poor eating habits, so this is unsurprising. Huda and Ahmad (2010) found that 27% of 624 University Sains Malaysia students were underweight, while 12% were overweight or obese. Besides that, according to a study by Moy et al, (2009), 35.3 % of 2665 students at a public college in Kuala Lumpur ate fast food at least once a week. According to Gan et al, (2011), more than half of college students do not consume the recommended amounts of calories, Vitamin C, and minerals based on the Malaysian Recommended Nutrient Intake (RNI).

A 2005 report on the global obesity burden estimated that 33.0% of adults (1.3 billion people) are overweight or obese. This figure is expected to rise to 57.8 percent (3.3 billion people) by 2030 if the current trends continue (Kelly et al, 2008). Obesity prevalence in Brunei Darussalam has risen from 12% in 1996 to 27.2 % in 2011. Obesity is known to be a risk factor for a variety of noncommunicable diseases (NCDs), including diabetes, hypertension, cardiovascular disease, and stroke, so this concerning trend has piqued the public's interest (Zakaria et al,

2014). As an outcome, the goal of this research is to find out what factors influence university students' dietary habits. There are three objectives of this research:

1. To identify the relationship between physical activity and dietary habits among Universiti Malaysia Kelantan students.
2. To determine the relationship between social influences and dietary habits among Universiti Malaysia Kelantan students.
3. To examine the relationship between environments and dietary habits among Universiti Malaysia Kelantan students.

Significance of the Study

The significance of the study lies in the possibility that the findings will improve students' health and remain active. Next, the management of the Universiti of Malaysia Kelantan can then use the information to develop a programme that instils healthy eating habits among students. The results can also help students' families with good dietary habits. Additionally, the findings can benefit KKM and KPT's eating habits by at least 50%.

In order to be healthy, students must first plan and adhere to a strict diet. Such a diet needs to include all the minerals and vitamins required by the body. Moreover, consume only healthy foods and avoid the junk, high-carbohydrate, and fatty foods. Correspondingly, getting up early in the morning for a variety of reasons, the most important of which is that it is a healthy habit. Second, getting up early allows students to spend quality time with their families while also preparing for class. Furthermore, this determines when students should sleep and the significance of sleeping early because its de-stresses the body.

Exercise on a regular basis keeps the student body active and relieves muscle tension. Being healthy does not rely solely on physical fitness. Being mentally and emotionally fit is what it means to be healthy. Being healthy should be part of every student's daily routine. Chronic diseases and long-term illnesses can be avoided with a healthy lifestyle. Feeling good about yourself and looking after your health are important for your self-esteem and self-image.

LITERATURE REVIEW

Dietary Habits Among University Malaysia Kelantan Students

University students have been shown to have unhealthy eating habits. Scholars have extensively researched their poor eating habits, so this is unsurprising. According to Huda and Ahmad (2010), it was discovered that 27% of 624 students at Universiti Sains Malaysia were underweight, while about 12% were overweight or obese. Furthermore, according to a study conducted by Universiti of Malaya, 35.3 percent of 2665 students at a public university in Kuala Lumpur ate fast food at least once a week (Moy et al., 2009). Gan et al., (2011) more than half of the university students did not consume the recommended number of calories, vitamin C, and minerals, as recommended by the Malaysian, Recommended Nutrient Intake (RNI).

In comparison to children and adults, university students are frequently overlooked in studies of eating behaviour. Instead, students are frequently overlooked as potential targets for promoting a healthy lifestyle. As students progress through college, their responsibilities increase. According to Khor et al, (2002), when university students are stressed due to academic challenges, their eating habits and health may be influenced. Furthermore, Nelson et al., (2008) stated that because of the numerous negative effects of negative eating behaviour on these

young people's health, promoting health and preventing diseases have been identified as critical during the transition phase of young people from adolescence to adulthood. University students must eat a well-balanced diet because well-nourished people learn better. Eating well can also help them be more alert in class and remember things better, which can help them improve their grades. Students can also avoid developing chronic illnesses later in life.

Physical Activities

Exercise can help students keep track of how much students eat (Martins et al, 2008). Donelly et al, (2013) in both men and women, guided physical exercise was found more effective than calorie reduction in causing clinically relevant fat loss and fat-free mass preservation. According to Feuerbach et al, (2015) because of an acute bout of exercise that reduced brain responses to 12 food cues, overweight teenagers ate fewer calories. Additionally, McNeil et al, (2015) acute exercise reduced hedonic liking for high-fat diets in general and strengthening exercises in particular reduced hedonic liking for high-fat foods. More research is needed to fully comprehend the long-term effects on food consumption and dietary preferences.

Food intake and physical activity are two of the most important components of weight management, as previously stated; thus, the appetite regulation's role in eating behaviour and the changes that may occur with exercise is critical. The desire to eat is referred to as appetite, which is a psychological construct. It controls energy intake in order to meet physiological demands. Physical activity levels were observed to influence dietary intake. Students who engaged in regular physical activity seemed to prefer a higher food intake than students who did not engage in any physical activity at all. Outdoor sports, bodybuilding, and regular walking all had an impact on dietary choices, with the majority of them involving more carbohydrate and protein consumption (Austin & Marks, 2009).

Social Influence

Dietary habits are influenced by the social environment. When a person eats with others, a person eats differently than when a person eats alone. A person's eating habits tend to mirror those of their closest friends. One reason for this is that we find conforming to other people's behaviour to be adaptive and rewarding. Eating habits are influenced by the actions of others, and also shared cultural perceptions and environmental cues. If a person's eating norm is perceived to be significantly created on social comparison, it is more likely that we will follow (Higgs, 2016).

A common activity is a dinner with friends, family, or co-workers (Oh et al, 2014). Given the importance of social eating, it's critical to comprehend how and why we dine with others has an impact on our food choices. Other people have a variety of effects on our food intake and decisions, according to decades of research (Herman et al, 2003). We are more likely to consume a considerable amount of food when we dine in a group rather than alone. Observational and experimental studies, as well as food diaries by Herman (2015), have all demonstrated the existence of such 'social facilitation' of eating. We may eat less than usual because we believe that eating a single amount will impress others (Vartanian, 2015). Other people influence our eating patterns because they serve as a model or norm for proper behaviour (Higgs, 2015). Several recent researches have added to our knowledge of the ways in which social norms influence consumption and the methods that support it.

Environment Condition

Environmental factors, as well as potential action and policy strategies to promote healthy eating, influence food choices. Residences, childcare, schools, after-school programmes,

workplaces, retail food stores (supermarkets and small grocery stores) and eating out at restaurants and fast-food outlets have all been studied. Uncontrollable indirect variables can influence food preferences (Story, 2008).

In short, culture is the way a group of people lives their lives. It is the accumulation of "ethnic, religious, or social values, beliefs, attitudes, and behaviours held by members of a particular community" (PG, 2011). Culture has a strong influence on a person's or a group's eating habits, which is not amazing given that different cultures have different meals and cuisine (EC, 2011). Culture can have an impact on people's eating habits and dietary beliefs (Kuhnlein VH, 2013). Eating is typically done with others at communal festivals, which fosters acceptance.

Research Hypothesis

The literature review revealed the independent variables for factors that affect dietary habits among Universiti Malaysia Kelantan City Campus students. Therefore, the study team intends to look into the relationship between these characteristics. Based on the literature evaluation and the research topic that has been discussed, the study hypotheses are as follows:

H1   There is a significant association between physical activity and dietary habits among Universiti Malaysia Kelantan City Campus students.

H2   There is a significant association between social influences and dietary habits among Universiti Malaysia Kelantan City Campus students.

H3   There is a significant association between environmental conditions and dietary habits among Universiti Malaysia Kelantan City Campus students.

Research Framework

Figure 1 below shows the research framework used for this study.
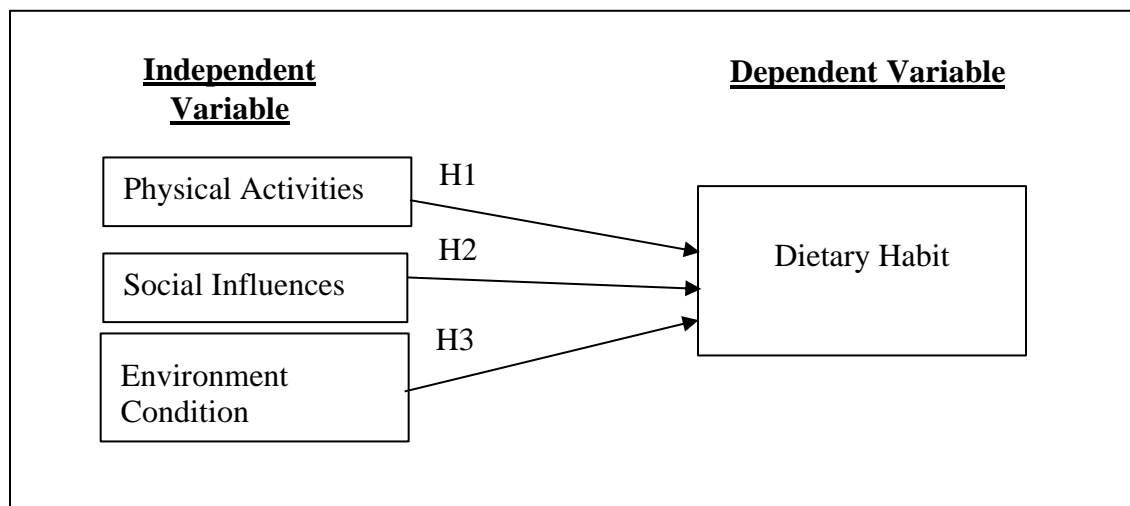
Figure 1: Research Framework

METHODOLOGY

The study used a quantitative research design to study the knowledge and perception of factors that affect dietary habits among Universiti Malaysia Kelantan students. The quantitative research approach using a cross-sectional study design was used to measure the public knowledge and perception of the effect on dietary habits and independent variables.

Data Collection

A set of questionnaires was used for data collection. A questionnaire is a type of research instrument that consists of a list of questions that are used to collect data from respondents. Respondents were sent a series of links to questions via WhatsApp and the Telegram group. The question was to be filled out using Google Forms by the respondents.

Sampling

The sampling method used in this study was non-probability sampling which is convenience sampling. The study used this method because the questionnaires were prepared and distributed online or posted to social media pages to gather information from the respondents. The questionnaire was distributed to the respondents who were among the Universiti Malaysia Kelantan City Campus students through WhatsApp and Telegram groups.

The sample for this study was the category of students studying at the UMK City Campus. The sample size was determined by using the Table of Krejcie & Morgan (1970). In this study, our population was 6365 students. Based on Krejcie & Morgan's table, there was no specific 6365 population so the researcher chose the population that was the nearest to 6365, which was a 7000 population. Thus, our sampling size was 364 respondents from Universiti Malaysia Kelantan Campus City students that were selected to answer the questionnaires.

Data Analysis

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

FINDINGS

Result of Frequency Analysis

Table 1 below shows the frequency analysis of this research.

Table 1: Frequency Analysis

Characteristic	Frequency	Percentage (%)
Gender		
Male	158	43.3
Female	206	56.7
Age		
18-20 years	36	9.9
21-23 years	246	67.6
24-26 years	67	18.4
27 years old and above	14	3.8
Race		
Malay	195	53.6
Indian	90	24.7
Chinese	59	16.2
Others	20	5.5
Year of Studying		
Year 1	65	17.9
Year 2	69	19.0
Year 3	168	46.3

Year 4	61	16.8
Faculty		
FHPK	197	54.1
FKP	167	45.9
Course		
SAW/SAS	93	25.6
SAH	62	17.1
SAP	46	12.7
SAK	22	6.1
SAE	30	8.3
SAL	26	7.2
SAB	29	8.0
SAR	24	6.6
SAA	22	6.1
JSD	9	2.5
Accommodation Status		
On-campus	129	35.5
Off-campus	235	64.5
State		
Perlis	27	7.4
Perak	30	8.3
Kelantan	46	12.7
Pahang	33	9.1
Terengganu	33	9.1
Melaka	19	5.2
Negeri Sembilan	27	7.4
Kedah	25	6.9
Johor	29	8.0
Selangor	21	5.8
Kuala Lumpur	18	5.0
Sabah	14	3.9
Sarawak	16	4.4
Pulau Pinang	25	6.9
Residence		
City	216	59.3
Rural	98	26.9

The respondents' profile is summarized in Table 1. The total number of male respondents was 158, while the number of female respondents was 206. The highest percentage of respondents are those within the age range of 21-30 years old with 67.6%, followed by 24-26 years old with 18.4%, 18-20 years old with 9.9%, and lastly 27 years and above with 3.8%. Based on the responses, the overall 364 respondents are Malay (195 respondents), Indian (90 respondents), Chinese (59 respondents), and others (20 respondents). Therefore, the highest percentage of respondents in terms of the race is Malay with 53.6%, followed by India with 24.7%, Chinese with 16.2%, and "Others" with 5.5%.Subsequently, in terms of year of study, the overall 364 respondents involved are Year 1(65 respondents), Year 2 (69 respondents), Year 3 (168 respondents), and Year 4 (61 respondents). Based on the table, the highest percentage of the respondents in terms of year of studying is Year 3 with 46.3%, followed by Year 2 with 19.0%, Year 1 with 17.9%, and Year 4 with 16.8%. Based on the table, in terms of faculty, most of the respondents are from FHPK (54.3%, n=197) and followed by FKP (45.7%, n=166).Next, the number of respondents by course consist of SAW/SAS (93 respondents), SAH (62 respondents), SAP (46 respondents), SAK (22 respondents), SAE (30 respondents), SAL (26

respondents), SAB (29 respondent), SAR (24 respondent), SAA (22 respondent) and JSD (9 respondent). Subsequently, it shows the percentage of the respondents by course which were SAW/SAS (25.6%), SAH (17.1%), SAP (12.7%), SAK (6.1%), SAE (8.3%), SAL (7.2%), SAB (8.0%), SAR (6.6%), SAA (6.1%) and JSD (2.5%).In terms of the total frequencies based on states, Perlis recorded 27 respondents, followed by Perak with 30 respondents, then Kelantan with 46 respondents, Pahang and Terengganu with 33 respondents, Melaka with 19 respondents, followed by Negeri Sembilan with 27 respondents, Kedah with 25 respondents, Johor with 29 respondents, Selangor with 21 respondents, followed by Kuala Lumpur with 18 respondents, Sabah with 14 respondents, Sarawak with 16 respondents, and lastly followed by Pulau Pinang with 25 respondents.Lastly, residence categories are city and rural areas. The total number of respondents are 364 respondents. The frequency in terms of residence is the city with 216 respondents followed by rural area with 98 respondents. Meanwhile, for the percentage of respondents by residence, the percentage for the city is 59.3% and for rural areas is 26.9%.

Result of Descriptive Analysis

Table 2 below shows the descriptive analysis of this research.

Table 2: Descriptive Analysis

Variables	Statement	Mean	Standard Deviation
Physical Activities Factors	Do you do exercise?	4.16	0.895
	Do you usually practice physical activity?	3.39	1.083
		3.84	1.067
	How frequently do you exercise in a week?	3.57	1.363
		3.81	1.057
	Do you like to spend your time exercising?	3.51	1.345
	I always do the regular physical activities in a week?		
	I always exercise in the area close to where I live.		
Social Influences Factors	Do you prepare/cook meals together with your friends?	3.80	1.082
	Do you usually eat meals such as rice, meals, vegetables and fruits?	3.58	1.116
	Do you often eat out in restaurants with friends?	3.74	1.040
		3.43	1.091
	Do you often order food takeaways/deliveries when I am with my friend?	4.00	1.026
		3.32	1.230
	In my family, a large portion of food is served.		
	My family members suggest eating when I seem stressed out or upset.	3.83	1.062
		3.66	1.243
	How often do you eat with your family at home?		
	How often does your family eat in restaurants or use ready-made fast food?		

		Mean	SD
Environment Condition Factors	Are you attracted to foods that are often viral?	4.05	1.056
	I know about viral foods from social media such as Tik Tok, Facebook, Youtube, Instagram and WhatsApp.	3.77	1.189
	The food ads displayed on social media made me interested in eating.	3.95	1.136
	There are many eateries around the university/home.	3.47	1.080
	There are many eateries around the university/home I always go to.	3.64	1.079
	Food promotions held around the university/home attracted my attention to buy.	3.73	1.038
Dietary Habits Among Students	I often take heavy meals every day?	4.15	1.015
	I often eat 3 times a day?	3.52	1.130
	Do you eat breakfast every day?	3.52	1.371
	Do you eat snacks between regular meals?	3.60	1.094
	How often do you eat fruit?	3.60	1.345
	How often do you eat vegetables?	3.58	1.133
	How much is your daily water intake?	3.76	1.124

Table 2 represents the mean and standard deviation analysis for an independent variable which is "Physical Activities Factors". The highest mean value is item 1 which was 4.16 whereby most respondents answered almost frequently for "Do you do exercise?" question followed by the question of "How frequently do you exercise in a week?" which is item 3 with the mean value of 3.84. Next, the question is item 5 which is "I always do the regular physical activities in a week?" statement with the mean value of 3.81. Furthermore, the mean value was 3.57 for "Do you like to spend your time exercising?" is item 4 in our research. Then, for item 6 the mean value was 3.51 which was "I always do exercise in the area close to where I live." statement. Lastly, the lowest mean value was 3.39 which is "Do you usually practice a physical activity?" question in item 2 in our result.

Next, the mean and standard deviation analysis for the independent variable of "Social Influences Factors", item 5 scored the highest mean value which was 4.00, where most respondents responded frequently for "In my family, large portions of food are served." statement. After that, item 7 which is "How often do you eat with your family at home?" statement with a mean value of 3.83 followed by the question of "Do you prepare/cook meal together with your friends?'' which is item 1 with the mean value of 3.80. Next, the mean value was 3.74 for item 3 which is "Do you often eat out in restaurants with friends." statement. Furthermore, the mean value was 3.66 for "How often does your family eat in a restaurant or use ready-made fast food." is item 8 in our research. Then, for item 2 the mean value was 3.58 which is "Do you usually eat meals such as rice, meat, vegetables and fruits." question. Followed by the question of "Do you often order food takeaways/deliveries when I am with my friend?" which is item 4 with the mean value of 3.43. Lastly, the lowest mean value was 3.32 which is "My family members suggest eating when I seem stressed out or upset." for item 6.

Next is the mean and standard deviation analysis of respondents on the independent variable which is Environment Condition Factors. Based on the table, the highest mean value is item 1 which was 4.05 with the respondent answered almost frequently for the "Are you attracted to

foods that are often viral?" question. The second mean value was 3.95 in item 3 which is "The food ads displayed on social media made me interested in eating.". Furthermore, item 2 with a mean value of 3.77 which is "I know the viral foods from social media such Tik Tok, Facebook, Youtube Instagram and WhatsApp.". Next, the mean value was 3.73 which is item 6 with the respondent frequently saying that "Food promotions held around the university/home attracted my attention to buy.". Then, for item 5 the mean value was 3.64 for the "There are many eateries around the university/home I always go to." statement. Lastly, the lowest mean value was 3.47 for item 4 which means that "There are many eateries around the university/home.".

Table 2 represents the mean and standard deviation analysis for dependent variable which is "Dietary Habits Among Students". Item 1 scored the highest mean value which was 4.15, where most respondents stated almost frequently for "I often take heavy meals every day" statement. After that, item 7 which is "How much is your daily water intake?" scored a mean value of 3.76. Next, items 4 and 5 their mean value was 3.60 which was "Do you eat snacks between regular meals?" and "How often do you eat fruit?" respectively. Furthermore, the mean value of 3.58 for the "How often do you eat vegetables?" statement for item 6. Lastly, the lowest mean value was 3.52 for item 2 and 3 which are "I often eat 3 times in a day?" and "Do you eat breakfast every day?" respectively.

Result of Reliability Analysis
Table 3 below shows the result of reliability analysis of this research.

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Physical Activity	6	0.481
Social Influences	8	0.730
Environment Condition	6	0.779
Dietary Habits	7	0.280

Table 3 shows the results of the reliability test for all variables. The reliability test for physical activities, Cronbach's Alpha, showed a value of 0.481. In the reliability test for social influences, Cronbach's Alpha obtained a value of 0.730. The reliability test for Cronbach's Alpha environment condition showed a value of 0.779. While for the dietary habits' reliability test, Cronbach's Alpha obtained a value of 0.280. The value of Cronbach's Alpha should be acknowledged by HR-Guide, LLC (2018). If the alpha value is below 0.50 it cannot be accepted but if the value is 0.60 and above, it is considered the normal value. Meanwhile, if the value of alpha is 0.70, it is considered more than normal, 0.80 is a good value and 0.90 is better.

Result of Pearson Correlation Analysis
Table 4 below shows the results of correlation analysis.

Table 4: Pearson Correlation Analysis

Variable		Dietary Habits
Physical Activities	Pearson correlation	.224**
	Sig. (2-tailed)	.000
	N	364

Social Influences	Pearson correlation	.318**
	Sig. (2-tailed)	.000
	N	364
Environment condition	Pearson correlation	.242**
	Sig. (2-tailed)	.000
	N	364

Table 4 indicates the relationship between physical activities, social influences, environmental conditions and dietary habits. Based on the result, the significant value for physical activities was below 0.05, and when the P-Value was less than 0.05 it means the study rejects the null hypothesis. For H1, the Pearson Correlation was 0.224, showing that there is a significant relationship between physical activities and dietary habits among Universiti Malaysia Kelantan City Campus students. For H2, the Pearson Correlation was 0.318 showing a relationship between social influences and dietary habits. For H3, the Pearson Correlation was 0.242 indicating the low related relationship between environmental conditions and dietary habits.

DISCUSSION AND RECOMMENDATION

The researchers recommend several suggestions to improve the results of the study. The first recommendation in this study is for the university works with food service companies to offer a wider variety of foods and more dietary options for students. Instead of distributing the online survey, which is Google Form, it may be necessary for the responses on feedback on dietary habits among students. As for the second recommendation, the researcher also suggests for the university to educate students on dietary guidelines. Dietary guidelines are defined as a set of guidelines or qualitative statements that help a person or population make food choices that will help them live a healthy life, maintain an optimal weight, and reduce the risk of chronic diseases. This is due to a study that found increased knowledge of dietary guidelines to be positively related to healthy eating habits (Kolodinsky et al, 2007). These dietary guidelines would help students remember when they could obtain healthy food, and it would also encourage the merchants to devote one day per week to the success of this endeavour. It is important that UMK City Campus students are educated and knowledgeable in healthy eating behaviours and be able to choose healthy food choices in the future. This method is more subjective as it requires the researcher to observe and add the answers to the data. Lastly, the suitable recommendation is that students should change their lifestyle toward a healthier one. It is because adopting a healthy lifestyle and eating healthy foods can help to maintain health. The development of healthy lifestyle behaviours can have a long-term impact on their health and the health of future generations (Moy FM et al, 2009).

CONCLUSION

The purpose of the study is to identify the factors that affect dietary habits among Universiti Malaysia Kelantan City Campus students. In the study, the dietary habits of city campus students were affected by their lifestyles. As a result, students' lifestyles were represented by city campus students at the Universiti Malaysia Kelantan, which served as the independent variable. Furthermore, there were three independent variables: physical activity, social influences, and environmental conditions. Pearson Correlation Coefficient was used to analyse the relationships between independent and dependent variables. The result shows that the correlation between physical activity, social influences, and environmental conditions is highly significant. In conclusion, the findings of the study show that there is a link between dietary habits, physical activity, social influences, environmental conditions, and the lifestyle of city campus students at the Universiti Malaysia Kelantan.

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Factors That Cause Obesity Among Adults in Malaysia

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ABSTRACT

Obesity has become a common problem worldwide which affects both developing and developed countries. Malaysia has the highest rate of adult obesity in Southeast Asia. Obesity has become a long-term medical problem with serious consequences for human health. This study aims to investigate eating habits, physical inactivity, and stress as significant factors causing obesity among adults in Malaysia. This study employs a quantitative method by distributing the questionnaire to 384 adults in Malaysia. This study evaluates the primary data through the SPSS version 26.0. The finding indicates that there is a positive relationship between eating habits, physical inactivity, and stress, and factors that cause obesity among adults in Malaysia. The Pearson Correlation shows eating habits have the highest connection compared to other factors. The relationship established in this study provides a better understanding of the causative factors for obesity among adults in Malaysia and future research may focus on children in different states.

Keywords: obesity, eating habits, physical inactivity, stress, adults.

INTRODUCTION

In this modern era, obesity has become a common problem worldwide. No country is free from obesity issues. Obesity is the leading health problem of Non-Communicable Diseases (NCDs). Obesity is a complicated disease with several causes. Since 1980, the rate of obesity has doubled and over a third of people are declared obese in the world (Chooi et al., 2019).

Besides that, obesity has become a major, long-term medical problem with serious consequences for human health. It will impact people in both physical and physiological health. In the United States, up to a two-thirds population of the obese are adults. Obesity affects approximately 315 million people globally (James, 2004). Throughout the last 30 years, the rates of obesity have increased massively globally, with adult and childhood obesity rates doubling (6–11 years) and adolescent obesity rates tripling (12–19 years) (Upadhyay et al., 2018). Malaysia is Asia's most obese country. Malaysia has the greatest adult prevalence of obesity in Southeast Asia at 15.6 percent in 2019. Followed by Brunei (14.1%), Thailand (10.0%), and Indonesia (6.9%) (Siong & John, 2021). Obesity affects 45 percent of Malaysians, which means that nearly one in every two Malaysians is fat.

This study aims to investigate the significant factors that cause obesity among adults in Malaysia. The factors are eating habits, physical inactivity, and stress. This study consists of three objectives:

1   To investigate eating habits as a significant factor to cause obesity among adults in Malaysia.
2   To examine physical inactivity as a significant factor to cause obesity among adults in Malaysia.

3   To determine stress as a significant factor to cause obesity among adults in Malaysia.

Significance of the Study

Malaysian Adults

The findings of this study will help Malaysian adults maintain a healthy body. As a result of this study, adults will learn about the effects and factors that contribute to obesity. Furthermore, they will be able to avoid some unhealthy behaviours, which will help them avoid obesity. This study may encourage young adults to be health-conscious, allowing us to prevent obesity among young adult .

Obese People

Obese people frequently have low self-esteem which leads to feeling insecure. Obese people may face body shaming from society as well. This research will help them educate people about the factors that contribute to obesity. Through this study, they may gain a better understanding of the importance of healthy eating, physical activity, and stress management. Additionally, this research will assist obese people in learning how to eat healthily, engage in physical activities, and manage their stress.

Parents

This study will motivate parents to spend more time with their children. This study could help parents understand how to prevent childhood obesity. So that they can provide the healthiest lifestyle for their children. They will thus be able to prevent their children from becoming obese. This could help their children live a healthier lifestyle and lower the risk of being obese

The Government

This study will help the government be more concerned about obese people, particularly adults. This is because many obese people struggle with their weight, and the government may help motivate them to lose weight. As a result, the government must address the problem of adult obesity and identify the factors that contribute to obesity to take steps towards a healthier weight with motivation on how to lose weight and keep it off.

LITERATURE REVIEW

Eating Habits

Individuals' eating habits and dietary habits are about the food choices and observances they make in their lifestyles. Age, sex, diet, physical activity, lifestyle, disease, culture, social, economic, religious, environmental, and food information private all possible causes. Adults have maintained these habits for so long that most individuals are unaware of them. Food consumption habits are linked to an individual's health state. Good eating habits are the core to good nutritional status, while bad eating habits contribute to poor health and diseases (Henry-Unaeze & Ngwu, 2020).

Obesity is caused by unhealthy eating habits (Chan et al., 2017). Mostly, people prefer fast foods and sugary foods. In other words, eating habits is related to when and how people consume food , the types of food they consume and with whom do they consume, as well as how they get, acquire, utilize, and discard the food, are all factors to consider. Sometimes, family eating or eating habits in family structure with the lifestyle habits can affect weight and health which could lead to obesity. Some families may eat high-fat, salt, and added sugar food and beverages or consume large quantities of unsound food at family gatherings. Regular

consumption of high-calorie foods, fat, and sugar will result in additional weight gain. Other than that, according to Chen Yun et al (2018), missing breakfast is also linked to weight gain and a higher BMI.

Physical Inactivity

Physical inactivity is defined as a lack of moderate to heavy exercise in one's daily activities. You are deemed physically inactive if you do not move your body or are not actively working for a long period of time. Passive activities include sitting or lounging on the couch while watching TV, as well as sitting at a workstation. Aside from that, inactivity is described as a lack of physical activity or a struggle to satisfy the physical activity standards. Sitting at the house, for study, for vacation, or during free time might also be termed physically inactive since their bodies have received little activity.

Obesity is linked to a lack of physical exercise, which increases the bad health effects of obesity (Kravitz et al., 2016). Besides that, people can maintain or even decrease weight by increasing their overall calorie intake through physical activity. Other that, physical activity helps to reduce weight around the hips and general body fat, which helps to prevent the progress of abdominal obesity. For example, weightlifting, push-ups, and other muscle-reinforcing activities can improve body energy, making the reducing weight process easy even on rest days. Physical activity helps reduce depression and anxiety, and people are more likely to keep to their fitness routines over time as a result of their better mood.

Stress

Stress can affect people's emotions, psychology, and social well-being. The relationship between an individual and the environment that one perceives as taxing or exhausting resources and jeopardizing health is classified as stress. Many different forms of emotional issues might induce stress (e.g., unemployment or illness). Chronic and acute stress are two types of stress. Chronic stress is a long-term reaction to psychological stress (e.g., work stress). While acute stress has been connected to a person's ability to engage the mechanism, it has also been linked to an increase in appetite. This can lead to obesity and overweight in the long term, especially in women (Poulsen et al., 2019).

It requires an overall country analysis to identify the risk factors and consequences of obesity problems due to stress problems. Stress can alter behaviour by causing overeating and high-calorie, high-fat, or high-sugar meals to be consumed, as well as restricting physical activities and sleeping less. According to Van der Valk et al., (2018), show that due to the diverse qualities of glucocorticoids, stress can contribute to body weight increase in a variety of ways. High cortisol levels can stimulate appetite and cause white adipose tissue to be redistributed to the belly, resulting in abdominal obesity. Furthermore, exogenous glucocorticoid treatment boosts cortisone-to-cortisol conversion in the liver, which potentially leads to obesity. Sleep or works shifts are disrupted as a result of glucocorticoids, and this could lead to greater effects causing certain people to be more susceptible to obesity and overweight.

Obesity among adults in Malaysia

One of the worldwide issues is obesity. It is a chronic disease that affects people of all ages. Obesity is common among children and adults. Obesity is a severe metabolic disorder that is linked to cardiovascular disease (CVD), in both developed and developing nations, as well as there is a risk of dying. Malaysia is ranked first in the rate of adult obesity in South East Asia. The obesity rate in 2011 among adults in Malaysia was 15.1 percent (Davey et al., 2013). In

epidemiological studies, the body mass index (BMI) is a method to identify health status (Chooi et al., 2019).

Obesity happens when there is an imbalance of calorie intake and calorie expenditure. The excessive consumption of energy, particularly fat and sugars, must be burned off; otherwise, the excess energy will be stored in the body as fat. According to Bessesen, (2008), obesity is defined as a level of excessive weight that will cause negative health effects. People can determine their health status by calculating their Body Mass Index (BMI) by dividing their weight (kg) to their height (m2). If a person is obese then their body mass index (BMI) is greater than 30.0 kg/m2. Being overweight is when having a BMI between 25.0 and 29.9 kg/m2, whereas BMI around 18.5 to 24.9 kg/m2 shows normal (James et al., 2001) (Table 1).

Table 12: WHO classification of obesity

Classification	BMI (kg/m2)	Risk of comorbidities
Underweight	18.5	Low (but the risk of other clinical problems increased)
Normal range	18.5 to 24.9	
Overweight	≥ 25	Average
Pre-obese	25.0 to 29.9	
Obese class 1	30.0 to 34.9	Increased
Obese class 2	35.0 to 39.9	Moderate
Obese class 3	≥40.0	Severe
		Very severe

Comorbidity risk	WAIST CIRCUMFERENCE (CM)	
	WOMEN	MEN
Above action level 1	≥80	≥94
Above action level 2	≥88	≥102

Source: Journal of the American Medical Association (2001).

People need to know their BMI. It will lead them to see whether their weight is proportionate to their height. Being aware of the BMI can help one to identify any health risks that may be faced if it exceeds the healthy range. Excessive body weight is linked to many health issues such as diabetes, coronary heart disease, and non-alcoholic fatty liver disease, as well as a higher risk of disability.

Research Hypotheses

The study's hypothesis is to see whether there is a significant factor between the dependent and independent variables.

H1	**There is a significant association between eating habits and obesity among adults in Malaysia.**
H2:	There is a significant association between physical inactivity and obesity among adults in Malaysia.
H3	There is a significant association between stress and obesity among adults in Malaysia

Research Framework

Figure 1 below shows the research framework of this study.

Figure 1: Research Framework

METHODOLOGY

Research Design

This study employed a quantitative approach by using a set of questionnaires to collect the data. The questionnaires were distributed via online platforms such WhatsApp, Instagram and Facebook. The target population was adults in Selangor, Malaysia. The questionnaires is designed to collect all information relevant to this study's objectives. Likert-Scale was used to determine the independent and dependent variables. The options range from 1 to 5, with 1 being firmly disagreed and 5 being strongly agree. The Statistical Package Social Science (SPSS) version 26 was used to interpret all the results. SPSS is a program that evaluates, transforms, and creates a distinctive pattern from a collection of data variables.

Data Collection

In the first stage, this study involved primary data collection using questionnaires via Google Forms, which were distributed to 384 respondents who participated in this study. The questionnaires were constructed using Google Forms and were distributed via online platforms such as WhatsApp, Instagram, and Facebook. This research used Google Forms is chosen because it can reduce the cost and it is easier for people to respond to the questions. The questionnaires were divided into 5 sections which are section A, section B, section C, section D, and section E. Section A discusses socio-demographics (gender, age, ethnicity, marital status, education background, employment status, and monthly income). Section B, section C, and section D are about the factor that causes obesity among adults such as eating habits, physical inactivity, and stress. Finally, section E is about obesity.

Sampling

This research was conducted through a quantitative method, which included the use of an online survey questionnaire and a Google form. The participants in this study were identified using a convenience sampling method. The participants that were involved in this study are adults who live in Selangor. A non-probability convenience sampling method was chosen as the sampling technique. Furthermore, the non-probability sampling approach was used in this study since it

reduced time and money for the researchers when collecting data. To obtain a reliable and valid sample for this study, the researchers used Krejcie & Morgan's (1970) equation to determine the sample size.

Data Analysis

This study evaluated the primary data through the Statistical Programmers for Social Science (SPSS) version 26.0 to show the relationships between the dependent variable and the independent variables. SPSS is a program-based window for data entry and analysis that makes it easy to create tables and pie charts. Researchers were able to reduce the time needed to calculate data and perform quantitative analysis more quickly and. The researcher uses descriptive statistics, reliability statistics, and the Pearson correlation coefficient to analyse the data.

FINDINGS

Results of Frequency Analysis

There were 384 respondents involved in this study are adults in Malaysia. The distribution of the respondents in terms of their background characteristics were analysed using descriptive statistics involving frequency and percentage. The results are shown in Table 2.

Table 2: Frequency Analysis

Characteristics	Frequency	Percentage (%)
Gender		
Male	128	33.3
Female	256	66.7
Age		
18-27 years	226	58.9
28-37 years	79	20.6
38-47 years	50	13.0
Above 48 years	29	7.6
Ethnicity		
Malay	241	62.8
Indian	86	22.4
Chinese	42	10.9
Others	15	3.9
Marital status		
Married	124	32.3
Single	252	65.6
Divorced	8	2.1
Level of education		
Illiterate	1	0.3
Primary school	1	0.3
Secondary school	62	16.1
Diploma	125	32.6
Degree	167	43.5
Others	28	7.3
Employment status		
Student	194	50.5
Self-employed	48	12.5
Employed	137	35.7
Unemployed	5	1.3

Monthly income		
No income	187	48.7
Less than RM1500	68	17.7
RM1500- RM4000	100	26.0
Above RM4000	29	7.6

Table 2 above shows the distribution of respondents' background characteristics which are gender, age, ethnicity, marital status, level of education, employment status, and monthly income. There are 128 male respondents (33.3%) and 256 female respondents (66.7%) among the 384 total respondents. The age distribution of respondents are 226 (58.9 %) between the ages of 18 and 27, 79 (20.6 %) are between 28 and 37, 50 (13.0 %) are between 38 and 47, and 29 are over the age of 48. (7.6%). Besides that, 241 (62.8 %) are Malay, 86 (22.4 %) are Indian, 42 (10.9%) are Chinese, and 15 (3.9 %) are others. According to the marital status of the respondents, 124 (32.2 %) are married, 252 (65.6 %) are single, and 8 (2.1%) are divorced.

In terms of education, 1 (0.3 %) of respondents are illiterate, 1 (0.3 %) only attended primary school, 62 (16.1 %) only attended secondary school, 125 (32.6 %) obtained a diploma, 167 (43.5 %) obtained a degree, and 28 (7.3 %) are other types of educations. According to respondents' backgrounds based on their employment status, 194 (50.5%) are students, 48 (12.5%) are self-employed, 137 (35.7%) are employed, and 5 (1.3%) are unemployed. According to the analysis of respondents' monthly income, 187 (48.7 %) have no income, 68 (17.7 %) have less than RM1500, 100 (26.0 %) have income ranging from RM1500 to RM4000, and 29 (7.6 %) have income exceeding RM4000.

Results of Descriptive Analysis

Table 3 below shows the descriptive analysis of the factors that cause obesity among adults in Malaysia (N=384).

Table 3: Descriptive Analysis

Variables	Items	Mean Score	Standard Deviation
Eating habits	Eat meals regularly daily	4.07	1.055
	Do you eat vegetables on a daily basis?	3.87	1.175
	Do you consume breakfast on a daily?	3.87	1.219
	Do you practice healthy eating every day?	3.75	1.250
	Do you consume fry food regularly?	3.97	1.040
	A snack in between regular meals is a must.	3.97	1.132
	The intake of regular meals is more than 3 meals per day.	3.85	1.143
	Daily water intake is more than 1 litre.	4.07	1.103
	I frequently consume fast food.	3.90	1.161
	Do you agree that eating habits are linked to obesity?	4.68	0.576
Physical inactivity	I am engaging in physical activities daily?	3.55	1.374
	Do you do some light physical activity every week?	3.97	1.127
	Doing physical activities for 30 minutes?	3.79	1.180
	Do you do physical activities at home?	3.90	1.153
	Do you like to do physical activities?	4.01	1.092
	Do you walk around the neighbourhood?	3.65	1.347
	Does exercise cure obesity?	4.49	0.658
	Doing physical activities at home is the best choice?	4.16	0.970

	Do you think physical inactivity causes obesity	4.70	0.586
Stress	Do the weight scales have great power over you? Can they change your mood?	4.26	0.874
	Have you been feeling down, stressed, depressed, or hopeless in the last two weeks?	3.89	1.130
	Is it difficult for you to stop eating sweet things, especially chocolate?	3.89	1.121
	Do you crave specific foods when you're stressed?	4.07	1.006
	Do you eat more of your favourite food and with less control when you are alone?	3.94	1.122
	Do you eat a lot when you're stressed?	4.03	1.069
	Do you engage in physical activities when you are stressed?	3.51	1.384
	Are you stressed about your body size and physical appearance?	4.16	1.002
	Are you feel stressed when someone teases your body size?	4.29	0.878
	Do you agree that stress can contribute to obesity?	4.60	0.690
Obesity among adults in Malaysia	What is your Body Mass Index (BMI) category? - Underweight - Normal - Overweight - Obesity	2.66	0.888
	Obese people are as happy as non-obese people. Do you agree?	3.46	1.454
	Most obese people feel that they are not as good as other people.	4.20	0.935
	Obesity is a problem for many adults in Malaysia nowadays. Do you agree?	4.57	0.614
	Obese people are just as healthy as non-obese people.		
	One of the worse things that could happen to a person would be for him to become obese.	3.28	1.555
	Very few obese people are ashamed of their weight.	4.29	0.780

Table 3 shows the mean and standard deviation for twenty-nine statements under three independent variables and seven statements under the dependent variable based on the survey involving 384 respondents. The highest mean value for the eating habits factor was obtained by Question 10 with 4.68, where the respondents agreed that eating habits are linked to obesity. The lowest mean value belonged to Question 4 with 3.75, where the respondents agreed that practice healthy eating every day. As for the factor of physical inactivity, the highest mean value was obtained by Question 9 with 4.70, where the respondents agreed that physical inactivity causes obesity. The lowest mean value belongs to Question 1 with 3.55, where the respondents agreed that they engage in physical activities daily. Meanwhile, the highest mean value for the factor of stress was obtained by Question 10 with 4.60, where the respondents agreed that stress can contribute to obesity. The lowest mean value belonged to Question 7 with 3.51, where the respondents agreed that engage in physical activities when they are stressed. Besides that, the highest mean value for the dependent variable of obesity among adults in Malaysia was obtained by Question 4 with 4.57, where the respondents agreed that obesity is a problem for many adults in Malaysia nowadays. The lowest mean value belonged to question 1 with 2.66, where the question is about respondents' Body Mass Index (BMI) categories which are underweight, normal, overweight, and obesity.

Results of Reliability Analysis

Table 4 below shows the reliability of the analysis. When the alpha value is less than 0.70, it suggests insufficient internal consistency reliability. However, when the alpha value is greater than 0.70, it shows appropriate internal consistency reliability.

Table 4: Reliability Analysis

Variables	Number of Items	Cronbach Alpha
Eating habits	10	0.839
Physical inactivity	9	0.874
Stress	10	0.855
Obesity among adults in Malaysia	7	0.703

Table 4 shows the results of reliability statistics for the independent variables and dependent variables. In order to measure the eating habits variable that influences eating habits among adults in Malaysia, 10 questions were constructed. It is shown that the Cronbach's Alpha result for this question was 0.839 which was acceptable and very good. Thus, the coefficient obtained for the questions in the eating habits variable was reliable.

In order to measure of physical inactivity variable that influenced physical inactivity among adults in Malaysia, 9 questions were constructed. It was shown that the Cronbach's Alpha result for this question was 0.874 which was acceptable and very good. Thus, the coefficient obtained for the questions in the physical inactivity variable was reliable.

To measure the stress variable that influenced stress among adults in Malaysia, there were 10 questions constructed for this section. It was shown that the Cronbach's Alpha result for this question was 0.855 which was acceptable and very good. Thus, the coefficient obtained for the questions in the stress variable was reliable.

In order to measure obesity among adults in Malaysia, 7 questions were constructed for this section. 0.703 were shown for the Cronbach's Alpha result for this question which was acceptable and good. The coefficient obtained for the questions was reliable and the research can be continued.

Results of Pearson Correlation

Table 5 below shows the Pearson Correlation. According to table 5, the Pearson Correlation association between eating habits, physical inactivity, stress, and obesity among adults in Malaysia.

Table 5: Pearson Correlation

Hypothesis	p-Value	Result (Supported/ Not supported)
H1: There is a significant association between eating habits and obesity among adults in Malaysia.	0.625	H1 is supported
H2: There is a significant association between physical inactivity and obesity among adults in Malaysia.	0.559	H2 is supported

H3: There is a significant association between stress and obesity among adults in Malaysia.	0.620	H3 is supported

H1: There is a significant association between eating habits and obesity among adults in Malaysia.

Eating habits and obesity among adults are independent and dependent variables, respectively. Eating habits have been determined as obesity problems. It shows that there is a significant relationship between eating habits and factors that influence obesity among adults in Malaysia. The Pearson's correlation value was 0.625 which stipulated the intensity of the moderate positive relationship between eating habits and obesity among adults in Malaysia.

H2: There is a significant association between physical inactivity and obesity among adults in Malaysia.

There is a significant relationship between physical inactivity factors that influence obesity among adults in Malaysia. The Pearson's correlation value was 0.559 which showed the intensity of the moderate positive relationship between physical inactivity and obesity among adults in Malaysia.

H3: There is a significant association between stress and obesity among adults in Malaysia.

In this hypothesis, stress and obesity among adults are independent and dependent variables. Stress has been determined as mental health. The result indicated that there is a significant relationship between stress factors and obesity among adults in Malaysia. The Pearson's correlation value was 0.620 which showed the intensity of the moderate positive relationship between stress and obesity among adults in Malaysia.

DISCUSSION AND RECOMMENDATIONS

The discussion objective of the research study is to determine the relationship between eating habits, physical inactivity, and stress that influence obesity among adults in Malaysia. The result of the data shows that there is a moderate relationship between the independent variables which are eating habits, physical inactivity, and stress, and the dependent variable which is obesity among adults in Malaysia. In addition, eating habits have the highest correlation compared to physical inactivity and stress based on the values of Pearson Correlation which is represented by the correlation $(0.625 > 0.559 < 0.620)$. All the hypotheses stated are supported.

There are several recommendations to this study. This study only focused on one state which is Selangor. Therefore, there are several areas in which future research should undertake. Moreover, obesity prevention will require a better understanding of the causative factors for obesity which influence behaviour and the social and cultural environment (Ramachandran & Snehalatha, 2010). Other than that, this study also suggests that future studies may focus on children of school age to predict the risk of persisting obesity (James, 2004).

CONCLUSION

In conclusion, this study is completed to determine the factors that cause obesity among adults in Malaysia. This study mainly focused on adults in Selangor, Malaysia. There were 384 respondents who participated in this study. This study focused on three factors to investigate the significant factors that cause obesity among adults in Malaysia which are eating habits, physical inactivity, and stress. This study uses descriptive statistics, reliability statistics, and Pearson correlation coefficient to analyse the data by using SPSS Version 26. Other than that,

this study employs a quantitative method by distributing questionnaires in google form through social media such as WhatsApp, Instagram, and Facebook. Based on the finding, eating habits have the highest correlation compared to physical inactivity and stress based on the values of Pearson Correlation which is represented by the correlation (0.625 > 0.559 < 0.620). The study concluded that eating habits, physical inactivity, and stress have a moderate positive relationship to causing obesity among adults in Malaysia.

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The Factors Affecting Time Management Among Year 2 Students at Universiti Malaysia Kelantan, City Campus

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ABSTRACT

Time management is a crucial aspect of living a healthy lifestyle especially for students. Time management entails properly managing time in order to complete daily tasks and feel content with the results. The purpose of this study is to investigate the factors affecting time management among year 2 students at Universiti Malaysia Kelantan, City Campus. The researchers use a quantitative technique and questionnaires in Google Forms to conduct this survey. In the study, the researchers used the Time Management Questionnaire (TMQ) test as to collect the data. A Statistical Package for Social Sciences (SPSS) version 25.0 is used to analyse the data. The findings were summarized to reveal that performance behaviour conduct has the largest correlation factors, followed by academic performance, and social media has the lowest correlation.

Keywords: Time Management, Performance Behaviour, Academic Performance, Social Media, Student.

INTRODUCTION

Students will often not manage their time as well as they should in order to reach their goals. Time management is the ability to organise, plan, arrange, and account for one's time in order to increase production and efficiency at work (Aduke et al., 2015). A variety of skills, methods, and approaches used to manage time when completing various tasks, projects, and goals can assist with time management. This process consists of a collection of tasks including planning, goal setting, delegation, time-tracking, monitoring, organising, scheduling, and prioritising. Initially, time management did not refer only to time management, but also to the use of time. Individuals that are competent to manage their time would prioritise the numerous activities they are faced with, focusing their time and attention on the most important ones first.

Time management skills are skills that students in higher education institutions must master in order to effectively manage and control distractions. Without time management, success is impossible to achieve. To obtain effective time management skills, students can use the diary as a guide to establish information and techniques of time boxing to complete the assigned tasks and thus can influence decision making and priorities set (Alvarez et al., 2019).

The following are the objective of the study:
1   To investigate the factor of performance behaviour that influences time management among year 2 students at Universiti Malaysia Kelantan, City Campus.
2   To investigate the factor of academic performance that influences time management among year 2 students at Universiti Malaysia Kelantan, City Campus.
3   To investigate the factors of social media used that influences time management among year 2 students at Universiti Malaysia Kelantan, City Campus.

Significance of the Study

Time Management

This study is going to cover students the major factors time management. Having good time management skills gives students the ability to plan ahead and prioritize upcoming assignments and events. This is an important factor in avoiding procrastination and keeping students organised and ultimately leads to academic success.

Student

Students need to be aware of the importance of time management in their daily lives. Effective time management allows students to complete more in less time, because their attention is focused, and they are not wasting time on distractions. Students should make the best use of their time. Students can complete their work on time, stay engaged in their learning, and have more time for activities that are important to them, such as sports, hobbies, and spending time with friends and family if they use time efficiently. Good time management can produce disciplined students.

Future Researchers

This study can help future researchers to improve the understanding of the variables that affect time management among students from the aspect of performance behaviour, academic performance and social media. The students would understand the importance of time management to help with their lifestyle. Besides that, this study will help students who struggle with time management to gain knowledge that will enable them to take time management as a priority.

LITERATURE REVIEW

Time Management

Effective time management is one of the most important parts of a healthy lifestyle. The term "time management" is often used to characterise a person's talent. The use of time handled by an individual is referred to as time management abilities. Positive time management has been linked to intrinsic motivation, according to research. It also adds that different people have different features and nature when it comes to time management. Time management shows that it is very closely related to behaviour time management (Khan et al., 2016). Effective time management allows a person to govern and manage everyday tasks such as work, learning, and other responsibilities. When an individual knows the amount of time spent on a specific task, time management can increase the efficiency and product quality of an activity.

Performance Behaviour

Behaviour refers to exposure to negative or positive forms of behaviour and is systematically more psychological in nature (Halim et al., 2017). Social symptom characteristics such as gangsterism, vandalism, and smoking have been linked to performance behaviour. The rise of the internet world, which has tremendously influenced students, can also contribute to behaviour performance in time management.

The presence of internet games is among them. These games have the potential to obstruct learning. This is because online games have an addictive nature or carry opium (Ariantoro, 2016).

As a result, students who are already acquainted with online gaming are more likely to be influenced, either directly or indirectly. University students are especially vulnerable to the influence that video games might have on them. They should spend their time relaxing or doing

something that benefits them. Peer influence has a significant impact on a developing adult. Peers have an influence on students' time management performance behaviours.

Academic Performance

In today's society, time is considered an infinitely divisible and usable commodity. It contributes to the institution's instillation of a sense of time. Students who do not establish effective habits like motivation, metacognition, and self-regulation are more likely to perform poorly in the future and will find it more difficult to change. Students with ineffective habits like motivation, metacognition, and self-regulation find it more difficult to change their performance in the future and are more likely to perform poorly.

University students frequently worry that they will not have enough time to complete a project before the deadline, which can lead to frustration and a lack of enthusiasm. Students must learn to manage their time so that they can concentrate on their studies (Sharma et al., 2016). Students must be able to manage their time effectively in order to earn high grades. The capacity to effectively manage time is crucial to a student's academic success. Students, on the other hand, typically face task aversion and uncertainty, which causes them to procrastinate owing to a lack of organisational skills.

As a result, students will be unable to prioritise their obligations, making them easily distracted and procrastinate. Time management is critical for each university student. To be more productive, people manage their time in a variety of ways. Some people have the capability to manage their time successfully. Certain time management strategies and techniques can aid your success. Academic performance is supported by excellent time management (Adebayo, 2015). Effective time management improves academic performance while simultaneously lowering anxiety and stress levels in kids (Adams & Blair, 2019).

Social Media

In this age of globalisation, social media has gone viral among Malaysian adolescents. Nowadays, teenagers believe that engaging in social media is a requirement and that it has a substantial impact on their lives. The role of social media in human life has grown to incorporate a broader range of educational opportunities, both academically and as a source of debate starters for students. It is evident that social media has a significant impact on individuals. Because of social media, someone who was insignificant before can now become significant, and vice versa (Putri et al. 2016).

Humans have invented a variety of technical solutions to make living easier. For other people, social media is their primary source of amusement. Because of the lack of face-to-face interaction, persons who are lonely are more prone to resort to social media to help them cope. You can use various tools on social media that do not require you to interact with people in person but can still bring people together. Using social media, teenagers can learn about business and develop an interest in becoming entrepreneurs. Many of today's young entrepreneurs run their enterprises via social media. People who use social media find it easier to buy products without having to leave their homes, as now they can order anything they want or need in just one click. Many teenagers today engage in social media without realising that if they are continually engrossed in it, they will lose touch with their peers. Adolescents who have lately become hyperactive on social media in cyberspace try to flaunt their everyday lives frequently in order to avoid appearing obsolete or scurvy (less up-date) (Putri et al. 2016) and the ease with which different sources can be found is what makes social media a constant requirement. This social disturbance benefits the community, but it has a harmful influence on adolescents.

Another effect of social media is an increase in teen cyberbullying and jealousy based on what their classmates post on social media. The most significant result of social media's rapid expansion is the lack of social contact with other individuals. Many teens today use social media without recognising that if they remain glued to their smartphones, their social relationships would be severed.

Research Hypothesis

The study's hypothesis is to determine whether there are any correlations or relationships between dependent variable (DV) and independent variables (IV).

H1: There is a significant relationship between performance behaviour and the factor affecting time management among Year 2 students at Universiti Malaysia Kelantan, City Campus.
H2: There is a significant relationship between academic performance and the factor affecting time management among year 2 students at Universiti Malaysia Kelantan, City Campus.
H3: There is a significant relationship between social media used and the factor affecting time management among Year 2 students at Universiti Malaysia Kelantan, City Campus.

Research Framework

Figure 1 below shows research conceptual framework of this study.
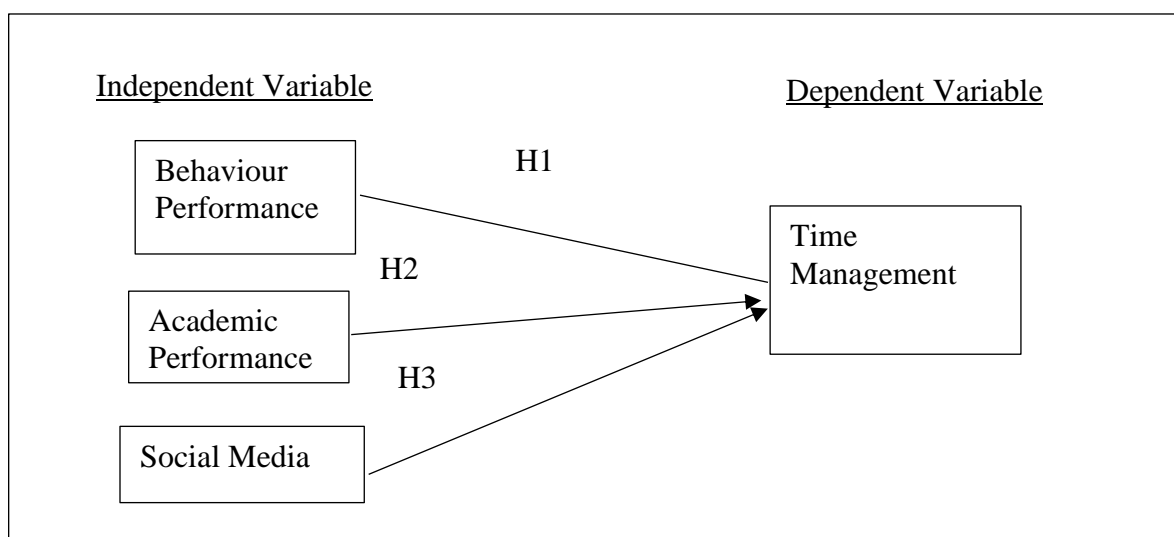
Figure 1: Research Framework

METHODOLOGY

Research Design

The planning process, including the strategy and technique in acquiring and evaluating data, was covered in this phase of the research. It is the cornerstone of a research plan. The information for this study were gathered using a survey. This questionnaire was the primary instrument for collecting data on the variables from respondents. In this study, all data gathered from respondents will be utilised as the main information. For this study effort, 674 second-year students from Universiti Malaysia Kelantan City Campus in Kelantan, Malaysia, were polled.

Data Collection

This questionnaire to collect data regarding performance behaviour, academic performance, and social media. The questionnaires were set in Google Form and were sent to the respondents online. The questionnaires were distributed to the respondents during the weekend in order not

to disturb their schedule. The data collection was completed in less than ten minutes, as it has been observed that there is no interruption for the respondents present in the survey.

Sampling

The research usde the non-probability approach because the samples were not chosen at random. The number of respondents is approximately 169 respondents of years 2 students at Universiti Malaysia Kelantan which is based on Krejcie and Morgan (1970) formula to determine the sample size. The formula of the equation to the evaluate the sample is as follows:

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

n = sample size
N = population size
e = the degree of accuracy expressed as proportion (0.05)
x2 = chi-square of degree of freedom 1 and confidence 95% (3.841)
p = proportion of population (if unknown, 0.5)

Data Analysis

For this data analysis, the researchers collected the data using frequency analysis, descriptive analysis, reliability analysis, and correlation test analysis. To collect the data, the researchers use a Statistical Package for Social Science (SPSS) designed version 25.0 to show the relationships between the dependent variable and the independent variable as a set of statistical approximated by regression analysis.

FINDINGS

Result of Frequency Analysis

Table 1 below shows the result of frequency analysis.

Table 1: Result of Frequency Analysis

Demographic Characteristic	Frequency (n)	Percentage (%)
Gender		
Male	45	38.1
Female	73	61.9
Age		
18-21 years old	18	15.3
22-25 years old	100	84.7
Race		
Malay	110	93.2
Chinese	2	1.7
Indian	3	2.5
Other	3	2.5
Religion		
Muslim	114	96.6
Christian	4	3.40
Nationality		
Bumiputra Malaysia	118	100.0
Marital Status		
Single	110	93.2

Variable	Items		
Married		8	6.8
Educational Level			
Degree		118	100.0

Table 1 shows the result of demographic characteristics. The research focused on second-year of Wellness students and the majority of the respondents with 73 female (61.9%) while the male respondents 45 (38.1%). In term of the respondents' age shows 18 respondents between 18-21 years old (15.3%), and 100 respondents (84.7%) are aged 22-25 years old. Analysis of respondents' background in terms 110 (93.2%) are Malay respondents, 2 respondents (1.7%) Chinese, 3 respondents (2.5%) Indian while another 3 respondents (2.5%) from other races. The respondents based on their religion 114 (96.6%) Muslim and 4 (3.40%) of them Christian. In terms of nationality, all respondents Bumiputera Malaysia (100 %). For marital status, 110 (93.2%) respondents single and only 8 (6.8%) of the respondents married. The respondents' based on the educational level all in Degree level (100 %).

Result of Descriptive Analysis

Table 2 below shows the result of the descriptive analysis.

Table 2: Result of Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
IV1: Performance Behaviour	Do you make constructive use of your time?	3.88	1.160
	Do you believe that there is room for improvement in the way you manage your time?	3.83	1.101
	Do you feel you are in charge of your own time, by and large?	3.88	0.976
	Are you able to make minor decisions quickly?	3.78	0.950
	Generally, do you think you can usually accomplish all your goals for a given week?	3.79	0.983
	Do you often find yourself doing things which interfere with your school work simply because you hate to say "no" to people?	3.74	0.953
	Do you find yourself waiting a lot without anything to do?	3.91	0.882
IV2: Academic Performance	I make a list of the things that I have to do each day.	3.91	1.050
	I make a schedule of the activities that I have to do on work days.	3.61	1.012
	I plan the day before I start it.	3.74	1.014
	I write a set of goals for myself for each day.	3.79	0.974
	I review my class notes, even when a test is not imminent.	3.71	1.021
	The night before a major assignment is due, I still working on it.	3.81	0.951

	When I have several things to do, I think it is best to do a little bit of work on each one.	3.89	0.981
IV3: Social Media Use	I often think about social media when I am not using it.	3.89	1.057
	I often use social media for no particular reason.	3.94	1.015
	I lose track of how much I am using social media.	3.84	0.911
	The thought of not being able to access social media makes me feel distressed.	3.85	0.839
	I interrupt whatever else I am doing when I feel the need to access social media.	3.88	0.988
	Arguments have arisen with others because of my social media use.	3.78	0.959
	I feel connected to others when I use social media	3.94	0.913
DV: Time Management	I manage time by completing all my daily activities that I have already planned.	3.87	0.882
	I'm always on time.	3.89	1.024
	I manage time by doing my daily activities.	3.99	0.800
	When interruption occur, I am able to resume my work quickly.	3.88	0.859
	I am confident in many situations.	3.87	0.965
	I have enough time and space to do the work without interruption.	3.95	0.999
	I make good use of time while surfing the internet like social media.	3.94	1.031

Table 2 shows the result of mean and standard deviation for all variable based on the survey involving 118 respondents. The mean and standard deviation derived was for twenty-one statements under three independent variable and seven statements under the dependent variable. The highest mean score for Performance Behaviour which the first independent variable was question 7 with (M=3.915, SD=0.8826), and the lowest mean score was question 6 with (M =3.745, SD= 0.9535). Based on Academic Performance for the second independent variable, the highest mean score was question 1 which was (M= 3.915, SD= 1.0506) and the lowest mean score for academic performance belonged to question 2 which was (M=3.618, SD= 1.0120). Meanwhile, the highest mean score for the Social Media which was third independent variable was obtained by question 7 which was (M = 3.949, SD = 0.9137). However, the lowest mean score was Social Media with (M =3.788, SD= 0.9594). Next, the highest mean score for the dependent variable of time management among second-year students was question 3 with (M = 3.991, SD = 0.8006) and the lowest for mean score of time management was question 1 with (M =3.872, SD= 0.8823). Where the respondents who agreed on the independent variable and dependent variable were the ones that affected time management among year 2 students at Universiti Malaysia Kelantan.

Result of Reliability Analysis

Table 3 below shows the result of the reliability analysis.

Table 3: Result of Reliability Analysis

Variable	Number of Items	Cronbach's Alpha
Time Management	7	0.863
Performance Behaviours	7	0.845
Academic Performance	7	0.823
Social Media Use	7	0.782

Table 3 shows the result of the reliability analysis. The data were measured using Cronbach's Alpha for all variable and following the questions for each variable with 7 questions. The value of Cronbach's Alpha for time management which dependent variable was 0.863. Meanwhile, the value of Cronbach's Alpha for Performance Behaviour was 0.845. For the second independent variable, the value of Cronbach's Alpha for Academic Performance was 0.823 and the third independent variable which is Social Media with the value of Cronbach Alpha being 0.782. The result of all variable has high reliability and considered excellent respondent reliability.

Result of Pearson Correlation

Table 4 below shows the result of Pearson Correlation.

Table 4: The Result of Pearson Correlation

Hypothesis	P-Value	Result (Supported/Not Supported)
H1: There is a significant relationship between performance behaviour and the factor affecting time management among Year 2 students at Universiti Malaysia Kelantan, City Campus.	0.000	H1 is supported.
H2: There is a significant relationship between academic performance and the factor affecting time management among year 2 students at Universiti Malaysia Kelantan, City Campus.	0.000	H2 is supported.
H3: There is a significant relationship between social media used and the factor affecting time management among Year 2 students at Universiti Malaysia Kelantan, City Campus.	0.000	H3 is supported.

Table 4 shows the result of Pearson Correlation. The first hypothesis indicates the relationship between performance behaviour and time management. Based on result, the Pearson Correlation for the first hypothesis was 0.796 which that p-value of 0.000 is strong positive correlation and the hypothesis is supported. The second hypothesis indicates the relationship between academic performance and time management. The result showed Pearson Correlation was 0.718 which means that p-value of 0.000 is strong positive correlation and the hypothesis is supported. Meanwhile, the third hypothesis show the relationship between social media use and time management. The result showed the Pearson Correlation was 0.713 which means that

p-value 0.000 is strong positive correlation and the hypothesis supported because the p-value is less than 0.05. Thus, the null hypothesis is rejected.

DISCUSSION & RECOMMENDATIONS

The first suggestion is that in the future study, expanding the target group to include all students in years 3 and 4 may aid in achieving the greatest results. This is because students have already learnt and are accustomed to time management in all settings involving study. It could help future studies produce more effective results.

The second proposal is that the researchers can use a range of survey approaches to respond to the questionnaires. For example, to get the fastest response from respondents, researchers can use face-to-face personal interviews and telephonic surveys. Respondents will be able to ask questions and receive rapid responses concerning the study during the personal interview and telephonic survey. Simultaneously, it will increase respondents' awareness and understanding of the need of effective time management. If multiple survey methodologies are applied, the results will be more accurate and practical.

The final proposal is that researchers can use a variety of languages for the questionnaire in future studies, such as Mandarin and Tamil. The questionnaire was written in English and Malay in most parts. This multilingual feature can help people of many races and languages understand and answer to the question without feeling pressured. As a result, the final product will be more consistent and effective.

CONCLUSION

The research focuses on the factors that influence time management among second-year students at Universiti Malaysia Kelantan, City Campus. Performance behaviour, academic performance, and social media used are the independent variables. The dependent variable of time management is influenced by these variables. There is a significant link between the three independent variables and the dependent variables. The Statistical Package for Social Sciences (SPSS) version 25.0 computer application was used to analyse the data. According to the data, performance behaviour has the strongest link, followed by academic performance, and social media use has the weakest link. (0.796>0.718>0.713) Three independent variables all had p-values of 0.000. This section offers a few research articles that help to increase the outcome's reliability and strength. The H1, H2, and H3 hypotheses have all been confirmed. The research was limited by a lack of expertise, a lack of interest in questionnaires, and the difficulty of gaining access to second-year students Universiti Malaysia Kelantan, City Campus. The study's recommendations, which include expanding the target population, using more survey methods, and using many languages, will improve future research.

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The Influencing Factor of Physical Activity Among Wellness Students' Year 3 Universiti Malaysia Kelantan, Kampus Kota

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ABSTRACT

Physical activity would be a better method for university students to have a healthy lifestyle. The students as a separation from energetic lifestyle behaviors as well as reduce in physical activity behaviour during in the university stage and the common issue was a lack of time to perform the physical activities. The purpose of this study is to examine the factors that influence physical activity among year 3 students of Universiti Malaysia Kelantan, Kampus Kota. The researchers used a quantitative technique and questionnaires by Google Forms to conduct this survey. Statistical Package Social Science (SPSS) version 26.0 was used as a tool for analysing the data. The findings showed that the most influencing factor was individual factor, followed by family factor and the lowest correlation was university facilities factor. Physical activity through sports and games provided opportunities to build a sport-loving culture, for stress release and the hunt of a healthy lifestyle.

Keywords: Factor Influence, Physical Activity, Family, University Facilities, Individual

INTRODUCTION

Physical activity is defined as the body motion caused by the voluntary muscles that need more energy. The phrase "physical activity" should not be related to "exercise". Physical activity is known as the leading category. Meanwhile exercise is known as a sub-category for physical activity that has been structure. Physical activity includes in any activity that requires body movement, such as house cores, working and other activity (Rajappan et al., 2015). A survey has conduct by the Ministry of Health Malaysia on physical activity through the National Health and Morbidity Surveys. The latest report from National Health and Morbidity Surveys (NHMS) in 2019 shows that 74.9% of Malaysian adults are active in physical activities, the percentage is higher compared to 3 previous year which is on 2006 (56.3%), 2011 (64.8%) and 2015 (66.5%). Moreover, in Malaysia almost 1.7 million people who currently face three (3) main health problems which is high fat, high hypertension, and diabetes (Khoo et al., 2020).

Regular physical activity is vital for a person because the person could have a healthy lifestyle. This has been proved that it aids in the management of non - communicable disease (NCDs) such as pre-diabetes stroke, and heart problem and certain cancers (Abdullah et al., 2021). Physical activity could help a person to maintain they body weight and avoid from being hypertension whereby increase the quality of life of an individual. Therefore, the primary goal of this study is to discover the factor influences of physical activity among students from year 3 Universiti Malaysia Kelantan, Kampus Kota. There are three research objectives for this study:
1. To investigate the relationship between family factor and physical activity
2. To investigate the relationship between university facilities and physical activity
3. To investigate the relationship between individual factors and physical activity

Significance of the Study

Physical Activity

This study covered the significant factors of physical activity among students. There was a strong correlation between body exercise and cardiovascular and also respiratory health, but 150 minutes of moderate or intense exercise per week resulted in a significant risk reduction. Physical activity reduced the risk of affected well-being while it also created and maintained strong bones and muscles, weight control, fear, and depression, and promoted health and a good health.

Students

Students need to emphasize physical activity especially for living a healthy lifestyle in the future. Hence, this study would help the students to realize that physical activity is important for them where it would help them to prevent from the unhealthy lifestyle. Students always need to be involved in physical activity and ensure the community to interest the students participating in doing physical activity to get a healthy lifestyle. Physical activity helps students prevent from illness, increase their immune system and be active in daily lifestyle.

Future Researchers

This study can help future researchers to improve the understanding of the variables that impact physical exercise among students from the aspect of families, university facilities, and individual factors. The students would understand the important of the physical activity to their lifestyle. Besides, this study would be helpful for the students who are not interest in physical activity to gain knowledge which would help them to take physical activity as essential for them.

LITERATURE REVIEW

Family

Parents should understand the reasons why they join in physical activity at university or school. Parents can be role models to their children when they participate in physical activity. In previous research, researchers found that most of the students who performed the best physical activities were from the family with an active background in physical activity like sports. Parents would be main reason for deciding and arranging daily activities for their children. Moreover, parents can support their children by bringing them outside on weekends to do some physical exercise like walking, cycling and more. It would be an enjoyable moment for them.

According to Rachele et al., (2016), children's physical activity increases when their family members join together in physical activities. Moreover, parents can also guide their children by indirectly whereby it might be moderate based on the personal attitudes of the children towards the physical activity. The family should be more supportive and become the role models to their children who get involved in physical activity so that, they can improve the quality of life and inspire them to be active in physical activity and avoid from doing negative activities. Some children are interested to join physical activity with family support. Meanwhile, some children have interested, but their parents do not encourage them to join physical activity.

University Facilities

According to Abdul & Kutty. (2017), the university environment offers far more benefits and chances for students to increase their physical activity. However, unlike primary and secondary schools, university students frequently overlook opportunities to use accessible university facilities efficiently due to a lack of an effective structure for physical health and educational

publicity. A recreational facility is defined as any facility that allows a person to engage in at least one physical activity, such as weightlifting or yoga. To prevent students from being physically inactive, university facilities are critical. University students' physical activity characteristics may be affected by the characteristics of equipment and materials, especially the arrangement of entertainment and physical activity facilities. Even though universities provide facilities, some students do not use them to their full potential (Abdullah et al., 2016).

Physical activity tools are commonly just accessible in major university sports facilities, making these accommodations essential to university students' participation in sports. Over that time, college students judged the free time infrastructure, which contains load rooms, cardiac gym equipment, and pools, as essential amenities and facilities when deciding whether the university to participate (Shaikh et al., 2018). According to Wilson et al, (2020) study, there are differences in how college students use campus recreation facilities, which mirror differences in physical activity levels. Due to the negotiation of gender roles, women's relationships with physical activity are complicated, as attributes fostered by physical activity, such as competitiveness and strength are at odds with stereotyped feminine values.

Individual

Effects were seen in groups of boys and girls, men and women, and senior male and female participants. It's important to remember that contributions reported at the group level may not entirely apply to every group member. Little is known about the uniqueness of responses to long-term regular exercise, chronic sedentarism, or variations in habitual physical activity levels with age. Indeed, most of the evidence has come from controlled exercise trials in which people were subjected to regular exercise of a particular style, intensity, frequency, and duration for weeks or months at a time. The most evident distinction is physical activity that include manual dexterity may differ significantly and in some circumstances such as physical body and health. Physical activities are important for health improvement. Physical activity has been strongly associated with both physical and mental health throughout this period (Abdullah et al., 2016).

We all know that leading a sedentary lifestyle increases the risk of various ailments that affect both men and women as they age. It's even linked to a higher chance of dying young. On the other hand, regular physical exercise in various situations is regarded as a habit that has positive effects on a wide range of health outcomes. The epidemiological, experimental, and clinical data regarding sedentarism's negative impacts and the benefits of a physically active lifestyle will not be discussed here. Positive relationships of physical activity have been found with intention, self-efficacy, perceived advantages of physical activity, and excellent health status. In contrast, negative associations have been found with perceived obstacles to physical activity older age, and female status. Moreover, income disparity, such as income distribution as well as racial discrimination, might have had an impact on the continuous physical motion.

Physical Activity

Physical activity is defined as targeted and consistent motor activity. This function aims to improve one's physical condition, functional state, and overall health. Physical activity is a unique type of human functioning and manifests a person's physical culture (Leifa et al., 2017). Physical activity is widely recognized as necessary in adolescent people's growth and the maintenance of body lifestyle (Saez et al., 2021). On a physical, psychological, aesthetic, and social level, there is currently good research that illustrates the various benefits connected with regular participation in sporting events or physical activity. Daily exercise has also been shown to reduce the risk of fragmentation and bone disorders, decrease the risk of chronic disease, decrease the occurrence of mood and anxiety disorders, and improve health. Roberts et al.,

(2015) found that young people entering university are more likely to have both the time and the opportunity to engage in regular physical activity and exercise.

Physical activity is vital for people of all ages, particularly teenagers and young adults, to maitain good health and avoid chronic diseases. Physical inactivity has been linked to poor cardiovascular and metabolic health, type 2 diabetes, a variety of cancers and increases the level of obesity rates (Li et al., 2016). According to World Health Organization statistics, about 70% of university students don't participate in regular exercise in their leisure time. In addition, high levels of inactivity persist after graduation, raising concerns that university students will become obese in the future. According to Wilson et al., (2020), examined that physical activity disparities have been well documented and are a source of public concern, given the link between physical activity and a reduced risk of various negative physical and mental health consequences.

Apart from that, Abdullah et al., (2021) state that physical activity is essential for maintaining one's health and preventing harmful diseases such as cardiovascular disease, high blood pressure, diabetes, and other ailments. Furthermore, regular physical activity will help a person fight several physical and mental health ailments and conditions. This demonstrates that physical activity at university will improve a student's physical and emotional well-being. According to Wang et al., (2015), a few researchers have associated, teenage physical activity to support from parents, such as inspiring their children to be more physically healthy, observing their own children physical activity and involved in their adolescents' activities.

Research Hypothesis

The hypothesis for this research is to see if there are any significant difference between the independent variable and dependent variable:

H1   There is a significant relationship between family factors that influence physical activity among Year 3 students in Universiti Malaysia Kelantan, Kampus Kota.

H2   There is a significant relationship between university facilities factors and factors influencing physical activity among Year 3 students in Universiti Malaysia Kelantan, Kampus Kota.

H3   There is a significant relationship between individual factors that influence physical activity among Year 3 students in Universiti Malaysia Kelantan, Kampus Kota.

Research Framework

Figure 1 shows the research framework of this study:
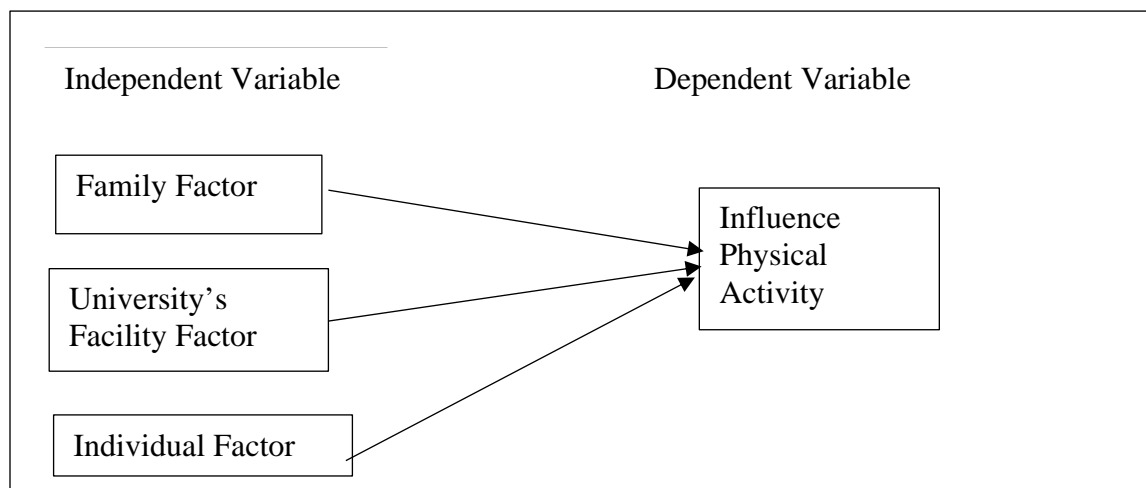
Figure 1: Research Framework

METHODOLOGY

Research Design

Research design is a part of plan that will identify the method and procedure for collecting data and analysis the data for this study. In short, it is known as a framework for the research plan. A quantitative technique and questionnaires by Google Forms will be used to conduct a survey. As a result, the sample will put to the test by selecting a location as a sample which will include the university students who studying in Universiti Malaysia Kelantan, Kampus Kota. Students will be choosing as representatives to give feedback towards factor that influence physical activity among student year 3 Universiti Malaysia Kelantan, Kampus Kota.

Data Collection

The knowledge for this study was obtained from primary sources. Primary data are data collected effectively from primary sources by research groups have used questionnaires. The questionnaire used in this study was created using Google Forms. The questionnaire was applied to collect information regarding the influencing factors of student in year 3 in the wellness faculty at Universiti Malaysia Kelantan, Kampus Kota. The factors were family, university facilities and individual.

Sampling

The researcher used the non-probability technique because samples were not chosen at random. The researchers used Krejcie and Morgan's (1970) formula to evaluate sample group to provide an accurate and relevant sample for this study. The respondents consisted of 161 wellness students who were selected from Faculty Hospitality, Tourism and Wellness of Universiti Malaysia Kelantan (FHPK). The researcher chooses third-year Wellness students because they had a broad knowledge related with health and wellness.

$$ s = \frac{x^2 N_P (1 - P)}{e^2 (N - 1) + x^2 p (1 - p)} $$

n = sample size
N = population size
e = the degree of accuracy expressed as proportion (0.05)
x2 = chi-square of degree of freedom 1 and confidence 95% (3.481)
p = proportion of population (if unknown, 0.5)

Data Analysis

Data analysis is known as an evaluating method of assessing records by applying statistical, logical, and analytical. Statistical Package Social Science (SPSS) is used for analysing the data. The SPSS software would be helpful for the researcher to determine an excellent statistical technique to be used. The SPSS data will explain statistics such as cumulative percentage and valid percentage. Researchers used SPSS programmed version 26.0 version to create tables for data entry and analysis. The researcher collected the data from the industry research data gathering as well as performed descriptive analysis, reliability analysis, and correlation analysis.

FINDINGS

Result of Frequency Analysis

The distribution of the respondents in terms of their background characteristics was analyzed using descriptive statistics involving frequency and percentage. Table 1 show the result of the frequency analysis:

Table 13: Frequency Analysis

Characteristics	Frequency (N)	Percentage (%)
Gender		
Male	29	24.6
Female	89	75.4
Age		
18-20 years	3	2.5
21-23 years	108	91.5
24-26 years	7	5.9
Marital Status		
Single	114	96.6
Married	4	3.4
Race		
Malay	106	89.9
Indian	9	7.6
Others	3	2.5
Religion		
Muslim	105	89
Hindu	10	8.5
Others	3	2.5
Active Physically in a Week		
1-2 days	64	54.3
3-4 days	43	36.4
5-6 days	8	6.8
7 days	3	2.5
Most Physical Activity		
Jogging	26	22
Walking	51	43.2
Aerobic	5	4.2
Bicycling	19	16.1
Others	17	14.4
Place Prefer		
Gym	2	1.7
House	54	45.8
University	11	9.3
Public Parks	37	31.4
Others	14	11.9

Table 1 shows the frequency analysis of the respondents. Out of 118 respondents, most of the respondents were females, which accounted for 89 (75.4%) of the total sample. Meanwhile, in terms of age, 18 to 20 years old was 3 (2.5%), 21 to 23 years old were 108 (91.5%) and 24 to 26 years old were 7 (5.9%). As for their marital status, 114 (96.6%) were single and 4 (3.4%) were married. In term of race, 106 (89.9%) were Malay, 9 (7.6%) were Indian and 3 (2.5%) were others. Next, in term of religion, it was revealed that most of the respondents were Muslim

105 (89.0%) while 10 (8.5%) were Hindu and 3 (2.5%) were others. In terms of active physically, 64 (54.3%) were physically active in 1-2 days, 43 (36.4%) were active in 3-4 days, 8 (6.8%) of respondents were active in 5-6 days and 3 (2.5%) respondents in 7 days. The analysis of respondents for the most physical activities done, it was indicated that 26 (22.0%) were jogging and 51 (43.2%) were walking. This was followed by 5 (4.2%) going for aerobic, meanwhile 19 (16.1%) respondents did the cycling activities and 17 (14.4%) going for others physical activities. As for the place preferred, 2 (1.7%) preferred to go to the gym, 54 (45.8%) preferred the house and 11 (9.3%) preferred to go to university. 37 (31.4%) respondents preferred public parks and 14 (11.9%) preferred other places.

Result of Descriptive Analysis

The mean score and standard deviation of the factors are shown in table 2. The factors can be considered low if the mean score is from 1.00 to 1.99 and high if the mean score is from 2.00 to 4.00. Table 2 shows the descriptive analysis of the independent variable for family factor, university facilities factor and individual factor and the dependent variable for physical activity:

Table 14: Descriptive Analysis

Variables	Items	Mean Score (M)	Standard Deviation (SD)
Family Factor	My family members always do exercise with me.	4.09	0.887
	My family members give me a lot of support to get involves in any physical activity.	4.25	0.896
	My family members try to do exercise with me.	4.19	0.857
	My family members always remind me regards my activities.	3.86	1.029
	My family members are my role model.	4.19	0.847
	My family members always plan activity with me.	4.23	0861
	My family member guides me because they have experience	4.19	0.847
	My family member talk about how much they love to physical activity.	4.10	0.861
University Facilities Factor	You feel easy to obtain the necessary facilities from the university to do activity.	4.12	0.944
	You feel satisfied with the environment of universities to do exercise.	4.19	0.870
	The venue and exercise facilities are nearby with your university	4.02	0.924
	You feel there is limited availability of space to do exercise.	4.19	0.819
	The sport facilities provided by university are safe to use.	4.05	0.950
	There facilities are in good condition.	4.19	0.886
	There are enough facilities are provided by the university.	4.12	0.849
	You feel satisfied with facilities that provided by the university.	4.19	0.899
Individual Factor	You have enough time to do activity.	4.14	0.933
	You feel tired from doing physical activity.	4.25	0.784
	The weather bothers you from doing activities.	4.07	0.894

	You feel bored to do physical activity.	4.14	0.899
	You do not like to do any kind of physical activity.	4.05	0.804
	You have a good environment to do activities.	4.21	0.866
	You have a good motivation to do physical activities.	4.11	0.932
	You feel comfortable to do physical activity alone.	4.11	0.835
Physical Activity	I think that I am able to do physical activity every day.	4.09	0.887
	I think physical activity helps to increase personality while reducing emotional stress.	4.19	0.840
	I think I am able spend more time doing physical activity every week.	4.10	0.861
	I think I am able to follow a healthy lifestyle by doing physical activity.	4.24	0.854
	I think physical activity can gives a lot of benefits.	4.25	0.896
	I think physical activity would help to focus more on my study.	4.19	0.857
	I like am to do physical activity at home during leisure time.	4.11	0.913
	I think physical activity can have a stimulating effect on my energy balance and body composition.	4.23	0.851

Table 2 shows the mean and standard deviation for twenty-four statements under three independent variables and eight statements under the dependent variable based on the survey involving 118 respondents. The results in table 2 above shows that item of family factor 2 (My family members give me a lot of support to get involves in any physical activity) has the highest mean score (M = 4.25, SD = 0.896). Meanwhile item of family factor 4 (My family members always remind me regards my activities) showed the lowest mean score (M = 3.86, SD = 1.029). As for the item of university facilities, factor 2 (You feel satisfied with the environment of universities to do exercise) had the highest mean score (M = 4.19, SD = 0.870). Meanwhile, the item of university facilities factors 3 (The venue and exercise facilities are nearby with your university) showed the lowest mean score (M = 4.02, SD = 0.924). Furthermore, the item for individual factor 6 (You feel tired to do physical activity) revealed the highest mean score (M = 4.25, SD = 0.784). Meanwhile, the item of individual factor 5 (You do not like to do any physical activity) scored the lowest mean score (M = 4.05, SD = 0.804). Next, the item for physical activity 5 (I think physical activity can give a lot of benefits) indicated the highest mean score (M = 4.25, SD = 0.896). Meanwhile the item for physical activity 1 (I think that I am able to do physical activity every day) recorded the lowest mean score (M = 4.09, SD = 0.887).

Result of Reliability Analysis
Table 3 shows the results of the reliability analysis of this research.

Table 15: Reliability Analysis

Variable	Number of items	Cronbach's Alpha
Physical Activity	8	0.789
Family Factor	8	0.736
University Facilities Factor	8	0.713
Individual Factor	8	0.718

Table 3 shows the reliability analysis for the dependent variable physical activity with high Cronbach's Alpha values of 0.789 with eight questions. Moreover, the first independent variable is family factor with eight questions showing Cronbach's Alpha value of 0.736. The university facilities factor was the second independent variable with eight questionnaire question where the Cronbach's Alpha result is 0.713. The last independent variable was an individual factor with eight questions with Cronbach's Alpha result 0.718.

Result of Pearson Correlation Analysis

Table 4 shows the result of the correlation analysis of this research.

Table 16: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H1: There is a significant relationship between family factors that influence physical activity among Year 3 students in Universiti Malaysia Kelantan, Kampus Kota	0.000	H1 is supported
H2: There is a significant relationship between university facilities factors influencing physical activity among Year 3 students in Universiti Malaysia Kelantan, Kampus Kota.	0.000	H2 is supported
H3: There is a significant relationship between individual factors that influence physical activity among Year 3 students in Universiti Malaysia Kelantan, Kampus Kota	0.000	H3 is supported

According to Table 4 the p-value for hypothesis 1 was below 0.05 and the p value was recorded under 0.05. Thus, alternative hypothesis was accepted, and the null hypothesis was refused. The intensity of the relationship between the family factor and physical strength was strong. Hypothesis 2 shows that the significant value was below 0.05 and the p-value was above 0.05. Therefore, the alternative hypothesis was accepted, and the null hypothesis was rejected. The intensity of relationship between the university facilities factors and physical activity was strong. The significant value of hypothesis 3 is above 0.05 and the p-value is below 0.05. Thus, the null hypothesis was rejected, and the alternative hypothesis was accepted. The relationship between individual factors and physical activity was strong.

DISCUSSION AND RECOMMENDATION

The research study aims to determine the relationship between family, university facilities and individual factors that influence physical activity among 3rd- year Wellness students of Universiti Malaysia Kelantan (UMK), Kampus Kota. The result of the data shows a significant relationship between the independent variables which are family, university facilities and individual factors and the dependent variable, which is physical activity. The result of data shows that there is a significant relationship between the independent. Correspondingly, the previous research also shows a connection between family factor, universities facilities factor and individual factor with physical activity. In addition, individual factors have the strongest correlation compared to family factor and university facilities based on the values of Pearson

Correlation, which is followed by family factor and universities facilities factor which is represented by the correlation (0.925 > 0.869 > 0.864).

Furthermore, future investigation into the technique through which researchers respond to questionnaires is suggested. This can make a good outcome even better in the future. Before the researcher can acquire promising survey findings, the respondents must complete the questionnaires. Furthermore, this survey simplifies things because the researcher only needs to provide the questionnaire to the respondents. This survey method can be improved to make it more accurate and practical. The questionnaire should then be made more straightforward and easier to interpret. This is because respondents never read or comprehended the questionnaire before answering it. So, if the questionnaire is simpler and shorter, the respondent will save time. Because of the positive response from the respondent, the outcome may be more successful.

CONCLUSION

This research is about the factor influencing physical activity among Wellness student in Year 3 Universiti Malaysia Kelantan, Kampus Kota. The family factor, university facilities factor and individual factor were to be the independent variables. These variables influenced the dependent variable which was physical activity. There were 118 respondents involved in this research. Each of the respondents is Year 3 Wellness students. The results were analyzed using the Statistical Package Social Science (SPSS) programme version 26.0 computer software. The recapitulation of the findings showed the strongest correlation would be the individual factor, followed by the family factor and the lowest correlation will be the university facilities factors (0.925 > 0.869 > 0.864). It also showed the p value of three independent variables is 0.000. A few research articles in this part make the result more reliable and robust. All the hypotheses H1, H2 and H3 stated are accepted.

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Factors That Influence the Increasing Of Stress Among Wellness Student Year 2 In Universiti Malaysia Kelantan, Kampus Kota

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ABSTRACT

Stress is a mental illness that happens when a person is in a dangerous situation or faces a threat that affects their mind. The COVID-19 pandemic had a negative effect on students' mental health. This research will investigate the factors that influence stress among wellness students in year 2 at Universiti Malaysia Kelantan, Kampus Kota. This study was conducted using quantitative techniques, and the Student Stress Inventory (SSI) was utilised to determine the level of student stress during the learning process during the pandemic season. The Statistical Package for Social Sciences (SPSS) version 25.0 is the software used to analyse the data. Based on the data findings, the strongest correlation is between academic factors and environmental factors. Personal factors have the lowest correlation.

Keywords: Stress, Environmental Factors, Personal Factors, Academic Factors.

INTRODUCTION

At the end of 2019, the corona virus began to spread throughout the country, including Malaysia. The government has already closed all institutions in Malaysia to control the spread of the virus. The government is taking this approach to ensure the safety of students and related people. The issue of students with covid-19 is heavily emphasized on online learning (Bui et al., 2020; Chandra, 2020). Corona virus disease (COVID-19) has a deep effect on life across the globe and covid-19 also was affects wellness student year 2 in Universiti Malaysia Kelantan, Kampus Kota because students have to start their lessons with online class. Social contacts strongly limited and outdoor activities must be cancelled. People only works from home and stayed at home if they do not have any reason for go out.

The issue of stress among students has become a hot topic of conversation after 2 students died due to the stress of online learning at Universiti Technology Mara (UITM) Kedah and Pahang. This study will make an analysis of the stress for wellness students in year 2 which is the first batch who go through the process of virtual learning at the university. There are three research objectives for this study:

To determine the relationship between environment factor and stress among wellness student year 2 in Universiti Malaysia Kelantan.
To determine the relationship between personal factor and stress among wellness student year 2 in Universiti Malaysia Kelantan.
To determine the relationship between academic factor and stress among wellness student year 2 in Universiti Malaysia Kelantan

Significance of the Study
Student
The benefit of this study can lead the students among wellness student year 2 in Universiti Malaysia Kelantan, Kampus Kota to have a better mental, physical, and other preparation when they are at university or anywhere. So that, they can control their stress.

Future Researcher
Researcher tries to find out either student get stress by environmental factors, personal factor, and academic factors. So, for the next time the student researchers and others can refer to this study to identifying and managing the stresses faced by students. This study also provides to student's knowledge about the main factors in control the stress which can reduce while they performance and learning in university

Community
The results in this study also can give awareness to University Committees and Staff to closely monitor the stress faced by students. In addition, it also brings benefits to Students Affairs, Counselling Unit of university, Ministry of Higher Educations and parents of students. Other organizations that also benefited greatly from this study were the Ministry of Health Malaysia (MOH), the Institute of Health Management, the Public Health Division, health NGOs such as the Malaysian Psychotherapy Association (PPM) and so on. Apart from that, it also provides enlightenment to the surrounding community about the stress that occurs among students so that they are more aware to the situation and can control the situation better.

LITERATURE REVIEW
Stress
There is a common consensus that stress is a natural part of life and is connected with a lot of important physiological, psychological, and behavioural symptoms (Monroe & Slavich, 2016). Stress also can define as a response or response a person in a condition that is perceived as challenges or threats. In other words, stress is self-condition when feeling pressured, threatened, or problem (Li et al.,2016). Therefore, this stress is very closely related to students because it became part of students' academic life due to the various internal and external expectations placed upon to their shoulders. Adolescents are particularly vulnerable to the problems associated with academic as transitions occur at an individual and social level (Reddy et al., 2018). Operationally, it is a component that related with their performance and will be impact at the result of the studies.

Environmental Factors
Studies investigating environmental factors have found that social isolation, loneliness, and a general lack of social support can increase stress (Wang et al., 2020). During the covid-19 pandemic, stress levels among wellness students increased and the environment became one of the causes. Besides, online learning has a negative effect on students' motivation (Abeysekera & Dawson, 2015). Students that are studied in a positive environment tend to be more interested, motivated, and productive of more learning.

Next, students will also feel the stress of a poor internet connection. It can be difficult for them to learn or complete their assignments because of these problems (Essel & Owusu, 2017). That we can see, the use of E-learning is less effective than face-to-face, hence it requires more effective educational and teaching support (Hart et al, 2018). In short, social isolation and poor

internet problems are strongly related to environmental factors that affect the increase in stress levels in wellness students year 2 at Universiti Malaysia Kelantan, Kampus Kota.

Personal Factors

Personal factors also had a negative effect on student stress during the COVID-19 pandemic. For example, financial problems for students whose families have low incomes When students face financial problems, they face learning challenges and financial constraints (Essel & Owusu, 2017). For example, they have to pay for internet data for their learning process, and this problem causes students stress. The student had to find his own money so as not to burden the family.

In addition, there are some students who have to combine employment with their studies. Many students take part-time or short-term jobs throughout their studies. They do it for a variety of reasons, among them to gain experience for the future and others to support their education and themselves financially. According to Wathelet et al., (2020), while working in a university is good for students, it also puts them under a lot of stress, which they may not be able to handle.

Academic Factors

Some students are experiencing stress as a result of the many internal and external pressures they face in their academic lives. It also occurs at various individual and social levels (Reddy et al., 2018). academic stress is closely related to the environment, student assessment and similar responses (Shearer et al., 2015). As a result of many assignments, students may find it difficult to concentrate and critically think when they are trying to finish an assignment (Kotter et al., 2017).

Furthermore, the difficulty of the language is a significant consideration in academic contexts. Students and lecturers can share their knowledge with others through speaking, either face-to-face or via other means of communication like the telephone (Rabagliati et al., 2018). If students do not understand the language used, they will face problems during the academic process. They become frustrated and depressed despite having communicated, and in the long run it affects their performance (Gautam et al., 2016). Academic disabilities, such as delays or time thieves, are very common among students (Goroshit, 2018). Students procrastinate in making assignments given by lecturers that need to be completed. When students continue to do such things, they will lose interest in doing assignments and it will put stress on students (Kupst et al., 2015). Last but not least, exams are critical in academic factors because they determine the quality of continuous learning and teaching at the university (Mogapi, 2016). But with exams, it can also cause more stress to students than can be imagined due to the pre-determined exam period. And students are also stressed because they have to prove that they deserve better grades in exams. This thinking makes them confused, which in the long run puts pressure on them (Leonard et al., 2015).

Research Hypothesis

The hypothesis for this research is to see if there are any significant different between the independent variable and dependent variable:

H1   There is a significant relationship between environment factor and stress among wellness student year 2 Universiti Malaysia Kelantan, Kampus Kota

H2   There is a significant relationship between personal factors and stress among wellness student year 2 Universiti Malaysia Kelantan, Kampus Kota

H3   There is a significant relationship between academic factors and stress among wellness student year 2 Universiti Malaysia Kelantan, Kampus Kota

Research Framework

The Figure 1 below shows the research framework for this study.

Figure 1: Research Framework

METHODOLOGY

Research Design

This study used the quantitative method that gather all data through questionnaires. In this research, the researcher identified the determinant factors that influence the increasing of stress among wellness student year 2 in Universiti Malaysia Kelantan, Kampus Kota. Therefore, descriptive research was used to gain data through questionnaire that was be collected from respondent. The questionnaire consisted 40 items and divided into 5 sections. The first section is the demographic profile such as gender, age, marital status and religion. The second, third, fourth, and fifth section inclusive 32 items with five-point Likert-scale ranging from 1=strongly disagree till 5=strongly agree. The question was adopted from previous studies by (Arip et, al 2015).

Data Collection

The data collection process took 14 days to complete. In the first stage, this study involved primary data collection using questionnaire using Google Form, which were distributed to 118 respondent who participated in this study. The respondent was also selected to answer the questions related to the awareness of factors that influence the increasing of stress among wellness student year 2 in Universiti Malaysia Kelantan Kampus Kota.

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 researcher used the equation from Krejcie & Morgan (1970).

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

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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% (3.481)
p = proportion of population (if unknown, 0.5)

Data Analysis

The tool used in analysing the data is IBM SPSS statistic 25.0 software. IBM SPSS assists researchers in determining the best statistical techniques to use. SPSS data will be interpreted into statistics such as valid percentages and cumulative percentages. The researcher will use this to analyses the data for descriptive purposes, descriptive analysis using percentages, numbers, means and standard deviations. While to determine relationship between independent and dependent variables, bivariate analysis using Pearson correlation has been performed.

FINDINGS

Result of Frequency Analysis

Table 1 below shows the frequency analysis of this research

Table 1: Frequency Analysis

Characteristics	Frequency (N)	Percentage (%)
Gander		
Male	81	32.8
Female	168	67.2
Age		
18-21 years	33	28
22-25 years	85	72
Marital Status		
Single	118	100
Religion		
Muslim	95	80.5
Christian	13	11
Buddha	10	8
Race		
Malay	92	78
Chinese	17	14.4
Indian	19	7.6
Educational Level		
degree	118	100
Income		
Below rm 1000	106	89.8
Rm 1000-rm 2000	12	10.2

Table 1 depicts the frequency analysis of the respondents. Out of 118 respondents, the majority of the respondents are females, which accounted for 168 (67.2%) of the total sample. Next, in terms of religion, revealed that most respondents are Muslim with 95 (80.5%), followed by

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Christian 13(11%) and Buddha 10 (8%). Meanwhile, in terms of race, the majority are Malay with 92 (78%), followed by Chinese with 17(14.4%), and Indian with 9 (7.6 %). In terms of respondent age, 33 (28%) of them are 18 to 21 years old and (85) 72% are 22 to 25 years old. As for the educational level, of 118 respondents, 100% are degrees. The statistic nearly represents the actual demographic respondent with regard to the influencing the increasing stress among wellness students in year 2 Universiti Malaysia Kelantan, Kampus Kota.

Result of Descriptive Analysis

Table 2 below show the result of descriptive analysis of this research.

Table 17:Descriptive Analysis

Variable	Items	Mean score (M)	Standard deviation (SD)
Environmental Factors	The noisy environment at home makes me unable to concentrate during learning sessions.	4.00	0.730
	I'm not comfortable with the learning environment at home.	3.91	0.734
	I'm not ready to study online classes.	3.92	0.752
	I have a facilities problem to attend online classes.	3.90	0.740
	Internet access in my home area is a bit unsatisfied.	3.90	0.74
	I feel stressed if I can't use the internet as long as I want.	3.92	0.730
	I feel stressed in dividing time to study and time with family.	3.90	0.710
	I feel stressed with the bad living conditions in my home.	3.90	0.720
Personal Factors	My families are not supportive.	3.88	0.693
	Financial problem in the family makes me stresses.	4.00	0.700
	I find it difficult to get along with group members in completing assignments.	4.00	0.670
	I have poor communication skills when dealing with lecturers and other colleagues.	3.93	0.680
	Lack of time to rest makes me stressed.	3.90	0.650
	I feel stresses when I have problem with my friends.	3.84	0.680
	I feel nervous delivering the class presentation.	3.90	0.644
	I feel guilty if I fail to fulfill my parent's hope.	3.94	0.631
Academic Factors	I feel stressed when I can't complete the assignments given by the lecturer.	3.92	0.752
	I will be stressed when having a lot of assignments.	4.00	0.600
	I feel stressed dealing with difficult subjects.	3.92	0.681

	I will be stressed when I do not understand what the lecturer is presenting during the learning session.	3.91	0.634
	I feel my lecturer are not supportive.	3.93	0.663
	I feel stressed because the delivery deadline is getting closer.	4.00	0.707
	The material provided for online classes is less effective.	4.00	0.720
	I feel stressed if I don't achieve excellent results.	3.92	0.642
Stress	Social isolation during this period of the Covid-19 pandemic make me stress.	3.87	0.770
	I can't control my feelings of stress.	4.00	0.722
	I get stressed when I go to online classes.	3.90	0.740
	I feel it is hard to concentrate on whatever things I do every day.	4.00	0.760
	Personal problems always cause me stress.	3.88	0.733
	I feel stressed with online learning because there aren't enough hours in a day to do all the things I must do.	4.00	0.744
	I feel stressed with online learning because I find that I don't have time for many interests and hobbies outside of work.	3.94	0.754
	I feel stressed for doing things I didn't want to and almost gave up.	3.94	0.771

Table 2 portrays the mean and standard deviation for twenty-four statements under three independent variables and eight statements under the dependent variable based on the survey involving 118 respondents. The highest mean value for environmental factors was obtained by Question 1 with 4.00, where the respondents agreed that a noisy environment at home makes students unable to concentrate during learning sessions. The lowest mean value belongs to Question 7 with 3.90, where the respondents agree that students feel stressed in dividing the time study and time with family. As the personal factor, the highest value of mean was obtained by Question 2 with 4.00, where the respondents agreed that financial problems in the family make students stressed. The lowest mean value belongs to Question 6 with 3.84, where the respondents agreed that students feel stressed when having a problem with their friends. The highest mean value for academic factors was obtained by Question 7 with 4.00, where the respondents agreed that the material provided for online classes is less effective. The lowest mean value belongs to Question 4 with 3.91, where respondents agreed that students will be stressed when they do not understand what the lecture is presenting during the learning session. Next, the highest mean value for the dependent variable of stress was obtained by Question 6 with 4.00, where the respondents agree that students feel stressed with online learning because there aren't enough hours in a day to do all the things that they must do. The lowest mean value belongs to Question 3 with 3.90, where the respondents agreed that students get stressed when they go to online classes.

Result of Reliability Analysis

Table 3 shows the result of reliability analysis of this research.

Table 18: Reliability Analysis

Variable	Number of items	Cronbach's Alpha
Stress	8	0.903
Environmental Factors	8	0.881
Personal Factors	8	0.812
Academic Factors	8	0.820

Table 3 shows the reliability analysis for the dependent variable which is stress has a high Cronbach's Alpha value which is 0.903 with 8 questions. Next, the first independent variable is the environmental factor with Cronbach's Alpha value is 0.881 with 8 questions. Moreover, the second independent variable is with 8 questions and Cronbach's Alpha value of 0.812. Lastly, an independent variable with 8 questions and Cronbach's Alpha value was 0.820.

Result of Pearson Correlation Analysis

Table 4 below shows the result of correlation analysis of this research.

Table 19: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H1: There is a significant relationship between the environmental factors and stress among wellness student year 2 in Universiti Malaysia Kelantan, Kampus Kota	< 0.001	H1 supported
H2: There is a significant relationship between the personal factors and stress among wellness student year 2 in Universiti Malaysia Kelantan, Kampus Kota.	< 0.001	H2 supported
H3: There is a significant relationship between the academic factors and stress among wellness student year 2 in Universiti Malaysia Kelantan, Kampus Kota	< 0.001	H3 supported

Based on table 4, the p-value for hypothesis 1 is 0.001 which is below 0.05, and when p is less than 0.05, this means we reject the null hypothesis and accept the alternative hypothesis. The significant relationship between environmental factors and stress is strong. Hypothesis 2 is 0.001 which is below 0.05, and when p is less than 0.05, this means we reject the null hypothesis and accept the alternative hypothesis. The significant relationship between personal factors and stress is strong. Hypothesis 3 is 0.001 which is below 0.05, and when p is less than 0.05, this means we reject the null hypothesis and accept the alternative hypothesis. The significant relationship between academic factors and stress is strong.

DISCUSSION AND RECOMMENDATION

Discussions are aimed at solving the questions and addressing the hypotheses as mentioned in the first chapter of this study. In general, this study has extensively researched factors that influence the increase of stress among wellness students in year 2 in Universiti Malaysia Kelantan, Kampus Kota. Based on the findings of the study, the current study would provide several recommendations for factors that influence the stress of student wellness and future researchers that allows the faculty of universities establishment their responsibilities toward student wellness and express concern regarding the improvement that can be made in future studies. The faculty of universities should raise the sample size and test the research approach more widely to acquire a better understanding of factors of stress among students that study at university. Utilized the scale that can validate in a bigger sample size studies in the future for long-term studies to analyze the factors that influence the increase of stress among student wellness year 2 in Universiti Malaysia Kelantan, Kampus Kota. Using a multi-language capability to assist the students of various races that speak a different language in understanding while in learning sessions and to increase the reliability and effectiveness of the outcome of student

The research findings are too fundamental for future research continuation. hence, it is prescribed that future inquiries about the components that impact the push of understudies incorporate more statistical characteristics of the respondents such as occupation and numerous more in arrange to produce the distinctive comes about or discoveries from different points of view.

Furthermore, it is recommended that future researchers improvise the data collection of this study, especially in terms of questionnaire distribution of respondents rather than distributing the questionnaire through the internet or web, the future researchers can engage in something like face-to-face questionnaire distribution. As a result, the researchers can clarify the research purpose in detail while distributing the questionnaire to the potential respondents. Additionally, the 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 factors that influence the increasing of stress among wellness student's year 2 in Universiti Malaysia Kelantan, Kampus Kota. Three independent variables, which are environmental factors, personal factors, and academic factors have been chosen to examine their relationship with the dependent variable, which is the stress among wellness students in year 2 in Universiti Malaysia Kelantan, Kampus Kota. A total of 118 respondents from the age of 18 years old and above were selected from all student wellness year 2 to examine their factors of stress. Overall, based on Pearson correlations analysis, the environmental factors scored a value of 0.856. followed by a personal factor with 0.846, and an academic factor with 0.898.

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Mental Health Issues Among Urban Workers During Movement Control Orders (MCO)

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ABSTRACT

The mental health issue among urban workers is an issue that often receives attention due to the increase in the number of cases, especially during the implementation period of the Movement Control Order (MCO) due to the increasing Covid-19 epidemic. The problem statement that has been detected in the occurrence of mental problems among urban workers is due to 3 main factors, namely unbalanced lifestyle, income crisis, and time management. These causes have indirectly contributed to the increase cases of mental health problems among urban workers in the study area of Kelantan and Selangor. The research objective of this study is to identify the effects of an unbalanced lifestyle, income crisis, and time management on the mental health of urban workers. This study uses a quantitative research method to obtain responses and information by using the questionnaire method. Questionnaires were distributed online to respondents around Kelantan and Selangor. In this study, the Pearson correlation method was used, and aimed at obtaining the required data analysis. The coefficients were used to identify between independent variable and dependent variable of mental health issues among urban workers. Statistical Package for the Social Sciences (SPSS) is a software suite that is widely used in finding information data.

Keywords: Mental Health, Unbalanced Lifestyle, Income Crisis, Time Management, Movement Control Order (MCO)

INTRODUCTION

This study examined the effect of unbalanced lifestyle on mental health experienced by workers who live in the city, especially those who are in the area of Selangor and Kelantan. This unbalance lifestyle can exist because life in the city requires a lot of money compared to those who live in rural areas because the cost of those who are in the city is quite expensive, Globalization & Health (2018). Next is the effect of the income crisis on mental health among urban workers. Unbalanced lifestyle is very closely related to income crisis because when the value of a financial institution or real estate declines rapidly, a financial crisis arises. Besides that, the effect of time management on mental health is also closely related as according to Claessens et al. (2007) these definitions have been summarized by defining time management as behaviours that aim at achieving effective use of time while performing certain goal-directed activities.

Significance of the study

This study is closely related to the ministries involved in this problem, namely Ministry of Health (MOH). In its point of view, this research can gain a significant benefit because it shows the importance of taking care of the well-being of mental health among urban workers. So, from this study, it can influence the sensitivity of the ministry to organize or establish a health care centre, to help in minimizing this mental health disease among the urban workers. The Ministry of Human Resources is the authority to ensure the development of skills, occupational

and workers safety, and health. So, it is crucial for them to acknowledge the cause of mental health among the urban workers because they can formulate an appropriate programme to overcome these problems. Societies that can relate to this study are the workers in urban areas. Essentially, a pandemic situation will lead to a huge negative impact on urban workers, where it raises their stress level and as a result, they might face mental health diseases. So, this study provides an education about mental health and how the workers can overcome the issue.

LITERATURE REVIEW

Unbalanced Lifestyle

Lifestyle is a crucial factor that must be controlled in daily life. Living in urban areas is the main factor in the existence of an unbalanced lifestyle due to the various challenges in life. This can be proven through a study from Globalization & Health (2018) that shows living in urban areas is the main factor in the existence of an unbalanced lifestyle due to the various challenges of life that must be faced compared to life in rural areas. Every worker, especially in urban areas, needs to practice an active and healthy lifestyle during the Covid-19 season to avoid the existence of unbalanced lifestyle that can lead to mental health diseases. Experiencing unbalanced lifestyle will only bring a negative impact and it is difficult to control due to the emergence of Covid-19 that is plaguing the entire country.

According to Nabi et al. (2008) and Surtees et al. (2008), there is a strong link between mental health and physical activities. This shows that there is a strong relationship that proves an unbalanced lifestyle greatly influences an individual's mental state towards negative behaviours. Based on Brian Adam (2017), one of the key factors that resulting in mental health issues is having an unbalanced lifestyle. An unbalanced lifestyle does not only provide physical but also mental effects. This is because a number of physical activities really affect mental health like how they affect the body. In fact, the article by Scott Douglas. (2018) shows that there are some studies that demonstrate that physical activities are as effective as taking antidepressants. Having a mental issue can affect everyday life such as the ability to enjoy life, adeptness to balance diverse aspects of life, capability to develop and find strengths and weaknesses, and flexibility to express various emotions to recover from challenging times. The working environment is highly possible to affect mental health either positively or negatively. This can be seen that the challenging work environment in the city greatly influences mental problems among urban workers during the Covid-19 outbreak.

Income Crisis

According to Bahavana (2021), a financial crisis means a loss of wealth but does not necessarily lead to significant changes to the economy. When the value of a financial institution or real estate declines rapidly, a financial crisis arises (Bahavana, 2021). The relationship between income crisis and mental health among the urban population is related. This is because according to the study if there is an economic crisis it will increase the number of suicide deaths (WHO, 2007). This happens when there is an economic crisis that makes many people affected as many will lose their jobs and create depression when they think too much about finding new jobs and mental health will also be affected due to a lack of family support for the victims. (WHO, 2007).

While according to Marazzitii (2020) the economic factors can affect mental well-being, it is not surprising that poor mental health improvement is observed in different countries, existing studies show that consequences of economic crises, such as unemployment, increased workloads, or work restructuring, and reductions in staffing and salaries, may be important stressing factors with negative effects on mental health.

Time Management

According to Claessens et al. (2007) these definitions have been summarized by defining time management as behaviours that aim at achieving effective use of time while performing certain goal-directed activities. Definition of time does not focus on time itself but on how accomplished within a time frame. He also states that skills of time management can cause anxiety and distress to mental health because of workload and exposure to covid-19 problems. While, W. Rossler (2012) found out that those who struggle with time management are more likely to experience stress, sleep issues, anxiety, depression, and other mental health issues. They may also start to exhibit symptoms of workplace burnout. As the industrial world has transformed toward a service economy, a particular interest has developed in mental health problems at the workplace.

Thus, Philip G. Levendusky (2021) studies that time management is not only crucial to getting things done on time for your job. Timely mental health care and mental healthcare training need to be developed and implemented as part of professional development activities. As we know during the Covid 19 many people lost their jobs and at the same time, they needed money to survive. Because some people need to work overtime to support their families during the Covid 19. According to the Epidemiological studying, it has shown that working for a long duration will lead to negative effects like illness of cardiovascular diseases, stress, depressive state, anxiety, sleep quality, all-cause mortality, hypertension, and health behaviours, Mariam (2019),. The Covid-19 pandemic has heavily burdened healthcare systems throughout the world. Mental health problems, followed by female gender, and worry about infection or about infecting others. Social support correlated with fewer mental health problems.

Mental Health

Essentially, World Health Organization (WHO), defines mental health as: "… a state of well-being in which the individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community." (WHO, 2001).But the most famous and used definition of mental health by WHO is:"… a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity." (WHO, 2001).

These characteristics of mental health definition are crucial to improving and boosting human well-being. Mental health will always integrate and has a deep connection with human physical health as well as its behaviour. Nowadays, human mental health can be influenced by social interaction, biological characteristics, or psychological itself. Just as the health and disease generally. Moreover, mental health diseases show the rapidly increasing data flow after the pandemic situation, Covid-19. This is because the pandemic situation led the government to impose the movement control orders (MCO). This situation caused many countries, including Malaysia, to shut down their community movements. People need to deal with a stressful life, where they are not able go out to fulfil their jobs or even do business. The situation keeps going for several years; thus, it affects the communities. In addition, there are people and families who have lost their income to continue their daily life, especially in urban areas.

Thus, this situation has caused more factors and issues that can affect mental health among the urban workers during the movement control orders (MCO). Therefore, this study will investigate some of the factors that affect mental health among urban workers. Among the factors are an unbalanced lifestyle, income crisis, and time management. According to J. H. Fowler & Christakis, 2008; Jetten, Haslam, Haslam, & Branscombe, 2009, a positive relationship between an individual's mental health can help to boost happiness, and wisdom as well life qualities. So, to overcome the lifestyle problems, both physically and mentally healthy

is the central part that urban workers need to take care of. Most previous studies showed that during the pandemic situation, parents are negatively affected which include their stress, depression and anxiety (Gromada et al., 2020). This is because, the changing situation has influenced the mental states of urban workers, especially parents, as they need to ensure that they can control the issues and how life is going for their children or family.

Research Hypothesis

The literature review shows the relationship between independent variables and dependent variables. Independent variables consist of unbalanced lifestyles, income crisis, and time management are the factors that cause the dependent variable, mental health happened. The hypothesis of the study has been summarized in the following manner:

H1: There is a significant relationship between an unbalanced lifestyle and mental health among workers in urban areas.
H2: There is a significant relationship between income crisis and mental health among workers in urban areas.
H3: There is a significant relationship between time management and mental health among workers in urban areas.

Research Framework
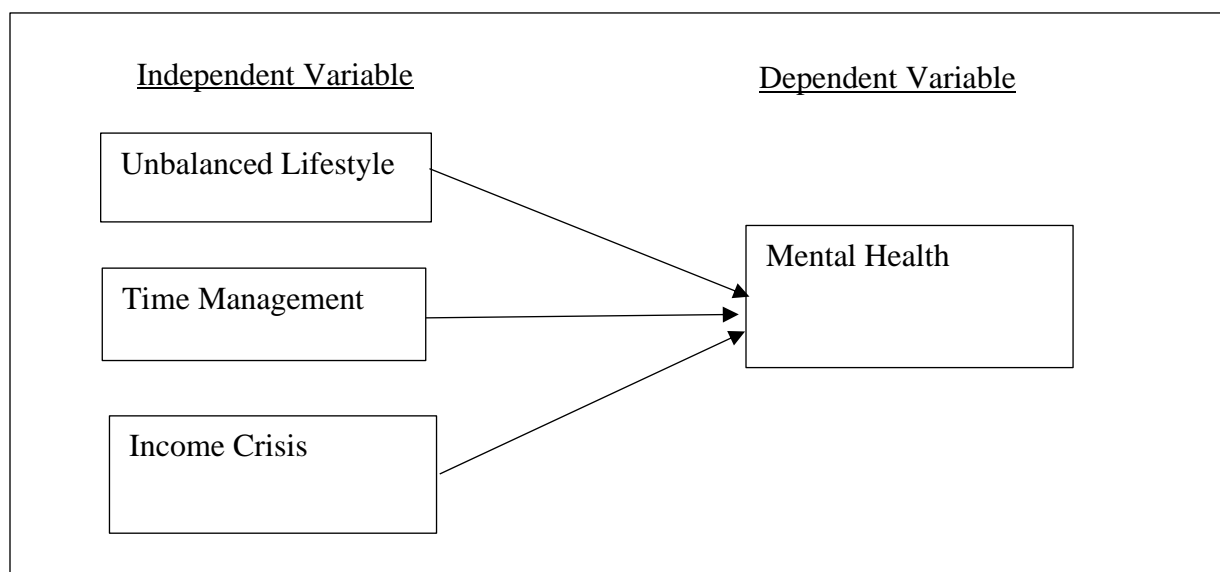
Figure 1 below shows the research framework

Figure 1: Research Framework

METHODOLOGY

Research Design

The quantitative method was used in this study, with questionnaires distributed to 202 people living in two urban areas. The population chosen for this study was Malaysians living in the urban areas of Selangor and Kelantan. These are the areas that the workers were affected by the mental health issues during movement control orders (MCO).

Besides that, a set of questionnaires was distributed to the population of the workers who live in urban areas in Kelantan and Selangor to collect the data. The researcher has divided the questionnaires into 3 sections which are sections A, B, and C. Part A involves questions

regarding the respondent demographic segmentation with six questions to answer. In this part, the questions are based on the characteristics of the population for example: age, area, what is the employment status, how many children, and what is the spouse's employment status. Meanwhile, Part B discusses the variables used in this study. It focuses on the independent variable such as the stage of mental health of the worker is. The last part, which is Part C contains the dependent variables which are unbalanced lifestyle, income crisis and time management that the workers faced during the Covid 19 in the urban areas like Selangor and Kelantan.

Data Collection

The data collection was conducted using Google Form questionnaire to reach the respondents to answer all the questions. Using social media like Instagram, Telegram and WhatsApp made it easier to reach the respondents, for example sharing the link of Google Form for respondents from Selangor and Kelantan. The reason why researchers used the Google Form is, it can save money and time in answering the questionnaires to collect information easily and efficiently.

Sampling

In this study, the probability sampling technique was chosen as it could be a simple sampling technique. Probability sampling could be a sampling technique during which the researcher chooses samples from a bigger population employing a method. The data from respondents were collected using questionnaires using Google Form which was shared over social media platforms such as WhatsApp and Telegram. By doing this technique it can save cost and time for not needing to meet the person face to face during the pandemic.

Data Analysis

We used several techniques to gather all the information we need to give a stronger explanation of the mental health issues among urban area workers during (MCO). There are four parts that we used for the analysis of this data among them is Pearson correlation. The coefficients used are intended to identify between dependent variables and the independent variables. Mental health of workers in urban areas due to Covid 19 are affected by an unbalanced lifestyle, income crisis and time management. Besides that, we also used SPSS to analyse the data.

FINDINGS

Results of Frequency Analysis

Table 1 below shows the frequency analysis of this research.

Table 1: Frequency Analysis

Demographic Profile	Number of Respondents	Percentages (%)
Gender		
Male	83	41.1
Female	119	58.9
Age		
18-30 years old	124	61.4
31-45 years old	67	33.2
45+ years old	11	5.4
Your Employment Status		
Unemployed	48	23.8

Government Worker	63	31.2
Private Worker	51	25.2
Self-employed	40	19.8
Your Spouse's Employment Status		
Unemployed	64	31.7
Government Worker	48	23.8
Private Worker	33	16.3
Where Do You Live		
Urban Areas in Kelantan	110	45.5
Urban Areas in Selangor	92	54.5
How Many Children Do You Have		
None	79	39.1

This table above shows the data for the demographic profiles of the respondents such as gender, age, employment status, spouse's employment status, where they live, and how many children they have, roughly describing the profiles of the research study samples studied.

Results of Descriptive Analysis

Table 2 below shows the descriptive analysis of this research.

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Unbalanced Lifestyle	Often neglect a healthy lifestyle and do not practice exercise activities	3.12	1.154
	Lack of awareness of the importance of a balanced lifestyle to mental health care	3.00	1.261
	Not maintaining good sleep quality	3.30	1.161
	Practicing unhealthy eating habits on a regular basis	3.27	1.098
	Often exposed to unhealthy environments such as dirty and noisy environments	3.05	1.230
Income Crisis	Income affected during Covid 19	3.35	1.258
	Expenses affected during covid 19	3.39	1.261
	Lifestyle experienced changes after the onset of Covid 19	3.69	1.080
	Feel worried about your current financial situation	3.52	1.185
	Financial level deteriorating in the situation persists	3.43	1.179
Time Management	Have more than one job	2.77	1.365
	Lack time with family	3.31	1.232
	Have a schedule to make it easier to do the work	3.55	1.045
	Lack of rest on weekends	3.36	1.169
	Work overload at the office	3.09	1.318

Table 2 shows the value of mean score and standard deviation in independent variables (Unbalanced Lifestyle, Income Crisis, and Time Management) and dependent variable (Mental Health). The results are examined using SPSS software and a five-point Likert scale to measure all the questions in section C, D, E which are independent variables, and section B which is represented as a dependent variable.

Results of Reliability Analysis

The Table 3 below shows the reliability analysis of this research.

Table 3: Reliability Analysis

Variables	Items	Cronbach Alpha
Unbalanced Lifestyle	5	0.590
Income Crisis	5	0.902
Time Management	5	0.952
Mental Health	5	0.834

From the table above, the Cronbach Alpha for unbalanced lifestyle is 0.590, 09.02 for income crisis, 0.952 for time management and 0.843 for mental health. All items in the adopted variables are reliable for the research.

Result of Pearson Correlation Analysis

Table 4 below shows the correlation analysis of this research.

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H1: There is a significant relationship between an unbalanced lifestyle and mental health among workers in urban areas.	0.323	H1 is supported
H2: There is a significant relationship between income crisis and mental health among workers in urban areas.	0.400	H2 is supported
H3: There is a significant relationship between time management and mental health among workers in urban areas.	0.397	H3 is supported

DISCUSSION & RECOMMENDATIONS

As mentioned in the first chapter, the discussion in this study was aimed at answering questions and addressing hypotheses. This study has extensively researched the mental health issues among urban area workers during movement control orders (MCO), especially those living in Selangor and Kelantan. Mental health is important to every stage of life which is childhood, teenagers, adults, and others. Since the Covid 19 pandemic, many workers have had some problems with their life such as unbalanced lifestyles, income crises, and time management. These problems affect their mental health in their daily life as human beings to make the right decision for themself or their family. The workers in urban areas such as Kelantan and Selangor need stable finance to support their families. Therefore, some of them have a part-time job every day such as being riders for Grab, Food Panda and others to add to the income during

Covid 19. When they have a part-time job there is less rest, and less time with family which will cause stress, depression, and anxiety.

A healthy and balanced lifestyle is important for workers in urban areas to maintain good mental health. The workers must manage their daily routines such as having a good rest, eating good food, exercising on weekends twice per week, or having some activities with family or friends. Unmanaged lifestyle will not only affect mental health but will affect the physical human body such as easy to get sick. For the income crisis, the result of the questionnaire we conducted for the public was that most of our respondents had spouses who did not work and those who experienced the income crisis were those who lived in the large urban area, namely Selangor. These income crises will cause them to also experience time management problems and the effects of this make them always neglect a healthy lifestyle. They also have problems with poor sleep quality as a result of those problems. They have to work hard to support their livelihoods in the city. They do not practice a healthy lifestyle and they are also affected by their income because during this pandemic it is quite difficult for the spouse to get a job to help the breadwinner to cover daily expenses. If income is already affected of course their expenses are also affected as life for a person will change during pandemic as most of those who are in the city will mostly lose their jobs as a consequence of the company they work with has suffered a lot of losses. The results of a survey conducted found as many as 31 percent said they agreed with the affected earnings.

CONCLUSION

In short, this study has been carried out to locate the Mental Health Issues Among Urban Workers During Movement Control Orders (MCO) in Selangor and Kelantan. There are three independent variables, labelled unbalanced lifestyles, income crisis, and time management. These independent variables have been selected to study their relationship with the dependent variable, the Mental Health Issues Among Urban Workers During Movement Control Orders (MCO) Selangor and Kelantan. In order to investigate the mental health issues among urban workers from the age of 18 years old and above from Kelantan and Selangor, the result has been collected from a total of 202 respondents. Generally, based on Pearson's correlation analysis, an unbalanced lifestyle factor records a value of *0.0.323, pursued by income crisis scored with *0.400, and time management execute a value of *0.397.

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Factors of Obesity among Student at University Malaysia Kelantan City Campus

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ABSTRACT

This research presents the study on the factors of obesity among students at University Malaysia Kelantan, City Campus. Obesity is a medical disease in which excess body fat has built up to the point where it may be harmful to one's health. However, obesity can relate to students. Therefore, this research seeks to investigate the relationship between the habits of unhealthy eating patterns that lead to obesity, the relationship between the unhealthy lifestyle that can cause obesity and the relationship between stress factors and obesity among UMK students. There are 357 respondents from UMK City Campus students to answer the survey conducted by the researcher. The data analysis was done by SPSS Software application. This study provided numerical data about the relationship between unhealthy eating, unhealthy lifestyle, stress, and obesity among UMK City Campus students. The findings show that unhealthy eating, unhealthy lifestyle, stress, and obesity have a relationship with less than 0.01 of p-value. The result shows that the relationship between unhealthy eating, unhealthy lifestyle, stress, and obesity are significant. It was found that all research objectives have been answered, and all hypotheses were accepted. A few recommendations related to the study have been proposed by the researchers.

Keywords: Obesity, Unhealthy Eating, Unhealthy Lifestyle, Stress

INTRODUCTION

Obesity is a medical condition in which a person's weight surpasses normal levels and has a negative impact on their health. They are considered "obese" if they weight more than 20% of their normal weight (Mohd Ramzdhan, 2020). Obesity among students is not new. Obesity is a threat to students. Diet and healthy lifestyle is very important. Eating habits that follow the prescribed meal requirements, as well as sticking to schedules such as breakfast, lunch, and supper, are all part of a healthy and balanced eating style (Abdullah & Ali, 2019).

There are many factors that can contribute to the problem of obesity and among the main factors are unhealthy food intake, unhealthy lifestyle, and stress. There are several other factors that can lead to obesity such as age, gender, genetics, internal diseases, and even the intake of certain medications such as steroids. This study is expected to reduce cases of obesity among students of UMK City Campus and it is hoped that this study can give awareness to students and therefore not to underestimate the issue of obesity among students of UMK City Campus. This study consists of three objectives:

1. To correlate the habits of unhealthy eating with the obesity among UMK students
2. To identify the unhealthy lifestyle that can cause the obesity among UMK students
3. To investigate the relationship between stress factors with the obesity among UMK students.

Significance of the Study

This study will broaden the scope of students' understanding about factors of obesity. Through it, researchers and students will be more concerned about health care. At the very least, they will have an awareness and enthusiasm to start controlling their obesity levels even though it is a bit late. Similarly, this study is expected to reduce cases of obesity among students of UMK City Campus and it is hoped that this study can give awareness to students so as not to underestimate the issue of obesity among students of UMK City Campus.

LITERATURE REVIEW

Obesity

Obesity is a complicated condition characterised by an excess of body fat. Obesity is more than a cosmetic issue. It is a medical condition that puts people at risk for various diseases and health problems like heart disease, diabetes, high blood pressure, and some cancers. Some people struggle to lose weight for a variety of reasons.

Obesity is usually caused by a combination of genetic, physiological, and environmental variables, as well as dietary, physical activity, and exercise decisions (Khandelwal, 2020). Obesity develops when people consume more calories than expend via typical daily activity and exercise, despite genetic, behavioural, metabolic, and hormonal impacts on body weight (Ahmed, 2018). These calories are stored as fat in the body.

Unhealthy Eating

Unhealthy eating habits are foods that can slip into habits that lead to irregular eating. Unhealthy eating consists of greasy foods, processed foods, fast foods, snacks, sugary foods, and too much caffeine. Irregular eating can take many forms, ranging from unhealthy eating habits that prevent weight loss to overeating disorders. It becomes very difficult to change.

Most university students have bad eating habits. When transitioning to university life, they are at risk of getting obese, as they are responsible for their daily diet and lifestyle (Ahmad, 2018). Environmental factors also contribute to unhealthy eating habits among university students (Addy, 2012). For example, shopping malls, self-service food machines, and fast-food outlets have caused students to be influenced and complacent in adopting healthy eating habits (Bernard AL, 2007).

Unhealthy Lifestyle

Current trends show that most dangerous diseases occur because of unhealthy lifestyle practices. However, many students practice unhealthy lifestyles in their own lives. Obesity is also caused by laziness and a refusal to exercise; when students over-indulge their bodies by not exercising, fat will continue to be stored in the body (Zhel, 2020). Eventually, the small body becomes plump, chubby and fat.

Moreover, the problem of obesity occurs due to unhealthy lifestyles such as not taking care of daily nutrition (Moores, 2020). Obesity can be caused by eating foods that are heavy in fat and overly sugary (Zain, 2020). Cooking techniques like frying can also contribute to fat accumulation in the body. The effect of increasing obesity among students is also due to changes in eating patterns nowadays. Therefore, students find it difficult to adopt a healthy lifestyle because they are surrounded by good food and drink. Today, Malaysia is known to be rich in a variety of delicious dishes ranging from breakfast, lunch, to dinner. This is coupled with various festivals to make Malaysia a food festival. This causes students to be more quickly attracted to tasty foods and drinks due to viral trends as well as their appetite cravings. The

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students ate whatever was in front of them without thinking about the consequences. It is like a culture when every meal is filled with heavy foods high in fats and carbohydrates.

Stress

Stress may not impact everyone in the same way, but it can cause sickness and poor experiences. As a result, stress management is a critical component that influences whether and how individuals seek medical care and social assistance, as well as how they trust expert advice (Passer & Smith, 2007). According to McKean et al. (2000), undergraduate students experience increased stress at regular intervals during the semester due to academic duties, financial pressures, and lack of time management skills. When stress is seen negatively or becomes overpowering, it can affect one's health, emotional well-being, and academic achievement. As a result, learning suitable stress management techniques is crucial for undergraduate students.

Research Hypothesis

The literature review highlighted that the independent variables such as unhealthy eating, unhealthy lifestyle, stress, and obesity among students UMK. The hypotheses of the research are:

H1:   There is a significant relationship between unhealthy eating habits and obesity among UMK students
H2:   There is a significant relationship between an unhealthy lifestyle and obesity among UMK students
H3:   There is a significant relationship between stress factors and obesity among UMK students

Research Framework

Figure 1 below shows the research framework of this research.
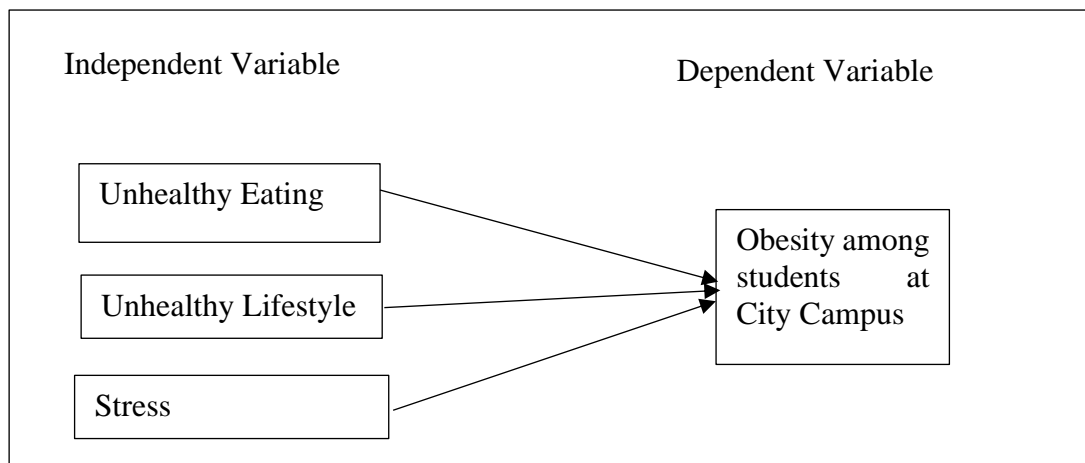
Figure 1: Research Framework

Figure 1 shows the independent variables (IV) and the dependent variables (DV) in this research. Independent variables are factors that can adversely affect obesity among UMK students. There are three independent variables which are unhealthy eating, unhealthy lifestyle and stress. Each independent variable (IV) affects the dependent variable which is obesity (DV).

METHODOLOGY

Research Design

The goal of the research design is to ensure that the information gathered allows the researchers to successfully focus on the research problem. This study used a quantitative method through the use of large-scale survey research to collect information by distributing a set of questionnaires through Google Form.

Data Collection

In the first stage, this study involved primary data collection using questionnaires using Google Form, which were distributed to 357 respondents who participated in this study. The respondents were also selected randomly to answer the questions related to the awareness of factors that cause obesity among students in University Malaysia Kelantan.

Sampling

In this study, the probability sampling technique was chosen because of the simple sampling method. Probability sampling is a sampling technique which the researcher chooses samples from a bigger population employing a method. The data from respondents were collected using questionnaires through Google Form and shared over social media platforms such as Whatsapp and Telegram. By doing this technique, it can save cost and time for not needing to meet the person face to face during the pandemic.

Data Analysis

The researcher utilized the Statistical Package for the Social Science (SPSS), which is a popular statistical analysis software program. There were four types of data analysis used in this study, that were frequency analysis, descriptive analysis, reliability analysis, and Pearson's Correlation analysis.

FINDINGS

Result of Frequency Analysis

Table 1 shows the result of frequency analysis of this research.

Table 1: Frequency Analysis (n=357)

Characteristics	Frequency	Percentage
Gender		
Male	197	55.2
Female	160	44.8
Age		
19 – 21 years old	23	6.4
22 – 24 years old	298	83.5
25 years and above	36	10.1
Race		
Malay	273	43.0
Chinese	44	29.9
Indian	37	25.7
Other	5	1.4
Year of Studies		
1	17	4.8

2	68	19.0
3	163	45.7
4	101	28.3
5	8	2.2

Frequency analysis was used to summarise the background facts of the demographic profiles of 357 respondents in Table 1. There are two gender groups namely male and female. There were 197 (55.2%) respondents who represented male and 160 (44.8%) respondents who represented female. It shows the number of male respondents is higher compared with female respondents in this research. In addition, age is divided into 3 categories. There were 23 (6.4%) respondents between 19 - 21 years old. While the majority of respondents are between 22 - 24 years old, comprises of 298 (83.5%) respondents. Lastly, only 36 (10.1%) respondents were reported at the age of 25 years and above. Next, race is divided into 4 categories. The majority respondents are Malay which is 273 (76.5%) followed by Chinese, 44 (12.3%) respondents. There are also Indian with 37 (10.4%) respondents and other races namely Sabahan, represented by 3 (1.4%) respondents. Lastly, years of studies is divided into 5 categories. Year 1 with 17 (4.8%) and year 2 with 68 (19.0%). The majority respondents are year 3 which is 163 (45.7%) followed by year 4 with 101 (28.3%) respondents. There is also year 5 with 8 (2.2%) respondents

Result of Descriptive Analysis

Table 2 below shows the result of descriptive analysis of this research.

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Unhealthy Eating	Do you know what unhealthy eating is?	1.26	0.440
	How often do you eat fast-food?	2.68	0.727
	Do you prioritize a balanced diet every meal?	2.79	0.446
	Do you agree excessive food intake will contribute to dangerous diseases?	2.91	0.296
	Do students consume less healthy food such as vegetables and fruits because they believe fast food is easier to find?	2.91	0.292
	Do you consume fried food regularly?	2.80	0.450
Lifestyle	Do you like to do physical activities?	2.82	0.443
	In a week, I exercise very often.	2.73	0.516

	Does exercising cure obesity?	2.88	0.343
	Do you have a schedule for exercising?	2.70	0.579
	Are you aware of the importance of a balanced lifestyle to the health of obesity?	2.92	0.278
	Do you agree that unhealthy lifestyle can contribute to obesity?	2.94	0.241
Stress	Have you been able to manage your recent stress levels?	2.79	0.474
	Do you do physical activity when you are stressed?	2.72	0.516
	Uncontrolled stress changes eating behaviour?	2.83	0.401
	Do you eat a lot of food to reduce stress?	2.79	0.476
	Do you consume foods every day to relieve stress?	2.79	0.482
	Do you agree that stress can contribute to obesity?	2.88	0.351

Table 2 shows the mean and standard deviation for 18 statements under three independent variables based on the survey involving 357 respondents. The mean and standard deviation analysis for independent variable which is unhealthy eating. The higher mean value is item 4 and 5 whereby respondents agree with "Do you agree excessive food intake will contribute to dangerous diseases?" and "Do students consume less healthy foods such as vegetables and fruit because they believe fast food is easier to find". Followed by the question of "Do you consume fried food regularly?" which is 6 items with the mean 2.80. Next, question in item 3 which is "Do you prioritize a balanced diet every meal?" with the mean value is 2.79. Furthermore, the mean value for the item 2 in our research is 2.68 for the question "How often do you eat fast-food?". Lastly, the lowest mean value is 1.26 for the question "Do you know what unhealthy eating?" in item 1. From the data set of 357 respondents with the standard deviation, most of the values which are lower than 1 indicate that the values are close to mean. On the other hand, as for the independent variable which is unhealthy lifestyle, item 6 scores the highest mean value, which is 2.94, where the respondents agree that "Do you agree that unhealthy lifestyle can contribute to obesity" being a factor of unhealthy lifestyle. After that, the second higher mean value is item 5 which is "Are you aware of the importance of a balanced lifestyle to the health of obesity" with mean value is 2.92. Followed by question of "Does exercising cure obesity?" which is item 3 with the mean value is 2.88. Next, with the mean

value is 2.82 in item 1 which is "Do you like to do physical activities?". Furthermore, the mean value for the item 2 "In a week, I exercised very often" is 2.73. Lastly, the lowest mean value is item 4 "Do you have schedule for exercising" which is 2.70. The next independent variable is stress. Based on the table, the higher mean value is item 6 which is 2.88 with the respondents agree that "Do you agree that stress can contribute to obesity?". The second mean value is 2.83 for item 3 which is "Uncontrolled stress changes eating behaviour?". On the other hand, item 1, 4 and 5 which are "Have you been able to manage your recent stress levels?", "Do you eat a lot of food to reduce stress?" and "Do you consume foods every day to relieve stress?" shared the same mean value of 2.79. Lastly, the lowest mean value is 2.72 for item 2, "Do you do physical activity when you are stressed?". From the data set of 357 respondents with the standard deviation, most of the values which are lower than 1 indicate that the values are close to mean.

Result of Reliability Analysis

Table 3 below shows the result of reliability analysis of this research.

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Unhealthy Eating	6	0.597
Lifestyle	6	0.811
Stress	6	0.891
Obesity	6	0.394

Table 3 shows the result of a reliability analysis of three independent variables and one dependent variable. The first independent variable which is unhealthy eating appears to be reliable (6 items: $\alpha = 0.597$). The second independent variable which is lifestyle shows good reliability (6 items: $\alpha = 0.811$). The third independent variable which is stress shows good reliability (6 items; $\alpha = 0.819$) and the dependent variable which is obesity demonstrates good reliability (6 items; $\alpha = 0.394$). As a result, the data is considered appropriate for further analysis.

Result of Pearson Correlation Analysis

Table 4 below shows the result of correlation analysis of this research.

<div align="center">Table 4: Pearson Correlation Analysis</div>

Hypothesis	P-Value	Result (Supported / Not Supported
H1: A positive relationship between unhealthy eating and obesity among students in UMK City Campus	0.338	H1 is supported
H2: A positive relationship between unhealthy lifestyle and obesity among students in UMK City Campus	0.249	H2 is supported
H3: A positive relationship between stress and obesity among students in UMK City Campus	0.224	H3 is supported

According to table 4 above, there is a positive relationship between unhealthy eating and obesity among students at UMK City Campus because the p-value is 0.338. Therefore, H1 supported. Second, there is a positive relationship between unhealthy lifestyle and obesity among students at UMK City Campus because the p value is 0.249. Therefore, H2 is supported. Third, there is a positive relationship between stress and obesity among students at UMK City Campus because the p value is 0.224. Therefore, H3 is supported.

DISCUSSION AND RECOMMENDATIONS

This research extensively examines factors that cause obesity among students at Universiti Malaysia Kelantan, City Campus. Based on the findings of the study, future recommendations have been made for better future research.

This study only discusses some of the factors that cause obesity among students at University Malaysia Kelantan, City Campus. The results of the analysis of the study shows the number of obesity factors among students at University Malaysia Kelantan City Campus. For recommendations, future studies can use other variables that can address current problems in reducing the number of obese students at University Malaysia Kelantan or the physical fitness status among its students. Future studies could extend the scope of the study to involve other UMK campuses that investigate the influence of this type of study programme on obesity and further explain its relationship with obesity. The researcher hopes that future studies can maintain the method of collecting data quantitatively from the intended respondents. This is because, the researcher has selected the population among university students at University Malaysia Kelantan City Campus as many as 357 students. Therefore, data were collected using an online questionnaires method to prevent the spread of Covid-19 outbreak. Future studies are strongly encouraged to use this method because researchers have now successfully conducted this study.

CONCLUSION

The major goal of this study is to look at the relationship between obesity and several factors among University Malaysia Kelantan City Campus students. According to the findings, obesity is caused by the effect on dependent variables among students at the University of Malaysia Kelantan City Campus. A total of 357 respondent were administered among university students

at the UMK City Campus, according to Chapter 3. Students from the faculties of hospitality, tourism, and wellness made up the response population. The results of the survey questionnaires are then evaluated using descriptive and inferential analysis in Chapter 4. The collected data from the surveys was analysed using the Statistical Package for the Social Sciences (SPSS) (SPSS). Finally, the results of the data analysis are summarised in Chapter 5. Therefore, all three hypotheses were accepted: H1, H2, and H3. Furthermore, the constraints and suggestions identified throughout this analysis included those that may be used in future research.

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The Impact of Movement Control Order on Mental Health Issues Among University Malaysia Kelantan Students

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ABSTRACT

This study investigates the impact of MCO on mental health issues among UMK students. Mental health is an issue that causes depression, anxiety, irritability, and other uneasy emotions to continue to expand after a long period of MCO. University students who study at home also had a tendency to be affected by environmental factors around them, resulting in panic and psychological pressure. The research objective is to determine the relationship between a financial problem, non-conducive environment, education stress and mental health issues during MCO with UMK students. A total of 368 students from the 3 campuses of UMK were involved in this study. The findings of this study are gathered from the analysis of descriptive analysis and Pearson Correlation Coefficient. Based on the data analysis and findings; the most significant factor is the education stress which achieved the highest mean score of 0.60806.

Keyword: MCO, Mental Health Issues, Financial Problem, Non-Conducive Environment, Education Stress

INTRODUCTION

This chapter explains the impact of the Movement Control Order on mental health issues among University Malaysia Kelantan students. The content of this case study includes the problem statement, the study scope, research questions, research objectives, and significance of the study. The definition of this study is to identify, analyse and study the impact of Movement Control Order on mental health issues among University Malaysia Kelantan students. According to the World Health Organization (2004), mental is "a state of happiness, in which the individual is aware of his abilities and can cope with normal life pressure, work productively, and contribute to his or her community". Although it is still under debate, mental health is usually defined as a state of dynamic internal balance that needs to cope with life challenges to play a social role. This study is to aims at students' situations in different forms during MCO.

This study consists of three objectives:
1) To determine the relationship between financial problem and mental health during MCO among UMK students.
2) To determine the relationship between non-conducive environment with mental health issues during MCO among UMK students.
3) To determine the relationship between education stress and mental health during MCO among UMK students

Significance of the Study

Students

The findings of this study will benefit all students, which will raise awareness of mental health issues among students at the university. Therefore, this study can help students to prevent stress,

anxiety and depression caused by government orders. Building habits of learning during Movement Control Order (MCO) period can reduce educational stress at that time. Throughout this paper, we will learn a specific methodology to address the issues we often face. For cases, procedures to control anger, reduce anxiety or stress, or monitor impulses. Consider the response of this study and our periodic response to the stimuli that caused this study issue. At that point, find another solution to this problem. As with building a tendency, it takes time and even sharpens. If we do not build a new strategy to learn in the situation (MCO), we are at risk of stress and other diseases. It is caused by hormonal balance disorders in the body, which makes it difficult to control appetite due to thinking about the tasks given by the lecturers. In addition, this study can help develop modules of emergency programmes to prevent or reduce the number of statistical cases among students at public universities. However, this study will also help other researchers to study anxiety problems among university students in the future.

Community

This study can also benefit all communities to increase their knowledge and create awareness of the problems of mental health issues that are increasingly worrying. This is because the total rate of the number of people with mental health problems is increasing. Therefore, it can encourage the community for the importance of mental health care and the benefits of undergoing treatment and counselling to ensure better mental health. This study can be used as a reference for parents and students to start studying without experiencing mental health problems.

University

The study will also benefit the higher education institutions (HEI). The HEI can identify the number of students experiencing mental health issues at the University. Therefore, this study can help students to prevent stress, anxiety and depression caused by government orders. Building learning habits during the Movement Control Order (MCO) period can reduce educational stress at that time. The HEIs can also raise awareness among students about mental health and the value of mental and physical well-being.

Future Studies

For future research, this study can be referred to understand the problems of mental health issues among students at the university. Therefore, this study can help students to prevent stress, anxiety and depression caused by government orders. Building learning habits during the Movement Control Order (MCO) period can reduce educational stress at that time among university students. Moreover, through this research, it can be used as a reference and guideline by other researchers, especially in primary health education. In addition, other researchers can use data for different populations and areas for disorders of this mental health issue. In the same way, it raises awareness and improves a healthy quality of life especially to university students. So that this information can be used to develop modules or intervention programmes to reduce issues involving mental health among university students.

LITERATURE REVIEW

Mental Health Issues

Concurring to the WHO, mental health could be a state of well-being that the person realizes possess capacities. This person adapts to the ordinary stresses of life. An individual working productively and efficiently can create a commitment to their community. Mental well-being consolidates subjective well-being, intergenerational dependence, and self-actualization of individual minds. From the perspectives of favourable brain investigation or comprehensive

quality, mental well-being may consolidate an individual's capacity to appreciate life and creative energy to create an alteration between life works out and realize mental flexibility. Social contrasts, subjective appraisals, and competing proficiently with hypotheses influence some characterizes "mental health". A few early signs related to health issues are resting, bothering, needing vitality, and considering hurting themselves or others.

Based on World Health Organization (2019), mental well-being issues, known as mental, disarranges, directly impact well-being and social, human rights, and funds in all nations of the world. There are various unmistakable mental disarranges with different presentations. They are few characterised by a combination of atypical contemplations, discernments, sentiments, conduct, and associations with others. The mental disorder commonly known as wretchedness, bipolar disarranges, schizophrenia, other psychoses, dementia, and developmental clutters checking extremely introverted. There are few practical solutions for foreseeing mental disarranges, such as psychological changes. Health worldwide department appropriate medications for mental disorders and ways to ease the enduring through counselling. Getting to well-being care and social administrations competent of giving treatment and social back could be a key.

Mental health includes the functionality of an individual. If somebody endures a mental disorder without any appropriate channel, that individual may be a ticking time bomb. Anybody can encounter mental well-being issues. What varies from one to another is the affirmation of the need to get superior, or the sum of exertion one puts in overseeing mental health issues. Perception through Minister of Health Malaysia (MOH), 2021. Mental health and well-being specialists draw from other regions to illuminate their points of view. They audit a person's mental well-being inside the setting. An act may be psychopathological in one social issue. The most ranges from which counsellors, clinicians, and therapists pick up understanding approximately mental health (Dasgupta, 2013).

According to Dasgupta (2013) mental issues are related to the spiritual concept. This approach clarifies who we are inside the world and how we act. It tells us what we will expect after passing based on our exercises. The otherworldly perspective looks incredible and beastly as they relate to enduring. Another theory, mental issues also affect the moral character. This viewpoint shows that there are certain ethics an individual ought to learn. Last but not slightest is measurable. Whereas concurring with Bandura, people learn through discernment and demonstrating other people's conduct (McLeod, 2016). Mental wellbeing issues influence biopsychosocial, related to organic, mental, and social variables. It depends on the individual and their environment.

Financial Problem Factor

"The impact of the pandemic on people's mental health is already extremely concerning. Social isolation, fear of contagion, and loss of family members is compounded by the distress caused by loss of income and often employment." Dr T.A Ghebreyesus Director-General, WHO, (2021).

Concurring to UNESCO, the widespread has hindered the learning of more than one billion understudies in 129 nations worldwide. Numerous colleges worldwide have moved to crisis farther instructing (ERT) through online stages, encouraging actuating uneasiness among the understudies. Ponders on the impact of COVID-19 and lockdowns on college understudies in each nation detailed critical antagonistic impacts on the students' mental well-being and elevated uneasiness levels. A few consider having been conducted on the impacts of the COVID-19 widespread and lockdowns from the open well-being viewpoint.

Secondly, many institutions need closures due to the virus spreading outbreak. It would be the biggest challenge for parents to significantly consider the living costs because all the families need to follow the government order. The statement shows that parents with financial issues are more concerned about their teenagers and potentially lack educational matters due to COVID-19. Different situations show when affordable parents hire personal teachers or buy an education gadget (Vladimir. H, 2020). The statement reported by P. Research Center proposes the computerized gaps are especially eminent "Dark and Hispanic" families of low salaries. (Anderson & Auxier, 2020), proposing races and family income contribute to the complexity of extending instructive disparities due to the virus outbreak episode. This issue might be a problem to students about how they need to burden their parents that some households already have a problem with the money for living. Some parents need to stop their business due to this problem. When students stay at the university campus or hostel, parents do not have to spend much money on their children compared to when they stay home. It clearly creates problem to students.

Next, Concerning Prime et al. (2020) theoretical framework, the impact of social disruption due to movement control order includes loss of job, financial pressure, and social isolation. Including quarantine needs to be considered in the context of preexisting vulnerabilities in families. Although the current strain of the virus outbreak is unprecedented and affects everyone, the impact of the virus can be rooted in persistent social, economic, and educational disparities. Resulting in more significant vulnerabilities and difficulties in low-income families.

Non-Conducive Environment Factor

A non-conducive encompassing may incorporate insulant ventilated rooms, destitute framework, incompetency in managing with modern innovation, sounds related to unsettling physical influences, and diversions. These components can meddle with the smooth stream of data. For occurrence, if a put is boisterous, the sender will be occupied from informing, and some things a person try to communicate is improbable to be gotten within the same way by the recipient. Assist expressed that grown-up learner come into a learning circumstance with encounters, numerous of which may be straightforwardly or in a roundabout way related to the issues being discussed. The facilitator ought to make room for invitingness within the classroom for successful learning to require interaction within the course. Khalid (2008) appropriately observed that the issue of a conducive learning environment among grown-up learners could not be tended to without alluding to the teaching suspicions on which grown-up instruction is based. These suspicions incorporate self-concept, encounter, preparation to memorize, and introduction to learning. The concept of andragogy concurring to Ugwoegbu (2003) alludes to the craftsmanship and science of making a difference for grown-ups to learn.

Education Stress Factor

Academic stress is performance-related uneasiness. Few variables that contribute to scholastic stress are natural components contributing to the encounter of stretch, relative to the degree to which an individual has contributed their character within the results and the conditions they work. Academic stress includes mental trouble concerning expected academic challenges or disappointment or mindfulness of the plausibility of scholarly disappointment. During the school a long time, scholastic stressors may show up at any point in the adult's environment: residential, school, locality or companionship. (Kenned and Kouzma) the point that school-related circumstances such as tests, grades, looking at, self-imposed ought to succeed, which incited by others is the primary source of the push for higher school understudies. The impact of insightful extends to boot far-reaching. Elevated levels of an academic stretch have driven to destitute comes about inside the ranges of workout, food, substance utilization, and self-care.

Additionally, an insightful extend may well be a chance figure for psychopathology. For few grades, youthful women who have higher academic levels are more likely to include opinions of misery.

Academic stress rises from encountering pressure due to grant necessities, family-related pressures, competition inside the course, and course-related compression and budgetary issues. (Castillo & Misra, 2004) accomplished by understudies. A few understudies could be moving to a diverse place, learning distinctive social and dialects between expansion, and being balanced by scholarly necessities (Essandoh, 1995; Mori, 2000). Students continuously live beneath the pressure to implement superior to their peers. They are ceaselessly compared with families and other teenagers of their age by their instructors and companion. It continuously leads to a circumstance that causes children to be confused and beneath steady weight to perform, accomplishes superior grades, exceeds expectations well in the extracurricular task, take up leisure activity during the class session.

Higher institutions these days include peer weight of counting themselves in various works out isolated from the academic affiliation so that their peers can accept them in their bunches. As understudies experience a higher level of stretch rising from remarkable academic weight, most of them report experiencing low self-esteem, a down and out concentration that influences their academic execution. The acknowledgement of scholarly push adversely influences their well-being, choice to choose career choices, resting troubles, subconscious complaints, focusing on the comorbid conditions like uneasiness and misery, and disappointment to supervise course workload. (Gabriel & Bedewy, 2015; Iqbal & Acharya, 2003; et al., p.20).

Emotional insight is a developing subject for instructive, mental, and administration considers. The concept is related to understanding self-feeling, coordinating the enthusiastic responses and labelling the encounters of mixed feelings, making a difference for others to get it and offering assistance to individuals to channelize their feelings (Euphoria, 2005). It too alludes to handling emotional upsets, adjusting ways and capacity to maintain a strategic distance from emotional weariness. Including pressure, emotional self-control, burnout, and learning to maintain a strategic distance from the pessimism of feelings and taking care of selfishness (Sala, 2002, Mathur & Chandr, 2016).

Research Hypothesis

The hypothesis in the study is to find out if any correlations or relationships are allying the (DV) and the (IV):

H1: There is a significant relationship between financial problems with mental health during MCO among UMK students.
H2: There is a significant relationship between a non-conducive environment and mental health during MCO among UMK students.
H3: There is a significant relationship between education stress, including mental health, during MCO among UMK students.

Research Framework

A research framework is proposed through a literature review to investigate the relationship between these factors and mental health issues. The proposed conceptual framework is shown in Figure 2.1. The proposed independent variable consists of three factors: financial problems, an uncomfortable environment, and educational stress. The dependent variable is the mental health issues of UMK students during the MCO period.
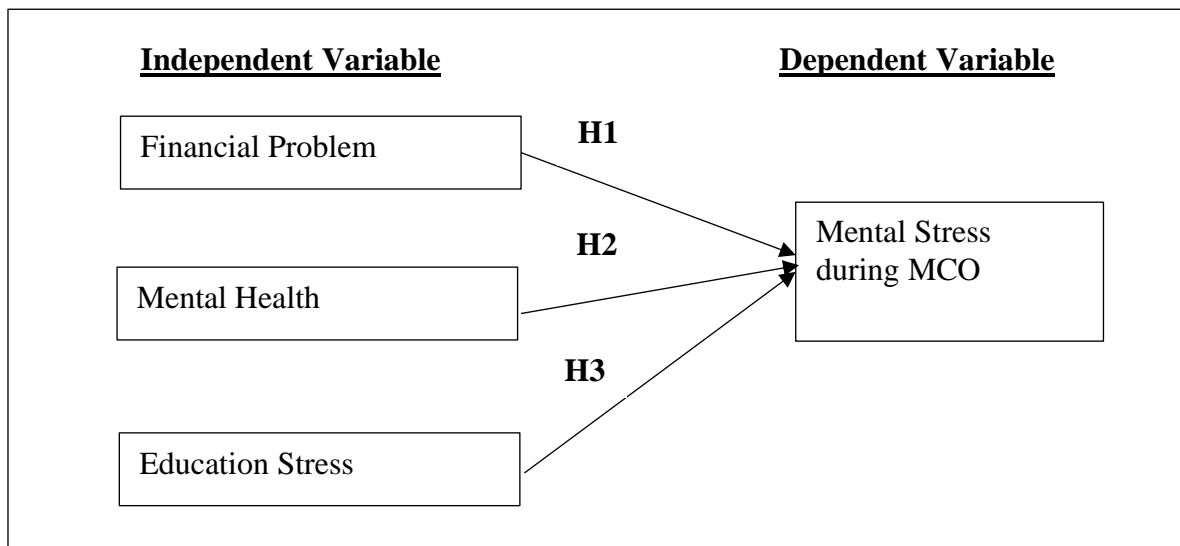
Figure 1: Research Framework

METHODOLOGY

Research Design

The research design used in this study was a quantitative approach of descriptive research. The development of quantitative research was chosen because the design of this study emphasises objective measurement, statistical, or numerical analysis of knowledge gathered through standardised interviews. In this study, the researchers wanted to identify and collect data on whether financial problems, non-conducive environments and educational stress under the impact of the MCO could contribute to the impact of mental health issues among University Malaysia Kelantan students.

Data Collection

In this study, the method researchers used to collect data was primary data, which was collected through a Google Form questionnaires. 368 respondents answered the Google Form questionnaires. The researchers will shared the Google Form questionnaires via social media namely WhatsApp and Telegram to UMK students across three campuses (City, Bachok and Jeli).

Sampling

Simple random sampling was used in this study. Using probability sampling representation allows the student population at each UMK campus (City, Bachok and Jeli) to have the same chance of being drawn, considering the distances between the three campuses and various unavoidable obstacles. In these studies, the researchers used Krejcie & Morgan's (1970) theories to determine the sample size by using the formula of this equation below:

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

S = The Sample Size Required
N = The Population Size
P = Prevalence
d = The Degree of Accuracy
x2 = 3.841 For The 95% Confident Level

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DATA ANALYSIS

The current chapter will be assigned for presenting findings of the study. IBM SPSS versions 26 were used to analyse the existing data using some of the statistics analyses related to the main aim for this study. The chapter consists of descriptive analysis which provided characteristics of respondents from the demographic profile. A pilot study is conducted to validate the questionnaire and the result is presented in reliability analysis. Preliminary analysis presents normality checking from overall data. This chapter will also provide the results of correlation analysis.

RELIABILITY

Reliability analysis was conducted on the measurement scales of all constructs. The Cronbach's alpha is used as a measure of reliability or internal consistency. The closer the value of reliability coefficient to 1.0, then the measure is better. Based on the rule of thumb, reliability values less than 0.60 are indicated as poor, those in the range of 0.70 are acceptable and those over 0.80 considered good. Table 4.1 shows the result of the reliability analysis for each of the construct used in this study. Overall, the values of Cronbach's alpha for all research variables are more than acceptable and recommended value of 0.7. This shows that all the 21 selected items are reliable and valid to measure the variables.

FINDINGS

Result of Frequency Analysis

Table 1 below shows the result of frequency analysis of this research.

Table 1: Frequency Analysis

Item	Frequency	Percentage (%)
Gender		
Male	135	36.7
Female	233	63.3
Age (Years old)		
17 – 19	33	9.0
20 – 22	145	39.4
23 – 25	190	51.6
Race		
Malay	202	54.9
Indian	38	10.3
Chinese	54	14.7
Sabah & Sarawak Native	71	19.3
Others	3	0.8
Religion		
Muslim	216	58.7
Christianity	41	11.1
Buddhism	45	12.2
Hinduism	36	9.8
Others	30	8.2
Campus		
City Campus	163	44.3
Bachok Campus	146	39.7
Jeli Campus	59	16.0
Year of Studies		

Year 1	65	17.7
Year 2	64	17.4
Year 3	177	48.1
Year 4	54	14.7
Year 5	8	2.2

Based on the Table 3, out of 368 respondents, percentage of male and female of students at University Malaysia Kelantan is 36.7% and 63.3% respectively. Regarding to the age group, majority of students at University Malaysia Kelantan are 23-25 years old (51.6%) while 20-22 years old (39.4%) and 17-19 years old (9.0%). For race, most of the respondents are Malay (54.9%) followed by Sabahan & Sarawakian Native (19.3%), Chinese (14.7%), Indian (10.3%) and others (0.8%). Other than that, majority of the students at University Malaysia Kelantan are Muslim (58.7%) as their religion while Buddhism (12.2%), Christianity (11.1%), Hinduism (9.8%) and others (8.2%). Besides that, most of the students at University Malaysia Kelantan are from City Campus (44.3%) followed by Bachok Main Campus (39.7%) and Jeli Campus (16.0%). Table 4.2 also shows that majority of the students at University Malaysia Kelantan are 3 (48.1%) followed by Year 1 (17.7%), Year 2 (17.4%), Year 4 (14.7%) and Year 5 (2.2%).

Result of Descriptive Analysis

Descriptive analysis is used to describe the mean and standard deviation of each item for each variable in this study. The descriptive analysis also provides the percentage of the agreement for each item in each variables studied.

4.5.1: Mental Health Issues

Table 2: Mental Health Issues

Items	Disagree	Neutral	Agree	Mean	SD
I can't experience positive feelings at all	149 (40.5%)	111 (30.2%)	108 (29.3%)	1.89	0.829
I think I use a lot of energy in anxiety.	102 (27.7%)	135 (36.7%)	131 (35.6%)	2.08	0.793
I worry about situations where I might panic and do stupid things to myself.	108 (29.3%)	133 (36.1%)	127 (34.5%)	2.05	0.799
I feel sad and depressed	133 (36.1%)	128 (34.8%)	107 (29.1%)	1.93	0.806
Have you ever had any suicidal thoughts or attempted suicide?	156 (42.4%)	114 (31.0%)	98 (26.6%)	1.84	0.817
Mean				1.958	0.6050

Item 2 "I think I use a lot of energy in anxiety." shows that it has the highest mean (2.08) with standard deviation 0.793 while item 5 "Have you ever had any suicidal thoughts or attempted suicide?" shows the lowest mean (1.84) with standard deviation 0.817. Table 4.14 also shows that majority respondent disagree for the item 1 "I can't experience positive feelings at all", item 4 "I feel sad and depressed" and item 5 "Have you ever had any suicidal thoughts or attempted suicide?" while items 2 "I think I use a lot of energy in anxiety." And item 3 "I worry about situations where I might panic and do stupid things to myself." show that majority of the respondents do have neutral responses.

Financial Problem

Table 3: Financial Problem

Items	Disagree	Neutral	Agree	Mean	SD
I always think about how to get money	63 (17.1%)	142 (38.6%)	163 (44.3%)	2.27	0.736
I always suddenly wake up in the middle of night because of financial issue	155 (42.1%)	119 (32.3%)	94 (25.5%)	1.83	0.807
I am always sad thinking about this issue	89 (24.2%)	143 (38.9%)	136 (37.0%)	2.13	0.772
I always hesitant to spend	71 (19.3%)	149 (40.5%)	148 (40.2%)	2.21	0.744
I feel scared to face my families	129 (35.1%)	119 (32.3%)	120 (32.6%)	1.98	0.823
Mean				2.084	0.59513

Table 3 shows that item 1 "I always think about how to get money" does have the highest mean (2.27) with standard deviation 0.736 while item 2 "I always suddenly wake up in the middle of night because of financial issue" has the lowest mean (1.83) with standard deviation 0.807. Besides, Table 4.2 also shows that majority of respondents disagree on the items 2 "I always suddenly wake up in the middle of night because of financial issue" and item 5 "I feel scared to face my families". Most of the respondents agree on item 1 "I always think about how to get money" while for the item 3"I always sad thinking about this issue" and item 4 "I always hesitant to spend" neutral responses from the respondents.

4.5.3 Non-Conducive Environment

Table 4: Non-Conducive Environment

Items	Disagree	Neutral	Agree	Mean	SD
I feel uncomfortable studying in noisy conditions	47 (12.8%)	110 (29.9%)	211 (57.3%)	2.45	0.710
The internet access in my home area is unsatisfactory and interferes my studies concentrations	129 (35.1%)	128 (34.8%)	111 (30.2%)	1.95	0.807
My family and siblings do not cooperate well during online study sessions	152 (41.3%)	108 (29.3%)	108 (29.3%)	1.88	0.833
My housing area is near the industrial area and noise pollution interferes with my learning process	149 (40.5%)	120 (32.6%)	99 (26.9%)	1.86	0.811

My cramped, hot and dense residence disrupts my focus when attending online lectures	148 (40.2%)	110 (29.9%)	110 (29.9%)	1.90	0.832
Mean				2.008	0.5888

Item 1 "I feel uncomfortable studying in noisy conditions" shows the highest mean (2.45) with standard deviation 0.710 while item 4 "My housing area is near the industrial area and noise pollution interferes with my learning process" shows the lowest mean (1.86) with standard deviation 0.811. Table 4.3 also shows that majority respondents disagree for item 2 "The internet access in my home area is unsatisfactory and interferes my studies concentrations", item 3 "My family and siblings do not cooperate well during online study sessions", item 4 "My housing area is near the industrial area and noise pollution interferes with my learning process" and item 5 "My cramped, hot and dense residence disrupts my focus when attending online lectures" while item 1 "I feel uncomfortable studying in noisy conditions" shows that majority of the respondents agree on it.

4.5.4 Education Stress

Table 5: Education Stress

Items	Disagree	Neutral	Agree	Mean	SD
I suffer from insomnia; sleep quality is not good	124 (33.7%)	109 (29.6%)	135 (36.7%)	2.03	0.840
I feel irritable, impatient, violent, or dispiritedly	132 (35.9%)	127 (34.5%)	109 (29.6%)	1.94	0.808
I found myself having lost interest in participating in previously enjoyed leisure activities	139 (37.8%)	125 (34.0%)	104 (28.3%)	1.90	0.808
I feel appetite increases or decreases in life	106 (28.8%)	125 (34.0%)	137 (37.2%)	2.08	0.809
I was indifferent, complaining, harsh too high or low self-confidence in learning	122 (33.2%)	142 (38.6%)	104 (28.3%)	1.95	0.783
I felt restless, anxious, and nervous at exam time	99 (26.9%)	135 (36.7%)	134 (36.4%)	2.10	0.791
Mean				2.001	0.6080

Table 5 shows that item 6 "I felt restless, anxious, and nervous at exam time" does have the highest mean (2.10) with standard deviation 0.791 while item 3 "I found myself having lost interest in participating in previously enjoyed leisure activities" demonstrates the lowest mean (1.90) with standard deviation 0.808. Besides, Table 4.4 also shows that majority of the respondents does disagree on the item 2 "I feel irritable, impatient, violent or dispiritedly" and item 3 "I found myself having lost interest in participating in previously enjoyed leisure activities". Most of the respondents agree on item 1 "I suffer from insomnia, sleep quality is not good" and item 4 "I feel appetite increases or decreases in life" while for the item 5 "I was

indifferent, complaining, harsh too high or low self-confidence in learning" and item 6 "I felt restless, anxious, and nervous at exam time" shows neutral responses from the respondents.

Results of Reliability Analysis

Table 6 below shows the reliability analysis of this research.

Table 6: Reliability Results

Variables	Items	Cronbach's Alpha
Mental Health	5	0.803
Financial Problem	5	0.824
Non-Conducive Environment	5	0.789
Education Stress	6	0.848

Result of Pearson Correlation Analysis

Correlation generally describes the effect that two or more phenomena occur together and therefore they are linked. This can be ranged from -1 to 1. This study used the Pearson Correlation test to examine whether financial problem, non-conducive environment, education stress and mental health does have relationship. We used the guide that Evans (1996) suggests for the absolute value of r*.

Table 7: Results of Pearson Correlation

Parameter	Mental Health	Financial Problem	Non-Conducive Environment	Education Stress
Mental Health	1.000			
Financial Problem	0.557	1.000		
Non-Conducive Environment	0.530	0.598	1.000	
Education Stress	0.658	0.600	0.617	1.000

*All values in are significant (p < 0.05)

The first objective of this study is to determine the relationship between financial problem and mental health. Table 4.6 shows that the p-value = 0.000 which is less than α= 0.05. This indicate that we reject the null hypothesis in which there is a relationship between financial problem and mental health. With the value of r=0.557, it shows that financial problem and mental health have positive relationship with moderate relationship. Therefore, it can conclude that there is a positively moderate relationship (r=0.557) between financial problem and mental health.

The second objective of this study is to determine the relationship between non-conducive environment and mental health. The value of p-value = 0.000 on Table 4.6 shows that it was less than α= 0.05. Therefore, the null hypothesis was rejected which is there is a relationship between non-conducive environment and mental health. Since the r = 0.530, it means that non-conducive environment and mental health have positive relationship with moderate relationship. In conclusion, there is a positively moderate relationship (r=0.530) between non-conducive environment and mental health.

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And the last objective of this study is to determine the relationship between education stress and mental health. Table 4.6 showed that the p-value = 0.000 which is less than α= 0.05 that resulted to reject the null hypothesis. Therefore, there is a relationship between education stress and mental health. With the value of r=0.658, it shows that education stress and mental health have a positive relationship with strong relationship. Therefore, it can be concluded that there is a positively strong relationship (r=0.658) between education stress and mental health.

Conclusion

Based on the findings of this study for all three hypotheses, it can be concluded that all three null hypotheses were accepted. The summary of the hypothesis as shown on the Table 4.7.

Table 8: Summary of Hypothesis

No	Hypothesis	Results
1	H0: There is no relationship between financial problem and mental health. H1: There is a relationship between financial problem and mental health.	H1 is supported
2	H0: There is no relationship between non-conducive environment and mental health. H2: There is a relationship between non-conducive environment and mental health.	H2 is supported
3	H0: There is no relationship between education stress and mental health. H3: There is a relationship between education stress and mental health.	H3 is supported

Based on the findings of this study, it can be concluded that all three factors (financial problem, non-conducive environment, and education stress) do have a positive relationship with mental health. The results indicate that financial problem and non-conducive environment does have a moderate relationship while education stress have a strong relationship with mental health. In conclusion, all three factors (financial problem, non-conducive environment, and education stress) do have a positive relationship with mental health among students at University Malaysia Kelantan and financial problem and non-conducive environment does have a moderate relationship while education stress have strong relationship.

DISCUSSION AND RECOMMENDATION

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 mental health issues among University Malaysia Kelantan students during the Movement Control Order. Based on the findings of the study, the current study would provide several recommendations on how students can try to avoid having mental health issue and how to cure it for students who already faced mental health issues and expressed concern regarding the improvement that can be made in future studies.

So, one of the ways that can be done is to find a distraction "Psychologists know that when people are in chronically difficult conditions it's helpful to divide the problem into two categories: things they can do something about, and then things they can do nothing about". There is going to be a lot in that second category right now, and that fine, but what can help us cope are distractions. Dr. Damour suggests doing homework, watching favourite movies, or reading books, as ways to make it easier for us and to find a balance in everyday life. Next, try to participate in some seminar about how to control ourselves. For students during MCO, it is hard to cope everything so participate in this kind of event can lead to a good situation for students who think that they perhaps need some consolation to avoid mental health issue. Other

recommendation is from the government itself. Government needs to do something for the student when they declare that the country is going to have MCO. Government can afford to do activities via online that can make students forget what they are facing right now. Boosting students' performance can make them forget a stressful event.

CONCLUSION

In conclusion, this study was conducted to determine the impact of movement control order on mental health issues among students University of Malaysia Kelantan. Three independent variables namely financial problem, non-conducive environment, and education stress with a dependent variable which is the mental health issues of UMK students during MCO period have been used to tase the hypotheses in this study. A total of 368 respondents aged between 17 to 25 years were selected among students of University Malaysia Kelantan to study the impact of Movement Control Order on mental health issues.

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The Determinants of Mental Health among Working Students in Malaysia

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ABSTRACT

The goal of this study is to look at the relationship between mental health and factors that influence mental health, such as time management, individual stress, and academic stress, among working students in Malaysia. The sample of this study includes 384 working university students in Malaysia coming from different courses, backgrounds, ages, and genders. Data are gathered through questionnaires that are distributed via Google Forms and social media. Statistical Package for the Social Science (SPSS) is used to evaluate the data obtained from the questionnaires. This study finds that there is a significant relationship between mental health among working students in Malaysia and time management, individual stress and academic stress.

Keyword: Mental Health, Time Management, Individual Stress, Academic Stress

INTRODUCTION

University student's mental health is a serious issue because it affects both their academic performance and entire well-being. Academic accomplishment is one of the indications of a student's productivity, and a highly productive individual is a valuable asset to the development of a country (Shamsudin, and Chee, 2016). Mental illness is a life-threatening yet non-contagious illness. However, society often overlooks the reality that mental health issues imply an emotional toll as well as a sense of obligation on the side of the patient's family and authorities to treat the patient as long as the patient is alive. Students' understanding on mental health is relatively limited compared to their understanding of other illnesses such as heart disease, cancer, and so on. As a result, various media campaigns to raise public awareness and knowledge of the condition have been done.

Students in higher education are susceptible to mental illness such as depression, anxiety, and stress. These psychological concerns, according to Malaysian studies, may contribute to lower academic achievement among Malaysian university students (Sherina et al. 2003; Md Aris Safree Md. Yasin and Mariam Adawiyah Dzulkifli 2009; Zaid et al. 2007). However, none of these studies have examined the total influence of mental health disorders on student's' academic performance. The effect of other factors on academic success, such as demographic, socioeconomic, and environmental factors, can be seen using econometric models while simultaneously correcting them. Estimating the impact of mental health on academic achievement is essential for establishing effective interventions. The research objectives of this study are as follows:

1. To determine the relationship between time management and mental health among working students in Malaysia.

2. To study the relationship between individual stress and mental health among working students in Malaysia.
3. To identify the relationship between academic stress and mental health among working students in Malaysia

Significance of Study
Students

Working students' stress, anxiety, and depression levels are strongly influenced by their mental health. Mental health problem issue is becoming more common nowadays, suggesting that they should be properly addressed. For the benefit of students' mental health and well-being in the future, underlying risk factors and immediate interventions are required. According to statistics, 1% of the people suffer from mental illness while 20% suffer from mental health problems (Bernama, 2018). The most frequent mental illnesses are sadness, stress, and anxiety (Bernama, 2018). According to Gollust and Golberstein (2019), mental health problems among students are on the rise. Furthermore, the findings of this study will equip working students with early information on how to manage stress.

University's Management

This study also benefits the university's management. The university's management can identify the total number of students who are facing mental health problem especially among working students and find out the causes that lead to the problem. The university's management also can increase the awareness to university students about the importance of mental health and how the students can manage mental health problem. According to Eva (2019), university's management also plays an important role in preventing student mental health problems. Professor Gavin Andrews (2018) has organized a program for his students to identify whether his students have mental health problems and at the same time find out what are the main causes of mental problems among students.

Students' Family

This study also may help students' family in dealing with mental health problems. According to Dr Salina Sen (2019), students with mental health problems are more likely to commit suicide. This is because, they cannot think rationally and there is only one solution that they can think of which is to commit suicide. The role of the family is very important in preventing mental health problems especially among working students. Parents need to play their role in asking about the problems that their children are facing in education, at work and financial condition. According to Dr. Fauziah Mohd Saad (2019), communication between parents and students can help the students to reduce their stress and at the same time parents can find out and solve their problems in a good way.

LITERATURE REVIEW
Definition of Mental Health

Mental health can be defined as a state of well-being in which every individual realizes his or her own potential in coping with the normal stress of life or being able to work productively and able to make contribution to his or her community. One in ten students has thought of committing suicide due to stress. Meanwhile, one in five students suffers from depression, and one in ten students suffers from emotional stress The symptoms of mental health problems are usually described in terms of negative emotions such as pain, stress, and exhaustion.

Awareness of mental health problems is very important for everyone especially to students. Whether they choose to be healthy or not, students begin to take responsibility for their own

life decisions and lifestyles in university. Several researchers have investigated the factors that predict depression among university students. The most widely researched socio demographic variables are age and family socioeconomic status, with lower rates seen in students from higher-income homes. Students who are financially struggling have greater rates of depression.

Time Management

Hunt et. al. (2010) has investigated the relationship between time management among working students and a sense of coherence which is thought to minimize vulnerability to stress. For many students, it is necessary to work part time while studying. This can cause them to lose a lot of free time that should have been used to study and review lessons, but they really need to work to earn money. Working has become an essential responsibility to them. The reasons why students work make it difficult to understand how employment influences their educational experiences. Many students are required to work to cover the costs of attending college.

Individual Stress

Almost all university students throughout Malaysia face mental health problems. However, there are also mental health problems faced by students that are caused by their part time work. Working students must put in more effort than the other students because they need to manage their time wisely between study and work. Students in Malaysia are always under stress and this situation continuously occurs in a different situation throughout the study process.

There are several factors that lead students to work while studying. If this is the case, it causes an individual stress. The main factors of individual stress among students are family issues, emotional issues, financial issues and social issues. Financial stress occurs when students want to have a luxurious life for their future and have to pay off debts and for those who come from poor families, they need money for daily expenses. Working puts them under pressure as it requires a lot of commitment to be a student and at the same time, an employee. Instability of family institutions is among the factors leading to mental health problem among adolescents. Stress is also caused by financial problems that are commonly experienced by university students. Stable financial resource is a necessity for a student in pursuing knowledge.

Academic Stress

Students most often experience stress in learning. As working students, they are expected to meet their work demands and at the same time, they also need to complete their studies. Stress is the product of a number of concerns, including the pressure of assessments and assignments, difficult subjects, diverse school programs, and planning for post-graduation career. Most working students suffer from mental health problems because they need to perform academically and at the same complete the tasks of their. Working may detriment their exam results or CGPA because working students spend more time working than studying.

If students are not good at managing time, students will face stress and if this continues, it can lead to mental health problems. Studying at university is not an easy responsibility. It takes a lot of energy, time and sacrifice to get excellent results. Moreover, it is necessary to complete the assignments for all the subjects that they take. If students use their rest time to work, it certainly will compromise their life balance and academic performance.

Research Hypothesis

Based on the study, three hypotheses have been created and developed and tested:

H1   There is a significant relationship between time management and mental health among working student in Malaysia

H2   There is a significant relationship between individual stress and mental health among working student in Malaysia.

H3   There is a significant relationship between academic stress and mental health among working student in Malaysia

Research Framework

Figure 1 below shows the research framework use for this study.
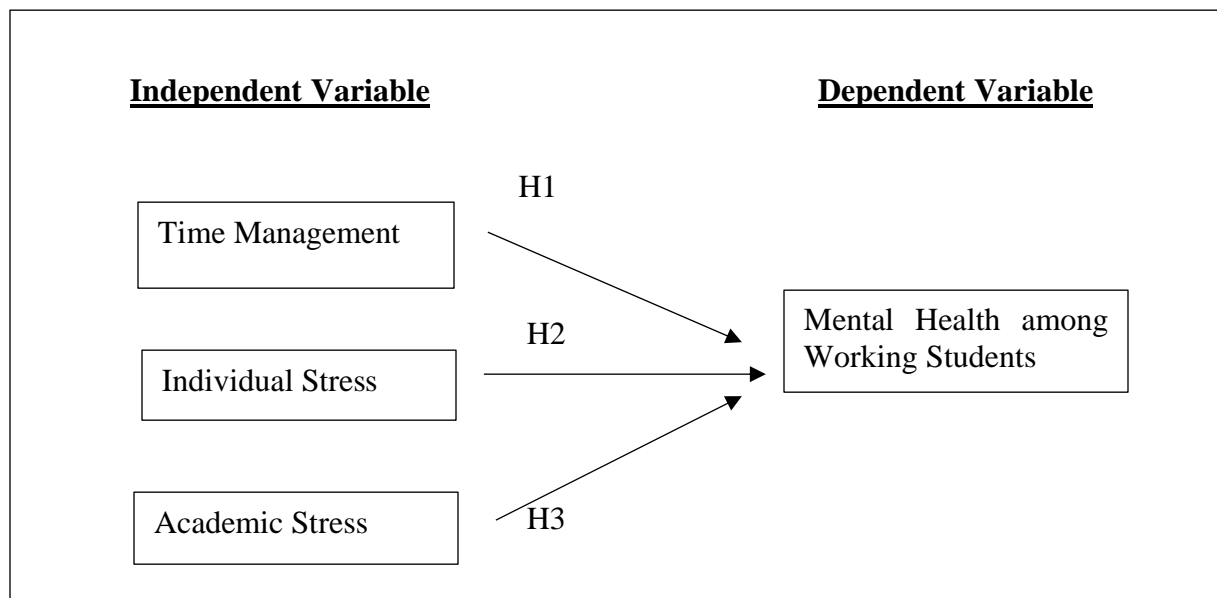
Figure 1: Research Framework

METHODOLOGY

Research Design

Research design can be defined as the overall strategy used to conduct the research. It gives a simple and logical plan of solving the research questions set through the collection, interpretation, analysis, and discussion of data (Claybaugh & Zach, 2020).

Qualitative research is the method for market research by obtaining data through open-ended questions and conversation with the consumers (Fletcher, 2002) while quantitative research design is the process of collecting and analyzing numerical data from the participant by asking specific questions, narrowing the scope of questions, and analyzing the numbers using statistics. (Cresswell, 2008). Mix method research design can be defined as the combination between at least one qualitative and one quantitative research component. On this research design, there are three different types of research methods which are experimental studies, surveys, correlational studies or quasi-experimental review studies (Schoonenboom, 2017). Research designs also include the elements of data collection, measurement of data with the respective tools, and the analysis of the data (Cameron, 2014).

Research design for this study is quantitative design. When using quantitative research design, the researcher can collect data and information quickly. Quantitative research design uses

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randomized samples and the result of the data in quantitative research design cannot be duplicated. Last but not least, quantitative research design allows the researcher to reach a higher sample size.

Data Collection

Data collection can be defined as the procedure of collecting, measuring and analyzing accurate data for research by using standard validated technique. Data collection enables a person or researcher to answer related questions, evaluate results and analyze accurate insights for research regarding upcoming probabilities and trends (Rouse, 2020).

This study uses primary data. A questionnaire will be used to collect primary data. About 384 respondents have answered the questionnaire. The questionnaires have been shared with researchers' friends, and they will oversee spreading them to their other friends in other university through WhatsApp, Facebook, Instagram and other social media. This questionnaire is conducted online.

Sampling

The researcher will use the non - probability sampling techniques because samples are not selected randomly. This type of sample is easier and cheaper to access. Purposive sampling is used for this study because the researcher knows the specific characteristics that exist in the population or the respondents.

This is often accomplished by applying expert knowledge of the population to select a sample of elements that represents a cross-sectional of the populations in a non-random manner. Respondents are undergraduate students who are working in every university in Malaysia. We choose the specific place and the location of the study to develop the sample size from the respondents from all working students. This research is conducted to determine the factor that is associated with depression that will be assumed by the university students.

Data Analysis

In this study, data from the questionnaire are analyzed through descriptive statistics and Pearson correlation. A tool used in analyzing the data is a statistical tool called Statistical Package Social Science (SPSS) version 27 programmed operation software. SPSS data will be interpreted into statistics such as good percentage and cumulative percentage.

By focusing on the size of the relationship coefficient, Pearson Correlation Analysis is used to simplify the strength of the connection between the independent and dependent variables. The strength of the link between IV and DV is measured using the range of the connection coefficient (r) table. It uses Common Features and reference to relationship is measured from -1.0 (perfect negative) to +1.0 (perfect positive). Coefficient can be close to zero when two variables have non-linear relationships. Existence of high correlation between two variables does not explain why relationships exist.

FINDINGS

 Result of Frequency Analysis

Table 1 below shows the frequency analysis of this research.

Table 1: Frequency Analysis (n=384)

Variable	Categories	N	Percentage (%)
Gender	Female	269	70.1
	Male	115	29.9
Age	18-20years old	40	10.4
	21-23years old	257	66.9
	24-26years old	69	18.0
	27 years old and above	18	4.7
Race	Malay	347	90.4
	Chinese	22	5.7
	Indian	7	1.8
	Other	8	2.1
Level of Academic	STPM and below	19	4.9
	Certificate	26	6.8
	Diploma	84	21.9
	Degree	242	63.0
	Postgraduate	11	2.9
	Other	2	0.5
Years of Study	Year 1	65	16.9
	Year 2	118	30.7
	Year 3	155	40.4
	Year 4	11	2.9
	Other	35	9.1
University	UMK	124	32.3
	USM	22	5.7
	UITM	55	14.3
	UNIMAS	18	4.7
	UMS	22	5.7
	UKM	20	5.2
	Other	123	32.0
Types of work	Full time	82	21.4
	Part-time	302	78.6
Occupation	Online Business	148	38.5
	Sell Burgers	28	7.3
	Food panda/ grab food	22	5.7
		33	8.6
	Business owner	153	39.8
	Other		

Salary	RM 100-300/ month	99	25.8
	RM 400-600/ month	134	34.9
	RM 700-1000/ month	124	32.3
	RM 1000 and above	27	7.0

Table 1 above shows the demographic characteristics of working students in Malaysia. Based on the table above, it shows that majority respondents are female respondents, 70.1% and 29.9% of them are male respondents. Among these 4 age groups, the range of 21 to 23 years old is the highest percentage (66.9%) of respondents followed by 24-26 years old (18.0%) and 18-20 years old (10.4 %). The oldest group, 27 years old and above, was the least (4.7 %).

Malay respondents have the highest percentage among the respondents (90.4%). Chinese and other races contributed to 5.7% and 2.1%, respectively. Indian respondents have the least percentage, 1.8%. Malay students tend to be more cooperative and easier to be approached than the other races. They are willing to spend their time answering the questionnaires.

The degree level group has the highest percentage among the respondents (63.0%). The second highest is diploma level (21.9%). Certificate level and STPM and below both of them have the percentages of 6.8 and 4.9. Meanwhile, the percentage of postgraduates is 2.9 and other qualifications is 0.5.

Year 3 students have the highest percentage among the respondents (40.4%), followed by year 2 (30.7%) and year 1 (16.9 %). Year 4 respondents have the lowest percentage among the working students (2.9%) and other years have the percentage of 9.1%. For types of university, UMK students are the highest among the respondents (32.3%) followed by other universities (32.0%) and UITM (14.3%). UNIMAS students records the lowest percentage of respondent participation (4.7%). USM and UMS have the same percentages (5.7) and there is 5.2% involvement among UKM students.

For this type of work, most of the students work on a part-time basis, 78.6 % and 21.4% of them are full time workers. The main reason for this result is that many students can do part-time job while they are studying. In terms of occupation, a high percentage of working students are in online business 38.5%. 8.6 and 7.3% of them were business owners and burger sellers. The lowest percentages were food panda/ grab food (5.7%).

Lastly, for salary, it is obvious that RM 400-600 per month is the highest percentage among the respondents (34.9%). Next, the second and the third highest percentage are RM 700-1000 per month and RM 100-300 per month with the percentage of 32.3% and 25.8%, respectively. However, RM 1000 and above has the lowest percentage among the respondents with the percentage of 7.0.

Result of Descriptive Analysis

Table 2 below shows the descriptive analysis of this research.

Table 2: Descriptive Analysis

Variable (IV)	Items	Mean Score	SD
	I can divide my time between studying and working	2.33	1.13

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Time Management	I know how much time I spend on studying and working	2.58	1.22
	I think I use my time effectively during studying and working	2.59	1.13
	I am stressed about deadlines of assignments and commitments of work	2.89	1.31
	I spend more time on work because working is more important than studying	3.01	1.25
Individual Stress	I work while studying because I have financial problems.	2.83	1.22
	I work while studying because I want to pay for university fees and for daily use	3.04	1.27
	Although I am a working student, I wisely divide my time between work and study	2.80	1.20
	I will not spend my money on useless things	2.63	1.16
	Although working during studying is tiring, I will make sure I have adequate rest so I don't affect my emotions and mental while studying.	2.63	1.16
Academic Stress	I am able to study while working	2.65	1.16
	My academics will not be affected even if I work	2.72	1.21
	I am capable of completing all assignments while working.	2.66	1.22
	When I get a new assignment, I will complete the assignments first, then work	2.70	1.20
	Even though I am working, my exam results are unaffected.	2.78	1.19
Mental Health among Working Students	I am able to deal with stress and pressure even though I am busy studying and working	2.46	1.11
	I will always think positive even when I am under the pressure from assignments and working	2.57	1.23
	I will make sure I get adequate rest both physically and mentally	2.59	1.18

	I am aware that mental health is very important to me in managing daily work	2.45	1.31
	I will complete the assignment on time so that I will not be stressed with the upcoming assignments	2.45	1.23

Table 3: Mean score and standard deviation

Variable	Item	Mean Score	Standard Deviation
Time Management	5	2.68	0.27
Individual Stress	5	2.78	0.16
Academic Stress	5	2.70	0.05
Mental Health	5	2.50	0.06

Table 2 and 3 show the mean and standard deviation for fifteen questions under independent variable and five questions under dependent variable based on the survey that involves working students in Malaysia. The highest mean value for time management factors is 3.01, obtained by Question 5, where the respondents agree that they spend more time on work because working is more important than studying. The lowest mean value is 2.33 for Question 1, where the respondents agree that they can divide their time between studying and working. For individual stress factors, the highest mean value is 3.04, obtained by Question 2, where the respondents agree that they work while studying because they want to pay for university fees and other daily use. The lowest mean value is 2.63 for Question 4 and 5, where the respondents agree that they will not spend their money on useless things and although working during studying is tiring, they will make sure they have adequate rest so as not to affect their emotions and mental health while studying. Meanwhile, the highest mean value for academic stress factors is obtained by Question 5 at 2.78, where the respondents agree that even though they are working, their exam results are unaffected. The lowest mean value obtained by Question 1 is 2.65, where the respondents agree that they are able to study while working. Lastly, the highest mean value for mental health among working students is obtained by Question 3, where the respondents agree that they will make sure they get adequate rest both physically and mentally. Meanwhile, the lowest mean value is obtained by Question 4 and 5, where the respondents agree that they are aware that mental health is very important to them in managing daily work and they will complete the assignment on time so that they will not be stressed with the upcoming assignments.

Result of Reliability Analysis

Table 4 below shows the reliability analysis of this research

Table 4: Reliability Analysis

Variable	Items	Cronbach's Alpha
Time Management	5	0.678
Individual Stress	5	0.733
Academic Stress	5	0.884

Mental Health	5	0.892

The result of the reliability analysis is indicated in table 4. The Cronbach Alpha value of time management is 0.678, followed by individual stress with 0.733, academic stress at 0.884, and mental health at 0.892. Consequently, the questionnaire is reliable and valid to be utilised for the study.

Result of Pearson Correlation Analysis

Table 5 below shows the result of correlation analysis of this research.

Table 5: The Pearson Correlation Analysis

Hypothesis	p - Value	Result (Supported/Not Supported)
H1: There is a significant relationship between time management and mental health among working student in Malaysia	0.685	H1 is supported
H2: There is a significant relationship between individual stress and mental health among working student in Malaysia.	0.692	H2 is supported
H3: There is a significant relationship between academic stress and mental health among working student in Malaysia	0.729	H3 is supported

The relationship between time management and mental health among working students in Malaysia is moderate positive r =0.685. This implies that the relationship between time management and mental health among working students in Malaysia is moderate positive. The p value of time management is .000 which is less than the highly significant level .001. Therefore, there is a significant relationship between time management and mental health among working students in Malaysia.

Meanwhile, the relationship between individual stress and mental health among working students in Malaysia is moderate positive with correlation coefficient of 0.692. This implies that the relationship between individual stress and mental health among working students in Malaysia is moderate positive. The P value of the individual stress is .000 which is less than the highly significant level .001. Therefore, there is a significant relationship between individual stress and mental health among working students in Malaysia

Lastly, the relationship between academic stress and mental health among working students in Malaysia is moderate positive with correlation coefficient of 0.729. This implies that the relationship between academic stress and mental health among working students in Malaysia is moderate positive. The P value of the academic stress is .000 which is less than the highly significant level .001. Therefore, there is a significant relationship between academic stress and mental health among working students in Malaysia.

DISCUSSION AND RECOMMENDATION

Based on the table, Pearson's Correlation Analysis was used in testing the relationship between hypotheses on a significant relationship such as time management, individual stress, and

academic stress with mental health among working students in Malaysia. The result shows that all hypotheses stated are accepted at 0.01 significance level. The researcher collected the questionnaire responds through Google Forms. Thorough instructions are included in this questionnaire to help respondents answer the question accurately. In this study, the respondents are working students in Malaysia to gather the data. Several empirical elements of factors that determine mental health among working students in Malaysia are discussed in the previous chapter. As a result, suggestions for future research are concluded.

The first suggestion is future researchers should not depend entirely on Google Forms to collect data. Face-to-face surveys and interviews should also be used in future studies. Face-to-face interviews allow for a clear understanding of the respondents' mental health behavior as it can provide more reliable, consistent, and accurate data for research.

The second suggestion is for the research to be conducted in multiple languages, not only English and Malay languages, but also Mandarin and Tamil to cater for other races in Malaysia. This will make it easier for respondents of other races to comprehend the question, hence enables the researcher to collect data more precisely, reliably, and efficiently. Furthermore, because the questions received are in a variety of ethnic languages in Malaysia, it may raise respondents' interest to complete the questionnaire.

CONCLUSION

The main purpose of this research is to determine mental health among working students in Malaysia. The influential factors which are time management, individual stress and academic stress (independent variables) that affect mental health among working students in Malaysia (dependent variables) are analysed in this research. As mentioned in Methodology, a total of 384 questionnaires have been distributed to 384 respondents among working students in Malaysia and all of them are valid

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The Impact of Pandemic Covid-19 on the Spa And Wellness Industry In Klang Valley.

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ABSTRACT

Covid-19 has significantly affected the spa and wellness industry in Klang Valley. This is because the disease is spread by the virus quickly and easily (Joost, 2020). Besides that, the coronavirus (COVID-19) pandemic had a significant impact on the spa and wellness industry in Klang Valley as many establishments were forced to close in order to avoid gatherings of people in public areas. At the same time, the pandemic has caused the shutdown of spas and wellness centres leading to unemployment, and Malaysia's economy has also declined extremely fast. A quantitative study was conducted to determine the impact of the pandemic Covid-19 on the spa and wellness industry around Klang Valley in terms of work performance, unemployment rate, and financial performance. This research employed a probability or random sampling technique. In addition, questionnaire surveys were used for data collection. The questionnaires were distributed online, and the data were collected among the respondents involved in operating the spa and wellness industry in Klang Valley. The survey was conducted online due to the restriction order on movement to curb the spread of Covid-19.

Keywords: Covid-19, Spa and Wellness Industry, Work Performance, Unemployment Rate, Financial Performance

INTRODUCTION

Humanity is recognizing the importance of focusing on healthier and better living situations in the future. According to the World Health Organization, 'wellness' defines as a state of complete physiological, emotional, and societal well-being. In addition, wellness will allow people to live a healthy lifestyle that ensures their mental and physical well-being. Besides, wellness is made up of numerous components that work together to build an ecosystem, such as wellness tourism, wellness real estate, workplace wellness, spa, and so on.

In addition, Covid-19 is one of the most dangerous diseases that can affect our lives nowadays. This is because the virus can spread the disease quickly and easily. In fact, it has caused many deaths due to the dangerous virus. The lethalness of the disease causes severe acute respiratory illness (SARS-CoV-2) (Joost, 2020).

Apart from this, the Covid-19 pandemic has hugely impacted on the Klang Valley spa and wellness industry, as many businesses were compelled to close in order to avoid large crowds in public places. Therefore, this has led to issues arising in areas such as work performance, leading to unemployment increment, and financial problems.

This study will concentrate on three objectives which are,
1) To determine the work performance that affects the spa and wellness industry in Klang Valley during the Covid-19 pandemic.
2) To determine the unemployment rate that affects the spa and wellness industry in Klang Valley during the Covid-19 pandemic.

3) To determine the financial performance that affects the spa and wellness industry in Klang Valley during the Covid-19 pandemic.
4)

Significance of the Study

Covid-19

The significance of the study shows more closely how Covid-19 has impacted the spa and wellness industry in Malaysia. In addition, due to the coronavirus pandemic, the landscape of the spa and wellness industry in Klang Valley has changed. For example, due to the situation at that time, customers were unable to get treatment as they were afraid of getting infected. Moreover, employees and employers who have operational problems with the spa cannot operate normally because they must comply with the new regulations and Movement Control Order (MCO) to avoid Covid-19.

Spa and Wellness Industry

The implementation of the MCO has momentarily paralyzed the country's economic sector and many industries and businesses have also been affected like the spa and wellness industry in Klang Valley. Entrepreneurs such as spa and wellness operators also receive temporary work orders when their businesses cannot operate normally. From the result of this study, then the assumption is that it is not easy for the spa and wellness industry's operator to run a business, especially in Klang Valley.

Government

The findings of this study will allow the government to implement covid cases in this world nowadays. This is to make sure people's health is being prioritized in times of pandemics. The government's role is to ensure the health of all citizens. Therefore, for customers who attend each spa, the government must make a campaign by ensuring that all employers comply with the standards of procedure (SOP) that have been set to prevent the spread of Covid-19.

Future Researcher

Future researchers are likely to explain the value of research to society, whether in terms of common human goals or in areas where the relationship between research and important themes of human civilization has so far seemed negligible. In addition, future researcher can utilize this research to better understand the influence of the pandemic Covid-19 on the Klang Valley's spa and wellness industry.

LITERATURE REVIEW

Work Performance

Covid-19 has wreaked havoc on the global economy, especially in the spa and wellness industry, which is based in Klang Valley. Employees are prohibited from working. Dealing with the consequences of Covid-19 on management and the workforce has become particularly challenging for companies and employees in this unpredictable environment. In addition, financial constraints, as well as interruptions to the operations of the spa and wellness industry, and lockdown conditions have caused mental breakdown among the workforces.

Depression is a frequent condition that affects a person's existential characteristics as well as their job life (Ivandic et al., 2017). One of the problems that companies and employees in all industries are required to address as a result of the Covid-19 pandemic, and which has lately been highlighted as a severe concern, is mental health, the effect of which has virtually been overlooked. With the layoffs, stakeholders in the spa and wellness industries have concerns on

their reliability in the present climate including wage payments, as well as expenses that must be paid when the wellness industry and spa is closed. Due to the detrimental impacts of locking, drastic measures may be used. Despite the fact that the condition is widespread, and its consequences are growing more prevalent, the economic impact of workplace depression remains unknown (Cotofan, Maria, et al. 2021). When employees have reduced working hours or are unemployed due to natural calamities or political causes, they get despondent.

Unemployment Opportunity

Employers of all kinds, large, medium, and small, are slashing wage and hourly rates, at least temporarily, because of the Covid-19 pandemic's income losses. In addition, more spa and wellness businesses in the country are expected to close due to their inability to operate in the aftermath of the Covid-19 pandemic. Furthermore, many businesses, especially in the spa and wellness industry, were forced to suspend their business until the government announced the reopening of this particular economic sector. However, during this period, many young people have lost the opportunity to find jobs, and even some employees were laid off. This is because when demand for an industry's products or services falls, it responds by cutting back on production, which necessitates a reduction in employees. But this situation with this unemployment or laying off employees can indirectly have a lot of impact on human beings due to the closure of the workplace which to ensure the safety of the public especially.

In addition, the spa and wellness factories also had to be closed and this indirectly caused the country's economy to suffer because the business premises were unable to operate as usual. Then, the country's economy is also failing because Covid -19 makes it difficult for existing businesses to operate to ensure that the pandemic can be well controlled. Therefore, due to that, this has led to an increase in unemployment where the expenses of a business have been overwhelming.

Financial Performance

The Covid-19 pandemic has had a major influence on the spa and wellness industry. The most challenging issue in the spa and wellness industry is money management. Whether a firm is just getting started, growing, or decreasing, the question is always the same: does it have enough money to pay employees' wages, pay bills, and save for the future? It is vital to have enough cash flow to pay wages and expenses, and owners and management must comprehend the company's present and future obligations. Covid-19 has exacerbated the problem by shutting down numerous of the company's businesses. The budget has been balanced, and wages and bills have been paid, by either cutting operational expenses or marketing and relying on additional revenue streams.

Apart from this, despite the government's valiant attempts to promote businesses and safeguard employment through job retention programmers, millions of people have lost their jobs across the country. In the meantime, many self-employed people are seeing their earnings decline. As a result, the majority of nations are taking immediate efforts to increase jobless minimum income benefits availability and generosity.

Research Hypothesis

The literature review highlights independent variables affected by the Covid-19 pandemic, such as work performance, unemployment rates, and financial performance. Therefore, based on the literature discussed, the hypotheses of this study were summarized in the following manner:

H1   There is a significant relationship between the impact of Covid-19 on the spa and wellness industry in Klang Valley and Covid-19 affects the work performance in the spa and wellness industry in Klang Valley.

H2   There is a significant relationship between the impact of Covid-19 on the spa and wellness industry in Klang Valley and Covid-19 affects the unemployment rates in the spa and wellness industry in Klang Valley.

H3   There is a significant relationship between the impact of Covid-19 on the spa and wellness industry in Klang Valley and Covid-19 affects the financial performance in the spa and wellness industry in Klang Valley.

Research Framework

Figure 1 below shows the research framework used for this study.
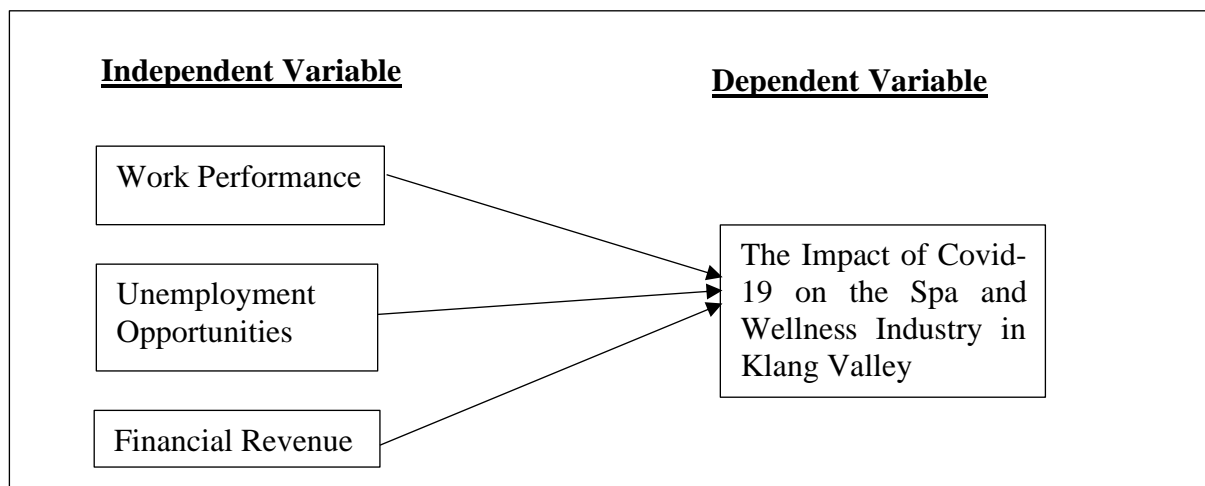
Figure 1: Research Framework

Figure 1 shows the relationship between work performance, unemployment opportunities, financial revenue, and the impact of Covid-19 on the spa and wellness industry in Klang Valley in this research. The main objective of this research is to determine the impact of the Covid-19 pandemic on the spa and wellness industry in Klang Valley. The independent variables (IV) are work performance, unemployment opportunities, and financial revenue while the dependent variable (DV) is the impact of the Covid-19 pandemic on the spa and wellness industry in Klang Valley.

METHODOLOGY

Research Design

This research adopted quantitative method as a primary tool to collect the respondent's data standard criteria for the case study. The process of gathering and interpreting numerical data is referred to as quantitative research. In addition, this study will employ quantitative research, which is objective and formal research, as well as a statistical approach. The use of a large sample, measuring standards, deductive methodologies, and organized interview instruments to collect data to test hypotheses are all hallmarks of quantitative research. Furthermore, the target population for this study is 35 spas in Klang Valley.

Data Collection

In conducting research, there are numerous approaches for gathering data. The data for this study was gathered from primary sources. Primary data is taken directly from the source from which the statistics were derived, and it is considered the best type of data in research. The

questionnaire used in this study was created using Google Forms. The questionnaire is then distributed online, and collections of data were from respondents who work in the Klang Valley's spa and wellness industry. Because of the current challenges in Malaysia, which is the Coronavirus (Covid-19), the survey was done online.

Sampling

The sampling method is described as the selection of a subset of a population from which judgments or inferences about the whole population are made. In addition, the probability sampling technique will be used in this study. The term "probability sampling" refers to the fact that every member of the population has a chance to be chosen. It is largely utilized in quantitative research. Furthermore, the study used this method because the questionnaires were prepared and distributed online by posting them on social media pages to gather information from respondents. The questionnaire was distributed to respondents in the spa and wellness industry in the Klang Valley via Google Forms.

$$s = \frac{x^2 Np(1-P)}{e^2(N-1) + x^2 p(1-p)}$$

n= sample size
N= population size
e = the degree of accuracy expressed as a proportion (0.05)
$x2$ = chi-square of degree of freedom 1 and confidence 95% (3.841)
p = proportion of population (if unknown, 0.5)

Data Analysis

This study will use three types of data analysis, namely descriptive analysis, reliability test, and Pearson correlation analysis. The data obtained were analysed using SPSS version 26.

FINDINGS

Descriptive Analysis

Descriptive analysis is a type of data analysis that helps to show, explain, and also summarize data points in a constructive way so that patterns that fulfil all of the data's requirements can develop. Table 1 shows the respondents' demographic profiles.

Table 1: Respondents' demographic profiles (n=32)

Demographic		Frequency	%
Age	25 – 34 years old	7	21.9
	35 – 44 years old	13	40.6
	45 – 54 years old	8	25.0
	55 – 64 years old	4	12.5
Gender	Male	10	31.3
	Female	22	68.8
Race	Malay	12	37.5
	Chinese	13	40.6
	Indian	1	3.1
	Other	6	18.8
Religion	Islam	12	37.5
	Buddhism	11	34.4
	Hinduism	1	3.1
	Christianity	5	15.6
	Others	3	9.4

Result of Reliability Analysis

In this study, this reliability test was conducted on 32 respondents (spa owners) aged between 25 to 64 years to check the reliability of the instrument. In addition, measurements using Cronbach's Alpha ensure the reliability of the instrument. Table 2 displays the reliable test results.

Table 2: Reliability Analysis

Variable	Number of Items	Cronbach's Alpha
The Impact of Pandemic Covid-19 on The Spa and Wellness Industry in Klang Valley.	8	0.882
Work Performance	8	0.850
Unemployment Opportunities	8	0.918
Financial Revenue	8	0.932

Result of Pearson Correlation Analysis

Pearson's correlation coefficient is the statistic test that assesses the statistical link, or association, between two continuous variables. In this study, the researcher used correlation analysis to identify the relationship between the dependent variable and independent variables. Table 3 shows the Pearson Correlation result.

Table 3: Pearson Correlation Result

Hypothesis	P-Value	Result (Supported/Not Supported
H1 There is a significant relationship between the impact of Covid-19 on the spa and wellness industry in Klang Valley and Covid-19 affects the work performance in the spa and wellness industry in Klang Valley.	0.661	H1 is supported
H2 There is a significant relationship between the impact of Covid-19 on the spa and wellness industry in Klang Valley and Covid-19 affects the unemployment opportunities in the spa and wellness industry in Klang Valley.	0.815	H2 is supported
H3 There is a significant relationship between the impact of Covid-19 on the spa and wellness industry in Klang Valley and Covid-19 affects the financial revenue in the spa and wellness industry in Klang Valley.	0.660	H3 is supported

DISCUSSION AND RECOMMENDATION

The discussion is aimed at solving the problem and addressing the hypotheses mentioned in the first chapter of this study. This analysis of the literature hints on the impact of the Covid-19 pandemic on the Klang Valley spa and wellness industry. Targeted research identifies the impact of the pandemic.

According to Chapter 1, this study's first objective is to determine the work performance that affects the spa and wellness industry in Klang Valley during the Covid-19 pandemic. Based on

the data collected and exported in Chapter 4, there is a significant relationship between the impact of the Covid-19 pandemic on the spa and wellness industry in Klang Valley and the work performance of the spa and wellness industry in Klang Valley. The results of the relationship between the independent variable and the dependent variable indicate the reflection of H1. The majority of respondents agree that their work performance has been affected by the Covid-19 pandemic. Therefore, employee engagement is important during tough times. That is because employee engagement helps build strong positive attitudes toward work and the organization during difficult times.

The second research objective is to focus on determining whether the Covid-19 pandemic has impacted unemployment rates in the spa and wellness industry. The results of the data analysis in Chapter 4 show that the spa and wellness industry in the Klang Valley has a high level of motivation for unemployment opportunities. The results of the relationship between the independent variable and the dependent variable indicated the reflection of H2. The majority of the respondents truly agreed that unemployment is one of the results of the Covid-19 pandemic on the spa and wellness industry in Klang Valley. Therefore, both employees and companies profit from cutting hours rather than laying off workers. It allows employees to supplement their wages if hours are reduced.

The third objective is to identify the Covid-19 pandemic affects the financial revenue of the spa and wellness industry in the Klang Valley. According to the data analysis results in Chapter 4, the financial revenue of spa and wellness is very positive. It shows that H3 reflects the relationship between the independent variable and dependent variable. Most of the respondents agree that financial revenue is one of the effects of the Covid-19 pandemic on the spa and wellness industry in Klang Valley. Therefore, the spa and wellness industry can prepare for cash flow recovery plans such as finalizing orders, procuring materials, recalling employees, and receiving new shipments and operations.

Apart from this, there are two recommendations for this study. The first recommendation is the study site can be changed from the Klang Valley to Kelantan. This is because Kelantan is the closest state to the researchers. It will also make it easier for the researcher to communicate with the spa owners directly and be able to understand the impact of the Covid-19 pandemic more accurately on the spa and wellness industry.

The second recommendation is to change the existing data collection method to qualitative. After the study site is changed, future researchers not only can use questionnaires to collect data, but they can also use the qualitative method where future telephone surveys and face-to-face interviews. Specifically, face-to-face or telephone interviews allow a better understanding of the respondent's behaviour through the questions posed. Thus, it provides more honest, stable, and efficient information for research in knowing about the effects of the Covid-19 pandemic on the spa and wellness industry.

CONCLUSION

The purpose of this study is to determine the impact of the Covid-19 pandemic on the spa and wellness industry in the Klang Valley. In this study, work performance, unemployment opportunities, and financial revenue were impacted by the Covid 19 pandemic. As a result, the dependent variable in this study is the impact of pandemic Covid-19 on the spa and wellness Industry in Klang Valley while the independent variables are work performance, unemployment opportunities, and financial revenue.

The Pearson correlation coefficient was used to examine these independent and dependent variables. It shows that the independent variable has an influence on the dependent variable. The results showed a strong link between work performance, unemployment opportunities, and financial revenue. Overall, the findings of this study show that there is a link between work performance, unemployment opportunities, and financial income when it comes to the influence of the Covid-19 epidemic on the Klang Valley's spa and wellness business.

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Mental Health Among Students at SMK Tengku Panglima Raja, Pasir Mas, Pasir Mas Kelantan During the Covid-19 Pandemic.

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ABSTRACT

The study is about mental health among students at SMK Tengku Panglima Raja, Pasir Mas, Kelantan during the Covid-19 Pandemic. Generally, health is physical, spiritual, and financial well-being, an important aspect of life. Mental health organizes the hedonic and eudaimonic perspective, which involves a person's well-being and productivity. This research explores the relationship between internal, external, and environmental factors toward mental health among students. The study mainly focused on quantitative descriptive analysis and selected probability sampling, the simple random method. 313 respondents participated in this study and distributed the questionnaire through Whatsapp. This study focused on mental health among students from form 1 to form 5 in SMK Tengku Panglima Raja. The results showed that the external factor, academic performance, and the internet led to mental health among students at SMK Tengku Panglima Raja, Pasir Mas, Kelantan during the Covid-19 Pandemic.

Keywords: Mental health, Internal Factors, External Factors, and Environmental Factors

INTRODUCTION

WHO verified the Covid diagnosis on January 7, 2020, and Chinese officials classified coronavirus as the primary cause of this acute pneumonia (Secon and Abdullah 2020). Respiratory distress infections in humans are caused by Covid, an infectious illness prevalent in animals in the Wuhan market. Some research has been conducted to determine the primary cause of the sickness, which is bats (Li, 2020). Animal coronaviruses cause liver, gastrointestinal, and nervous system illnesses. However, comprehensive analyses have revealed that only seven coronaviruses are capable of causing people sickness (Tesini, 2020). SARS-CoV (severe acute respiratory syndrome) and the Middle East Respiratory Syndrome Coronavirus (MERS-CoV) were previously discovered as coronavirus that cause human illness, including mortality and respiratory infections. Both viruses have been linked to a significant outbreak of SARS and deadly pneumonia. The Middle East Respiratory Syndrome (MERS) was discovered in 2002 and 2012 (Tesini & WHO, 2020).

Mental illness can affect daily life, relationships, and physical health. This link, however, also works in the opposite direction. Personal experiences, personal relationships, and physical conditions are all factors that might contribute to mental health disorders. Taking care of one's mental health can help one's ability to appreciate life. People must balance their everyday activities, responsibilities, and efforts to increase their psychological resilience. Stress, depression, and anxiety can all affect a person's mental health and disrupt their daily routine. Many conditions can be classified as mental health, although the term is usually used.

The chapter explains the introduction of this research study. The purpose of this research study is to examine the factors that cause mental health among students at SMK Tengku Panglima Raja, Pasir Mas, Kelantan during the Covid-19 Pandemic. This is because the Covid-19

pandemic causes a lot of mental health problems among students, especially secondary school students. Students' mental health problems during this Covid-19 pandemic have attracted researchers to study this topic. This chapter contains the background of the study, problem statement, research questions, research objectives, hypothesis, the significance of the study, definition of terms, and summary.

There were three objectives of this research:
1. To determine the relationship between internal factors and mental health among students at SMK Tengku Panglima Raja, Pasir Mas, Kelantan during the Covid-19 Pandemic.
2. To determine the relationship between external factors and mental health among students at SMK Tengku Panglima Raja, Pasir Mas, Kelantan during the Covid-19 Pandemic.
3. To determine the relationship between environmental factors and mental health among students at SMK Tengku Panglima Raja, Pasir Mas, Kelantan during the Covid-19 Pandemic.
4.

Significance of the Study

Secondary School Students

The finding of this study allows secondary school students to know the importance of academic stress that leads to mental health. It is vital to understand how secondary students' academic stress can affect their lives. Learning to control academic stress successfully can decrease anxiety and allow students to balance school and family. Reasonable changes in educational plans and other practical actions help increase the students' satisfaction. It also reduces the outcome of different stress factors and advances their mental health status. (Farahangiz, 2016).

Future Researcher

This research can be use to understand future mental health issues among secondary school students. Furthermore, other researchers may use this research in primary health education as a reference and guidance. Together with other academics, the data may be used for diverse demographics and areas of mental health difficulties. Similarly, it raises awareness and enhances Malaysian Quality of Life in terms of mental, particularly among students.

National Response

This study emphasized the complexity of maintaining mental health needs, especially for students. Because of that, it is crucial to capture the significance of collaborations between researchers, practitioners, families, and advocates, which enable instant access to the solution. Besides, the study provided information to the national response, such as funding for reliable information and helpline, access to personal protective equipment for the students, and raising the awareness of mental health services to the communication and access needs during the COVID-19 Pandemic.

LITERATURE REVIEW

Definition of Mental Health

Mental illness can affect daily life, relationships, and physical health. Personal experiences, personal relationships, and physical conditions are all factors that may contribute to mental health disorders. Maintaining one's mental health can help one's ability to appreciate life. Stress, depression, and anxiety can all affect a person's mental health and disrupt their daily routine. Although this term is commonly used, many conditions can be classified as mental health. (Adam, 2020).

A person's mental health is influenced by various social, psychological, and biological factors. For example, aggression and long-term financial stress are well-known dangers to mental health. Poor mental health is associated with rapid social transformation, stressful working conditions, gender discrimination, social marginalization, unhealthy lifestyles, poor physical health, and human rights abuses. People are more sensitive to mental health disorders due to different psychological and personality variables. Mental health promotion includes activities to improve psychological well-being. Mental illness and the broader concerns that support mental health should be addressed in national mental health policy. (World Health Day, 2017).

Internal Factors

Mental health is one of the issues faced by secondary school students during the Covid-19 pandemic. Mental health can happen quickly, which means that mental health happens with separate beginnings and ends. Mental health is an illness that keeps continued or long-lived (Prevention, 2021). Two internal factors that lead to mental health are academic stress and sleep deprivation. Academic stress is an internal factor that leads to mental stress among high school students. Research shows that academic stress reduces good health and the likelihood of increased anxiety or depression. An OECD survey report states that secondary students report they face higher levels of academic-related stress and lower well-being. The report must be measured mentally, socially, cognitively, and physically (Pascoe, 2019).

Longitudinal studies suggest that health-affecting sleep quality deficits can lead to mental health issues such as anxiety, depression, and stress (Wang, 2021). Youth is a time when students are at risk of sleep deprivation due to changes in biological rhythms. Lack of sleep can put students at better risk for mental health problems. Good sleep habits are important because inadequate sleep among students tends to decrease over time, and even short-term sleep issues can have a significantly impact on the onset of mental health problems (Milojevich, 2016).

External Factors

During the covid-19 outbreak, mental health issues among high school students have grown and have had a significant impact on their daily lives. This is because their emotions have been disturbed due to online learning. Some students are unfamiliar with online learning, which causes their feelings to be very disturbed. It was explained that several external factors, such as academic performance and internet problems, had contributed to their mental health problems. Learning conditions, especially during exams, assignments that must be submitted and increased workload in the classroom, can raise mental health issues among high school students. In addition, students want excellent results in academic achievement, and this fierce competition puts mental health problems on high school students to achieve their excellent results. Also, most high school students have high expectations of their academics. Due to the economic and digital divide, many students do not have access to online education due to a lack of either means or tools (UNESCO 2020).

Using interactive teaching methods accessible via the internet, teachers may pay more attention to student's individual needs and foster collaborative learning (Joyce, 2019). The COVID-19 outbreak has led to school closures around the world. Schools, colleges, and universities have moved their lessons and lectures online to ensure continuity of teaching and learning. This learning method is based on the advancement of information technology (IT) through internet technology, which has resulted in e-education or e-learning is defined as educational or learning activities through electronic media, especially internet networks (Al-Fraihat, 2020).

Environmental Factors

The COVID-19 pandemic has significantly impacted the lives and education of more than 1.6 billion children. Malaysia, like most other countries, implements a school closure policy. This means Malaysian students experience immediate learning loss for about a year or more. As a result of this issue, various environmental stressors and their effects on anxiety and depression were examined in this section. Social media is one of the factors influencing the mental health of students. During the outbreak, students were forced to stay at home and had to use social media to learn, communicate and obtain up-to-date information about the outbreak, which increased the amount of time and frequency of mobile social media use. The use of social media has been pushed to expand, possibly leading to the growth of problematic social media use and, consequently, endangering students' mental health. (Gao, 2020).

Some students reported increased psychological stress as a result of locking up. Students' expressions of stress, anxiety, loneliness, and depression were magnified during the COVID-19 crisis (Elmer, 2020). Children have missed out on critical academic and social achievement because they have dropped out of school. The possibility of their parents' jobs has been lost, adding to their concerns. Children may have to stay home with the abuser in the worst situations. Cabin fever is caused by being indoors for too long, and online learning has added to a teenager's depressed feelings. According to The Straits Times, he claimed he could never get away from his parents when they quarreled. Based on the above discussion, it is proven that environmental factors can affect mental health among students. Social media, restrictions and quarantine, and family circumstances are some environmental factors that have been discussed that have affected mental health (The Straits Times (2021).

Research Hypothesis

Literature review shows that independent variables such as internal factors, external factors, and environmental factors influence mental health among students at SMK Tengku Panglima Raja, Pasir Mas, Kelantan during the Covid-19 Pandemic. Therefore, the study intends to 313 examine the degree of effect between these variables. Based on the literature discussed, the hypotheses of this study are summarized in the following manner:

H1	There is an association between internal factor towards mental health among students at SMK Tengku Panglima Raja, Pasir Mas, Kelantan during the Covid-19
H2	Pandemic.
	There is no association between internal factors towards mental health among students at SMK Tengku Panglima Raja, Pasir Mas, Kelantan during the Covid-19 Pandemic.
H3	There is an association between external factors toward mental health among students at SMK Tengku Panglima Raja, Pasir Mas, Kelantan during the Covid-19
H4	Pandemic.
	There is no association between external factors toward mental health among students at SMK Tengku Panglima Raja, Pasir Mas, Kelantan during the Covid-19 Pandemic.
H5	There is an association between environmental factor towards mental health among students at SMK Tengku Panglima Raja, Pasir Mas, Kelantan during the Covid-19 Pandemic.
H6	There is no association between environmental factors towards mental health among students at SMK Tengku Panglima Raja, Pasir Mas, Kelantan during the Covid-19 Pandemic

Research Framework

Figure 1 below shows the research framework used for this study to determine the internal, external, and environmental factors towards Mental Health among Students at SMK Tengku Panglima Raja, Pasir Mas, Kelantan during the Covid-19 Pandemic.
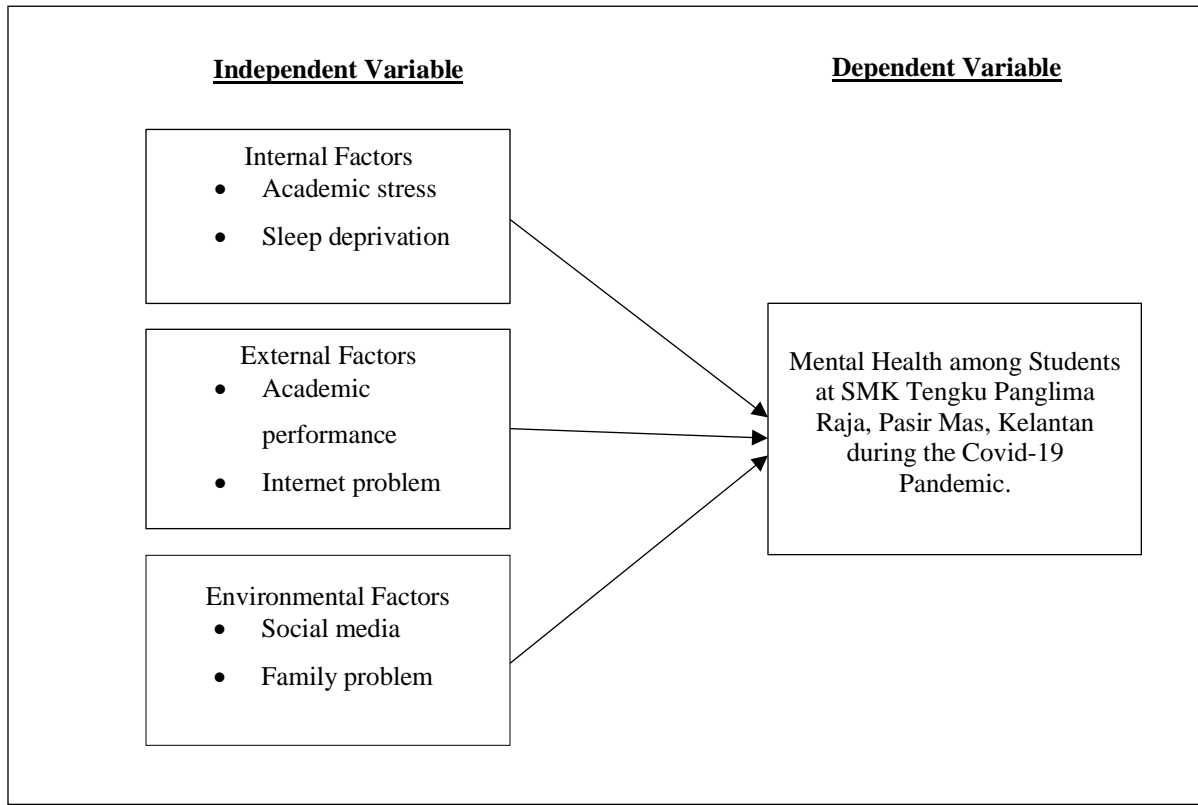
Figure 1: Research Framework

METHODOLOGY

Research Design

This research used quantitative studies, which were objective and formal, and using statistical methods. Quantitative research is characterized by adopting significant sample measurement standards, a deductive approach, and structured interview tools for collecting data to test the hypothesis.

Therefore, a descriptive study was conducted to determine mental health among students of SMK Tengku Panglima Raja, Pasir Mas, Kelantan during the Covid-19 Pandemic. Descriptive research assisted in representing features and current situations and drawing pictures of topics. In contrast, the descriptive study determined the answers to what, who, where, when, and how a situation or issue is selected. The approach chosen was based on a questionnaire using a three-point Likert scale. In this research, a surveys of research strategies were enforced.

Data Collection

In this data collection, the researchers applied both methods. In other words, the researchers' approach was designed by combining both qualitative and quantitative methods. For qualitative data, the researchers adopted the existing data from research journals, newspapers, website articles, and NGO reports. That method had high accuracy and easy access to information for researchers. Besides, the researchers approached the questionnaires for the quantitative method to the respondents. The researchers created- the online form by using Google Form to help the

researchers to collect the information quickly. This method made it easy to visualize and analyse, but it is also cost-effective and suitable to use during the COVID-19 pandemic as we need to practice a social distancing.

Sampling

Sampling is a technique that allows researchers to infer information about a community from the results of a subset of the population without looking into every person. It is also known as the selection of a subset of the people from which a generalization or inference about the entire population is produced. Each of these main categories has a different number of sampling strategies. The researchers used either a probability or a random sampling strategy in this study.
Data Analysis
Four types of data analysis were used in this study: frequency analysis, descriptive analysis, reliability test, and Pearson correlation analysis. The data obtained were analysed by using SPSS version 26.

FINDINGS

Result of Frequency Analysis

Table 1 below shows the results of frequency analysis of this research.

Table 1: Frequency Analysis

Characteristics	Frequency	Percentage
Gender		
Male	152	48.6
Female	161	51.4
Age		
13 years old	25	8.0
14 years old	29	9.3
15 years old	56	17.9
16 years old	47	15.0
17 years old	156	49.8
Race		
Malay	285	91.1
Chinese	13	4.2
Indian	11	3.5
Others	4	1.3
Religion		
Islam	287	91.7
Buddha	12	3.8
Hindu	10	3.2
Others	4	1.6

Table 1 shows the frequency analysis for demographic sections. The total number of male gender respondents is 152, while the number of female respondents is 161 respondents. Out of the 313 respondents, 48.6 percent of the total respondents were male, while 51.4 percent were female respondents who participated in this study. Secondly, for age, there are five age groups based on the chart above, which consist of 313 respondents in total. The study found that the majority of respondents who answered the questionnaire were 17 years old, composed of 156 respondents with a value of 49.8 percent, followed by 15 years comprised of 56 respondents

with a value of 17.9 percent. Next followed by 16 years comprised of 47 respondents with a value of 15 percent and followed by 14 years comprised of 29 respondents with a value of 9.3 percent. Finally, the 13 -year -old age group consisting of 25 respondents with a value of 8 percent answered the questionnaire. Thirdly, the frequency analysis for the race is that the highest number of respondents are Malays, 285 respondents with a value of 91.1 percent. The second highest is Chinese, which consists of 13 respondents with a value of 4.2 percent. Then, this is followed by Indians, which consists of 11 respondents with a value of 3.5 percent while 4 of them with a value of 1.3 percent from other races have answered the questionnaire.

Result of Descriptive Analysis

Table 2 below shows the descriptive analysis of this research.

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Mental Health	Often concerned about mental health in daily life.	2.40	0.799
	Experienced mental health problems such as stress, depression, and anxiety in studies.	2.23	0.749
	Feel worried about your studies during online classes.	2.34	0.742
	Do regular checks up occur during mental health problems.	2.05	0.716
	Do activities to avoid stress.	2.18	0.779
	Online learning cause mental health problems among students.	2.22	0.738
	Do healthy activities every week?	2.16	0.771
	Students with mental health problems, lose happiness in their lives.	2.15	0.764
	Students would be a shamed if had a mental health.	2.27	0.756
	Student faced mental health problem will not focus in their studies.	2.21	0.750
Internal Factor	Academic-related stress leads to mental health problems among students.	2.60	0.607
	Academic-related stress negatively impacts the quality of students' life and well-being.	2.55	0.587
	Does online classes during the Covid-19 pandemic cause excessive academic-related stress?	2.58	0.605
	Does the excessive level of tasks such as assignments, tutorials, presentations, and exams cause mental health?	2.59	0.609
	Does academic stress increase the generality of physical and mental issues that influence the students' educational achievement?	2.59	0.582
	Often face the habit of lack of sleep.	2.55	0.608
	Does this sleep deprivation problem occur daily?	2.38	0.712
	Does sleep deprivation cause mental health?	2.53	0.650

	Statement	Mean	SD
	Often concerned about sleep problems that occur.	2.54	0.645
	Sleep deprivation problems can lead to emotional imbalance and the development of mental illnesses for a long time.	2.66	0.556
External	Whether social media is one of the factors influencing mental health among students.	2.65	0.591
	Often use social media to get information.	2.61	0.567
	Is social media important for delivering health information to a global audience?	2.68	0.525
	Frequent use of social media will endanger the mental health of students.	2.52	0.641
	Are family problems a cause to student stress?	2.58	0.595
	Working parents are the root cause of family problems.	2.41	0.706
	Environmental factors can affect mental health among students.	2.63	0.541
	The advancement of social media that spreads false information will disrupt family problems.	2.59	0.570
	Family problems are influenced by social media.	2.37	0.696
	Whether family problems can be overcome when the use of social media is reduced.	2.52	0.594
Environmental factor	Whether social media is one of the factors influencing mental health among students.	2.65	0.591
	Often use social media to get information.	2.61	0.567
	Is social media important for delivering health information to a global audience?	2.68	0.525
	Frequent use of social media will endanger the mental health of students.	2.52	0.641
	Are family problems a cause of student stress?	2.58	0.595
	Working parents are the root cause of family problems.	2.41	0.706
	Environmental factors can affect mental health among students.	2.63	0.541
	The advancement of social media that spreads false information will disrupt family problems.	2.59	0.570
	Family problems are influenced by social media.	2.37	0.696
	Whether family problems can be overcome when the use of social media is reduced.	2.52	0.595

Table 2 shows the mean and the standard deviation for 30 statements under three independent variables and 10 statements from dependent variables based on the survey involving 313 respondents for the dependent variable. Most of the respondents selected to agree with question number 1, "Often concerned about mental health in daily life." Therefore, this question's high mean value was 2.40, and the standard deviation at 0.799. Question 4, "do regular checkup occur during mental health problems" had the lowest mean value (2.05) and the standard deviation at 0.716. Next, most respondents agreed with question number 10 on the internal factor: "sleep deprivation problems

can lead to emotional imbalance and the development of mental illnesses for a long time." So, it gets a higher mean value of 2.66 with a standard deviation of 0.556. Question 7 "does this sleep deprivation problem occur daily" showed the lowest mean value which was 2.38 with a standard deviation of 0.712.

Furthermore, the higher mean value for the external factor was item 3 which was 2.68, and the standard is 0.525. The respondent agreed, "Is social media important for delivering health information to a global audience." The lowest mean value was 2.37, with a standard deviation of 0.696, "Family problems are influenced by social media" in item 9. The item in the environmental factor "is social media important for delivering health information to a global audience?" has the highest mean of 2.68 (0.525 standard deviation). The item "working parents are the cause of family problems" had a mean of 2.41 (0.706 standard deviation). The last item, "social media influence family problems," had the lowest mean of 2.37 (0.696 standard deviation).

Result of Reliability Analysis
Table 4 below shows the result of the reliability analysis of this research.

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Mental health	10	0.643
Internal Factor	10	0.802
External Factor	10	0.783
Environmental factor	10	0.735

Table 3 shows the reliability test. The reliability test for mental health, Cronbach's Alpha, showed a value of 0.643. In a reliability test for internal factors, Cronbach's Alpha obtained a value of 0.802. Meanwhile, the reliability test for the Cronbach's Alpha external factor showed a value of 0.783. As for the environmental factor reliability test, Cronbach's Alpha obtained a value of 0.735. This Cronbach's Alpha value shows results from 0.643 to 0.802. HR-Guide, LLC (2018) should recognize the Cronbach's Alpha value. If the alpha value is below 0.50, it is unacceptable if the value of 0.60 and above is normal. Whereas, if the alpha value of 0.70 is more than normal, 0.80 is a good value and 0.90 is better. Questionnaires can be used for analysis.

Result of Pearson Correlation Analysis
Table 5 below shows the correlation analysis of this research.

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H_1: There is an association between internal factor towards mental health among students at SMK Tengku Panglima Raja, Pasir Mas, Kelantan during the Covid-19 Pandemic. H_0: There is no association between internal factors towards mental health among students at SMK Tengku Panglima Raja, Pasir Mas, Kelantan during the Covid-19 Pandemic.	-0.019	H1 is not supported

H$_2$: There is an association between external factors toward mental health among students at SMK Tengku Panglima Raja, Pasir Mas, Kelantan during the Covid-19 Pandemic. **H$_0$: There is no association between external factors toward mental health among students at SMK Tengku Panglima Raja, Pasir Mas, Kelantan during the Covid-19 Pandemic.**	0.032	H2 is supported
H3: There is an association between environmental factors towards mental health among students at SMK Tengku Panglima Raja, Pasir Mas, Kelantan during the Covid-19 Pandemic. **H$_0$: There is no association between environmental factors towards mental health among students at SMK Tengku Panglima Raja, Pasir Mas, Kelantan during the Covid-19 Pandemic.**	-0.016	H3 is not supported

Table 4 shows the Pearson Correlation Coefficient indicated the relationship between internal factors, external factors, and environmental factors towards mental health among students at SMK Tengku Panglima Raja, Pasir Mas, Kelantan during the Covid-19 Pandemic. The significant value, the p-value was 0.741anf the Pearson Correlation was -0.019, shows that there was a very weak negative correlation between the internal factor and mental health among students at SMK Tengku Panglima Raja, Pasir Mas, Kelantan during the Covid-19 Pandemic. Next was the Pearson Correlation for external factors shows a p-value has 0.576. This proved no significant relationship between external factors and mental health among students at SMK Tengku Panglima Raja, Pasir Mas, Kelantan during the Covid -19 Pandemic. The correlation coefficient of .032 suggested a weak positive correlation between external factors and mental health among students at SMK Tengku Panglima Raja, Pasir Mas, Kelantan during the Covid-19 Pandemic. The Pearson Correlation Coefficient, significant value, and the number of cases were 313.

Thirdly, the Pearson Correlation for environmental factors shows that The p-value is 0.774. This proves no significant relationship between environmental factors and mental health among students at SMK Tengku Panglima Raja, Pasir Mas, Kelantan during the Covid -19 Pandemic. The correlation coefficient is -0.016, showing a very weak negative correlation between environmental factors and mental health among students at SMK Tengku Panglima Raja, Pasir Mas, Kelantan during the Covid-19 Pandemic.

DISCUSSION AND RECOMMENDATION

This literature analysis implies Mental Health among students at SMK Tengku Panglima Raja, Pasir Mas, Kelantan during the Covid-19 Pandemic. The research objectives are to determine the relationship between internal factors, external factors, and environmental factors towards mental health among students at SMK Tengku Panglima Raja, Pasir Mas, Kelantan during the Covid-19 Pandemic. From the findings that researchers get from the SPSS, the internal factor, academic stress and sleep deprivation, do not support the literature review in this research. This is because, COVID-19 was connected to one other for example, judgments of disease severity

correlated with the frequency of engaging in risk management actions but were unrelated to academic stress (Clabaugh A, Duque JF and Fields LJ,2021).

Next, the second research objective's findings show that mental health can also affect the academic of SMK Tengku Panglima Raja students. Furthermore, the academic performance of secondary school students has deteriorated due to lack of sleep, stress on homework, environment, and many more. If secondary school students receive too much pressure from the assignment given, it also harms the body's health and mental health, such as back pain, stress, and other physical pain. According to research, a lack of motivation and self-regulation abilities in online learning may result in individuals spending more time completing tasks, submitting late assignments, or producing poor-quality work overall (Albelbisi & Yasop, 2019).

Social media is one of the factors influencing the mental health of students. As we know, people can use social media to get information, discuss ideas and connect with others who are experiencing similar problems. It can also be a valuable platform for delivering information immediately during national or global crises (Gao, 2020). Expressions of stress, anxiety, loneliness, and depression among students are magnified during the COVID-19 crisis, according to Elmer (2020). Lack of friendships can lead to depression, anxiety, and severe stress can lead to anxiety. Children have missed out on critical academic and social achievement as they have dropped out of school. Their parents' jobs have been lost, adding to their anxiety. Children may be forced to stay home with abusers in the worst situations (According to The Straits Times (2021).

According to the preceding chapter, certain elements influence student mental health. Consequently, some recommendations for future research to improve the study was made. The first guideline is for secondary school students impacted by their hormones, surroundings, and daily routine. Secondly, the sample size could be widened in future research to emphasize the topic of mental health among students. Furthermore, the researcher also can expand the study area from secondary school to high school students. This proposal could provide a double advantage for new research to refine studies on mental health among secondary school students.

CONCLUSION

In conclusion, this study indicated students' mental health problems at SMK Tengku Panglima Raja, Pasir Mas Kelantan. Three independent variables, namely internal factor, external factor, and environmental factor, were selected to study mental health problems with dependent variables, namely mental health among students at SMK Tengku Panglima Raja Pasir Mas Kelantan during the Covid 19 Pandemic. A total of 313 respondents aged 13 to 17 were selected from the school to study mental health problems among students during the Covid 19 pandemic. There is only one hypothesis supported in this study. It is the external factor towards mental health among students at SMK Tengku Panglima Raja, Pasir Mas Kelantan, during the COVID-19 pandemic. Therefore, the second objective in this study is achieved.

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The Effects of Dietary Supplements Intake on Health Among University Malaysia Kelantan Students in UMK City Campus

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ABSTRACT

Dietary refers to the types and amounts of food that an individual consumes to have an adequate supply of nutrients, such as fibre, which is a necessary supplement for adults. Supplements are food supplements that are frequently mistaken as a substitute for a daily diet based on individual perceptions. They can take the shape of liquids, pills, capsules, tablets, or food, and they can also take the form of vitamins, minerals, herbs, other plants, or food components. Many different diets that have evolved over the years. Because of that, it has altered drastically. This entails a rise in the use of ultra-processed foods, which are often low in dietary fibre and result in an imbalanced diet that is less nutritious for adults, as well as a decrease in the intake of whole foods. Therefore, the surveys on dietary supplement intake's effects on students' health was carried out among University Malaysia Kelantan students in UMK City Campus. There were 357 participants in this study, which was conducted using a Google Form and distributed to students via social media platforms such as Facebook, Instagram, Telegram and WhatsApp. The findings revealed that supplement consumption, supplement types, and supplement quality have a role in determining the rate of supplement consumption in order to limit the quantity of intake and ensure that it is neither excessive nor inadequate for students without supervision.

Keyword: Dietary supplements, supplement consumption, supplement types, supplement quality, excessive, inadequate, students

INTRODUCTION

Nutritional health is encompassing the complete food supply and adequate nutrition. A reduction in the amount intake of fruits and vegetables leads to natural nutrient deficiencies, as opposed to widespread use of nutritional supplements. The rise of the preventative use of dietary supplements is being driven by an aging population and growing awareness of dietary health related disorders such as obesity and diabetes (Wieringa, 2017).

Dietary supplements are manufactured products that contain one or more vitamins, enzymes, amino acids or other ingredients such as fibers in the form of pills, capsules, tablets, powders or liquids. Consumers may not have comprehensive information on the prices and benefits of supplements, as well as the influence on nutritional quality and personal health (Schroeter, 2017). Well-known nutritional studies are difficult to implement and interpret for various reasons, that include self-reporting food intake. Despite on this insight, our dietary knowledge is very little especially among students in age 19 – 24 years old. Dietary supplements are intended to add auxiliary nutritional value to the diet when nutrient adequacy cannot be met from food intake alone (Homan, 2018).

Changes in the Malaysian diet, as well as changing sleep schedules, physical activity, lifestyle and environment, have led to an increase in the intake of dietary supplements. Compared to fifty years ago, students are more inclined on eating foods that contain insufficient nutrients

and vitamins. This causes them to rely more on supplements to get enough vitamins for a healthy body (Sobre, 2021).

This study aimed to investigates the effect of dietary supplement intake on health among University Malaysia Kelantan students in UMK City Campus. Specifically, this research examines the relationship between supplements consumption, type of supplement and supplement quality. The results of this research can assist students in the practice of supplementation properly. There are three objectives of this research:

1. To determine the relationship between supplement consumption and dietary supplement intake among students at University Malaysia Kelantan.
2. To determine the relationship between types of supplements and dietary supplement intake among students at University Malaysia Kelantan.
3. To determine relationship between supplement quality and dietary supplement intake among students at University Malaysia Kelantan.

Significance of the Study
Students

University of British Columbia students in Canada have been studying how supplement affect the liver and other organs. Taking an excessive supplement dose or combining supplement can be awfully hazardous. Abusing products that hold a risk for liver or kidney damage only increases the possibility of life-threatening organ failure.

Parents

Parents need enlightenment about the effect of dietary supplement intake on their children's health. This research can help parents to help their children more on which supplement is good or bad for their children health. There is also a real risk when children treating dietary supplement as sweets due to their taste.

Community

This study will provide many benefits to the community on health problems if they are fond of taking this supplement to replace the daily diet. This study can also cause them to be more concerned about the health of their body and be able to practice this supplement properly.

Government

The findings of this study enable the government to implement a regulation on dietary supplement intake and apply it to the Malaysian especially university students. The Ministry of Education in collaboration with the Ministry of Health, can hold seminars and camps on health including the dangers of taking supplements that are not needed by the body.

LITERATURE REVIEW
Supplement Quality in Dietary Supplement Intake on Health Among Students

Most students in are increasingly vulnerable due to social media factors. This group is more vulnerable because it follows current trends. Adults in the age range of 24 are due to improve health. Some vitamins and minerals may be required in greater quantities by students. Talk to your doctor or a dietician about changing your diet or taking a vitamin or mineral supplement such as calcium, vitamin D, vitamin 6 and vitamin B12 (Sobre, 2021).

Prevent Illness

Nutritional supplement can help students get more nutrients from their diet. They can be used to correct a deficiency like iron deficiency or lower the risk of hypertension, such as taking a lactase supplement if they are lactose intolerant. A balanced diet will provide them with all of the nutrients they require. High-protein supplement for example, can assist youngsters with delayed growth to catch up in terms of weight and height (Mary, 2021). Students need vitamins and minerals to maintain optimal health. If they eat and exercise appropriately, they will not need a supplement. Proper usage of supplement can help them avoid the undesirable effects and the toxicity that come with excessive use if they over-rely on them (Shereen, 2020).

Disadvantages of Supplement

Taking too many health supplements without consulting a doctor may lead to a lot of problems. Supplement can potentially have unfavourable interactions with some medications. Misusing any resource can be detrimental to their body's development (Warren, 2018). Vitamin D helps the body absorb calcium and eating enough of it is essential for good health. Students' bodies produce vitamin D when their skin is exposed to sunshine, but greater time spent indoors and sunblock has reduced the amount of vitamin D many students get through sun exposure (Kraft, 2019).

Supplement Consumption

Excessive Supplement Intake

Each of these supplements has its own total intake rate according to the quantity of nutrients required by the body. Each type of supplement and dosage that a person need is very different. Consumers will be more at risk of overdosing when the same ingredients are in multiple products (Moses, 2021). Although these supplement have many benefits for personal health, they can also cause various health problems if taken incorrectly by people who are not following a doctor's instructions (Medine et al., 2020).

Inadequate Supplement Intake

Lack of nutrients in the body of students is an improper eating habit. If they do not have enough nutrients from their daily eaters, they are encouraged to take supplement. However, if the body has enough nutrients, the lack of intake of these supplements will not have a negatively impact (Sogari, 2018). Students who take supplement can have a detrimental effect on their health. They should know a little about these supplements before taking them because not all are effective. In addition, supplements are also not healthy to take because it can affect the health of the individual (Penn et al., 2020).

Supplement Quality

Supplement Identity

The FDA has established good manufacturing practices (GMPs) that companies must follow to help ensure their supplements' identity, authenticity, strength, and compositions. These GMPs can prevent the addition of wrong ingredients that contain too much or too little of the right ingredients (O'Dwyer and Vegiraju., 2020). GMPs are the required practices for every product production company to comply with the guidelines recommended by the regulating agency that control the licensing of the manufacturer (Andrew KW, et al., 2017).

Safety and Risk

Many students nowadays take more than one vitamin or other supplement in their daily. Dietary supplement may also contain herbs, minerals or other botanicals such as amino acids. Some supplement can increase the risk of side effects such as can change the consumers response to anaesthesia if it involves a to surgical operation (Pence et al., 2021).

Types of Supplements

Vitamins and Mineral

Supplement have various types such as vitamins and minerals that play an essential role for several vital functions. There are four categories of macronutrients including fat -soluble vitamins, microminerals, and trace minerals that can benefit our body in different ways (Nall, 2019).

Non-vitamin and non-Mineral

Dietary supplement (DS) is a health product that aims to supplement the diet by containing on or more dietary ingredients. DS also consists of various types of ingredients such as herbs, meal supplement, other botanicals, amino acids, any products with plant content and alternative medicine (Kablan, 2021).

Research Hypothesis

H1   There is no relationship between supplement consumption and dietary supplement intake among students at University Malaysia Kelantan.

H2   There is no relationship between types of supplement and dietary supplement intake among students at University Malaysia Kelantan.

H3   There is no relationship between supplement quality and dietary supplement intake among students at University Malaysia Kelantan.

Research Framework

The main objectives of this research are to identify the effects of dietary supplements intake among University Malaysia Kelantan students in UMK, City Campus. Supplements consumption, types of supplements and supplements quality are the independent variables (IV), while dietary supplement intake is the dependent variable (DV).
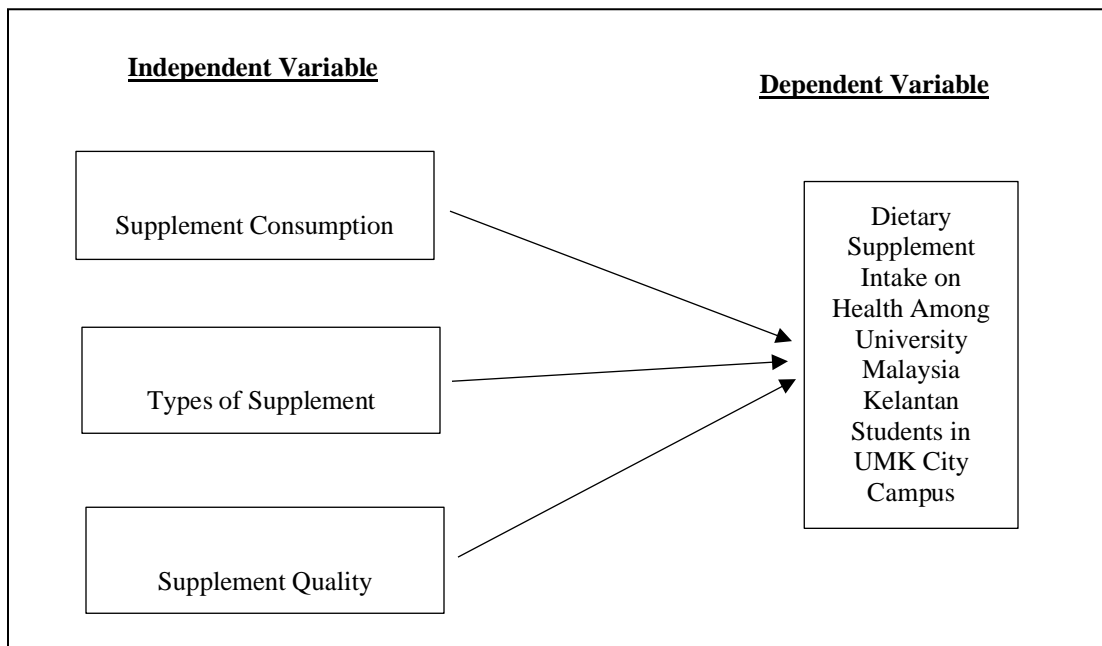
Figure 2:Research Framework

METHODOLOGY

Research Design

In this study, researchers used quantitative methods to collect and analyze data to study the effects of dietary supplements on health among students at University Malaysia Kelantan (UMK). The process of collecting and analyzing numerical data is known as quantitative research. Quantitative research gathers data from current and potential consumers by employing sampling methods and sending out online surveys, polls, questionnaires and other forms of data collection. The results of which can be represented numerically. After careful understanding of these numbers to predict the future of a product or service and make changes accordingly (Bhandari, 2020).

Data Collection

Data collection is the professional approach to gathering and measuring the data from a grouping of sources in order to get a comprehensive and precise information. Data collection empowers a person or an association to reply to related questions, assess comes about and make guesses with respect to up-and-coming probabilities and patterns.

Google Form survey is reasonable in this study. Google form is simpler to reach the respondents in UMK City Campus due to the fast development of social media. The Google form is divided into three parts: Part A, Part B, and Part C. Part A discusses about demographic segmentation. Demographics refers to particular population characteristics such as gender, age, race and years of study in UMK and faculty. Part B is about the variables proposed in the research. It focuses on all independent variables provided in the study such as supplement consumption, types of supplement and supplement quality. Part C discussed the dependent variable which is dietary supplements intake among UMK Students in UMK City Campus.

Sampling Method

Sampling is the strategy of choosing sufficient sums of basics from the population. A study of the sample and understanding of its properties or depiction is able for the research to be simplify the properties or highlights of the population fundamentals. The reason of sampling is to supply

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different sorts of measurable data of a quantitative nature around the full effect of dietary supplements by analyzing some selected respondents among University Malaysia Kelantan, City Campus (UMK) students. Simple random sampling was utilized in this study since random point of view from respondents were chosen within the populace as representative of FHPK students and FKP students instead of subjective evaluation. The number of respondents was around 5631 at the UMK, City Campus with 2149 understudies from FHPK and 3482 understudies from FKP. This research was conducted to examine the impact of dietary supplement intake on health among UMK students in city campus. Respondents with specific viable criteria, fast access, and area availability at the time or willingness to take an interest in the research.

Data Analysis

Data analysis is a process of collecting and organizing data. It occurs by systematically applying statistical and logical techniques used by researchers to evaluate data and reduce data to stories and interpret them to gain insights. The data analysis process helps reduce the bulk of the data into smaller particle, which makes sense. Data can be in two primary data types which are qualitative data and quantitative data (Calzon, 2021). Therefore, this study conducted a questionnaire to obtain test results and responses from respondents based in the data of this analysis. This study used Statistical Package for the Social Sciences (SPSS) method to analyze the data obtained. All results for each data which are commonly used in reports, and presentations are presented in various forms and methods such as graphs, tables, and pie charts (In, 2017).

This study chose university students from University Malaysia Kelantan (UMK) as the respondents in this study because of the factor that the researchers were also the students from UMK. The results of this research presented in the report explained the answer to the research question which was regarding the "effects of dietary supplements intake among university students in University Malaysia Kelantan. This made it easier for researchers to conduct the research.

FINDINGS

Result of Frequency Analysis

Table 1 below shows the results of frequency analysis of this research

Table1: Frequency Analysis

No	Sociodemographic Characteristics	Frequency (n)	Percentage (%)
1	Gender	357	100
	Male	164	45.9
	Female	193	54.1
2	Age	357	100
	18-20 years old	44	12.3
	21-23 years old	246	68.9
	24-26 years old	54	15.1
	27 years old and above	13	3.6
3	Faculty	357	100
	FHPK	184	51.5
	FKP	71	19.9
	Other	102	28.6
4	Marital Status	357	100

	Single	324	90.8
	Married	28	7.8
	Other	5	1.4
5	Race	357	100
	Malay	320	89.6
	Chinese	19	5.3
	Indian	13	3.6
	Other	5	1.4
6	Religion	357	100
	Islam	327	91.6
	Hindu	12	3.4
	Buddha	6	1.7
	Other	12	3.4

A frequency analysis was used to summarise the background facts on the demographic profile of 357 respondents in Table 1. There were two groups of gender which were male and female. The findings revealed that the majority of males who answered the questions consisted of 45.9 % of the 357 survey respondents. In comparison, the group of females, includes 54.1 %. The majority of individuals who answered the questions were between the ages of 18 and 20, accounting for 12.3 % of the 357 survey respondents. Among University Malaysia Kelantan's students, 68.9 % are between the ages of 21 and 23, 15.1 % are between the ages of 24-26, and 3.6 % are between the ages of 27 and above. Faculty from FHPK made up more over half of the respondents, accounting for 51.5 %. Other faculty accounted for 28.6%, which was the second largest percentage. Finally, faculty from FKP was ranked third highest in percentage, 19.9 %. The data revealed that the majority of people who answered the questions, 90.8% of the 357 survey respondents, had not yet married. The second most significant percentage was 7.8% among married people, followed by 1.4%. Other races made up more than half of the respondents, accounting for 89.6%, which was Malay. The second-highest percentage was 5.3% was Chinese. The third-highest was Indian, with 3.6%. The other races made up the remaining 1.4% of respondents, respectively. Islam was the religion of 91.6% of respondents questioned. Hinduism was the second most popular religion, accounting for 3.4% of the total. Buddhism is the least popular religion, with only 1.7%, and other religion came in the third position with 3.4%.

Result of Descriptive Analysis

Table 2 below shows the result of descriptive analysis of this research.

Table 20: Descriptive Analysis

Variable	Item	Mean Score	Standard Deviation
Supplement Consumption	Are you smart in controlling the intake of supplements for your body?	4.06	1.001
	Did you study the ingredients used in the supplement before using it?	4.21	0.969
	Is this supplement suitable for all ages?	3.30	1.419
	Did you know that taking supplements can cause adverse effects in the future?	4.32	0.944

	Do you think taking excessive supplements can harm our body?	4.56	0.749
	Do people with poor health need to take any supplements?	3.76	1.169
	Does taking this supplement have more advantages than disadvantages?	3.76	1.097
	Does a person need to take supplements even if his body is healthy and well?	3.50	1.323
Types of Supplements	I know the types of vitamin and mineral dietary supplements that I use.	4.24	0.868
	Vitamin and mineral dietary supplements can make up for an unhealthy diet.	4.05	0.971
	I'm aware that taking vitamin and mineral supplements in excess will cause health problems.	4.19	1.013
	I choose vitamin and mineral supplements according to the body's needs so that it will not bring harm to myself.	4.35	0.805
	I know the types of non-vitamin and non-mineral dietary supplements that I use.	4.03	0.941
	I use non-vitamin and non-mineral supplements to increase energy, beauty, promote weight loss, and improve athletic performance.	3.61	1.272
	I am aware that excessive consumption of non-vitamin and non-mineral supplements can have an impact on my health.	4.35	0.830
	I take non-vitamin and non-mineral supplements because I don't have time for sports because I'm busy with assignments and want a short cut.	3.66	1.300
Supplement Quality	I take supplements as my daily routine because of the influence of people around me.	3.37	1.429
	I am always taking note of the suggested use and serving size, supplement facts, % daily value, expiration date and cautions and warnings written on the supplement labels when buying it.	4.15	0.994
	I prefer to take foods like fruits, nuts, soy etc as my supplements rather than capsule, tablet or powder supplements.	4.19	0.970

	I know the amount of intake/quantity of supplements needed for my age.	4.09	0.924
	I like to take supplements more than 2 times a day because it tastes good.	3.15	1.516
	I always buy supplements in large quantities from various brands in one time.	3.03	1.580
	I acknowledge that taking excessive supplements will harm my body.	4.42	0.846
	My body is healthy enough without having to take supplements as a dietary supplement.	3.93	1.109
Dietary Supplement Intake on Health Among University Malaysia Kelantan Students in UMK City Campus	Do you know what dietary supplement?	1.12	0.326
	Have you taken a diet supplement?	1.58	0.494

Table 2 shows the mean and standard deviation for 26 statements under three independent variables under the dependent variable based on the survey involving 357 respondents. The highest mean value for the effects of supplement consumption was obtained by Question 5 with 4.56, where the respondents agreed that taking excessive supplements can harm the body. The lowest mean value belongs to Question 2 with 3.30, where the respondents agreed that the supplement is suitable for all ages. As for types of supplements, the highest mean value was obtained by Question 7 with 4.35. The respondents agreed that excessive consumption of non-vitamin and non-mineral supplements could impact health. The lowest mean value belongs to Question 6, with 3.61. The respondents agreed that they use non-vitamin and non-mineral supplements to increase energy, beauty, promote weight loss, and improve athletic performance. Meanwhile, the highest mean value for the supplement quality was obtained by Question 7 with 4.42, where the respondents agreed and they acknowledged that taking excessive supplements will harm the body. The lowest mean value belongs to Question 6 with 3.03, where the respondents agreed that they always buy supplements in large quantities from various brands simultaneously. Next, the highest mean value for the dependent variable of dietary supplement intake on health among UMK students was obtained by Question 2 with 1.58, where the respondents agreed that they had taken a diet supplement. The lowest mean value belongs to question 1 with 1.12, where the respondents agreed that they know what dietary supplement is.

Result of Reliability Analysis

The Table 4 below shows the result of the reliability analysis

Table 3: Reliability Analysis

Variable	Number of Item	Cronbach Alpha
Supplement Consumption	8	0.77
Types of Supplements	8	0.81

Supplement Quality	8	0.80
Dietary Supplement Intake on Health Among University Malaysia Kelantan Students in UMK City Campus	2	0.44

The result of the reliability analysis is shown in table 3 above. The reliability for the supplement's consumption shown is strong. The alpha coefficient of Cronbach's is 0.77. The reliability for the types of supplements shown is strong. The alpha coefficient of Cronbach's is 0.81. Meanwhile, the reliability for the supplement's quality shown on the 4.3.3 scale is strong. The alpha coefficient of Cronbach's is 0.80. The reliability for the dependent variable, the dietary supplement intake on health among University Malaysia Kelantan students shown on the 4.3.2 scale, is strong. The alpha coefficient of Cronbach's is 0.44. As a result, the questionnaire is trustworthy and consistent, and it can be utilized in the study.

 Result of Pearson Correlation Analysis

The Table 5 below shows the result of correlation analysis of this research.

Table 421: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
Ha1: There is a relationship between supplements consumption and dietary supplements intake among students in University Malaysia Kelantan.	-0.189	H1 is not supported
Ha2: There is a relationship between types of supplements and dietary supplements intake among students in University Malaysia Kelantan.	-0.152	H2 is not supported
Ha3: There is a relationship between supplement quality and dietary supplements intake among students in University Malaysia Kelantan.	-0.126	H3 is not supported

According to table 4 above, there was no relationship between supplement consumption and dietary supplement intake among students at University Malaysia Kelantan because the p-value is -0.189. Therefore. H1 was not supported. Second, there was no relationship between the types of supplement and dietary supplements intake among students in University Malaysia Kelantan because the p-value was -0.152. Therefore, H2 was not supported. Third, there was no relationship between supplement quality and dietary supplement intake among students at University Malaysia Kelantan because the p-value was -0.126. Therefore, H3 was not supported.

DISCUSSION AND RECOMMENDATIONS

According to the findings, supplement intake of vitamins and minerals has a strong influence on students' decision to continue taking supplements to boost their body's immunity by consuming vitamin C, vitamin D, and other nutrients in the proper amounts. Most respondents were satisfied with the types of supplements based on the descriptive data for all independent variables, which was more significant that the data for other variables, which was 4.06. most UMK students are aware of the various vitamins and minerals they utilize, and these supplements can also be used to substitute for unhealthy diets. Next, based on the independent variable, value for supplement consumption and dependent variable, dietary supplement intake on health, has no relationship. This is because they agreed that supplements had more advantages. Therefore, they preferred to consume supplements in the right quantity of 75-90 mg daily for both males and females.

Several effects of dietary supplement intake on health among university Malaysia Kelantan students are discussed in the previous chapter. As a result, there are several areas where additional research should be conducted. Moreover, Researchers can expand the scope of the study from University Malaysia Kelantan to external university such as University Malaysia Terengganu, UITM, or other universities in Malaysia where students may have used dietary supplements as their food supplements, which can also increase the number of respondents and improve existing results. Comparing places of study in various University can also increase the number of questions in each field. This is because the respondents that were only taken from University Malaysia Kelantan Students in UMK City Campus.

Next, in terms of research methodology, a quantitative approach can be used to obtain more accurate information to achieve research results. Researchers can also devise methods to analyze the effects of dietary supplement intake on health, making research more valuable for researchers. Studies conducted for specific long -term studies to measure the effects of supplement use on health, especially among university students, are highly appreciated in terms of methodology.

CONCLUSION

In conclusion, this study was conducted to examine the effect of dietary supplement intake on health among students of University Malaysia Kelantan for Kota campus. Three independent variables, which is supplements consumption, type of supplement and supplement quality were selected to study the relationship with the dependent variable, i.e., dietary supplement intake among students on the city campus. A total of 357 respondents were selected among them to help us complete the study conducted. However, the data above shows that the hypothesis has not supported all variables because almost all respondents agreed that excessive intake of supplements has negative effects and will harm the body. However, they also agreed that supplements have multiple functions according to the types of vitamins, and it is good for the body to increase the body's immune system. Therefore, supplement intake among students is vital.

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The Impact of Covid-19 on Mental Health of Undergraduate Students in UMK Year 3

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ABSTRACT

Mental health deterioration among university students was a significant public health problem worldwide during the COVID-19 era. One of the major concerns throughout online learning is students' mental health. Students are likely to be more stressed due to of the change to online learning. The common causes of mental health problems among university students are due to several factors, such as internal, external, and environmental factors. A qualitative study was conducted to identify the impact of COVID-19 on the mental health of undergraduate students. In-depth interviews have been conducted with 8 respondents. The data obtained were analysed using a content analysis method. The findings of the study showed that undergraduate students in UMK year 3 suffered from mental health problems due to internal, external, and environmental factors. This research's findings also indicated that undergraduate students in UMK year 3 were aware of mental health problems.

Keywords: Mental Health, COVID-19, Internal, External and Environmental Factors, Undergraduate Students

INTRODUCTION

Mental health deterioration among university students was a significant public health problem worldwide during the COVID-19 era. Mental health is considered one of the hottest topics in the world today. These conditions have also become the most powerful tremors in the world due to many factors influencing them. Many types of mental health are categorized by the World Health Organization (Felman, 2020).

In addition, according to the World Health Organization, mental health is a state of well-being in which one can recognize one's abilities, master typical life challenges, work efficiently and contribute to the community. These conditions entail more than the absence of mental illnesses or disabilities, and maintaining optimum mental health entails avoiding active illnesses and maintaining overall wellness and enjoyment. This situation has affected many employees, industry, and students, impacted by the changing environment, new system, and other issues.

This study consists of three objectives:
1. To explore the internal factors that impact the mental health of undergraduate students in UMK year 3 during COVID-19.
2. To explore the external factors that impact the mental health of undergraduate students in UMK year 3 during COVID-19.
3. To explore the environmental factors that impact the mental health of undergraduate students in UMK year 3 during COVID-19.

Significance of the Study

Undergraduate Students

An undergraduate student works for a bachelor's degree, often referred to as a bachelor's degree. Undergraduate students will research a wide range of topics, effectively embarking on any subject studied or taught at university in the first stage of university studies. Undergraduate students who faced mental health problems while studying at the undergraduate level increased during the Covid-19 pandemic.

University

Universities are institutions of higher learning and research that award academic degrees in a number of academic disciplines. A higher-level educational institution where research is done can help universities predict the mental problems students face. This study can help the university provide a suitable curriculum for these students.

Nation

A nation is a community of people formed on the basis of a combination of common characteristics such as language, history, ethnicity, culture, and region. It is also a large group of people united by the same lineage, history, culture, or language, inhabiting a particular country or region. Undergraduate students who face mental health problems in the Covid-19 pandemic are Malays, Chinese, Indians and other ethnicities.

LITERATURE REVIEW

Internal Factors

Stress

Stress is our frame's reaction to pressure. Many extraordinary conditions or lifestyles activities can purpose pressure. It is regularly brought on whilst we revel in something new, surprising or that threatens our experience of self, or whilst we experience, we have little manipulate over a situation. We all address pressure differently. Our capacity to manage depends upon our genetics, formative year activities, character and social and monetary circumstances. When we come upon pressure, our frame produces pressure hormones that cause a combat or flight reaction and spark our immune system. This enables us to reply quick to risky conditions.

People have long believed that a student's body is less susceptible to pressure or problem. Today, stress is understood as a lifestyle disaster that affects all characters, regardless of their developmental stage. The stress response can be measured by self-documentation, behavioral coding, or physiological measurements. These responses consist of emotional, cognitive, behavioral, and physiological responses caused by demanding stimuli. One of the most straightforward approaches to assessing stress response is identifying the perceived stress associated with a particular stressor or person's situation. Responses to acute stressors have been historically studied in a controlled laboratory environment with the aim of detecting responses that spread within minutes of stressor exposure (Crosswell & Lockwood, 2020).

Migraine

Migraine is a neurological disorder recognized as the leading cause of the inability to work worldwide, affecting an estimated 1 in 10 and 1 in 6 people worldwide. Although there have been many popular studies on migraine in recent years, there are still international locations with few statistics on migraine exposure, especially in the Asia-Pacific region (Haw et al., 2020).

Migraine sufferers constantly file poorer high-satisfactory of existence rankings than wholesome people on factors of bodily well-being. Meanwhile, continual migraine sufferers constantly file poorer high-satisfactory of existence rankings than episodic migraine sufferers on factors of emotional well-being. Additionally, the expectancy of fear on the following migraine assault is in itself negatively affects the painting's productiveness and high satisfaction with existence (Haw et al., 2020).

External Factors
Financial Challenges

Financial challenges are also one of the determinants of university students' mental health. As with any over-demand, financial problems can have a major impact on intellectual and physical health, relationships, and universal living standards. Feeling depressed due to money concerns can affect the level of sleep, self-esteem, and physical fitness.

As we dig deeper into this matter, we all know that we are at risk more than money, but financial worries and tensions can dominate the world while people suffer. It can hurt your self-esteem, make you feel like you have failed, and fill you with despair. The greater the financial burden, the greater the sacrifice of mind, body and social existence.

Bundles of Assignment

There are too many tasks and the submission deadline is very short, which puts a strain on students studying online at home. This is because students also face the problem of loneliness to complete tasks, especially tasks performed in groups. Groups with problematic members, such as neglecting tasks, put a strain on other group members, making it difficult for them to complete the task. This is called the academic difficulty of students with problems. The academic difficulty, i.e. the ability to focus on academics and online learning, was also associated with high levels of all four measures of mental stress (Corey et al., 2020).

Due to a sudden COVID-19 outbreak and, consequently, a sudden shift to online learning, ordinary academics did not have adequate time to adjust to the new teaching platforms (Zhao et al., 2021). Long-term closure of educational institutions disrupts everyday school life, and family financial loss, lack of personal space at home, increased risk of infection for other families, and precarious work opportunities give students. It can have a variety of psychological effects (Morawska et al., 2020; Wang et al.,2020).

Environmental Factors
Unconducive Learning Environment

Students with mental health problems are due to certain factors, and one of them is an environmental factor, such as a less conducive environment. The less conducive situation, such as a narrow house, the state of the house is uncomfortable, there is no table to learn, and so on. Disruption is higher among undergraduate and graduate students who do not adapt well distant instructions. High disorders of students who cannot adapt well will affect students in various situations, and the possibility of students will experience depression. Major depression disorders and general emergency disorder rates are more pronounced among low-income students (Chirikov et al., 2020).
Out-of-control mental health affects everything, including the situation of students studying online at home. Proper mental health management can help and calm students in good learning situations. Indirectly, students' problems of depression and pressure can be alleviated and

controlled during their studies. Academic difficulties, such as the ability to concentrate on school, were significantly associated with increased levels of depression, anxiety, somatization, and stress. It is also important to note (Kecojevic et al., 2020).

Internet Connectivity

Environmental factors such as dysfunctional students that is, internet connections between students living in remote areas, are also factors that affect the mental health of students. Moving to online learning, especially on courses that were not originally designed for online care, can increase student stress. Some students may have difficulty accessing computers and the internet at home (Kecojevic et al., 2020).

Students facing online courses experience stress when they are unable to take online courses due to internet barriers. Therefore, this factor has a great impact on the mental health of students. Rural students struggled to deal with upgrade settings due to poor internet connectivity and computer access, putting an emotional burden on students (Khan and Abdou, 2020).

Research Framework

The Figure 1 below shows the research framework use for this study.
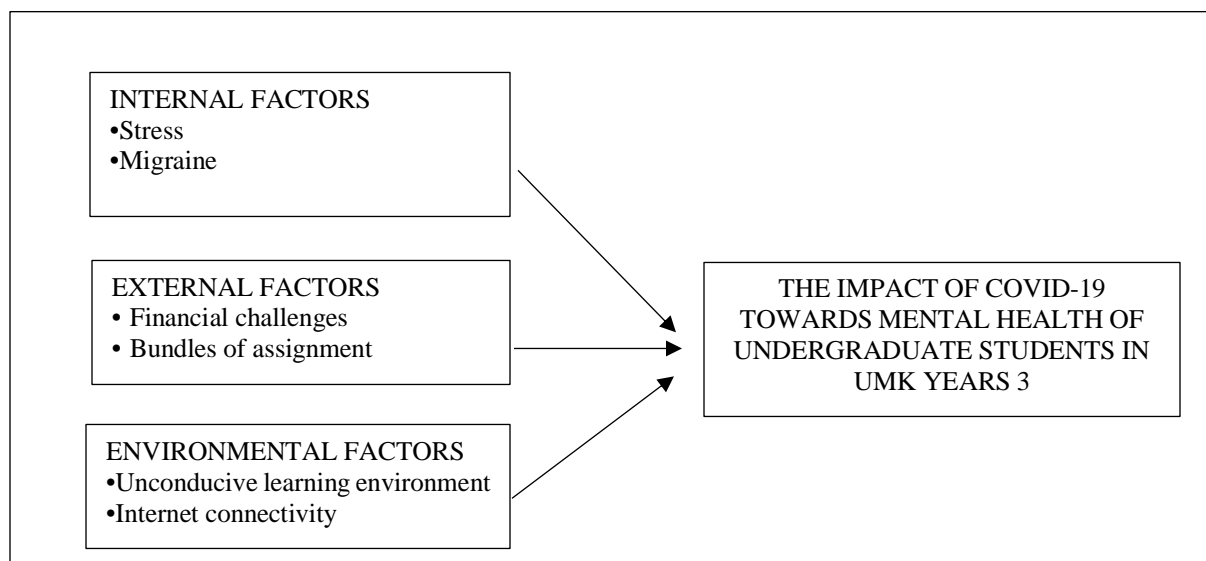
Figure 1: Research Framework

METHODOLOGY

Research Design

This research used qualitative data collection as a key strategy for gathering respondent data, which includes the utilization of multiple data sources such as interviews and observations. The interview questions were open-ended to provide participants the opportunity to fully express themselves (Gaudet & Robert, 2018). The audio recordings were coded and transcribed (Denscombe, 2017). Participants could leave the research any time they want, without adverse effects on their actions. Interviews were used to gather data for the study, which will then be examined. As the researchers used the qualitative method, data were collected through sampling in either a semi-structured or unstructured format (Creswell & Creswell, 2018).

Interview

In this study, the interview method was used for this research by getting respondents to this study. Due to the difficulties during this pandemic, many interviews were conducted online. This interview was conducted on the internet on 8 respondents.

Sampling

Snowball sampling is a unique non-possibility technique wherein current have a look at topics recruit destiny topics from amongst their buddies to broaden a study sample. The choice of particular facts reassesses from which facts are accumulated for the goals of the studies is primarily based totally on references from one supply to another. This sampling method is frequently utilised in hidden populations, that are tough to enter via way of means of researchers or in instances wherein the sampling body is tough to ascertain, and it assumed that instances affiliated through hyperlinks will be exploited to discover different respondents primarily based totally on current ones. Snowball sampling become utilised in that have a look at.

The purposive and snowball sampling technique was used to identify students with the mental health of student University Malaysia Kelantan year 3. This sampling has been used to achieve this research's aim objective and obtain data from the respondent. The student of Pengkalan Chepa university was selected for this study, with six respondents with mental health problems.

Data Analysis

The facts' evaluation system starts after the interviews and surveys are finished, and outcomes are obtained. Data were gathered through discipline notes, interview sessions, conversations, photos, videos, and memos to personalities. The maximum vital factor of the survey turned into that respondents knew in particular that records on their component popularity turned into being gathered. This observation turned into analysing the use of the Content Analysis technique primarily based totally on the studies goals, which can be internal, external and environmental factors. It is one of the maximum famous strategies used for qualitative studies. All the interview transcripts from the respondents were appropriately analysed to seize the experience of the complete data.

FINDINGS

Table 1 below shows the results of internal factors.

Table 122: Analysis of Internal Factors

Research Question	Respondent	Internal Factors
Since when do you have stress?	R1: Since the assignments given in the online lessons are too many R2: Since pursuing studies at the undergraduate level R3: I face stress at the start of every new semester R4: Ever since I started high school, I started to feel that I was facing stress in some problems R5: I face stress when I am forced to study R6: Stress during a lot of work, do not understand and nothing helps R7: When many assignments come suddenly and due dates are all close by R8: Usually I will experience stress when the home environment is noisy, and stress from a lot of assignments	Stress
What causes you to experience stress?	R1: Insufficient and poor-quality sleep, work stress and many tasks R2: When doing group work and there are group members who do not cooperate well to complete the assignment given by the lecturer. In addition, irregular sleep also causes me stress R3: When given a lot of assignments by the lecturer R4: My busy daily schedule. Because while in school I was a dancer so I had some competitions, performances so I had to have daily rehearsals and sometimes on holidays I also had rehearsals, because I	

	was also a student, I still had to do school work, extra classes and so on. So, I'm a little stressed. In addition, my lack of sleep is also one of the problems that make me stress R5: Too much pressure is applied at one time and never have a migraine R6: I often don't get enough sleep, causing me to always feel unmotivated in doing all the new work R7: Time constraints to complete the task R8: The main cause is neighbors who often make noise when classes are online and due dates of course work are nearby	
Since when do you have migraines?	R1: When I was in high school R2: Since form 5 R3: I get migraines when I think too much R5: When the time a lot of work in very short time R6: Since I started school R7: Since studying at university R8: 16 years old	Migraine
What causes you to have migraines?	R1: Because of stress and not enough sleep R2: Because of insufficient sleep and sleep late at night also too much drink caffeine to stay awake at night R3: Too much thinking to complete the assignment given by lecture R5: 4 subjects. It really bothers me mentally. I could not sleep because I had to complete the task in a short time R6: Thinking about things that shouldn't be repeated and mentally physically exhausting R7: Not enough time to rest and sleep R8: Overthinking	

Table 2: Analysis of External Factors

Research Question	Respondent	External Factors
How were the financial problems that caused you to experience mental health problems in online learning during the Covid-19 pandemic?	R1: During the Covid-19 pandemic, citizens could not go out to work and no income came in. Therefore, students cannot go out to work part time to buy necessities during the online learning process. For example, repairing a broken laptop	Financial Challenges

	R2: When the Covid-19 pandemic happened, I was unable to buy a lot of internet data deck because of having financial problems and I didn't want to bother both my parents to buy internet data for me
	R3: This financial problem takes effect when money for daily necessities has to be used to buy internet data
	R4: For some people financial problems are the biggest problem because nowadays everything requires money for example in online learning during this pandemic requires gadgets such as phones, laptops and related besides that the most mandatory thing is the internet. Slow internet will make me stress
	R5: Very uncomfortable because the internet at home is very unhelpful. I had to drive down the road just to submit work or enter classes
	R6: Yes, when online learning, the learning process requires equipment such as a strong internet network, gadgets (laptop/phone) that can accommodate large applications such as google meet and Microsoft team. It had to incur huge expenses
What are the causes of poverty that are a major factor in your mental health problems while studying online? Explain why.	R8: The lecturer told me to buy the book on the online platform (Shopee etc.) and the price was a bit expensive. However, if on campus can be borrowed at the university library. In addition, unstable internet data
	R1: Yes. The cause of poverty is one of the main factors that become a mental health problem because without finance the learning process cannot run smoothly
	R2: Yes, this is because financial problems have a huge impact on me. I couldn't join classes online like my other friends because I couldn't afford an expensive internet network and it caused me to miss a lot in all the subjects I took
	R3: No, the cause of poverty is not mental health problems

	R4: Maybe yes, because as I said everyone needs money to buy gadgets to study, the internet and so on	
	R5: Yes. Noisy and uncomfortable environment	
	R6: No. Poverty does not cause mental health problems can occur. If necessary, we can get a solution as soon as possible, through the help of zakat & so on	
	R8: Yes, by not having the money to buy reference books and internet data it will interfere with my mental health	
How can a lot of work cause you stress?	R1: Many tasks and the time given to complete the task is relatively short and not long	Bundles of Assignment
	R2: A lot of work can make me stressful if I work in a group, but there are some people who are just 'free riders' in the group and only rely on others to complete their part	
	R3: The tasks given are not easy to understand and difficult to complete	
	R4: Yes, too many tasks make me feel burdened and cause stress	
	R5: Online learning is very easy to do but the cost to subscribe to the internet is very expensive and I am the only one who uses it	
	R6: Because of not enough time and a lot of work at one time	
	R7: Yes	
	R8: The assignment submission date is nearby and not much information can be found on the internet website	
How many subjects have too many assignments and is it detrimental to your mental health?	R1: 3 subjects. It is detrimental to mental health	
	R2: 2. Yes, it is detrimental to my mental health for overthinking the assignments given with respect to the subject	
	R3: The number of subjects who had too many assignments, as many as 3 subjects and yes, it was detrimental to my mental health	
	R4: At university maybe 1 or 2 only. It's detrimental to mental health because I think too much about unfinished work	

R5: Yes. Apart from having to subscribe to the expensive internet, I also had to buy books that were quite expensive and only used at that time

R6: 4 subjects and all online. In addition, it is only guided by a little slide information. Yes, it can be mentally detrimental to me

R7: Group assignment and due date shortly from the given date

R8: 7 subjects. Yes, it is to some extent detrimental to my mental health

Table 23: Analysis of Environmental Factors

Research Question	Respondent	Environmental Factors
How was your learning environment at home during online learning during the Covid-19 pandemic?	R1: Comfortable environment but sometimes the situation of noisy house people is quite disturbing R2: Very not conducive to doing classes or learning online R5: Very uncomfortable because the internet at home is very unhelpful. I had to drive down the road just to submit work or enter classes R7: No R8: Sometimes good, however if the line is unstable, it will interfere with my learning	Unconducive Learning Environment
Do you have an unconducive learning environment? Explain why.	R1: Yes, because the condition of the house is small and has a large number of siblings R2: Yes, because in the back of my house there is a place where people do weld which can interfere with my learning because it is too noisy with the machine used. Also, if I wanted to record a video for an assignment I had to wait until late at night to record a video, because that was the only time my home area became quiet without the interruption of the machines used R5: Yes R7: According to the current situation, there is a time okay there is a time not	

	R8: Yes, because the roads close to the house and the neighbours are always making noise causing the learning situation to be less comfortable	
How is the internet connection in your area of residence during online learning?	R1: Internet connection that is not easily available due to living in a rural area R2: The Internet network in my area is moderate. Where sometimes the network is strong, and sometimes not strong and makes it hard for me to focus in class R3: Very satisfying, sometimes it also has internet network problems R4: Good but sometimes when it rains it will be disturbed R5: Very unhelpful R7: Not good R8: Sometimes stable and sometimes unstable	Internet Connectivity
Explain why the internet connection in your area of residence is the cause of your mental health problems?	R1: Difficult to get into class and unable to focus properly in online lessons R2: Not focusing in class for fear of being disconnected from the internet and making it difficult for me to take notes of what the lecturer told me because I was busy going in and out of the google meet R3: If there is no internet network, it causes all my tasks to be delayed and many things to be unresolved. It also causes me stress R4: During a rainy day, my internet line is a bit slow and it causes the learning process to be disrupted and sometimes I miss important information presented by the lecturer R5: I had to get out of the house area because there was no fast internet connection. I used to leave the house at 9pm and come home at 2am just for a meeting with friends and finishing work R7: During internet disruption, there will be disruption to online learning and unable to do work	

	R8: The difficulty of finding information for learning will be stressful

DISCUSSION AND RECOMMENDATION

As a student, it is normal if there is a little problem with mental health due to internal, external and environmental factors when there is too much time on learning without enough rest time. Even so, if the duration and frequency of mental health problems are due to such factors being frequent enough, it can cause the student to face relatively severe mental health problems that can affect his learning at the same time.

It is crucial for students to get treatments from a doctor if they have an unhealthy body are treated by a counsellor to reduce problems such as stress and other problems. In addition, students can also meditate and learn strategies or ways to reduce stress thus reducing the risk of being exposed to severe mental health problems.

Some students are also recommended to change their lifestyle and find ways to reduce the problems that can cause them to experience mental health problems. Based on the interviews among all the respondents, the majority of the respondents agreed and supported on the question stated that internal, external and environmental factors were prevalent among them all throughout the online learning during the Covid-19 pandemic. Therefore, students with such factors should control themselves to prevent themselves from the risk of getting severe mental health problems. Finding a doctor or counsellor is especially important for some students with mental health problems.

CONCLUSION

In conclusion, this study was achieved to determine the impact of COVID-19 on the mental health of undergraduate students UMK year 3. There are three factors that show undergraduate students UMK year 3 have mental health problems due to internal, external and environmental factors. A total of 8 respondents aged 21–23 years were selected from year 3 students with mental health symptoms to study their awareness of mental health throughout the online learning during COVID-19. The 8 respondents were interviewed, and some did not agree with the questions we asked.

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Determinants of Green Product Purchase Intention among Adults in Malaysia

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ABSTRACT

Green products are among the most frequently purchased products in the world due to their environmental sustainability promise. However, there is a scarcity of data on consumers' intentions to buy green products in emerging nations. Thus, this study aims to investigate factors that influence intention to buy green products among adults in Malaysia. A total of 302 respondents who are Malaysian adults have participated in this study. The findings indicated that consumer attitude, subjective norm, perceived behavioral control and green awareness have positive impact on the purchase intention for green products. However, environmental concerns do not influence purchase intention for green products. The findings from this study contribute to improve the understanding of intention to purchase green products, which could play a major role towards sustainable consumption.

Keywords: Environment sustainability, Attitude, Green Awareness, Subjective Norm, Perceived Behavior Control, Purchase intention

INTRODUCTION

Green products are safe, have high quality and may lead to sustainable development (Lijuan, 2003). In recent years, there has been substantial growth in green products manufacturing around the world. These items do not contaminate the environment and may be recycled or preserved using non-toxic materials (Calkins, 2008). This has resulted in an environmental sustainability development, which has caused changes in consumer demand and behavior.

Environmental concerns and challenges are now a worldwide concern that can be seen and discussed generally (Alam et al., 2019; Lucchetti et al., 2019). The recent awareness of environmental concerns have doubled, leading to the increasing consumption of green product (Ogiemwonyi et al., 2020) As a result, it gave exposure to many people to express concerns about the environment issues and challenges, especially among Asian consumers (Lucchetti et al., 2019).

Even though green products are among the most frequently purchased products in the world as they promote environmental sustainability, there is a scarcity of data on consumers' purchase intentions of green products in Malaysia. Thus, this study aims to investigate the factors that influence the intention to buy green products among adults in Malaysia. This research carries five objectives:

1. To examine the relationship between the environmental concern and intention to purchase green products among consumers in Malaysia.
2. To identify the relationship between the attitude of people and intention to purchase green products among consumers in Malaysia.
3. To investigate the relationship between the perceived behavioral control and intention to purchase green products among consumers in Malaysia.

4. To analyze the relationship between the subjective norm and intention to purchase green products among consumers in Malaysia.
5. To identify the relationship between the green awareness and intention to purchase green products among consumers in Malaysia.

Significant of the study
Government

This research can provide the Malaysian government, particularly the Ministry of Environment, which was established in 2009 data on factors in purchasing green products, thus expanding the use of green products.

Society

This study has the potential to raise public awareness about the purchase of green goods among adults. Factors that influence the purchase of green products are acceptance of product innovation or acceptance of services, and this adult group is a significant group to study for determining factors that influence consumer intention to purchase green products. Other factors, such as consumer willingness to pay more, influence their purchase intention of green products. As a result of this research, the public will be more aware of the environmental benefits of green products and their mindset will be cultivated to buy green goods that are less in demand among young people because they believe green goods are too expensive.

LITERATURE REVIEW
Theory of Planned Behavior

Ajzen's (1991) theory of planned behavior (TPB) explains the phenomenon of change-supporting behavior (Yadav et al., 2016). According to Vazifehdoust (2017), customer intentions to buy green products are highly influenced by a favorable attitude and assessment of the product's green worth. Similarly, Rizwan (2013) discovers that customer perceptions influence their desire to purchase greens. To fill the gaps, the theory of planned behavior has been used as the foundational theory in this study to explain the phenomena of behavioral intention to obtain a comprehensive model. This study is expanded by including the environment concern and green awareness as a new variable.

Environment Concern

People buy green products because they care about the environment (Yadav, 2016). Environmental concern is defined by Alibeli and Johnson (2017) as the extent to which people are aware of environmental issues and their willingness to solve environmental problems. Diamantopoulos et al. (2017) observes that environmental concern is an important factor in consumer decision making. Aman et al., observes that an increasing number of consumers with environmental concerns will increase the intention to purchase green products. Consumers having a higher level of concern towards the environment may result in the purchase of green products. Thus, environmental concern is often cited as a strong motivator to purchase

Attitude

According to Ramayah et al., (2010) attitude, which is a rooted psychological feeling, is the most important determinant of behavior intent. This represents the preferences and satisfaction with the desire to acquire items or services. With regards to consumer environmental concern shown through the purchase of green products, the test revealed significant variation across

(Sweeney & Soutar, year) discoveries about environmental issues, such as the purchase of eco-friendly products that are not well covered in the Malaysian context.

Perceived Behavior Control

According to Joshi & Rahman (2015), Perceived Behavior Control has a significant relationship with future buying behavior of green products. Consumers must have a strong belief in green consumption in order to satisfy their environmental obligations. Customers with a strong sense of behavioral control are more likely to buy green products (Chin, Jiang, & Mufidah, 2018).

Subjective Norm

Subjective norms is referred to as the impact or outcome of user intention and activity (Ajzen, 1985, 1991). According to Taylor & Todd, 1995, subjective norms are influenced by coworkers and managers (essentially others & friends). The views of others that impact a person's decision-making are referred to as Subjective Norms. If they feel that others important to them are likely to accept and carry out the conduct, the opposite is true (Hee, 2000). As a result, subjective standards are likely to influence intent to buy green products.

Green Awareness

Sustainable consumption, according to Roman et al. (2015), refers to the use of goods and services that satisfy basic needs and enable a better life quality while also minimizing the consumption of natural resources, the generation of toxic materials, waste, and pollutants over a life cycle, so that there is no risk of future generations being unable to meet their needs. The decision to buy green products revolves around ecologically friendly consumers (Lai & Cheng, 2016). Consumers who believe in the green concept are willing to spend more money to buy green organic products. Environmental advertising and ecological packaging are actively linked with the intention of purchasing green products (X. Ansar, 2013).

Research Hypothesis

Attitudes toward behaviors, subjective standards, and perceived behavioral control have been utilized to predict intentions to purchase green products. As a result, the current study uses the Theory of Planned Behavior model to conduct theoretical analysis and develop hypothetical models for further validation and investigation of adults' intention to purchase green products. However, to obtain a comprehensive model, this study is expanded by including the environment concern and green awareness as new variables. Hence, based on the above discussion, this study hypothesizes that:

H1	Environmental concern is positively associated with the purchase intention for green products among adults in Malaysia
H2	Attitudes of people is positively associated with the purchase intention for green products among adults in Malaysia
H3	Perceived behavioral control is positively associated with the purchase intention for green products among adults in Malaysia
H4	Subjective norm is positively associated with the purchase intention for green products among adults in Malaysia
H5	Green awareness is positively associated with the purchase intention for green products among adults in Malaysia.

Research Framework

The structure of the proposed framework is shown in Figure 1. In total, 5 hypotheses are drawn namely, environmental concerns towards purchase intention of green products, attitudes

towards purchase intention of green products, perceived behavioral control towards purchase intention of green products, subjective norm towards purchase intention of green products, and green awareness towards purchase intention of green products.
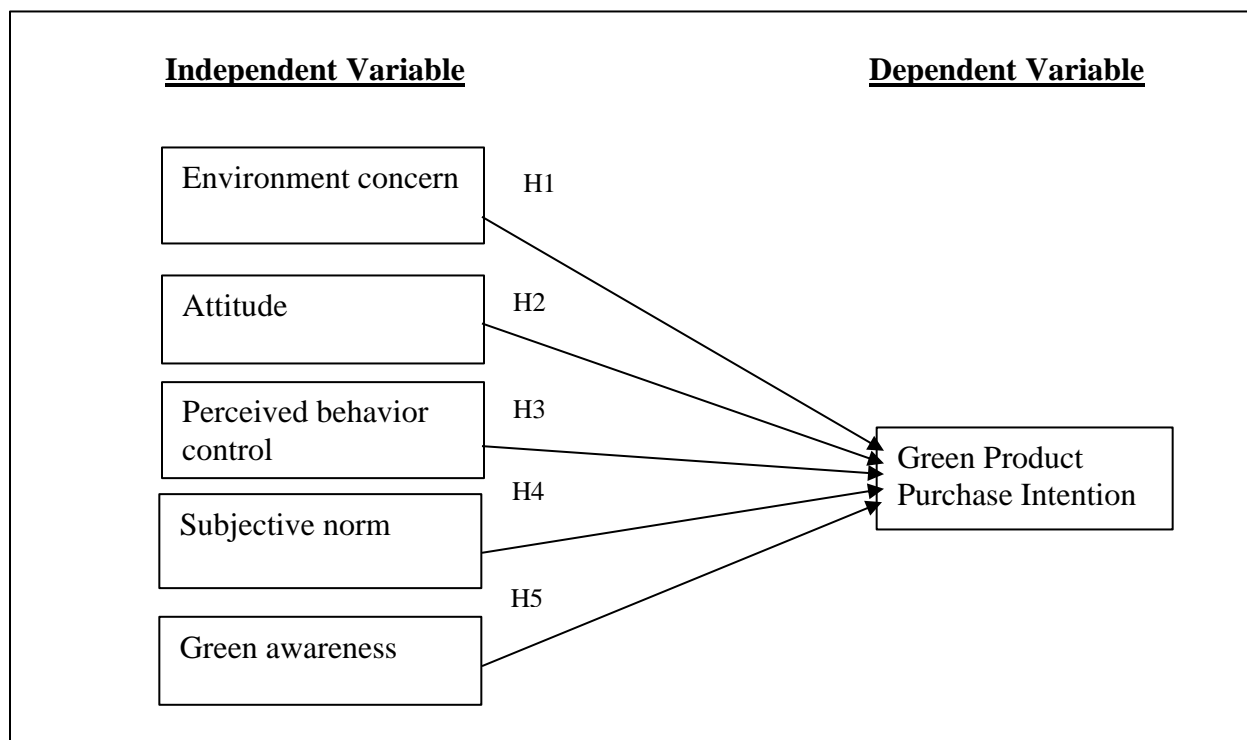
Figure 1: Research Framework

METHODOLOGY

Research design

This study uses a quantitative research approach by using a correlational cross sectional research design. This study employs a cross-sectional survey method to collect green product purchase intention data. The cross-sectional design has the advantage of evaluating differences between different people, disciplines, or phenomena rather than a process of change.

Data collection

This study employs an online survey. According to Hair, Black, Babin, and Anderson (2010), an online survey can help decrease errors during the process. Google form is used to develop the online questionnaire. The web link for the online questionnaire is then distributed via social media platforms, such as Facebook, and through WhatsApp, and to personal contacts of the researcher. The data for this study have been obtained from 302 Malaysian consumers.

Sampling

Owing to the sampling frame unavailability, the non-probability technique is used in this study using purposive sampling. The researcher select Malaysian consumers who are above 18 years old, and who are expected to understand the concept of "green". The purposive sampling technique is suitable for this study because the respondents have to fulfill certain criteria to be selected as respondents. Non-probability sampling techniques are suitable for studying theoretical impact based on conceptual frameworks (Hulland et al., 2017; Hayat, Ngah, Hashim, Dahri, Malik, & Rahayu, 2019).

Data analysis

The data in this study has been analyzed using a statistical package named SPSS version 22.0 and SmartPLS 3 for analyzing partial least squares structural equation modeling (PLS-SEM) approach (Ringle, Wende, & Becker, 2015). SEM is a valuable tool in the behavioral and social sciences when many constructs are unobservable. SEM helps researchers assess each construct's dimensionality, reliability, and validity. SEM is a second-generation multivariate analysis technique developed to deal with latent constructs. Therefore, this study employed PLS-SEM for data analysis to answer the research questions and objectives.

This study applies PLS-SEM as a data analysis tool, which is a non-parametric statistical tool with functional prediction capability (Hair et al., 2014). Before proceeding with the PLS-SEM analysis, the data distribution has been assessed to verify that the data distributed are within the acceptable normality range with the deviation of variance sufficiently significant from average. This study uses web power

Available online at https://webpower.psychstat.org/models/kurtosis/results.php?url=64e873d898e8f07287f89698 3e3d643b to evaluate data distribution (Hair et al., 2017). The result depicted both Mardia's multivariate skewness ($\beta = 6.06817$, $p < 0.01$) and Mardia's multivariate kurtosis ($\beta = 58.75010$, $p < 0.01$), indicating that the data are not normally distributed and are significantly applicable to be used for progressing the regression analysis in SmartPLS.

FINDINGS

Demographic Analysis

The 302 respondents' demographic background is displayed in Table 1. The respondents' profile included their position, gender, age, and material status, level of education, occupation, and race. The majority of respondents are female (73.5%) and the remaining respondents (26.5%) were male.

Table 1 : Demographic Analysis

Categories	Frequency (N)	Percentage (%)
Gender		
Male	80	26.5
Female	222	73.5
Age		
18-20 years	94	31.1
20-25 years	184	60.9
26-30 years	17	5.6
31-35 years	7	2.3
Material status		
Single	261	86.4
Married	41	13.2
Level of education		
Diploma	85	28.1
Degree	163	54.0
Master	7	2.3
Others	47	15.6
Occupation		
Student	238	78.8
Employed	53	17.5

		5	1.7
Self-employed		5	1.7
Unemployed		6	2.0
Race			
Malay		244	80.8
Chinese		26	8.6
Indian		26	8.6
Others		6	2.0

Descriptive Analysis

Descriptive statistics summarizes how well a respondent responds to questions presented in a questionnaire. As reflected in this study, Table 2 shows the results for the mean, standard deviation, and variance for the construct of the present study.

Table 2: Descriptive Analysis

Variables	Mean		Standard Deviation	Variance
	Statistic	Std Error		
Environment Concern	4.1767	0.03032	0.52686	0.278
Attitude	4.2554	0.3110	0.54053	0.292
Perceived Behavioral Control	4.0445	0.03279	0.56975	0.325
Subjective Norm	3.9812	0.04008	0.69647	0.485
Green Awareness	4.3364	0.03363	0.58435	0.341
Purchase Intention	5.7936	0.05368	0.93281	0.870

Perceived behavioral control and subjective norm are reported to have a moderate level of agreement (3.9771 ± 0.56975) and (3.9812 ± 0.69647). The remaining constructs indicate mean scores with a high agreement. In ascending order, other constructs scoring between medium to high in mean values are green awareness (4.3364 ± 0.58435), environment concern (4.1767 ± 0.52686), intention (5.7936 ± 0.93281), and attitude (4.2554 ± 0.54053), respectively.

Convergent Reliability

The measurement model can be confirmed valid and reliable if the loading is higher than 0.5, the average variance extracted (AVE) is higher than 0.5, and the composite reliability is higher than 0.7, respectively (Hair et al., 2017). The summary of convergent validity for the measurement model is shown in Table 3.

Table 3: Convergent Reliability

Construct	Items	Loadings	AVE	CR
Attitude	I think that purchasing green product is favorable	0.624	0.536	0.902
	I think that purchasing green product is a good idea	0.778		
	I think that purchasing green product is safe	0.760		
	I feel environmental protection is important to me when buying a green product.	0.810		
	I feel green product help to reduce pollution.	0.698		
	I feel that green product help to save nature and its resources.	0.701		

	I feel given a choice; I will prefer a green product compared to non-green product.	0.690		
	I think that purchasing green product is favorable	0.776		
Environment concern	I am very concerned about the state of the world's environment	0.663	0.875	0.501
	I am willing to reduce my consumption to help protect the environment	0.687		
	Major social changes are necessary to protect the natural environment	0.700		
	I prefer to check the eco-labels and certifications on green products	0.703		
	I would prefer to gain substantial information on green products before purchase	0.719		
	I want to have a deeper insight of the inputs, processes and impacts of product before purchase	0.760		
	I intend to purchase green products next time because of its positive environmental contribution	0.717		
Green awareness	I think I have a responsibility to protect the environment.	0.824	0.894	0.678
	I think the environment is getting worse due to pollution.	0.785		
	I don't think the environmental problem will affect human life	0.864		
	I think advocating an environmental lifestyle is necessary	0.818		
Perceived behavioral control	I am confident that I can purchase green products rather than normal products when I want	0.702	0.551	0.917
	I see myself as capable of purchasing green products in future	0.819		
	I have resources, time and willingness to purchase green products	0.764		
	There are likely to be plenty of opportunities for me to purchase green products	0.751		
	I believe it's entirely my decision to buy a green product.	0.816		
	I don't believe I can pay more to buy a green product.	0.688		
	I believe I require a lot of time to search for a green product.	0.633		
	I believe I am confident about the credibility of the green product label.	0.715		
	I believe I can buy a green product for an ecological reason	0.746		
Purchase intention	I intend to purchase green products next time because of its positive environmental contribution	0.883	0.926	0.806
	I plan to purchase more green products rather than normal products	0.911		

	I will consider switching to eco-friendly brands for ecological reasons	0.898				
Subjective norm	My family think that I should purchase green products rather than normal products	0.861	0.891	0.773		
	My close friends think that I should purchase green products rather than normal products	0.861				
	Most people who are important to me think I should purchase green products rather than normal products	0.845				
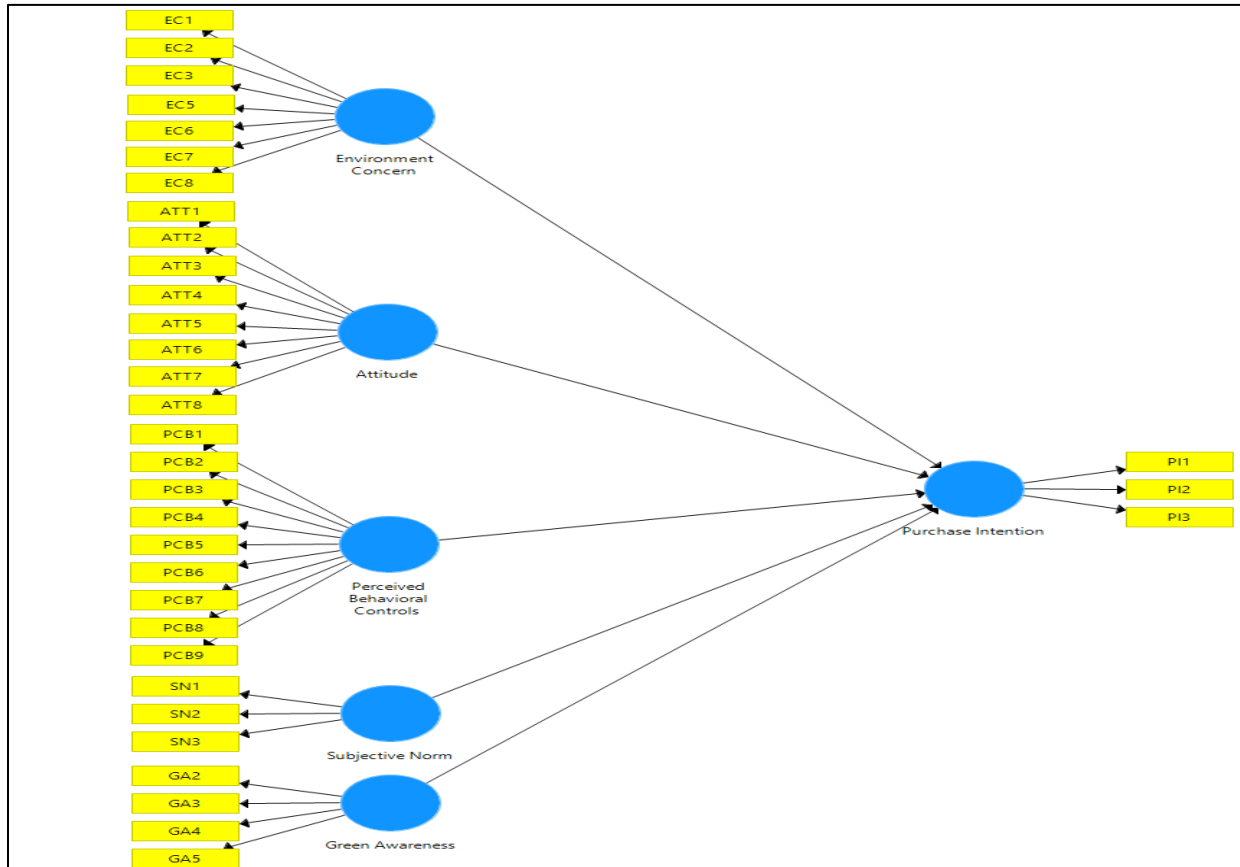
Figure 2 : Research Model

Discriminant Validity

The next step is discriminant validity to confirm that the construct is statistically unique and differs from other constructs (Hair et al., 2019). The discriminant validity of the constructs is established because the square root of the AVE (given on the diagonal line) is larger than the shared variance between variables, as shown in Table 4 below (Hair et al., 2019). In terms of the HTMT criterion, the values should not be more than 0.90 (Franke and Sastedt, 2019). Given that all values are less than 0.90 (Franke and Sastedt, 2019), Table 4 shows the discriminant validity established from the HTMT criterion. It can be stated that the respondents recognized the differences between the various constructs. The measuring items are valid and reliable, according to these validation tests.

Table 4: Discriminant Validity

	1	2	3	4	5	6
Attitude	▅▅▅					
Environment concern	0.879	▅▅▅				

Green awareness	0.879	0.718			
Perceived behavioral control	0.845	0.835	0.683		
Purchase intention	0.755	0.703	0.682	0.746	
Subjective norm	0.588	0.591	0.378	0.766	0.650

Direct Hypothesis

The structural model for collinearity issues should be checked by examining the VIF values of all sets of predictor constructs in the structural model (Hair et al., 2017). The values for the VIF of each sample construct are smaller than 3.3, as advocated by Diamantopoulos and Siguaw (2006). The present analysis confirms that collinearity is not a problem and the research can progress to the testing of hypotheses.

The research hypotheses may be supported if the beta values are in accordance with the hypothesis's direction, t-values, and p-value. In terms of confidence interval, which is lower level (LL) and upper level (UL), it should not straddle or overlap at zero between the LL and UL (Hair et al., 2018). In the present analysis, a bootstrapping approach with resampling of 500 is used, in which the findings for the direct effect show that five hypothesized relationships are supported, and one hypothesized relationship is not supported. The first hypothesis, environment concern is not related to intention ($ß = 0.104$, t = 1.581, LL = 0.003, UL = 0.214, p=0.057). The second hypothesis, attitude is positively related to intention ($ß = 0.168$, t = 2.208, LL = 0.040, UL = 0.295, p < 0.05). Next, third hypothesis, perceived behavioral control is positively related to intention ($ß = 0.180$, t = 2.243, LL = 0.052, UL = 0.331, p < 0.05). This is followed by the fourth hypothesis, subjective norm that is positively related to intention ($ß = 0.226$, t = 4.438, LL = 0.137, UL = 0.308, p < 0.000). The fifth hypothesis, green awareness, is positively related to intention ($ß = 0.225$, t = 3.708, LL = 0.113, UL = 0.317, p < 0.000). The table below indicates that five direct hypotheses developed for the model are significant; thus H2, H3, H4, H5 are accepted, and one hypothesis is not supported; thus, H1 is rejected.

Table 5: Direct Hypothesis

Relationship		Std Beta	Std Error	t value	p value	Confident interval		VIF	Decision
						LL	UL		
H1	Environment Concern ☐ Intention	0.104	0.066	1.581	0.057	0.003	0.214	2.672	Not Supported
H2	Attitude ☐ Intention	0.168	0.076	2.208	0.014	0.040	0.295	3.357	Supported
H3	Perceived Behavioral Control ☐ Intention	0.180	0.080	2.243	0.013	0.052	0.331	3.316	Supported
H4	Subjective Norm ☐Intention	0.226	0.051	4.438	0.000	0.137	0.308	1.815	Supported
H5	Green Awareness ☐ Intention	0.225	0.061	3.708	0.000	0.113	0.317	2.442	Supported

DISCUSSION & RECOMMENDATIONS

This study aims to identify the purchase intention for green products among adults in Malaysia. While limitations exist in all forms and areas of research, these projects often provide new discoveries, which create a foundation for future work to be built. Firstly, future research should expand the geographical coverage of the study with respect to population and distribution of questionnaires. The current study only focuses on the intention to purchase green products among adults in Malaysia. Secondly, a longitudinal approach is proposed as part of the research method for further research to ensure changes in attitudes and buying intentions. Such an approach would be very useful in observing the reaction of consumers intending to purchase more sustainable products. Thirdly, future research is recommended to test marker variables to avoid common method bias from self-reported measurements. Future studies could use a variety of informants to improve the validity of study findings as well.

This study explores the intention to buy green cosmetics through green awareness, attitude, and subjective norms as antecedents of buying intention. This study contributes to the literature by examining and supporting the effects of TPB variables, environment concern, attitudes, and subjective norms on green product purchasing intentions, and exploring the motivational factors of green attitudes. Innovative research is in introducing the influence of social media on the elements of TPB and the formation of altruistic and egoistic motivations in the case of green products.

The results of this study confirm that effort expectations are strong predictors of green product purchase intentions among adults in Malaysia. RQ1 to examine the relationship between environmental concern and intention to purchase green products among adults in Malaysia is certified because the(H1) environmental concern to buying intention Environmental concern is not supported in association with the purchase intention for green products among adults in Malaysia. In contrast, Chen and Tung (2014), and Paul et al. (2016) found that environmental concern had to be significant and positive for attitude, perceived behavioral control and purchase intention for a green product. The results of this study do not support environmental concern and may not alter the positive relationship between environment concern and intention to purchase green products, as stated in the hypothesis.

The outcomes of this study confirm that effort expectancy is a strong predictor of green product purchase intention among Malaysian consumers. RQ2 that refers to the attitude influencing the intention to purchase green products among adults in Malaysia is affirmed since the (H2) attitude to purchase intention the relationship between the attitudes and purchase intention of green products among adults in Malaysia is supported. According to Ogiemwonyi (2020), positive attitude is necessary to provide a positive impact on an individual or assignment, as they may instead, turn into attitude when the individual is unable to cope with a given situation.,. The outcomes of this study support the consumers who are knowledgeable about the environment and have positive attitudes make favorable adjustments towards purchase intention for green products.

The present study is established to offer further knowledge and understanding of the empirical extent of the perceived behavioral control and intention to purchase green products among adults in Malaysia. RQ3, perceived behavior control influences the intention to purchase green products among adults in Malaysia is affirmed since the perceived behavioral control is positively associated with the purchase intention for green products among adults in Malaysia (H3) is supported. The outcomes of this study support that this finding indicates that perceived behavioral control is related to intention to purchase green product, which is consistent with the current research on registered adults, finding similar statistically significant associations between perceived behavioral control and intention to purchase green product.

The present study set out to shed light on the relationship between the subjective norms and the intention to purchase green products among adults in Malaysia. RQ4 subjective norm influences the intention to purchase green products among adults in Malaysia is implied. Subjective norm is positively associated with the purchase intention for green products among adults in Malaysia (H4) is supported. The findings are consistent with previous research, this result indicates that the highly environmentally concerned students' perceived a stronger support from important reference than low concerned students (Paul, J.; Modi, A.; Patel, J, 2016). The outcomes of this study support that it can be concluded that the generalization of the TPB model in predicting subjective norm satisfaction is applicable in the context of intention to purchase green products.

The present study intends to shed some light on the empirical extent of green awareness as a mediating effect in the relationship between green awareness and intention to purchase green products in Malaysia. In RQ5, green awareness influences the intention to purchase green products among adults in Malaysia is affirmed when green awareness is positively associated with the purchase intention for green products among adults in Malaysia. (H5) is supported. Many studies have argued that attitudes impact green culture (Zheng and Chi, 2015). The outcomes of this study support significant influence on attitude and green culture and found that green awareness is strongly predicted by intention to purchase green product. Green awareness among adults is found to be a significant predictor of intention to purchase green product

CONCLUSION

This study provides a better understanding of the factors of green product purchase intention among adults to help green product manufacturers and government to improve the green product industry market. The findings of this model indicate that consumer attitude, subjective norm and perceived behavioral control and green awareness have positive influences on the purchase intention for green products. However, environmental concerns do not influence purchase intention for green products. Therefore, to enhance the green product purchase intention, the related industry should focus on these factors. The industry should focus on enhancing green awareness rather than environmental concerns.

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Factors Influencing Green Cosmetic Purchase Intention Among Malaysian Consumers

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ABSTRACT

Interest in green, sustainable, and natural products is on the rise in the health and beauty products market. The intention to purchase green cosmetics is crucial for the sustainability of green cosmetics manufacturers. In this regard, the current study examined factors influencing green cosmetic purchase intention among Malaysian consumers. The authors used the theory of planned behavior to identify green cosmetics purchase intention among consumers in Malaysia. A total of 291 responses were analyzed with smart partial least square. The analysis revealed that attitude, environmental concern, subjective norms, perceived behavioral control, product availability, and have a positive influence on the purchase intention of green cosmetics in Malaysia. The findings are essential for the green cosmetics manufacturers to craft a marketing strategy aimed at green cosmetics consumers in Malaysia.

Keywords: Intention to purchase, Green Cosmetics, Consumers, theory of planned behavior.

INTRODUCTION

Green cosmetics in the health and beauty industry are growing. According to Tien, Phuc, Phu, Duc & Thuc (2019), green can be defined as products that will not pollute the earth or destroy natural resources. Consumers of green cosmetics define terms like natural ingredients and environmental protection, and they buy these products for personal and environmental reasons (Lin & Niu, 2018).

Consumers' consciousness about the risks of using synthetic chemicals is increasing exponentially, which has led to a demand for healthier choices. Allergies and skin damage caused by synthetic beauty products become one of the reasons for a consumer to be more concerned about the environment when it comes to cosmetics. Challenges and values in the decision-making process for products might give marketers a greater understanding of green consumers, both theoretical and practical (Ghazali et al., 2017).

Interest in green, sustainable, and natural products is on the rise in the health and beauty products market. Green cosmetics are frequently more expensive, which means that fewer people will be able to use them. Lack of understanding among consumers about cosmetics poses a considerable health concern, particularly in underdeveloped nations. Hence, the study intends to examine the factors influencing the intenion to purchase green cosmetic products.

There were six objectives of this study as follows:

1. To determine the influence between attitude and consumer purchase intention of green cosmetics products in Malaysia.
2. To determine the influence between environmental concern and consumer purchase intention of green cosmetics products in Malaysia.

3. To determine the influence between subjective norms and consumer purchase intention of green cosmetics products in Malaysia.
4. To determine the influence between perceived behavioral control and consumer purchase intention of green cosmetics products in Malaysia.
5. To determine the influence between product availability and consumer purchase intention of green cosmetics products in Malaysia.
6. To determine the influence between price and consumer purchase intention of green cosmetics products in Malaysia.

Significance of the Study
Theoretical Perspective
Owing to the scarcity of the literature on intention to purchase green cosmetics in Malaysia, the findings of the study provide a new direction to promote green cosmetics.

Practical Perspective
The findings are essential for the green cosmetics manufacturers to craft a marketing strategy aimed at green cosmetics consumers in Malaysia.

LITERATURE REVIEW
Attitude
According to Tan, Ojo, and Thurasamy (2019), attitude is defined as an individual's taught inclination to engage and respond continually towards a favorable or unfavorable attitude. This demeanor reflects their preferences and dislikes. According to Mostafa (2016), one's attitude toward this behavior strongly predicts green consumption. It refers to a consumer's mentality that led to or increased their willingness to use green cosmetic products.

Environment Concern
According to Royne, Levy and Martinez (2011), a green or eco-friendly product is designed to have a minimal environmental impact on consumers. Given that most of the manufacturing process is concerned about the effects of ecology, an environmentally conscious consumer's ability and desire to choose more eco-friendly products over commercial products. According to Amberg and Fogarassy (2019), green cosmetics are one of the commercially accessible green goods.

Subjective Norms
Subjective norms refer to specific behavior of important individuals influencing perceived social pressure. Multiple earlier research in the green consumption literature demonstrates that the association between subjective norms and green commodity purchase intention is inconsistent (Pop et al, 2020; Ghazali et al, 2017; Uddin & Khan, 2018; Nguyen et al, 2016).

Perceived Behavioral Control
According to Yadav and Pathak (2017), perceived behavioral control is defined as an individual's feeling of ability and empowerment leading to the seamless execution of purchase intention. Perceived behavior control refers to an individual's view of their capability or ability to choose the target behavior, according to Rubinelli and Diviani (2020). Afroz, Masud, Akhtar, Islam, and Duasa (2015) found that perceived behavioral control is a critical component of TPB and a strong predictor of green consumption intention.

Availability of Green Cosmetics

If green products are readily available, consumers will be more aware of and assess them before purchasing (Kapoor, Singh, & Misra, 2019). Consumers are more inclined to use green products because they are widely available. Green cosmetics products are more readily available, which may increase one's desire to use green products (Dhanwani, Jainani & Ojha, 2020). The availability of green products offers ease of buying, ready comparison among products, and ease of exchange or return of products. Availability enhances a consumer's awareness and intention of green products before an actual purchase (Kapoor, Singh, & Misra, 2019).

Price

Price has been described as cost in traditional economics. However, pricing serves to inform individuals about the value of the good or service (East, 1997). Although many people are interested in green cosmetics, a small number of consumers intend to use green products (Mamun, 2020). According to Mamun, Mohamad, Yaacob, and Mohiuddin (2018), green consumption is favored by the educated and affluent parts of society; the rich and educated make up just 20% of the population.

Purchase Intention Green Cosmetics

Consumer purchasing intentions are efforts to acquire services or goods, yet do not mean the presence of purchasing behavior. Many studies clarify purchase intention for green and natural goods, showing more prominent purchasing goals when there is an ideal mentality. Preliminary studies also found a positive relationship between expectation, perspective, and recurrence for repurchasing and consuming the green product (Van Loo et al, 2013).

Research Hypotheses

The following six hypotheses were indicated based on the research objectives:

> H1: Attitude has a positive influence on the green cosmetics purchase intention among Malaysian consumers.
> H2: Environmental concern has a positive influence on the green cosmetics purchase intention among Malaysian consumers.
> H3: Subjective Norms have a positive influence on the green cosmetics purchase intention among Malaysian consumers.
> H4: Perceived behavioral control has a positive influence on the green cosmetics purchase intention among Malaysian consumers.
> H5: Availability has a positive influence on the green cosmetics purchase intention among Malaysian consumers.
> H6: Price has a positive influence on the green cosmetics purchase intention among Malaysian consumers.

Research Framework

A research framework has been developed to investigate the connection between the research variables. The study's dependent variable includes green cosmetic purchase intention, while the independent variables include attitude, environmental concern, subjective norms, perceived behavioral control, availability of green cosmetics, and price.
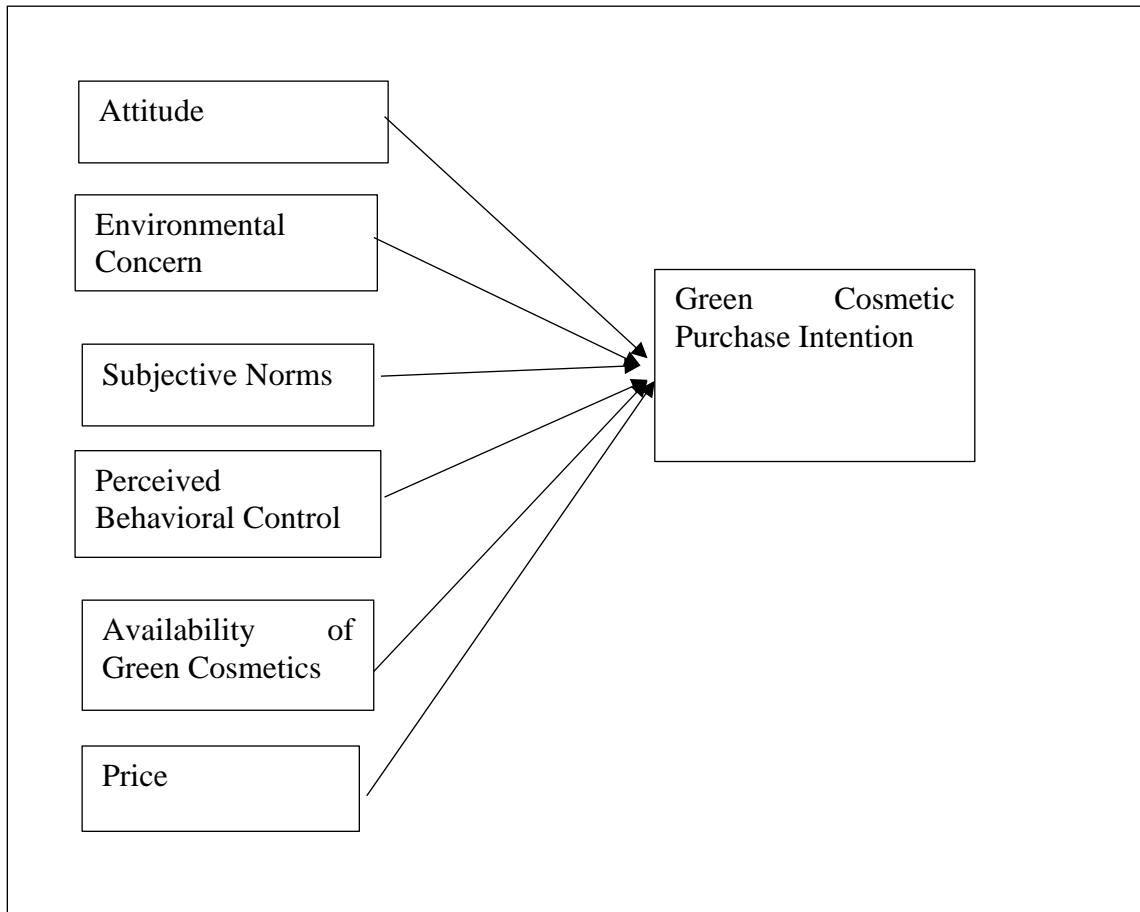
Figure 1: Research Framework

METHODOLOGY

Research Design

This study used a quantitative research approach by using a correlational cross-cross sectional research design. This study employed an online survey. An online survey can help decrease errors during the process.

Data Collection

Google form was used to develop the online questionnaire. The weblink for the online questionnaire was then distributed via social media platforms, such as Facebook, and WhatsApp, and through personal contacts of the researcher. About 310 respondents participated in this study.

Sampling

Owing to the sampling frame's unavailability, the non-probability technique was used in this study using purposive. The researcher selected Malaysian consumers who are above 18 years old, and who expected to understand the concept of "green". The purposive sampling technique was suitable for this study because the respondents must fulfill certain criteria to be screened as respondents. Non-probability sampling techniques are suitable for studying theoretical impact based on conceptual frameworks (Hulland et al, 2017; Hayat, Ngah, Hashim, Dahri, Malik, & Rahayu, 2019).

Data Analysis

Because of the exploratory character of the study (Hair et al, 2017), the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) approach (Ringle, Wende, & Becker, 2015).

FINDINGS

Frequency Analysis

The respondents' demographic majority were female (75%), and Respondents aged between 20 to 30 years (82.6%). As for the respondents' ethnicity, most were Malay (88.5%). Concerning their marital status, 81.9% were single. In terms of education, more than half of the respondents have a Degree (81.9%). Lastly, the descriptive analysis revealed that most of the respondents (62.5%) received a monthly income of less than RM1000 a month.

Table 1: Profile of the respondents

Demographic	Categories	Frequency	Percentage (%)
Gender	Male	76	25
	Female	228	75
Age	Less than 20 years old	10	3.3
	20-30	251	82.6
	31-40	24	7.9
	41-50	10	3.3
	51 years and above	9	3
Race	Malay	269	88.5
	Chinese	6	2
	Indian	4	1.3
	Others	25	8.2
Marital Status	Single	249	81.9
	Married	54	17.8
Highest Education	Certificate	2	0.6
	SPM	35	11.5
	STPM/ A LEVEL	4	1.3
	Diploma	58	19.1
	Degree	187	61.5
	Master	15	4.9
	PhD	2	0.7
Monthly income	Less than RM1000	190	62.5
	RM1001-RM3000	79	26
	RM3001-RM5000	23	7.6
	RM5001-RM7000	3	1
	RM7001 and above	9	3

Convergent Reliability

The measurement and structural models were used in this study to test the research hypothesis in two steps. Convergent and discriminant validity are the two types of validity analyses. This analysis must be completed before moving on to the following analysis step. The measurement model can be confirmed valid and reliable if the loading is higher than 0.5, the average variance extracted (AVE) is higher than 0.5, and the composite reliability is higher than 0.7, respectively

(Hair et al, 2017). Given that all values are less than 0.90 (Franke and Sastedt, 2019), Table 3 shows the discriminant validity which was established from the HTMT criterion. It can be stated that the respondents recognized the differences between the various constructs. The measuring items are valid and reliable, according to these validation tests.

Table 2: Measurement Model (Convergent validity)

Constructs	Items	Loadings	AVE	CR
Attitude	AT1	0.721	0.639	0.898
	AT2	0.774		
	AT3	0.847		
	AT4	0.822		
	AT5	0.828		
Environmental Concern	EC1	0.904	0.728	0.889
	EC2	0.863		
	EC3	0.790		
Subjective Norm	SN1	0.853	0.650	0.902
	SN2	0.873		
	SN3	0.824		
	SN4	0.757		
	SN5	0.713		
Perceived Behavioral Control	PCB1	0.831	0.705	0.905
	PCB2	0.785		
	PCB3	0.855		
	PCB4	0.885		
Availability of Green Cosmetics	AVT1	0.836	0.710	0.925
	AVT2	0.842		
	AVT3	0.870		
	AVT4	0.831		
	AVT5	0.834		
Price	PRC1	0.869	0.735	0.933
	PRC2	0.890		
	PRC3	0.863		
	PRC4	0.820		
	PRC5	0.842		
Green Cosmetics Purchase Intention	PINT1	0.890	0.768	0.943
	PINT2	0.891		
	PINT3	0.858		
	PINT4	0.880		
	PINT5	0.862		

Discriminant Validity

Table 3 below shows the result of discriminant validity of this research.

Table 3: Discriminant Validity using HTMT criterion

	1	2	3	4	5	6	7
1. Attitude	0.800						
2. Availability	0.619	0.843					
3. Environment concern	0.760	0.679	0.853				
4. Perceived Behavioural Control	0.514	0.690	0.628	0.840			
5. Price	0.640	0.805	0.690	0.685	0.857		
6. Purchase Intention	0.726	0.631	0.642	0.620	0.693	0.876	
7. Subjective Norm	0.611	0.708	0.737	0.752	0.618	0.618	0.806

Direct Hypothesis

The structural model analysis puts the hypotheses produced in the study's research framework to the test. By assessing the VIF values of all sets of predictor constructs in the structural model for collinearity issues, the structural model should be evaluated for problems (Hair et al, 2017). All values for the VIF of each sample construct are smaller than 3.3, as indicated in Table 4, as proposed by Diamantopoulos and Siguaw (2006). The current study demonstrates that collinearity was not an issue, allowing ideas to be tested.

Table 4 below shows that the first hypothesis, attitude was supported related to Purchase Intention (ß = 0.470, t = 5.573, LL = 0.342, UL = 0.619, p < 0.05). The second hypothesis, availability was negatively related to intention (ß = 0.005, t = 0.050, LL = -0.181, UL = 0.153, p < 0.05). Next, third hypothesis, environment concern was negatively related to intention (ß = 0.042, t = 0.425, LL = -0.219, UL = 0.112, p < 0.05). This is followed by the fourth hypothesis, trust was positively related to intention (ß = 0.211, t = 1.797, LL = 0.006, UL = 0.385, p < 0.05). The fifth hypothesis, price was positively related to intention (ß = 0.268, t = 2.629, LL = 0.109, UL = 0.444, p < 0.05) and lastly, the sixth hypothesis, subjective norm was negatively related to giving behaviour (ß = 0.018, t = 0.244, LL = -0.122, UL = 0.136, p < 0.05). Table 4 below indicates that six direct hypotheses developed for the model for H1, H4 and H5 were accepted while, H2, H3, and H6 were not supported.

Table 4: Hypothesis testing.

	Relationship	Std Beta	Std error	t value	p values	CI LL UL		VIF	Decision
H1	Attitude ⬜ Purchase Intention	0.470	0.084	5.573	0.000	0.342	0.619	2.553	Supported
H2	Availability ⬜ Purchased Intention	0.005	0.101	0.050	0.480	-0.181	0.153	3.202	Not Supported
H3	Environment Concern Control ⬜ Purchase Intention	0.042	0.100	0.425	0.335	-0.219	0.112	3.255	Not Supported

H 4	Perceived Behavioral $\square$ Purchase Intention	0.21 1	0.11 7	1.797	0.03 6	0.00 6	0.38 5	2.69 3	Support ed
H 5	Price $\square$ Purchase Intention	0.26 8	0.10 2	2.629	0.00 4	0.10 9	0.44 4	3.27 2	Support ed
H 6	Subjective Norm $\square$ Purchase Intention	0.01 8	0.07 6	0.244	0.40 4	- 0.12 2	0.13 6	3.24 3	Not Support ed

Note: CI= Confidence Interval, UL= Upper Level, LL= Lower Level

DISCUSSION AND RECOMMENDATION

This study looked into the elements that influence Malaysian consumers' intention to buy green cosmetics. The goal of this study is to determine the influence of attitude, environmental concern, subjective norms, perceived behavioral control, product availability, and price on consumers' intention to buy green cosmetics in Malaysia.

The present study explores green cosmetics purchase intentions through motivations, attitudes, and subjective norms as the antecedents of purchase intentions. This study contributes to the literature by examining and supporting the effects of the TPB variables, attitudes, and subjective norms on green cosmetics buying intentions, and exploring the motivational factors of the green attitude. The innovativeness of the research is in introducing the influence of social media on elements of TPB and the formation of altruistic and egoistic motivations in the case of green cosmetics.

The outcomes of this study confirm that effort expectancy is a strong predictor of green cosmetics purchase intention among Malaysian consumers. RQ1 was affirmed since the attitude to purchase intention (H1) was supported. The findings are consistent with previous research, which revealed that effort expectations are positively connected to green cosmetics purchasing intent (Al Mamun et al., 2020). The outcomes of this study support the importance of effort expectancy as a significant predictor of Malaysian consumers' intentions to purchase green cosmetics.

The results of the hypothesis testing for the green cosmetics products on the correlation between availability to purchase intention (H2) was not supported, it implies that RQ2 was not confirmed. The findings are consistent with previous research, which revealed that effort expectation is negatively connected to the intention to purchase green cosmetics. The outcomes of this study do not support the importance of effort expectancy as a significant predictor of Malaysian consumers' intentions to purchase green cosmetics. The findings are consistent with previous research, which revealed that effort expectation is negatively connected to the intention to purchase green cosmetics.

The hypothesis testing results for green cosmetics items on the relationship between availability and purchase intent (H3) were not significant, it implies that RQ3 was not confirmed. The findings are consistent with previous research that revealed that effort anticipation is negatively connected to green cosmetics purchase intention. The outcomes of this study do not support the importance of effort expectancy as a significant predictor of Malaysian consumers' intentions to purchase green cosmetics.

The link between perceived behavioral and purchase intention (H4) was shown to be significant in the hypothesis testing for green cosmetics items. The findings are consistent with previous research, which revealed that effort expectation is positively connected to the intention to purchase green cosmetics (Al Mamun et al, 2020) The purchasing intention of green cosmetics among Malaysian consumers is positively related to perceived behavioral control. The outcomes of this study support the importance of effort expectancy as a significant predictor of Malaysian consumers' intentions to purchase green cosmetics. The findings are consistent with previous research.

The association between price and purchase intention (H5) was shown to be significant in the hypothesis testing for green cosmetics goods, it implies that RQ5 was not supported. The findings are consistent with previous research, which revealed that effort expectation is positively connected to the intention to purchase green cosmetics (Al Mamun et al, 2020) The price has a beneficial impact on Malaysians' desire to buy green cosmetics. The outcomes of this study support the importance of effort expectancy as a significant predictor of Malaysian consumers' intentions to purchase green cosmetics. The findings are consistent with previous research.

The outcomes of this study confirm that effort expectancy is a strong predictor of green cosmetics purchase intention among Malaysian consumers. RQ6 was not confirmed since subjective norms regarding buy intention (H6) were not supported. The findings are not consistent with previous research, which revealed that effort expectations are positively connected to green cosmetics purchasing intent (Al Mamun et al., 2020). The outcomes of this study not support the importance of effort expectancy as a significant predictor of Malaysian consumers' intentions to purchase green cosmetics.

In general, the factors influencing Malaysian consumers' desire to buy green cosmetics have been thoroughly investigated in this study. Based on the findings, the current study will make several recommendations for factors that influence consumers' decisions to buy green cosmetics, and future research that allows for the identification of factors that influence purchase intention can aid in the early detection and development of prevention strategies in a variety of ways. By identifying the characteristics that may influence green cosmetic purchasing intention among Malaysian consumers in the healthcare industry, healthcare practitioners should be well-equipped to address the issues with top management. They must carefully plan ways to entice more people to buy and use green cosmetics. They can, for example, undertake promotions and marketing.

The findings of the study are also crucial for future research. As a result, it is suggested that future research investigates the knowledge of factors that influence green cosmetics purchase intention by including more demographic characteristics of respondents, such as gender, age, marital status, level of education, race, and monthly income, to generate different results or findings from various perspectives. Six direct hypotheses developed for the model for H1, H4, and H5 were accepted while, H2, H3, and H6 were not supported.

The outcome is also beneficial to the green cosmetics industry. By focusing on green cosmetics items, the sectors must pay special attention to enticing customers. The chance of green cosmetics expanding is determined by consumers' relevant satisfaction with green cosmetics items. After receiving the results, we hope that future industries will be able to develop more green cosmetics as a result of their quality and customer awareness. The findings of this study help to better understand these sectors and outcomes in an industry that is responsible for increasing green cosmetics purchase intention.

CONCLUSION

In conclusion, this study has discovered factors influencing green cosmetic purchase intention among Malaysian consumers. The analysis revealed that attitude, environmental concern, subjective norms, perceived behavioral control, product availability, and have a positive influence on the purchase intention of green cosmetics in Malaysia. The findings are essential for the green cosmetics manufacturers to craft a marketing strategy aimed at green cosmetics consumers in Malaysia.

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Factors Influencing Intention to Consume Organic Food among Young Adults in Malaysia

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ABSTRACT

Malaysia was exposed to organic food as the country's growth changed. Even though it is still relatively new, it has garnered a positive reception. The current study, in this regard, intends to investigate young adults' intentions toward consuming organic food in Malaysia. The study uses the Theory of Planned Behavior (TPB) as a theoretical framework and expands on it by including two new components, health consciousness and environmental concern. Using an online survey, google forms, and the judgmental sampling approach, 324 valid responses were obtained. Partial Least Squares Structural Equation Modelling (PLS-SEM) was used to examine the data. In findings, TPB was found to be beneficial in predicting young individuals' intentions to consume organic foods. The outcome also validated and increased the prediction value of the suggested model. Finally, the consequences for policymakers and future research directions have been highlighted.

Keywords: organic food, theory planned behaviour, young adults, intention, consumption

INTRODUCTION

Organic foods are becoming more popular and appear to be relatively new in Malaysia, especially among the younger generation. Organic food demand has increased fast in Europe and North America, while it remains low in Malaysia (Hassan, Loi, & Kok, 2015). Although there is currently low demand for organic food in Malaysia, the trend towards organic food consumption and the consumer attractiveness of organic products is developing.

According to the International Federation of Organic Agriculture Movements (IFOAM), global organic food and beverage profits increased by $5 billion between 2010 and 2012, reaching around $6 billion in 2012 (Willer & Lernoud, 2014). However, due to the present trend of consumers, particularly young adults, becoming increasingly worried about the nutritional quality of foods and their health. Thus, demand for organic food items is becoming more noticeable, despite the premium or high pricing supplied.

Aside from the high price, the selection of organic food is limited. According to Ghosh, Barai, & Datta (2019), many researchers have identified a lack of customer awareness as a key barrier to organic food consumption, but none of them has elaborated on the level of customer involvement associated with organic food purchase.

The study aimed to investigate the factors influencing the intention to consume organic food among young adults. Young adults' eating habits and a lack of awareness of the health advantages of organic food consumption are causing challenges in developing a better and healthier lifestyle (Mamun et al., 2020). As a result, to stay healthy, young adults should consume organic foods.

There were five objectives of this research:

1. To identify the relationship between attitude and intention to consume organic food among young adults in Malaysia.
2. To investigate the relationship between perceived behavioral control and intention to consume organic food among young adults in Malaysia.
3. To examine the relationship between subjective norms and intentions to consume organic food among young adults in Malaysia.
4. To determine the relationship between health consciousness and intention to consume organic food among young adults in Malaysia.
5. To identify the relationship between environmental concern and intention to consume organic food among young adults in Malaysia.

Significance of the Study

Future Researchers

The results of this study will serve as a guide and resource for future research on the intention to consume organic food among young adults. Other researchers also can improve this study, as well as reorganize old studies to be utilized as new studies. More research is being carried out to gain a better idea of the scope of the investigation.

Ministry of Health

The significance of this study will provide information to the ministry to take appropriate action. In addition, this study also gives an idea to the government to further diversify programs related to healthy lifestyle practices, especially through the use of organic food. In daily life, programs such as seminars, talks, or pamphlets can help consumers get information related to organic food intake.

Consumer

This research can directly benefit young adults to prepare awareness of the intention to consume organic food due to attitude, perceived behavioral control, subjective norms, health consciousness, and environmental concern that can affect the intention to consume organic food. Consuming organic food is very important and gains benefits to young adults because they do not contain preservatives that can make them last longer.

Organic Food Store Operators (Supplier)

Suppliers are to be able to improve and identify the needs of buyers and consumers, especially from the aspect of demand and supply of organic food. This can increase the purchase of organic food from farmer's markets, local farms, and community-supported agriculture (CSA). While buying directly from farmers, consumers can provide knowledge such as organic methods used during planting, practices followed, and others. This will increase the knowledge and give ideas to support local and small organic farms.

LITERATURE REVIEW

Overview of Organic Food

The term "organic" refers to a food's production technique. Because of a surge in consumer environmental concerns, the organic food industry has recently shown a strong expansion trend. Recent research has looked at certain aspects of buyer behavior for new items (Qasim, Yan, Guo, Saeed, & Ashraf, 2019).

According to Somasundram, Razali, & Santhirasegaram (2016), recently the consumption of organic food has increased. Consumption in Malaysia remains a viable sector. East Malaysia's

organic product output is restricted to vegetables and fruit. (Somasundram et al., 2016). It demonstrates that the Malaysian organic food industry is still relatively small, but the demand from young adults is high.

Approximately 70% of organic food items were distributed through organic food stores and supermarket chains. Those findings suggest that organic food is essential for the high demand for organic food. Further research is needed to fully understand the factors that influence the intention to consume organic food in the context of Malaysian people

Consumer Intention

Consumer purchasing intentions for organic foods are defined to indicate the relative importance of factors such as health benefits, availability, and freshness as determinants of consumer intentions (Jeremy, Sierra, Turri Anne, & Harry, 2015). In this study, consumer intention refers to consumer attitude behavior to predict consumer intention to buy organic food. Moreover, consumer willingness to pay has inconsistent results. In addition attitudes, subjective norms, and perceived behavioral control were found to have a significant effect on young consumers 'intentions toward organic foods. Therefore, it can measure user intention and its relation to the independent variables in this study.

Attitude

Attitude is defined as the interaction in memory between a particular object and a brief assessment of that object. Attitudes may also reveal consumer psychological evaluations of products (Xu, Pan, Li, Lu & Zhang, 2020). However, attitude is referred to as the willingness of consumers to buy depending on their attitude. Attitude describes how an individual's emotions are. This is because a person's attitude can change due to feelings, circumstances, or anything else that is not pleasant to the owner of the attitude.

Attitudes also represent the actions of individuals to engage or refrain from engaging in behaviors related to current use or a particular product. Accordingly, consuming organic food also has a beneficial influence on attitudes towards the intention of consuming organic food. Furthermore, attitudes influence on consumers 'intentions to consume organic foods. Attitude is important so that it can affect the willingness of young adults to consume organic foods (Pham, Ninh Nguyen, Phan, Thanh Nguyen, 2019).

Perceived Behavioural Control

Perceived behavioral control is defined as a perception of the difficulty of formulating a behavior. However, perceived behavioral control can be considered a major latent variable. Perceived behavior is guided by three types of considerations namely behavioral beliefs, normative beliefs and control beliefs.

According to Ahmed et al. (2021), perceived behavioral control is the decision of young adults concerning their intention to consume organic foods in a particular behavior or not. Perceived behavioral control refers to the behaviors possessed by young people toward the intention to consume organic foods. Furthermore, many young adults have the intention of consuming organic foods as a result of behavior control situations that are perceived to affect them. Therefore, young adults who are unaware of the benefits of organic food intake end up being interested in trying organic food because of gaining awareness from this perceived behavioral control.

Subjective Norms

Subjective norm refers to the social pressure felt by a person to engage or avoid something (Chih-Ching & Yu-Mei, 2015). Subjective norms are also the belief that an important person or group of people will approve of and support certain behaviors. Thus, subjective norms have a significant impact on the engagement and desire of young adults to consume organic foods (Bai, Wang & Gong 2019). In this study, "subjective norm" refers to the social pressure on young adults to have the intention to consume organic foods. Ahmed et al., (2021) indicated subjective norms have a positive relationship with the intention to consume organic foods. The positive relationship of subjective norms has improved the perceptions of young adults.

Health Consciousness

Health consciousness is a consumer's understanding of changes in health status and the level of emphasis on health needs (Hsu, Chang, & Lin, 2016). Health consciousness also consists of sub-scales of health self-awareness, health involvement, health vigilance and health self-monitoring (Nagaraj, 2021). In this study, health consciousness refers to the lifestyle and health care of young adults who consume organic foods. Therefore, many people consume organic food because of health consciousness. According to Qasim, Yan, Guo, Saeed & Ashraf (2019), health consciousness has a significant relationship with the intention to consume organic food.

Environmental Concern

Environmental concern is defined as the extent to which people are aware of environmental issues and their willingness in solving environmental problems (Maichum, Parichatnon, & Peng, 2016). It is also one of the most important motivating elements to buy any item including organic food. In this study, environmental concern refers to the concern of caring for the environment and encouraging young adults to consume organic foods. In addition, environmental concerns will increase the consumption of organic food as well as the intention to consume organic foods. Specifically, environmental concern has a significant relationship with the intention to consume organic food (Yadav & Pathak, 2016).

Research Hypothesis

In the study, there were five related hypotheses to identify the relationship between attitude, perceived behaviour control, subjective norms, health consciousness and environmental concern in the intention to consume organic food among young adults. Based on the literature review discussed, the hypothesis of this study were summarized below:

H1   Attitudes have a positive relationship with the intention to consume organic food.
H2   Perceived Behavioral Control (PBC) has a positive relationship with the intention to consume organic food.
H3   Subjective Norms (SNS) have a positive relationship with the intention to consume organic food.
H4   Health Consciousness (HC) has a positive relationship with the intention to consume organic food.
H5   Environmental Concern has a positive relationship with the intention to consume organic food.

Research Framework

A research framework was conducted to investigate the relationship between independent variables and dependent variables. The independent variables are distinguished as attitude, perceived behavior control, subjective norms, health consciousness, and environmental concern and the dependent variable are the intention to consume organic food. Figure 1 below shows the research framework used for this study.
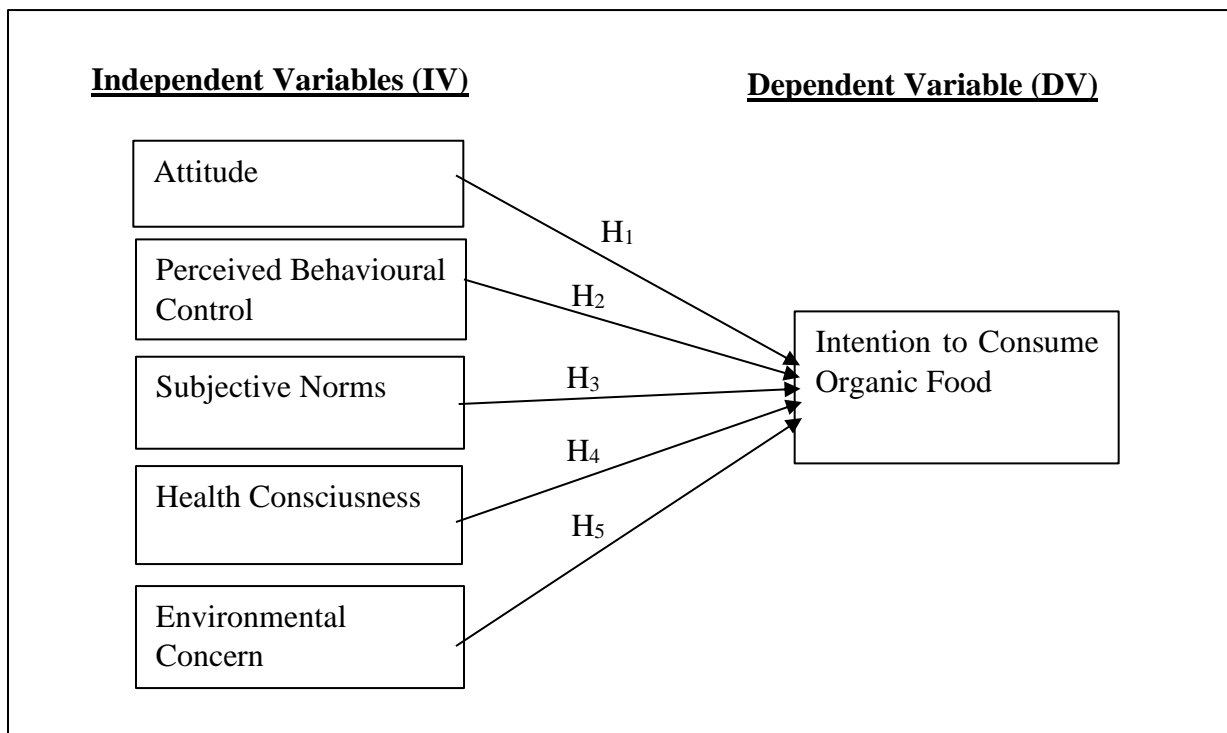
Figure 1: Research Framework

METHODOLOGY

Research Design

The study used a quantitative research approach by using a correlational cross-cross sectional research design. The data was collected using an online survey. According to Hair, Black, Babin, and Anderson, (2010), an online survey can help decrease errors during the process.

Data Collection

Google form was used to develop the online questionnaire. The weblink for the online questionnaire was then distributed via social media platforms, such as Facebook, and WhatsApp, and through personal contacts of the researcher. 324 respondents participated in this study. The questionnaires consist of three sections A, B, and C. Section A comprises socio-demographic questions such as gender, age, race, marital status, level of education and occupation. Section B and C consist of measurement of independent and dependent variables that use a 5-point Likert scale, ranging from 1 which strongly disagrees to 5 which strongly agree.

Sampling

Owing to the sampling frame's unavailability, the non-probability technique was used in this study using purposive. The researcher selected Malaysian consumers who are above 18 years old, and who expected to understand the concept of "green". The purposive sampling technique was suitable for this study because the respondents must fulfill certain criteria to be screened as respondents. Non-probability sampling techniques are suitable for studying theoretical impact based on conceptual frameworks (Hulland et al., 2017; Hayat, Ngah, Hashim, Dahri, Malik, & Rahayu, 2019). Because of the exploratory character of the study (Hair et al., 2017), the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) approach (Ringle, Wende, & Becker, 2015).

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FINDINGS

Result of Frequency Analysis

Table 1 below shows the frequency analysis of this research.

Table 1: Frequency Analysis

Characteristics	Frequency	Percentage (%)
Gender		
Male	98	30.2
Female	226	69.8
Age		
18-22	86	26.5
23-25	218	67.3
26-30	20	6.2
Race		
Malay	287	88.6
Indian	20	6.2
Chinese	13	4.0
Others	4	1.2
Marital Status		
Single	292	90.1
Married	28	8.6
Others	4	1.2
Level of Education		
SPM	25	7.7
STPM	0	0
Diploma	48	14.8
Degree	220	67.9
Master	31	9.6
PhD	0	0
Occupational		
Students	266	82.1
Employed	46	14.2
Self-employed	6	1.9
Unemployed	6	1.9

Table 1 shows the respondents among young adults in Malaysia; the majority were female (69.8%), and the remaining respondents (30.2%) were male. Regarding their age, the age of the respondents varied; between 18 and 22 years (26.5%) respondents, more than half of the respondents (67.3%) aged between 23 and 25 years, and 6.2% of respondents aged from 26-30 years. As for the respondents' races, most were Malay (88.6%) compared to Indian (6.2%), Chinese (4.0%), and others (1.2%). Concerning their marital status, 90.1% were single, 8.6% were married, and the remaining respondents were divorced (3.1%). In terms of the level of education, the respondents held an SPM (7.7%), with (14.8%) being Diploma holders, while more than half of the respondents held a Degree (67.9%). Only 9.6% of respondents held a Master's degree. Lastly, the descriptive analysis revealed that most of the respondents' occupation is students (82.1%) while 14.2% are employed by the government or non-government. The remaining 1.9% of the respondents are self-employed and 1.9% are unemployed.

Result of Descriptive Analysis

Descriptive statistics summarize how well respondent responds to questions presented in a questionnaire. As reflected in this study, Table 2 shows the results for the mean and standard deviation for the construct of the present study.

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Attitude	I think that consuming organic food is a good idea.	4.23	0.831
	I think that consuming organic food is interesting.	4.11	0.845
	I think that consuming organic food is important.	4.14	0.861
	I think that consuming organic food is beneficial	4.18	0.828
	I think that consuming organic food is favourable	4.05	0.906
Perceived Behavioural Control	If I wanted to, I could take organic food instead of non-organic food	4.00	0.823
	I think it's easy for me to take organic food	3.76	0.910
	It is mostly up to me whether or not to take organic food	3.98	0.844
Subjective Norms	Most people I value would take organic food rather than non-organic food	3.74	0.947
	My family thinks that I should take organic food rather than non-organic food	3.85	0.935
	Most friends whose opinions regarding diet are important to me, think that I should take organic food	4.01	0.840
Health Consciousness	I choose food carefully to ensure good health	3.99	0.883
	I consider myself a health-conscious consumer.	3.98	0.885
	I often think about health-related issues	4.01	0.873
	I often dwell on my health.	4.06	0.890
	I think that I take health into account a lot in my life	4.05	0.814
Environmental Concern	I think that organic food is friendly to the environment	4.04	0.907
	I think organic farming avoids pollution	4.19	0.810
	I think no usage of chemicals in organic farming	4.03	0.929
	I think that major social change is necessary to protect the natural environment	4.20	0.839

			4.09	0.812
Intention to Consume Organic Food	I want to purchase organic food if they are available for purchase		4.09	0.812
	I want to consume organic food if they are available for purchase		4.10	0.777
	I intend to consume at least two servings of organic food per day		3.91	0.850
	I intend to consume at least two servings of organic food to have a balanced diet		4.00	0.820
	I intend to consume at least two servings of organic food to protect myself from being diagnosed with any medical condition		4.01	0.823
	I intend to consume at least two servings of healthy foods to maximize my health		4.05	0.797

The mean score obtained from a descriptive analysis is shown in table 2, above. To summarize, the highest mean score for an independent variable, attitude is 4.1426± 0.76925, followed by environmental concern (4.1138±0.74768), health consciousness (4.0190±0.76048), perceived behavioural control (3.9115±0.73189), and subjective standards (3.8673±0.79161). Thus, the mean score of the dependent variable is 4.0267±0.71109.

Result of Measurement Model Analysis

Table 3 below shows the measurement model of this research.

Table 3: Measurement Model (Convergent Reliability)

Constructs	Items	Loadings	AVE	CR
Attitude	ATT1	0.892	0.811	0.955
	ATT2	0.918		
	ATT3	0.916		
	ATT4	0.908		
	ATT5	0.868		
Perceived Behavioural Control	PBC1	0.875	0.724	0.887
	PBC2	0.848		
	PBC3	0.831		
Subjective Norms	SNS1	0.848	0.758	0.904
	SNS2	0.899		
	SNS3	0.863		
Health Consciousness	HC1	0.850	0.765	0.942
	HC2	0.866		
	HC3	0.887		
	HC4	0.893		
	HC5	0.876		
Environmental Concern	EC1	0.807	0.737	0.918
	EC2	0.902		
	EC3	0.860		
	EC4	0.862		
Intention to Consume Organic Food	INT1	0.852	0.764	0.951
	INT2	0.849		
	INT3	0.874		

INT4	0.889	
INT5	0.883	
INT6	0.895	

The measurement model can be confirmed valid and reliable if the loading is higher than 0.5, the average variance extracted (AVE) is higher than 0.5, and the composite reliability (CR) is higher than 0.7, respectively (Hair et al., 2017). Table 3 above clearly illustrates that all the requirements to establish convergent validity have been fulfilled; hence, the study concludes that convergent validity was not a problematic issue for the study. The summary of convergent reliability for the measurement model was summarized in Table 3.

Result of Discriminant Validity

Table 4 below shows the discriminant validity of this research.

Table 4: Discriminant Validity Analysis (Using HTMT Criterion)

	1	2	3	4	5	6
1.Attitude	■					
2.Environmental Concerns	0.729	■				
3.Health Consciousness	0.708	0.818	■			
4.Intention to Consume Organic Food	0.728	0.589	0.789	■		
5.Perceived Behavioural Control	0.818	0.824	0.879	0.863	■	
6.Subjective Norms	0.689	0.750	0.780	0.821	0.891	■

The discriminant validity analysis was used to confirm that the construct is statistically unique and differs from other constructs (Hair, Risher, Sartedt & Ringle, 2019). There are different measures of discriminant validity available for this analysis; however, Fornell-Larcker (Fornell & Larcker, 1981) and Hetrotrait-Monotrait ratio of correlations (HTMT: Henseler, Ringle, & Sarstedt, 2015) are of substantial importance. HTMT, as the latter is a relatively new method preferred to test the discriminant validity in PLS-SEM.

Following the previous PLS research by Buil, Martínez, and Matute (2019), the current study used the HTMT value to measure discriminant validity. In terms of the HTMT criterion, given that all values are less than 0.90 (Franke & Sarstedt, 2019). Table 4 above demonstrated the discriminant validity established from the HTMT criterion. It can be concluded that the respondents understood that the given constructs are distinct. These validity tests have shown that the measurement items are valid and reliable.

Result of Direct Hypothesis Analysis

Table 5 shows the result of the analysis between the dependent variable and independent variables. This analysis gives a significant and reliable measurement by using direct hypotheses.

Table 5: Direct Hypothesis

	Relationship	Std. Beta	Std. Error	t value	p-value	Confidence Interval		VIF	Decision
						LL	UL		
H1	Attitude→ Intention	0.125	0.061	2.074	0.019	0.026	0.226	2.334	Supported
H2	Perceived Behavioral Control →Intention	0.128	0.076	1.685	0.046	0.004	0.253	3.156	Supported
H3	Subjective Norms→ Intention	0.225	0.068	3.305	0.001	0.098	0.324	2.979	Supported
H4	Health Consciousness→ Intention	0.129	0.076	1.701	0.045	0.013	0.249	3.038	Supported
H5	Environmental Concern →Intention	0.369	0.077	4.798	0.000	0.234	0.500	2.613	Supported

Table 5 above shows that the first hypothesis, attitude was positively related to intention (ß = 0.125, t = 2.074, LL = 0.026, UL = 0.226, p-value < 0.05). The second hypothesis, perceived behavioural control was related to intention (ß = 0.128, t = 1.685, LL = 0.004, UL = 0.253, p-value < 0.05). Next, third hypothesis, subjective norms was positively related to intention (ß = 0.225, t = 3.305, LL = 0.098, UL = 0.324, p-value < 0.001). This is followed by the fourth hypothesis, health consciousness also related to intention (ß = 0.129, t = 1.701, LL = -0.013, UL = 0.249, p-value < 0.05). Lastly, fifth hypothesis environmental concern was positively related to intention (ß = 0.369, t = 4.798, LL = 0.234, UL = 0.500, p-value < 0.001). Table 4.6 below indicates that five direct hypotheses developed for the model were significant; thus H1, H2, H3, H4, and H5 were accepted and supported.

DISCUSSION AND RECOMMENDATION

The goal of this study is to determine the influence of attitude, environmental concern, subjective norms, perceived behavioural control, and health consciousness on the intention to consume organic food among young adults in Malaysia. The study contributes to the literature by examining and supporting the effects of the TPB variables, attitudes, and subjective norms on intentions to consume organic food, and exploring the other motivational factors. The outcomes of this study confirm that every variable has a strong predictor of intention to consume organic food among young adults in Malaysia. RQ1 was affirmed since the attitude to intention to consume organic food (H1) was supported. The finding confirms that attitudes are positively linked with organic food consumption (Larson, 2018).

The results of the hypothesis testing for the organic food products on the association between availability of intention to consume (H2) were supported. The findings are consistent with previous research, which revealed that perceived behavioral control is positively connected to the intention to consume organic food. This indicates that perceived behavioural control is a determinant of intention to purchase organic food (Shin, Im, Jung, & Severt (2018).

The hypothesis testing results for organic food items on the relationship between subjective norms and consumer intent (H3) was supported. The findings are consistent with previous research that revealed that subjective norms are positively connected to the intention to consume organic food (Chi et al., 2019; Abdullah Al-Swidi et al., 2014). According to Chi et

al. (2019), the subjective norm is a better predictor of young customers' purchase intentions for organic food and discovered minimal effects of the subjective norm on purchasing intention for environmentally sustainable items.

Next, the result revealed that there is a positive relationship between health consciousness and the intention to consume organic food (H4). According to Hsu et al., (2016), health consciousness also has a significant relationship with the intention to consume organic food. Also, there is a positive relationship between environmental concern and intention to consume organic food (H5). The findings are consistent with previous research. Environmental concern also has a significant and positive relationship with the intentions to consume organic food (Shamsudin et al., 2018).

Five of the model's direct hypotheses were found to be supported, hence H1, H2, H3, H4 and H5 were accepted. The findings of the study are also crucial for future research. As a result, it is suggested that future research investigates the knowledge of factors that influence organic food intention consumption by including more demographic characteristics of respondents, such as gender, age, marital status, level of education, and race, to generate different results or findings from various perspectives.

As for the recommendation, the type of respondents could be changed from young people in several states and divided into several urban centres in those states. This can help us identify the problem that affects the intention to consume organic food between them. Therefore, the scope of distribution of the questionnaire form should be bigger and not just focused on young adults. Thus, the results of the questionnaire will be more thorough and precise.

In addition, it is recommended to future researchers to have a longer time for the distribution of questionnaires so that researchers have more time to find who is more suitable and qualified to be a respondent. It is difficult to complete data collection in a short period for a sample size that will attended by 338 respondents. Next, the researcher can explain the purpose of the study to the respondent if the respondent finds something confusing in answering the question. They may need some better description and understanding so that the researcher has more accurate and reliable data. Thus, a study timeline needs to be added to allow researchers to do so more time to complete the test and be able to add more findings in research, especially during the Covid-19 pandemic. Therefore, the researcher may have more time to complete this study more perfectly and more organized.

CONCLUSION

The analysis revealed that attitude, environmental concern, subjective norms, perceived behavioral control, and health consciousness have a positive influence on the purchase intention of organic food among young adults in Malaysia. The findings are essential for the organic food manufacturers to craft a marketing strategy aimed at organic food consumers in Malaysia.

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Factors That Influence the Acceptance of COVID-19 Vaccine Among Residents in Kelantan

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ABSTRACT

The paper investigates the relationship between the factors that influence the acceptance of the COVID-19 vaccine among residents in Kelantan. The questionnaire collected information is based on sociodemographic variables, health problems, lack of knowledge, and vaccination safety. The study uses a quantitative approach and about 384 online responses have been collected among residents in Kelantan. The data collection has been conducted between January and March 2022. The methodology analysis used is descriptive analysis and Pearson Correlation analysis. Based on the data analysis and findings, the most significant factor is health problems, which achieved the highest mean score of 3.9378. The result of this study contributes to higher education for improving the factors that influence the acceptance of the COVID-19 vaccine.

Keywords: COVID-19 vaccine, immunization, vaccine acceptance; vaccine preference

INTRODUCTION

This study analyses the factor that influences the acceptance of the COVID-19 vaccine among residents in Kelantan. In the year 2019, the world must face the greatest global health crisis, coronavirus disease (COVID-19) which has affected wide-reaching economic, social, and environment. The COVID-19 pandemic crisis occurred in Wuhan City, Hubei Province, China in December 2019 originating from Hunan South China Seafood Market and the pandemic has spread to the world including Malaysia (Guo Y, Cao Q, Hong Z, et al., 2019). Undeniably the COVID-19 disease crisis spread more rapidly in countries close to China such as Korea, Thailand, Singapore, Japan, Italy, Iran, Spain, the UK, and other countries that have been classified by WHO (World Health Organization, 2020). As of April 7, 2020, as a result of reports from across the country, the total number of COVID-19 cases was 2,230,439, while the total number of deaths was 150,810 and a total of 564,210 recovery cases were recorded (World Meters, 2020).

Besides, several COVID-19 preventive vaccines are now under development; however, nothing is known regarding the public acceptance of such a vaccination. (Front Med., 14 (2), 2020). With the rise in COVID-19 cases around the world, vaccinations against the virus are being developed in a variety of countries. The general public's acceptance of the COVID-19 vaccine is debatable. People have been perplexed by the wide range of COVID-19 immunization alternatives available, raising questions about the efficacy and safety of specific immunizations. (Front Public Health, 8, 2020). Due to safety concerns, vaccine efficacy, misinformation, religious views, and income levels, vaccination coverage has been dropping in several countries in recent decades. (Figueiredo et al., 2016, 2020; Malesza, 2020; WHO, 2020). Misinformation, conspiracy theories, and mistrust have recently been highlighted as potential variables that may influence people's decision not to vaccinate against COVID-19 (Burki, 2019; Guidry et al., 2020; Islam et al., 2021; Roozenbeek et al., 2020).

A total of 10,000 people in Kelantan did not show up at the vaccination centre to get vaccinated according to the appointment set by the Ministry of Health Malaysia, making the community online confused and wondering why it happened (The Star, 2021). On 14 Sep 2021, Ahmad Fadhli Shaari (PAS-Pasir Mas) stated that Kelantan is one of the states that received the least vaccination rate and only 50% had received the COVID-19 vaccination. In addition, the 729th death toll on 29 January 2021 was reported to be the death of a COVID-19 patient that occurred at the Raja Perempuan Zainab 2 Hospital, Kota Bharu, Kelantan. The patient was a 63 -year - old woman with a background of chronic diseases such as diabetes, high blood pressure, and dyslipidemia (Director-General of Health, 2021). Besides, the other 15 death cases that happened in different states, such as Selangor, Sarawak, Perak, Sabah, Melaka, and Wilayah Persekutuan are patients who have a bad health background. However, it can be seen that some people do not want to receive the COVID-19 vaccine due to a lack of knowledge about the effectiveness and advantages of the vaccine. Therefore, according to Professor Dr. G. Jayakumar of Manipal University College Malaysia Community and Occupational Medicine, the Health Ministry and the Occupational Safety and Health Department need to step up their health education and enforcement efforts. Thus, the lack of knowledge about the COVID-19 pandemic has made the public wary of the safety of the vaccine.

This study consists of three objectives:
1. To examine the influence of health problems on Kelantan's inhabitants' approval of the COVID-19 immunisation.
2. To investigate the influence of lack of knowledge about COVID-19 vaccine acceptance among residents in Kelantan.
3. To investigate the influence of the vaccination safety on Kelantan residents' approval of the COVID-19 immunisation

Significance of The Study

Acceptance

Acceptance is a term used in human psychology to describe a person's agreement with the reality of a situation, accepting that a tactic or scenario is usually harmful or unpleasant. When a person to whom a suggestion is made displays acquiescence, it is an acceptance of their approach, which is also known as an agreement.

Covid 19 Vaccine

Vaccines for COVID-19 let patients develop immunity to the disease-causing virus without getting sick. Different immunizations give protection in different ways. The three types of vaccines are RNA vaccines, protein subunit vaccines, and vector vaccines. To be completely immunised, two or one doses of the COVID-19 vaccine are necessary. Two doses are required for Pfizer-BioNTech and Sinovac vaccines. The covid vaccine requires single shot are Johnson & Johnson and Janssen.

Health Problem

A health problem is a state of not being able to function normally and without pain. Health is a state of complete physical, mental, and social well-being, not only the absence of sickness or illness. Mental and physical health are the two types of health that are usually emphasised. Spiritual, financial, and emotional well-being are all part of total wellness. Medical experts have connected them to lower stress levels and enhanced mental and physical well-being.

Knowledge

Ignorance is a lack of knowledge on a significant level. Naivety due to lack of knowledge or training or it can be said to be ignorant. Knowledge failure happens when people have inaccurate, incomplete, uncertain, or misconstrued data and so make potentially wrong choices.

Vaccination Safety

Vaccination safety is a significant part of the nation's response to the COVID-19 pandemic. Vaccines have strict measures in place to guarantee that they are all safe. In the United States, the immunisation supply is the safest it has ever been. Before receiving WHO and national regulatory approval, vaccines must undergo thorough testing in clinical trials to ensure that they meet globally recognised safety and effectiveness standards.

LITERATURE REVIEW

Health Problem

These challenges might have a wide range of effects on people's mental health, necessitating the attention of global health researchers and practitioners. Depression, anxiety disorders, drug misuse, increased suicidal impulses, and PTSD have all been linked to large economic downturns or natural disasters in the past. If the COVID-19 pandemic follows the same course, the psychological impacts of prolonged stress on the general population, as well as the deterioration of various mental health conditions among those who are vulnerable, would add to the current healthcare system's load. It may also delay resuming regular life for many people when the physical threat of viral infection eventually passes. The disruption of everyday life caused by government-imposed lockdowns or stay-at-home orders has had a substantial negative impact on individuals affected mental health. (Md Mahbub Hossain and Samia Tasnim, 2020).

The psychological repercussions of the epidemic are gradually being recognised in scholarly literature, in addition to the physical health, economic, and societal implications. The COVID-19 scientific publications on the epidemiology of mental health problems were the topic of this narrative evaluation. According to current evidence, people infected with COVID-19 are more likely to suffer from depression, anxiety disorders, stress, panic attacks, irrational anger, impulsivity, and somatization disorder, as well as sleep disorders, emotional disturbance, posttraumatic stress symptoms, and suicidal behaviour. (Hossain and Samia Tasnim, 2020).

Lack of Knowledge

Misinformation about the benefits, medicinal composition, and adverse effects of vaccination is one of the barriers to universal vaccination, and the rise in anti-vaccination sentiment is largely due to the belief that vaccinations cause more harm than good in children, particularly in cases where vaccination is linked to autism. Furthermore, the eradication of some serious infectious illnesses as a result of vaccination diminishes public incentive to take vaccines under the pretext that diseases have been eradicated. One reason for not taking vaccines, which is especially crucial in the COVID-19 pandemic, is the belief that immunization is unnecessary because good hygiene measures can suffice. Because of previous experience with immunization's success in preventing a variety of serious infectious diseases, vaccine research and vaccination as the most important epidemiological measure were given considerable confidence.

In December 2020, many vaccines to prevent COVID-19 infection were authorized, and more than 50 COVID-19 vaccine candidates were being developed. Vaccination has begun in several countries throughout the world, with Jordan following suit in February 2021. Nonetheless, certain cases of reinfection have been reported, raising questions about vaccination safety and

efficacy, particularly in terms of COVID-19 protection. Furthermore, the quick development of vaccines raises worries regarding their safety. Previously, rapid vaccine development was connected with unfavourable outcomes. The swine flu vaccine, for example, raised the risk of Guillain-Barré syndrome. (Al-Qerem WA & Jarab AS (2021).

Vaccination Safety

Many of the new vaccines make use of completely new technologies that have never been used in humans before. The justification for this action was that the outbreak was so widespread and devastating that it necessitated drastic measures. In due course, the SARS-CoV2 immunization program commenced. The majority of them have been the vector vaccination product created by the Oxford vaccination group and marketed by AstraZeneca, Vaxzervria, BioNTech's RNA vaccination product marketed by Pfizer, and Vaxzervria, the RNA vaccination product developed by BioNTech and marketed by Pfizer. Other immunizations account for just approximately 5% of overall immunizations. Because these vaccines have never been evaluated for safety in prospective post-marketing surveillance studies, all agreed that determining their efficacy and comparing them to the standard of care would be beneficial Harald Walach et al, 2021). Clinical pharmacists were crucial in the safety monitoring of the COVID-19 vaccine. The inactivated COVID-19 vaccination has a high level of safety. The majority of the prevalent side effects were minor and acceptable, with a low occurrence. Clinical pharmacists' work is crucial and can be expanded in the future to assure immunization safety and provide improved health care (Guangfei WangLin Zhu, 2021).

Vaccines have also played an important role in improving health outcomes and life expectancy by controlling and preventing infectious diseases including smallpox, polio, and plague. The development of a safe and effective COVID-19 vaccine is a critical step toward containing the pandemic, given the increased morbidity and death associated with COVID-19. However, once the vaccines are available, misinformation and conspiracy theories surrounding COVID-19 immunizations can have a major impact on vaccine uptake. (

Acceptance of COVID-19 Vaccine

Vaccine acceptance can be influenced by a wide range of factors. The effect of perceived risk, vaccination efficacy, availability of information, and job type on vaccine uptake has been studied in some research. The goal of this study is to see if there is a significant difference between people who have an excellent, good, fair, and vague knowledge of COVID-19 in terms of depression, anxiety, stress, mindfulness, specific cognitive emotion regulation strategies, and psychological flexibility, and to see if there is a significant relationship between these variables. (Priyanka Podder and Neha Dubey, 2020).

According to the study, the higher one's ability to be mindful of oneself and activities is proportional to one's ability to be present at the moment, open to new experiences, and work with awareness. In the context of the COVID-19 pandemic, the current study findings imply that the more one acts with awareness, the better one's knowledge of the pandemic, understanding of the unique virus, its infectious nature, and the safety measures required to avoid transmission to self and others. The more one can acknowledge their pandemic-related feelings and how it feels to respond adaptively to those feelings without ignoring them, the more one can stay present at the moment. (Priyanka Podder and Neha Dubey, 2020).

Research Hypotheses
H1   There is a significant influence of the health problem on the acceptance of vaccination of Covid-19 among residents in Kelantan.

H2   There is a significant influence of lack of knowledge about the acceptance of the COVID-19 vaccine among residents in Kelantan.

H3   There is a significant influence on vaccination safety and the acceptance of the COVID-19 vaccine among residents in Kelantan.

Figure 1 below represents the conceptual framework of this research.
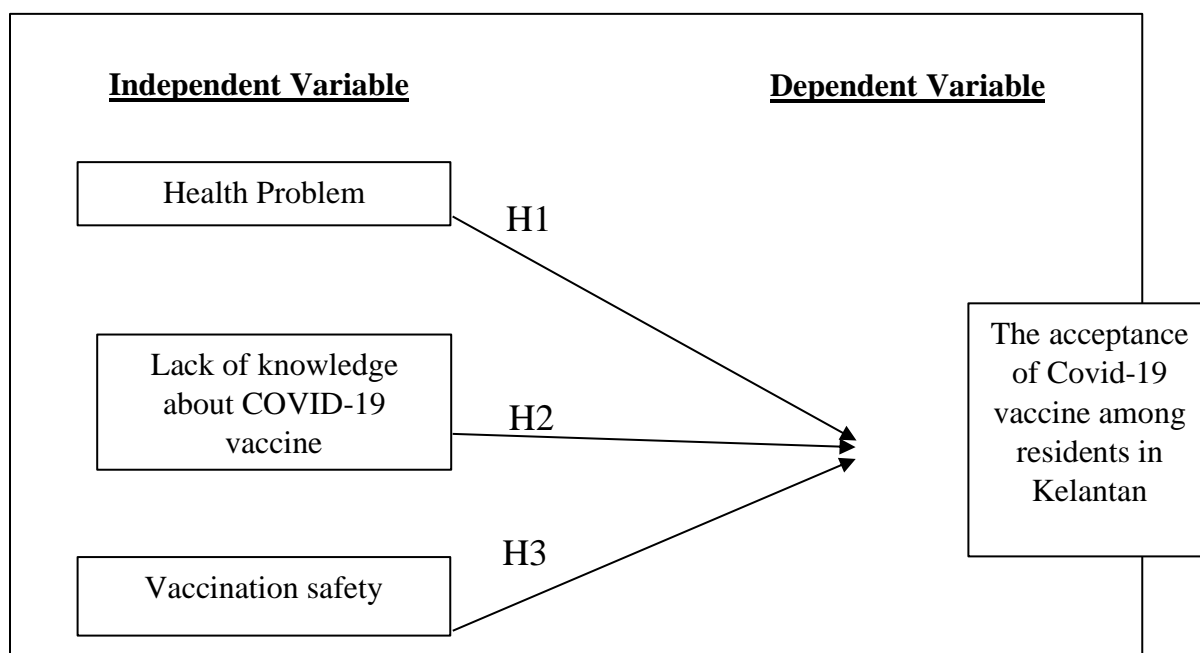
Figure 1: Research Framework

METHODOLOGY

Research Design

The study used the quantitative method where questionnaires were distributed to 384 people in Kelantan. In this research, the target population chosen was Kota Bharu, Kelantan. The reason why the researcher chooses Kelantan state to do this research topic is that Kota Bharu is at a rank of 10th in the list of the largest cities in Malaysia with a population of some 600,000. Researchers want to study the factor that influences the acceptance of the COVID-19 vaccine among residents in Kelantan.

Moreover, a set of questionnaires was distributed to the population to collect the data. The researcher divided the questionnaire into 3 sections which are Section A, B, and C. For Section A, the questionnaire requested general information about the factors that influence the acceptance of the COVID-19 vaccine among residents in Kelantan. Section A discussed the respondent's demographic information such as gender, age, race, income level, status, education level, and type of job. Section B discussed focused on the independent variables which are boosting employee morale, reducing absenteeism, and increasing employee productivity, consisting of questions related to the independent variable meanwhile section C discussed the dependent variable which is the Factors that influence the acceptance of COVID-19 vaccine among residents in Kelantan.

Data Collection

The data collection was conducted using questionnaires. This study chose to distribute the questionnaires using the google form application. The survey was applied to collect information concerning the acceptance of the COVID-19 vaccine among residents in Kelantan. The survey will conduct online due to the current pandemic issue in Malaysia which is COVID-19.

Sampling

The sampling method used in the study is the simple random sampling method. Simple random sampling is employed to create statistical assumptions about a population. The study used this

method because questionnaires were prepared and distributed on online pages to gather information from the respondent.

$$n = \frac{X^2 Np(1-p)}{e^2(-1) + X^2 p(1-p)}$$

n = sample size
N = population size
e = acceptable sampling error
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 person correlation analysis. The collected data were analysed by using Statistical Package for the Social Sciences (SPSS) version 26.

FINDINGS

Results of Demographic Analysis

Table 1 shows the data of demographic analysis obtained from Part A in the questionnaire on demographic variables include gender, age, status, level of education, and the race taken in Kelantan. The population for the research is from the state of Kelantan. Table 4.1 shows the result of socio-demographic characteristics of the respondents. Our research focuses on the population in Kelantan and the majority of respondents were female (63.5%), aged 21 years and above (68.0%), single (80.5%), and level of education was degree (52.3%), and the last one is race Malay (81.3%).

Table 1: Descriptive Analysis

Socio Characteristic		Frequency	Percentage (%)
Gender	Male	140	36.5
	Female	244	63.5
Age	12 - 17 years old	5	1.3
	18 – 20 years old	118	30.7
	21 years old and above	261	68.0
Status	Single	309	80.5
	Married	72	18.8
	Others	3	0.8
Level of education	SPM	38	9.9
	Diploma	63	16.4
	Degree	201	52.3
	Master	26	6.8
	PHD	11	2.9
	Others	45	11.7
Race	Malay	312	81.3
	Indian	33	8.6

Chinese	32	8.3	
Other	7	1.8	

Result of Descriptive Analysis

Table 2 shows the question of health problem that contributed to the acceptance of COVID-19 vaccine by our respondents. Based on our research, the highest value of mean is "The COVID-19 vaccine is essential to increase antibodies in the body" with 4.4792, followed by "The COVID-19 vaccine boosts the immune system in the body" (4.2865), "Covid19 vaccine has side effects" (4.2031), "Administration of COVID-19 vaccine can break the transmission chain more efficiently" (4.0781), "People with health problems are at risk of receiving COVID-19 Vaccine" (4.0547), "The COVID-19 vaccine can affect internal health" (3.5911), "Does vaccination make the body weaker" (3.4193) and the last is that "The COVID-19 vaccine is detrimental to internal and external health" (3.3906). Then, demonstrated the mean and ranking for lack of knowledge. The highest mean represented the question of "Fake news about vaccines makes me afraid of vaccines (3.3073)", followed by "When the vaccine stops the pandemic, I won't need to be vaccinated" (2.9661), "I don't think I'm going to get sick even if I don't get the vaccine" (2.8880), "I don't want to waste time on vaccination, I have more important worries" (2.8125), "I don't expect severe symptoms so there is no need to get the vaccine" (2.7943 "The sharing about the COVID-19 vaccine is not very widespread" (2.6667), "I have less exposure to the COVID-19 vaccine" (2.5495) and second last is "I was already COVID-19 positive, so I will definitely not be positive again" (2.4505), and last ranked is " I don't care if I get sick" (1.9193). Besides, the table also represented the mean of vaccination safety. The question which dominates the first ranked with the highest mean is "I believe in the effectiveness of the vaccine" (4.0469) and followed by "I think the vaccine will protect me from getting sick" (3.8721), "I think the COVID−19 vaccine is safe" (3.8668), "I am not sufficiently informed about the COVID-19 vaccines" (2.8542), next is "I am afraid of the side effects of the vaccine" (3.7891), "I will accept the next vaccination" (3.6432), the last one is "I believe that traditional medicine is suitable for COVID-19 cure instead of taking a vaccine" (3.3516). Lastly, the next row represented the mean of Satisfaction with COVID-19 vaccine. The question which dominates the first ranked with the highest mean is "After receiving the COVID-19 vaccine can go to the workplace, school, and outdoor activities" (4.2161), followed by "I would recommend getting the COVID-19 vaccine to others" (3.9115), is "COVID-19 vaccine safe for my health" (3.9063), "General comfort with receiving vaccination in the COVID-19 vaccine centre" (3.8984), "COVID-19 vaccines satisfied me" (3.6536), "COVID-19 Vaccines can prevent me from COVID-19" (3.6146), and last is "I would accept more accept vaccines for myself to boost my immunity system" (3.5885).

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Health Problem	The COVID-19 vaccine is essential to increase antibodies in the body	4.4792	0.765
	COVID-19 vaccine has side effects	4.2031	0.923
	The COVID-19 vaccine boosts the immune system in the body	4.2865	0.847
	The COVID-19 vaccine can affect internal health	3.5911	1.168
	People with health problems are at risk of receiving COVID-19 Vaccine	4.0547	1.004
	The COVID-19 vaccine is detrimental to internal and external health	3.3906	1.196

	Administration of COVID-19 vaccine can break the transmission chain more efficiently	4.0781	0.939
	Does vaccination make the body weaker	3.4193	1.292
Lack of Knowledge	I have less exposure to the COVID-19 vaccine	2.5495	1.330
	The sharing about the COVID-19 vaccine is not very widespread	2.6667	1.328
	I don't think I'm going to get sick even if I don't get the vaccine	2.8880	1.315
	I was already COVID-19 positive, so I will definitely not be positive again	2.4505	1.324
	When the vaccine stops the pandemic, I won't need to be vaccinated	2.9661	1.309
	I don't expect severe symptoms so there is no need to get the vaccine	2.7943	1.289
	I don't want to waste time on vaccination, I have more important worries	2.8125	1.385
	I don't care if I get sick	1.9193	1.273
	Fake news about vaccines makes me afraid of vaccines	3.3073	1.370
Vaccination Safety	I believe in the effectiveness of the vaccine	4.0469	0.963
	I am afraid of the side effects of the vaccine	3.7891	1.119
	I think the vaccine will protect me from getting sick	3.8721	1.057
	I think the COVID−19 vaccine is safe	3.8668	0.984
	I am not sufficiently informed about the COVID-19 vaccines	2.8542	1.309
	I will accept the next vaccination	3.6432	1.235
	I believe that traditional medicine is suitable for COVID−19 cure instead of taking a vaccine	3.3516	1.202
Acceptance of COVID−19 vaccine	Accept more vaccines for me to boost my immunity system	3.5885	1.242
	Accept more COVID-19 vaccines satisfied me	3.6536	1.085
	COVID-19 Vaccines can prevent me from COVID-19	3.6146	1.128
	General comfort with receiving vaccination in the COVID-19 vaccine centre	3.8984	0.957
	recommend getting the COVID-19 vaccine to others	3.9115	0.992
	COVID-19 vaccine safe for my health	3.9063	0.978
	After receiving the COVID-19 vaccine I can go to the workplace, school, and outdoor activities	4.2161	0.955

Result of Reliability Analysis

Based on Table 3, shows the reliability analysis for health problems. Cronbach's Alpha coefficient shows the value is 0.724. Next, is the reliability analysis for lack of knowledge. Cronbach's Alpha coefficient shows the value is 0.859. Also, the reliability analysis for vaccination safety. Cronbach's Alpha coefficient shows the value is 0.654. Meanwhile, the Satisfaction of COVID-19 Vaccine Cronbach's Alpha coefficient shows the value is 0.904. The questionnaire is reliable and can be used in the study. The result of reliability analysis for all the variables is 0.724, 0.859, 0.654, and 0.904. Based on (Bond & Fox, 2015), an acceptable Cronbach's Alpha value score is 0.71-0.99.

Table 3: Reliability Analysis

Variables	Cronbach's Alpha	No. of Items
Health Problem	0.724	8
Lack of knowledge	0.859	9
Vaccination safety	0.654	7
Satisfaction of COVID-19 Vaccine	0.904	7

Result of Pearson Correlation Analysis

Table 4 shows the results of the correlation analysis of the factor that influence the acceptance of the COVID-19 vaccine among residents in Kelantan. According to the results, the significant p-value of H1 is 0.001 which is below 0.05 and the p-value is under 0.05. Health problems and the acceptance of the COVID-19 vaccine were significantly correlated with $r = 0.268$, $p < 0.05$. There was a low correlation between health problems and the acceptance of the COVID-19 vaccine. Then, there is no significant correlation between lack of knowledge and the acceptance of the COVID-19 vaccine, with $r = 0.060$, $p < 0.05$. The correlation indicates that there is no relationship between lack of knowledge and the acceptance of COVID-19 vaccine and fails to reject the null hypothesis. Besides, there was a significant correlation between vaccination safety and the acceptance of COVID-19 vaccine, with $r = 0.662$, $p < 0.05$. There was a moderate positive correlation between health problems and acceptance.

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H1 There is a significant influence of the health problem on the acceptance of vaccination of COVID-19 among residents in Kelantan.	0.05	H1 is supported
H2 There is a significant influence of lack of knowledge about the acceptance of COVID-19 vaccine among residents in Kelantan.	0.05	H2 is not supported
H3 There is a significant influence on vaccination safety and the acceptance of COVID-19 vaccine among residents in Kelantan.	0.05	H3 is supported

DISCUSSION & RECOMMENDATIONS

The research had shown that the variables are the acceptance of the COVID-19 vaccine among residents in Kelantan (dependant variables) and health problems, lack of knowledge, and vaccination safety (independent variables) were moderately correlated with the dependant variable and had a significant correlation relationship.

Based on the data analysis and findings, the most significant factor is a health problem, which achieved the highest mean score of 3. 9378 and followed by vaccination safety and lack of knowledge. All COVID-19 vaccines have been approved by WHO for emergency use listing that has been through randomized clinical trials to test every vaccine base on their quality, safety, and efficacy. The high efficacy rate of the vaccine is 50% and above only will be approved. Then it will be continuing to be monitored for ongoing safety and effectiveness. Besides, the COVID-19 vaccine also offers strong protection to increase antibodies in the body. However, this protection takes time to build. Therefore, all the required doses need to be taken to build full immunity. In other words, vaccines can stop someone from getting sick with COVID-19, but not everyone.

For recommendations, residents of Kelantan should take an action by filtering carefully what they are reading and believing in certain information including the information of the COVID-19 vaccine. The Malaysian population was found to have good knowledge, attitude, and perception regarding COVID-19 prevention. Besides, the Ministry of Health Malaysia should have scaled up the vaccine promotional programs, particularly through social media and mass media. Thus, more dialogues and forums involving experts from the ministry and universities have frequently been aired on television and Facebook Live. At the beginning of the mass vaccination program, the media also need to highlight the vaccination process of the top leaders to increase public confidence.

Then, future research on this topic may use the quantitative method instead of the qualitative method to collect data from all respondents. The quantitative method is better and more effective than the qualitative because the chosen population is based on the number of residents in Kelantan, which has a total of a million numbers. Next, for this study, the data was collected through an online survey questionnaire using Google Form. Therefore, future research is recommended to use the same way to get information from the respondent. Google Forms is widely being used nowadays to create surveys simply and efficiently. It is also a free online tool that allows the user to get systematic and excellent data. Besides, a face-to-face interview or online interview may be done by the future researcher to get more relevant, and reliable data based on the direct interview.

CONCLUSION

In conclusion, this study has been accomplished to discover the acceptance of COVID-19 vaccines among Kelantan residents. Three independent variables, health problems, lack of knowledge, and vaccination safety were chosen to examine their relationships with the dependent variable, which is the acceptance of the COVID-19 vaccine among Kelantan residents. Total 384 respondents from age 12-21 years old above in Kelantan to examine the acceptance of the COVID-19 vaccine among Kelantan residents. Based on Pearson correlation analysis, health problems and the acceptance of the COVID-19 vaccine were significantly correlated with $r = 0.268$, $p < 0.01$. There was a moderate strength of correlation between health problems and acceptance. Then, there was a significant correlation between lack of knowledge and the acceptance of COVID-19 vaccine, with $r = 0.060$, $p < 0.01$. The correlation indicates that there is a low relationship between lack of knowledge and the acceptance of the COVID-

19 vaccine. Besides, there was a significant correlation between vaccination safety and the acceptance of COVID-19 vaccine, with r = 0.662, p < 0.01. There was a moderate strength of correlation between health problems and acceptance. Therefore, all the hypotheses are supported.

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Factors That Influence Weight Gain Among Year 3 UMK Students of City Campus

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ABSTRACT

Weight gains may influence the changes in environmental barriers, perception of lack of healthy food and lack of physical activities. Many preventive measures have been implemented in response to the factors that influence weight gain among Year 3 students in city campus. University Malaysia Kelantan. As a result, the lifestyle is disrupted, which may have an influence the 'Weight Gain'. The data for the study was collected through a survey with 278 respondents, all of whom were recognised, including the year 3 students of University Malaysia Kelantan as well. The findings indicated that the lack of healthy food option factor had the greatest influence on the City Campus year 3 students of University Malaysia Kelantan. Data were analysed by descriptive analysis, frequency, and inferential analysis through Statistical Package for Social Sciences (SPSS) version 27.0.

Keywords: Weight gain, Environmental Barriers, Perception of lack of healthy food and Lack of physical activities.

INTRODUCTION

According to data issued by the World Health Organization, there has been an alarming rise in weight gain. Hyperplasia or hypertrophy of adipose cells in infancy causes an aggravated increase of fat tissue. This is a hallmark of obesity and tends to last into maturity. An insult or stimulus during crucial phases of development, such as intrauterine growth and infancy, has long-term impacts on the organism's physiology, structure, and functions. (M R Sacco, N P de Castro, 2013). Weight change, on the other hand, does not always match predictions based on energy imbalance calculations.

Obesity is linked to energy conservation (with weight loss) and dissipation, as well as intentional (like dieting) and involuntary weight reduction. Adaptive thermogenesis (AT) prevents energy storage from changing in response to changes in energy intake and/or EE. (Manfred J. Muller, Janna Enderle et al., 2016). Wellness is a comprehensive approach to well-being that feeds the body, stimulates the mind, and nourishes the spirit. It is a way of life that helps to grow into the best kind of person of potentials, circumstances, and fate will allow.

Dietary and nutritional habits are crucial for maintaining good health and avoiding sickness. Obesity can result from improper eating habits, which can severely impact on physical and psychological development. Poor eating habits and lack of physical activity can lead to osteoporosis, obesity, hyperlipidemia, diabetes, and cancer later in life. Nutrition education is still infrequently employed by university students. The effectiveness of nutrition education initiatives in changing dietary habits is unknown. This study examines the influence of various nutrition education interventions on the eating patterns of college students. (Lua, Elena et al., 2012; Ruben Navarrette, 2012).

The high prevalence of overweight and obesity among teenagers is one of the most serious health concerns. Obesity in children and adolescents has several short- and long-term consequences, including behavioral challenges, low self-esteem, and clinical diseases such as asthma and type 1 diabetes.

There were three objectives of this research:
1. To examine the influence of environmental barriers on weight gain among year 3 Universiti Malaysia Kelantan students city campus.
2. To identify the influence of perception of lack of healthy food options on weight gain among year 3 Universiti Malaysia Kelantan students city campus.
3. To investigate the influence of lack of physical activities on weight gain among year 3 University Malaysia Kelantan students' city campus.

Significance of Study
Researchers
This study aimed to give better information and enlighten new researchers about the entire extent of available data. This study also supplied new resources, expertise, and the most up-to-date information on the elements that could influence weight gain among year 3 University Malaysia Kelantan students on the city campus for future investigations. In Malaysia, women are fatter than males, while Malays and Indians are more obese than Chinese. The Orang Asli (Aborigines) are Malaysia's least obese ethnic group, although this may change as the country's economy develops. Obesity is not protected by living in a rural region or having a low income.

Authorities
The following importance of this study is for authorities. This report aimed to provide specific information to the authorities on weight gain in Malaysia. This research would provide the authorities with information about how to handle the way to eliminate weight gain. For example, in Malaysia, the government has started to take a closer look at the establishing of a National Plan of Action for Nutrition of Malaysia III 2016-2025. This is because the initiative to set up This Plan brings together nutrition-related actions to halt the rise in overweight, obesity and diet-related Campaigns, programs, and others can raise awareness among the government and the community.

Consumers
This study was also significant for the consumers. Since consumers or communities were significant contributors to weight gain, several studies looked at consumer or community weight gain during the covid-19 pandemic, and people use the application to buy goods as well as food. This is because it can avoid being exposed to the outside. In addition, it makes it easier for them. Students also spend a lot of time at home with online learning. The community needs to change their behaviors, including their routine, and manage diet plans. This study was also of considerable interest to society to help them become more concerned with weight gain. The importance of this study was to lead in minimizing weight gain consumption.

LITERATURE REVIEW
Weight Gain
More weight is acquired when people eat more calories than the body uses via normal biological activities and physical activity. However, the practices causing a person to acquire weight aren't always visible (Causes Obesity, 2019). Losing weight entails consuming fewer calories and exercising more. A person could become overweight or obese if enough weight is gained because of increasing body fat deposits, which is described as having more fat mass (adipose

tissue) than is healthy. The Body Mass Index (BMI) is a ratio that assesses body weight about height and identifies ideal, inadequate, and excessive weight

Obesity is a term used to describe a person who has gained excessive weight (William C.Shiel Jr., 2019). Obesity is a complex condition marked by an excessive amount of body fat. Obesity is more than just a matter of appearance. It is a medical condition that increases the risk of developing heart disease, diabetes, high blood pressure, and some cancers, among other diseases and health problems. For a range of reasons, some people have difficulty reducing weight.

Environmental Barriers

The barrier is one of the weight increase outcomes of year 3 students at the University Malaysia Kelantan, City Campus. Environmental factors such as high-fat foods, super-sized servings, and fast-food intake among students increase obesity. Students are addicted to high-fat, high-calorie items that are also tasty and inexpensive. One of the things that influence weight gain is behavior. Furthermore, one of the issues covered in the category of environmental barriers to students is stress. Because they are so concentrated on completing the project, pupils will be too stressed to go out and undertake physical activities. As a result, because these students are so concentrated on their tasks that they disregard their health, they acquire weight (Wetzel, 2021).

Students' decisions may be influenced by their surroundings or communities. Because there are not enough sidewalks, a person can decide not to walk to the shop or to work. Individuals' health decisions are influenced by their communities, homes, and workplaces. Because of this effect, it is critical to develop surroundings in these sites that encourage physical activity and a nutritious diet. Parks, trails, and walkways, as well as leisure and fitness facilities, may be available to encourage physical activity.

Lack of Healthy Food Options

Healthy eating habits and insufficient nutritional intake were emphasized among university students in 2011 (Gunasegaram, 2012). The study indicated that young individuals needed to be encouraged to adopt more appropriate eating habits to reach good nutritional status. Malaysian teenage females were found to engage in harmful eating behaviors such as skipping meals, particularly breakfast, snacking, and a variety of weight reduction dietary behaviors (Chin & Nasir, 2009)

Examples of findings from previous studies, most of the participants in this research ate fast food monthly, especially those aged 24 and younger. Similarly, 84 per-cent of Malaysian university students eats fast food. The prevalence of fast-food eating is concerning. Although most people in this poll said they ate at a restaurant, the availability of home delivery services by most fast-food companies has improved community access to fast food. As a result, fast food is now conveniently accessible without leaving the house. A product's accessibility, availability, and price significantly impact increased consumption. In terms of ethnicity, we discovered that Malays were more likely to consume fast food (Abdullah, Mokhtar, et al., 2014)

Lack of Physical Activities

According to the Department of Health and Social Care, students should engage in at least 150 minutes of moderate-intensity aerobic activity per week, such as cycling or quick walking. That does not have to be completed entirely at once; it can be broken down into smaller parts. For example, five days a week, a person could work out for 30 minutes (Causes Obesity, 2019).

Students are so preoccupied with academics and assignments that they overlook engaging in physical activity to preserve their health. Students are so engrossed in their electronics that they refuse to engage in physical activity, impacts on their weight and health. A lack of physical activity can lead to heart disease even if there are no other risk factors. Heart disease is caused by obesity, high blood pressure, excessive cholesterol, and type 2 diabetes. (Promotion, 2019).

Research Hypothesis

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

H1: Environmental barriers have a relationship with weight gain among year 3 University Malaysia Kelantan students City Campus.
H2: Perception of lack of healthy food options is related to weight gain among student's year 3 University Malaysia Kelantan students City Campus.
H3: Lack of physical activity correlates with year 3 University Malaysia Kelantan students City Campus.

Research Framework

A research framework has been developed to investigate the connection between the research variables. The study's dependent variable is weight gain among year 3 students at UMK Campus City, while the independent variables include environmental barriers, perception of lack of healthy food options, and lack of physical activities.
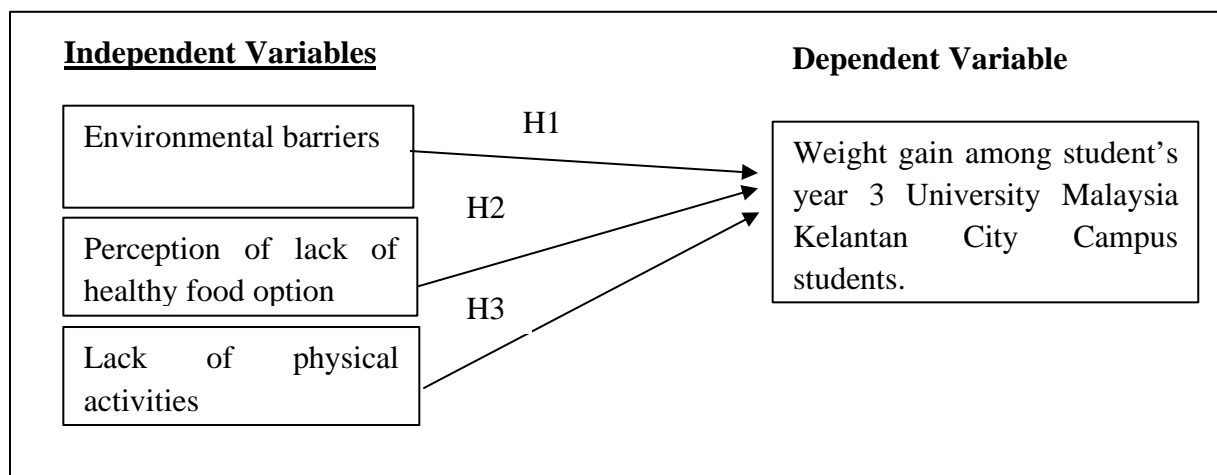
Figure 1: Research Framework

METHODOLOGY

Research Design

The research methodology was covered in this chapter and used to complete our research. Research is an intellectual activity, and such as the term must be used in an industrial sense. In this chapter, we look at the main parts of research methodology, which are the research method, method of data collection, and sampling plan. The research methodology includes carrying out this study, target population, sample size, sampling method, data collection and instrument. This chapter concludes with a summary of this chapter. The research design is the overall approach for conducting research. Quantitative research gathers and analyzes non-numerical data such as text, video, and audio. It may be used to find patterns and averages, predict outcomes, test causal relationships, and generalize results.

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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 link to the Google form was distributed to all year 3 students at University Malaysia Kelantan City Campus via social media such as Facebook, WhatsApp, Telegram, and E-mail. It is very convenient to minimize cost, saves time and is significantly applicable during this global pandemic outbreak.

Sampling

The convenience sampling approach was utilized in this study as a non-probability sampling strategy. Questionnaires were produced and disseminated online or uploaded on social media pages to collect information from respondents. The researcher will employ the probability sampling approach, which is simple random sampling.

The sampling approach employed in this study was the probability sampling methodology, specifically simple random sampling, which is a basic probability sampling strategy. The researchers used Krejcie and Morgan's (1970) equation to estimate the sample size for this study in order to achieve a reliable and valid sample. This equation's formula is as follows: $S = x^2Np(1-p)$ $e\,2(N-1) + X2p(1-p)$ n = number of samples N stands for population size. e = degree of precision represented as a proportion (0.05) x 2 = chi-square of degree of freedom 1 and 95 percent confidence (3.841) p = population percentage (if unknown, 0.5)

$$S = x^2Np(1-p)$$
$$e\,2(N-1) + X2p(1-p)$$

n = sample size
N = population size
e = the degree of accuracy expressed as a 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

This study employed three types of data analyses: frequency analysis, descriptive analysis, and reliability analysis. The data were analyzed with SPSS to illustrate the links between the dependent variable and the independent variables as a series of statistical processes represented by regression analysis.

FINDINGS

Result of Frequency Analysis

Table 1 below shows the result of frequency analysis of this research.

Table 1: Frequency Analysis

Respondent Profile	Classification	Frequency	Percentage (%)
Gender	Male	105	37.8
	Female	173	62.2
Range of Age	18-20	14	5.0
	21-23	221	79.5
	24-26	42	15.1
	27 and above	1	0.4

Race	Malay	139	50.0
	Indian	68	24.5
	Chinese	60	21.6
	Others	11	4.0
Marital Status	Single	271	97.5
	Married	7	2.5

Table 1 shows the characteristics of respondents. 105 out of 278 respondents are male, 37.8%, while 173 are female representing 62.2%. The highest percentage is from 21 to 23 years old, representing 79.5%. Meanwhile, age 24 to 26 years old represented 15.1%. From 18 to 20 years old are 5.0% and for 27 years and above just 0.4%. From table 1, the highest percentage of races is Malay which represented 50.0%, followed by Indian, which represented 24.5%. Chinese represented 21.6% of respondents, and others represented just 4.0%. The highest percentages of marital status are single, which represented 97.5%. Meanwhile, married people are represented with just 2.5%.

Result of Descriptive Analysis

Table 2 below shows the result of descriptive analysis for this research.

Table 2 Mean, standard deviation of items and variable (n=278)

Variables	Statement	Mean	Standard Deviation
Environment Barriers	I am eating in response to stress	4.77	1.651
	I always feel hungry at home	5.50	1.385
	I always have food on hand while doing assignment	5.20	1.490
	I always try new viral recipes with my family during MCO	4.35	1.657
	I always order food from food apps like Grab food and Food Panda	4.35	1.621
Lack of Healthy Food	The taste is not good	3.69	2.195
	Do not have consciousness to consume healthy food	3.17	2.008
	Fast food is tastier than healthy food	4.00	2.176
	Families do not practice healthy eating at home	3.07	2.000
	Lack of knowledge about healthy food	3.09	2.039
Lack of Physical Activities	Due to MCO, outdoors activities are restricted	5.99	1.422
	Do not have enough time due to a lot of work	5.84	1.414
	Lack of awareness of the health of body	3.41	2.093
	Spend much time on media social	5.30	1.433
	Spend much time in the kitchen	4.33	1.699

Weight Gain Among Year 3 Student in University Malaysia Kelantan City Campus	I felt MCO affect my weight gain	5.08	1.575
	I felt my eating schedule is out of control	4.59	1.660
	I felt environment affect my weight	5.04	1.547
	I felt lack of physical activities affect my weight	5.08	1.496
	I felt lack of healthy food affect my weight gain	4.56	1.885

Environmental Barrier scores showed (mean=4.8345, SD=0.91499), this means that environmental barriers are a factor in weight gain among students since respondents agreed on most of the items. Respondents agreed that eating in response to stress, (mean=4.77, SD=1.651). Respondents agreed that they always feel hungry at home, (mean=5.50, SD=1.385). Respondents always have food on hand while doing assignments, (mean=5.20, SD=1.490) and always try new viral recipes with family at home, (mean=4.35, SD=1.657). Respondents agreed to order food from food apps, (mean=4.35, SD=1.621). Students consume fewer fruits and vegetables daily and report high consumption of high-fat, high-calorie items (Racette, 2005).

Lack of Healthy Food" scored the lowest among other variables, which is (mean=3.4036, SD=1.82778). Respondents agreed that the taste is not good (mean=3.69, SD=2.195). Respondents agreed they do not have consciousness to consume healthy food, (mean=3.17, SD=2.008). Respondents agreed that fast food is tastier than healthy food, (mean=4.00, SD=2.176) and agreed that families do not practice healthy eating at home, (mean=3.07, SD=2.000). Lack of knowledge about healthy food represented (mean=3.09, SD=2.039). The proliferation of shopping malls, convenience stores, vending machines, and fast-food restaurants has created a dangerous environment for young adults to engage in bad eating habits (Gunasegaram, 2012).

Lack of Physical Activities" scored the highest among other variables shown (mean=4.9734, SD=0.87551). Respondents strongly agreed that due to MCO outdoor activities are restricted, (mean=5.99, SD=1.422) and agreed that they do not have time due to a lot of work, (mean=5.84, SD=1.414). Respondents agreed that there is a lack of awareness of the health of the body (mean=3.41, SD=2.093). Respondents agreed to spend much time on social media, (mean=5.30, SD=1.433) and agreed to spend much time in the kitchen, (mean=4.33, SD=1.699).

The dependent variable score showed, (mean=4.8683, SD=1.27665). Literally respondents agreed with the statement that MCO affects weight gain with (mean=5.08, SD= 1.575). Respondents agreed that statement eating schedule is out of control, (mean=4.59, SD=1.660). Respondents agreed that the environment affects weight (mean=5.04, SD=1.547) and agreed lack of physical activities affected weight (mean=5.08, SD=1.496). Respondents agreed that lack of healthy food affects weight (mean=4.56, SD=1.885).

Relationship between environmental barriers, lack of healthy food and lack of physical activities on weight gain among year 3 students in University Malaysia Kelantan City Campus.

Table 3: Pearson's Correlation Relationship

Variable		Weight Gain
Environmental Barriers	Pearson correlation	.546
	Sig. (2-tailed)	.000
	N	278
Lack of Healthy Food	Pearson correlation	.687
	Sig. (2-tailed)	.000
	N	278
Lack of Physical Activities	Pearson correlation	.592
	Sig. (2-tailed)	.000
	N	278

The results in table 3 indicated that environmental barriers and weight gain among students are 0.546, which indicates positive linear relationships between environmental barriers and weight gain among year 3 students at UMK City Campus. The lack pf healthy food and weight gain among students. 687 which indicates positive linear relationship. Meanwhile, lack of physical activities and weight gain among students-._592, which indicated a positive linear relationship. All three variables are correlated, and the relationship is significant (P<0.05).

H1: There is a relationship between environmental barriers and weight gain among year 3 students at UMK City Campus.

H2: There is a relationship between lack of healthy food intake and weight gain among year 3 students at UMK City Campus.

H3: There is a relationship between lack of physical activities and weight gain among year 3 students at UMK City Campus.

DISCUSSION AND RECOMMENDATIONS

Based on this research, the researchers examined the factors affecting weight gain among year 3 students at the UMK City Campus. This study breaks a new avenue by highlighting the proposal's recommendations that improve future studies. This proposal could provide double advantages for new research to refine a study's factors that influencing weight gain among university students.

First, if they have adequate time and money, future researchers may be able to collect data on different campuses based on the differences in the courses registered. This is because future research will be able to collect data from all campuses and use the resources available at universities to acquire information and analyze it efficiently. When there are environmental barriers among students, the data collected will be more precise in determining the level of weight growth because the obstacles they face are different, depending on where they are.

Next, the journal can also be reproduced by future researchers. This study compared the outcomes from the Western country using a well-known journal. As a result, cultural gaps between western and eastern students may exist. Furthermore, different countries' populations have different perspectives, which might lead to bias. Future researchers should look for publications in public libraries, as well as on Google Scholar and My Athens, to find more information from overseas on weight gain among university students, to help improve reading resources.

Future research may use other independent factors to modify the weight growth component among university students. Furthermore, insufficient sleep can be an independent determinant that contributes to weight gain, even if students believe they have gotten enough rest to continue

trying to complete activities. Furthermore, future researchers may want to take into account family history and genes as independent variables that influence weight gain in respondents.

Last but not least, the researchers might switch from quantitative to qualitative data collection approaches. Future researchers can collect data through questionnaires and qualitative methods such as telephone surveys and face-to-face interviews. Specifically, the questions asked for face-to-face or telephone interviews can reveal the respondents' behaviors clearly. As a result, it gives more accurate, consistent, and efficient data for studies on whether a lack of healthy food intake might influence weight increase.

CONCLUSION

In conclusion, this study has been accomplished to discover factors influencing weight gain among year 3 University Malaysia Kelantan students at city campus. A total of 278 respondents from the age of 18 until 27 years old and above were selected. Four independent variables: eating behavior, lack of physical activities, environmental barriers have been chosen as an influence on weight gain among them with the dependent variable. Overall, based on Pearson's correlation analysis, Eating Behavior (0.687), Lack of Physical Activities (0.592), Environmental Barriers (0.546).

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Factors That Influence Consumer Community Intention to Support Muslim Friendly Gyms in Kota Bharu, Kelantan

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ABSTRACT

Muslim Friendly gyms and health centers are those that provide products and services in compliance with Shariah principles. Following the increased demand for exercise among Muslims, new training approaches and methods to achieve the aims of weight loss, muscle growth, heart health, or sports and leisure performance at the same time are currently emerging. Furthermore, both Muslims and non-Muslims are increasingly interested in halal products and services. The goal of this research is to determine the relationship between consumer's behavior and the community's desire to protect the Muslim Friendly gym in Kota Bharu, Kelantan. Attitudes, subjective norms, and perceived behavioural control were employed as independent variables in this study, the purpose of protecting the Muslim Friendly Gym, as the dependent variable. This research also looks into the intention to assist Muslim-friendly gyms. Google Forms was used to disseminate a series of questions to a total of 387 target residents. SPSS was used to analyse the data from the questionnaires. The findings of the study showed there is a significant influence of attitudes, subjective norms, and perceptions behavioural control on the community's intention to support Muslim-friendly gyms in Kota Bharu Kelantan. Among the most influential are the subjective norm and perceived behavioural control. In conclusion, this study can be a reference to anyone wishing to refer for future studies.

Keywords: Gym and Health, Muslim Friendly Gym, Attitudes, Subjective Norms, Perceived Behaviour Control.

INTRODUCTION

A gym is a commercial business or usage where physical exercise or training is performed on an individual basis, employing exercise equipment or open floor space, with or without one-on-one instruction from a personal trainer. A gymnasium, often known as a gym, is a covered athletic facility. They are widely seen in sports and fitness centers, as well as in educational institutions as activity and learning areas. "Gym" is also slang for "fitness center," which is frequently an indoor recreation facility. A gym is a facility where individuals may work out using a variety of equipment and machinery. Muslim-friendly gyms are rising as a result of the growing need among Muslims to exercise, live a healthy lifestyle, rejuvenate, and have fun while covering the Awrah. This chapter discusses the study's history, problem statement, research questions, research objectives, the significance of the study, and term definitions.

Everyone dreams of a healthy life. Health is a necessary foundation for people. Regular physical exercise is the key to achieving a goal. Exercise has been defined as a reasonable way to contribute to and maintain good health status (O'Brien, 2005; & Dansul, 2006). In research, O'Brien and colleagues (2005) found that sports and exercise psychologists. try to explore the reasons that contribute to people's motivation to exercise on stage, which can improve physical health. Biddle, Fox, and Boutcher (2000) mentioned that exercise can acquire and balance human emotions such as joy, mood, and posture. Exercise also helps reduce depression. Similarly, Fox (1999) explains that exercise is not the only one that can prevent some diseases

but also enhance a positive mental mind towards goodness and to achieve better lives. In short, exercise is an essential key to human health for driving energy from body movements and physical activity.

All gyms usually focus on weight training and physical strength-only body training. Equipment in the gym is usually a set of free weights, dumbbells, heavy equipment, and heavy machinery as cardiovascular equipment. They are designed specifically to exercise, develop, and build strength ending body muscles. One of the gyms provides group classes but the focus is on weight training for clients interested in building muscle, weightlifting, and physical strength body training. Most gyms also have personal trainers and have memberships such as fitness. Gyms ususally attracts more male members when compared to other types fitness center. Bacille Calmette-Guerin (BCG) attempts to provide therapies that are evidence-based, particularly those relating to the impact of exercise on physical and psychological health.

Research Objectives

Therefore, this study aims to achieve three primary objective as follows:

1. To examine whether or not attitude does have a significant influence on community's intention to support Muslim-friendly gyms in Kota Bharu Kelantan.
2. To examine whether or not subjective norms does have a significant influence on community's intention to support Muslim-friendly gyms in Kota Bharu Kelantan.
3. To examine the whether or not perceived behavioural control does have a significant influence on community's intention to support Muslim-friendly gyms in Kota Bharu Kelantan.

Research Question

Alongside the objectives, this study intends to answer the following questions:-

1. Is there any significant influence of attitude on community intention to support Muslim-friendly gyms in Kota Bharu Kelantan?
2. Is there any significant influence of subjective norms on community intention to support Muslim-friendly gyms in Kota Bharu Kelantan?
3. Is there any significant influence of perceived behavioural control on community intention to support Muslim-friendly gyms in Kota Bharu Kelantan?

Significance of the study

Definition of Term

Muslim friendly gym

Gyms that provide professional gym services by Islamic Law or Shariah in terms of management, services, and products. It will be linked that the treatments provided to clients and the products used are appropriate for Muslim clients. Sports-related modifications allow Muslims to participate in sports in a way that is unique to Muslims while not affecting other participants. Among these changes is the ability to change in private, as well as the wearing of special garments while participating in sports with non-Muslims. Often, modifications involve negotiations with non-Muslims. Some of these have resulted in agreements, while others have resulted in political and legal disputes. Muslim friendly gym will have separate rooms and services for women and men.

LITERATURE REVIEW

Malaysia's Gym Market

The Malaysian Fitness Alliance, a loose coalition of private gym owners and operators from around Malaysia, encourages the government to reclassify the gym and fitness business as an important service and prioritise the sector's reopening as soon as possible. As the country grapples with the pandemic's ramifications, much has been said and written about the enormous financial load on companies and employees alike, as well as government spending.

The severe procedures intended to limit the Covid-19 outbreak have influenced the expansion of these boutique gyms and yoga studios. Because the gyms and studios were closed for nearly three months due to the Movement Control Order (MCO), their proprietors had to adapt rapidly to survive (Tan Zhai Yun 2020).

Muslim-friendly gym Concept

Recently, there has been a surge of interest in the Muslim-friendly gym concept, also known as the Muslimah Gym, in the Malaysia gym industry. This concept is well known to the public in terms of the development of the Malaysian Gym industry because many spas use it. It is one of the spas that provide professional gym services by Islamic or Shariah Law in terms of services, management, and products (Halim & Mohd Hatta, 2017). This type of gym must not only provide halal products and segregated services between men and women but the entire operation must be managed by Shariah principles and values. The tangible and intangible elements of a Muslim-friendly gym must act by the Shariah principle.

Some types of large box gyms offer one-on-one training, where you will meet with sales team participants who may provide training session packages and will begin to reduce the cost of buying more sessions during the initial visit. Most of the time, the first individual you meet is not qualified to talk about training with a client. This is an attempt to make a commission by using sales techniques and convincing visitors to buy training modules that they do not intend to get in the first place. Participants will meet with coaches who are not required by the institution to qualify, and if they are truly qualified, it is a boneless education-based certification. Most of these workers are paid a minimum wage or a little extra, and turnover is high. Participants who have trained at the gym have complained about coaches yelling at them, texting during sessions, not paying attention to their clients, arriving late, or not arriving at all. This is a bit of an explanation of the type of gym box.

Following that is a 24 -hour access gym (franchise/gym chain), which is technically a 24 - hour access gym. Gyms that are open 24 hours a day or accept "key cards", such as Anytime Fitness or Snap Fitness. These gyms differ depending on the franchise goals of each owner. They differ in size and equipment, but one thing they all have in common is that customers can use the key card at any time of the day or night. The majority of them have all the cardio equipment. Customers sign up for coaching subscriptions and are assigned to large groups with less tailored coaching where everyone does the same activities. The difference is that most boot camps use exercises that are easy to master and can be retracted quickly.

Theory of Planned Behaviour

According to LaMorte, (2019), the Theory of Planned Behaviour (TPB) started as the Theory of Reasoned Action in 1980 to anticipate an individual's intention to perform a behaviour at a particular time and place. TPB has the power to predict one's behavioural intentions. The model from this theory can be influenced by external factors to make the theory suitable and developed (Ahmad, & Zainol, 2014). The TPB has shown many uses in public health than the Health

Belief Model, but it remains more to consider environmental and economic influence (LaMorte, 2019). This theory aims to explain all behaviours in which individuals can exercise self-control (LaMorte, 2019). It is also a model used to address individual motivational factors within unique contexts to explain the overall execution of a specific behaviour (Raygor, 2016).

Attitude

Refers to a person's overall evaluation of behaviour as positive or negative based on belief in the behaviour and the effect of that behaviour on whether it is good or bad (Jing, 2008). Attitude is an assessment of specific behaviours that involve objects of attitude, such as buying a product, product selection, and acceptance of a product or service (Blackwell et al., 2006). The tendency to respond well or badly to certain behaviour (Fishbein & Ajzen, 1974). In Green Hotel cases, customers can stay in green hotels because they have healthy eco-friendly guest rooms (or amenities), clean food, healthy food, and are more socially responsible (Laura Fredericks, 2020). When deciding on a particular behaviour, a person will likely evaluate the benefits and costs that may come from such behaviour (Lam, & Hsu, 2006).

Subjective Norm

According to LaMorte, (2019), subjective norms refer to the belief that many individuals agree or disagree with that behavior. Besides, it is someone who has a normative belief in what is important to be thought of by others must be done, and the extent to which one is motivated to adhere to what one thinks (Huh, & Knutson, 2010). It is also related to someone's belief that their peers and those who are important to them should be involved in the behavior (LaMorte, 2019). It is also described as social factors, which relate to a person's impression of social pressure from persons they deem significant in their lives, and whether or not they do anything about it (Fishbein, 2000). This means that the subjective norms of an individual depend on his or her perception of the thoughts of significant others (e.g. family members, friends, colleagues, and the immediate supervisor) on their performed behavior (Brouwer et al., 2009; Vermeulen et al., 2011). In gym intention cases, reference groups are influential when one considers the journey of pleasure to the wine region. Gym visitors get a lot of gym information through word of mouth and from reference groups.

Perceived Behavioural Control

Refers to a person's perception of convenience or difficulty in the behavior of interest (LaMorte, 2019). These differ between situations and actions, which results in individuals having different perceptions of the situation-dependent behavior (LaMorte, 2019). Then, perceived behavioural control is the perception that e difficult or easy for someone to do something (Ajzen, 1991). In hospitality and tourism cases, identify some barriers to participating in leisure activities due to problems of time, money, or family life cycle (Crawford et al., 1991).

Research Hypothesis

H1   Attitude does have a significant influence on community's intention to support Muslim-friendly gyms in Kota Bharu Kelantan.

H2   Subjective norms does have a significant influence on community's intention to support Muslim-friendly gyms in Kota Bharu Kelantan.

H3   Perceived behavioural control does have a significant influence on community's intention to support Muslim-friendly gyms in Kota Bharu Kelantan.

Research Framework

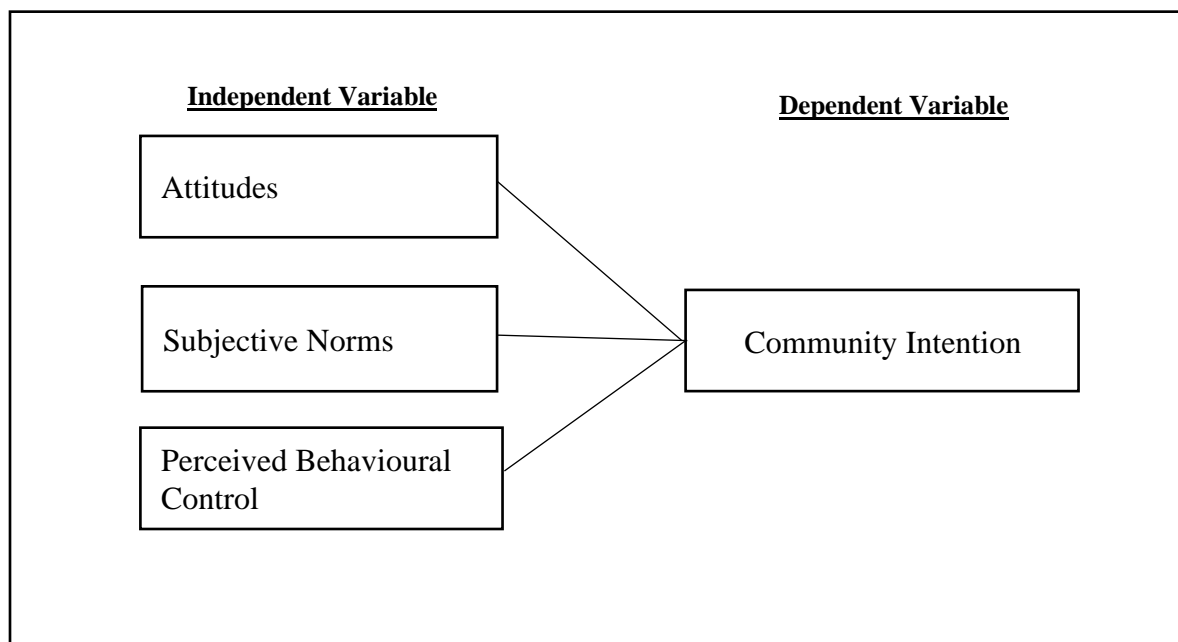Figure 1 below shows the research framework used for this study

Figure 1: Research Framework

METHODOLOGY

Research Design

Quantitative research is a method that focuses on objectivity, internal validity, and examination of hypotheses in the context of the social sciences. There is four quantitative research design which is descriptive research, correlational research, causal-comparative or quasi-experimental research, and experimental research. Usually, the quantitative method is used to study the beliefs, favourites, health, and other behaviours of the individual to be observed. It is also useful for obtaining information on the views, personalities, behaviours, or attitudes of the general public from a large group. Therefore, this research used a quantitative research method to study the relationship between consumer behaviour and community intention to support a Muslim-friendly gym in Kota Bahru, Kelantan. Thus, the quantitative research approach, using a cross-sectional study design used to measure the intention to support Muslim-friendly gyms and independent variables namely attitude, the subjective norm as well as perceived behavioural control.

Target Population

A survey's target population is the entire set of units for which survey data will be used to make inferences. As a result, the target population defines the units to which the survey's findings are intended to generalize. The first step in designing a survey is to establish the objectives of the study. The second step should be to define the target population. The definition of target populations is important because it determines whether sampled cases are eligible or ineligible for the survey. The target population's geographic and temporal features, as well as the types of units included, must be determined. (Raul Sanchez- Reillo's (2011). The study's target participant is a community in Kota Bahru, Kelantan, Malaysia.

Sample Size

The sample size is an important aspect of any empirical study in which the goal is to conclude a population from a sample. A random sample must be of sufficient size to generalize from it and avoid sampling errors or biases. This research provides an overview on how to calculate survey sample size in social research and information system research. The Kota Bharu District is Malaysian in northern Kelantan. It includes the state capital, Kota Bharu, as well as the towns of Pengkalan Chepa and Ketereh. The study enlisted the participation of 200 Kota Bharu residents.

Sampling Method

This study uses non. probability sampling of multiple convenience sampling strategies aimed toward choosing states and districts in addition to sampling centers the of 387 respondents. Purposeful sampling is a non-chance pattern decided primarily based on populace traits and examination objectives. Each person changed randomly decided and every person could be decided on for the pattern as every other subset of individuals. Kelantan Was changed to selected due to the fact it's far referred to as the " serambi Mekah " ("veranda for Mecca"). The population of the Kota Bharu city includes 93% Muslims with the others being Buddhists, Hindus, and Christians so this shows that the goal client is almost all organisations in Kota Bharu. If there are numerous Muslim -pleasant gyms in Kelantan, then Muslims there will locate it less difficult to get the carrier without deliberating any troubles to be opposite to Syariah.

Data Collection Procedure

Surveys of aspects that impact the consumer community intended to support Muslim-friendly Gyms in Kota Bharu to create number one statistics are used for data collecting. Primary statistics entails accumulating records, especially for the look inside the shape of real reassess including a set of questionnaires. This survey hired a self-administered statistics series mode, wherein it required the respective respondents to reply to the questionnaire themselves, in the absence of the researcher. This study was conducted in Kota Bahru, that's in the middle of Kota Bharu, and in different places. The questionnaire may be distributed to the unique respondent. The explanation may be given to the respondents once they agree to respond to the questionnaires. There will be no forcing to reply to the questionnaire. The questionnaires may be amassed again as soon as respondents answered.

Research Instruments

The questionnaire was designed to identify variables about attitudes, subjective norms, perceived behavioural control, and intention to support a Muslim -friendly gym. It is divided into 3 sections: Part A, Part B, and Part C (Appendix 2: Questionnaire). In Section A, respondents should indicate their answers to general demographic information. Section B is the general knowledge of individuals based on attitude, subjective norms, and perceived behaviour control to support Muslim-friendly Gym. While Section C is the desire to get service at a Muslim-friendly Gym. Section A uses closed-ended questions. The closed-ended question refers to any questions that the researcher provides to the respondent. The respondent only needs to answer one answer related to himself. Section B and Section C use the Likert Scale. A Likert Scale is an indication of the extent to which disagreement and agreement are determined. Each question was scored numerically with a range of 1 to 5. 1 indicates strongly disagrees, 2 disagrees, 3 is neutral, 4 indicates agrees, and lastly is 5 which is strongly agreed.

Data Analysis

Data analysis is performed on data collected from respondents before transforming the data into usable information. The fundamental analysis gave useful information and leads the rest of the data analysis and result interpretation. The data collected from the questionnaire will be analysed using the computer software packages IBM Statistical Package for Social Science (SPSS) version 25. SPSS is a window-based tool that may be used to create graphs and tables for data entry and analysis. The obtained data will be simply run and can handle information quickly using a variety of techniques. Data analysis tools make it simpler for users to handle and modify data, analysed linkages and correlations across data sets, as well as uncover patterns and trends for interpretation.

Analysis Descriptive

Descriptive analysis is the act of understanding, rearranging, sorting, and altering data from descriptive information by changing raw data into a form or tabular format that is easily understandable. The descriptive analysis would often summarise and show the data after measuring the central tendency and dispersion or variability of the data. A set of questionnaires was circulated by the researcher to get the desired data. The descriptive analysis can aid in the refinement of a vast quantity of data clearly and recognizably.

Pearson Correlation Analysis

The collected data will be analyzed using Pearson Correlation Coefficient analysis in this study. Researchers can use Pearson Correlation Coefficient Analysis to determine the strength of the linear relationship between the independent variable (IV) and the dependent variable (D) (DV). This study identifies the characteristics that impact consumer's intentions to support Muslim-friendly gyms (IV) among locals of Kota Bharu, Kelantan.

FINDING

Results of Frequency Analysis

Table 1 below shows the result of frequency analysis of this research.

Table 1: Frequency Analysis Results

Characteristics	Frequency	Percentage
Age		
18-22 year old	114	26.5
22-25 year old	243	56.5
25 and above	330	7.0
Marital status		
Single	314	73.0
Married	50	11.6
Divorced	23	5.3
Level of Education		

SPM	56	13.0
DIPLOMA	54	12.6
DEGREE	254	59.1
MASTER	23	5.3
Race		
Malay	311	72.3
Indian	42	9.8
Chinese	28	6.5
Christian	1	0.2
Other	5	1.2
Income		
RM500-RM1000	152	35.3
RM1001-RM3000	144	33.5
RM3001-RM5000	32	7.4
Other	59	13.7

Result of Descriptive Analysis

Table 2 below shows the descriptive analysis of this research.

Table 2: Descriptive Analysis Results

Variable	Items	Mean Score	Standard deviation
Perceived Behavioural Control	I will always be able to find a Muslim-friendly gym	3.92	0.935
	There are many choices of Muslim-friendly Gym close to my house	3.48	1.141
	Prices at Muslim-friendly Gym are affordable and reasonable	4.43	0.806
	Most people like to go to Muslim-friendly Gym at least once per month	3.98	0.868
	I am confident to repeat go to Muslim-friendly Gym	4.25	0.718
	I think Muslim-friendly gym can meet the customer's expectation standards well	4.11	0.842
Attitude	I prefer a gym that used halal products and services in their gym	4.52	0.717

	I'm sure to consume halal products and services rather than non-halal products at Muslim-friendly gym	4.54	0.671
	I'm sure Muslim-friendly gym used clean and safe products and equipment	4.53	0.683
	Go to Muslim-friendly gym will feel safe	4.54	0.667
	I'm sure that Muslim-friendly gym can protect the privacy of individuals	4.52	0.669
	I think that Halal products and services in Muslim-friendly gyms are better than in the ordinary gym	4.48	0.695
	I think that Muslim-friendly gym is not as secure as a normal gym	2.78	1.540
Subjective Norms	I'm sure the closest (family & friends) will choose treatments at Muslim Friendly gym	4.55	0.660
	People can influence me to visit Muslim-friendly gym	4.53	0.662
	The closest people (family & friends) prefer Muslim-friendly gyms because they used halal products and services	4.54	0.662
	I think Muslim-friendly Gym is better than other gyms	4.43	0.754
	My family will emphasize to me the benefits of going to Muslim-friendly gym	4.52	0.718
	I think Muslim-friendly gym is more comfortable than other gyms	3.79	0.670
	I'm sure that my family and friend will go to Muslim Gym regularly	4.27	0.818
Community Intention	When I would like to use the gym I always choose a package that is worth it	4.40	0.654
	I will come to Muslim-friendly gym again in future	4.56	0.662
	I'm willing to pay more for treatment and exercise at Muslim-friendly gym	4.27	0.720
	I prefer it if Muslim-friendly gym available in my area	4.31	0.776
	If I want any gym treatment and service Muslims will go to Muslim-friendly gym because it is convenient to reach	4.32	0.786

Table 2 shows the standard deviation for the independent variables specifically attitudes, Subjective norms, perceived behavioural control, and community intention. The dependent variable is community intention to support Muslim-friendly gyms among people in Kota Bharu Kelantan. In Perceived Behavioural Control the highest standard deviation value is 1.141 Next, are subjective norms which are 0.818, then attitudes 1.540, and lastly, community intention which is 0.786.

Result of Reliability Analysis

Table 3 below Shows the result of reliability of analysis of this research.

Table 3: Results of Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Perceived Behavioural Control	5	0.809
Attitude	7	0.603
Subjective Norms	6	0.834
Community Intention	5	0.734

The reliability test results for all variables are summarised in Table 3. Cronbach's Alpha, a behavioural perception reliability test, yielded a result of 0.809 points. Cronbach's alpha received a value of 0.603 in a reliability test for attitude. The Cronbach's Alpha subjective norm condition's reliability test resulted in a score of 0.834. Cronbach's Alpha calculated a value of 0.734 for the community intention reliability test.

Result of Pearson Correlation Analysis

Table 4 Below Shows the results of correlation analysis of this research.

Table 4: Pearson Correlation Analysis Results

Hypothesis	P-value	Result (support/not supported)
H1: There is a significant influence of attitude on community intention to support Muslim-friendly gyms in Kota Bharu Kelantan.	0.606	H1 is supported
H2: There is a significant influence of subjective norms on community intention to support Muslim-friendly gyms in Kota Bharu Kelantan.	0.503	H2 is supported
H3: There is a significant influence on perceived behavioural control on community intention to support Muslim-friendly gyms in Kota Bharu Kelantan.	0.712	H3 is supported

Based on the results shown in Table 4, the significant value for attitude is below 0.05, and when p is less than 0.05, we can reject the null hypothesis and accept the alternative hypothesis. This proves that there is a significant relationship between the attitudes and intentions of the community among the residents of Kota Bharu, Kelantan. The Pearson correlation is 0.606.

Then, Table 4 shows the relationship between subjective norms and societal intentions. Based on the results, the significant value for the subjective norm is 0.001, and when p is less than 0.05, it means we reject the null hypothesis and accept the alternative hypothesis. This proves that there is a significant relationship between subjective norms and community intentions among the residents of Kota Bharu, Kelantan. The Pearson correlation is 0.503. Finally, the significant value for perceived behavioural control is 0.001, and when p is less than 0.05, it means we reject the null hypothesis and accept the alternative hypothesis. This proves that there is a significant relationship between the perception of behavioural control with community intentions among the residents of Kota Bharu, Kelantan. The Pearson correlation is 0.712. In sum, there is a positive overall correlation between attitude, subjective norm, and perceived behavioural control.

DISCUSSION AND RECOMMENDATION

The aim of the research study, according to the discussion, is to find out the relationships between factors that influence consumer community intention to support Muslim-friendly gyms in Kota Bharu, Kelantan. The research's main results demonstrated that there was a significant alliance between the two groups as a consequence of the investigation of factors that influence consumer community's intention to support Muslim-friendly gyms in Kota Bharu, Kelantan. Additionally, previous research has shown a substantial relationship between attitudes, subjective norms and perceived behavioural control, and community intention.

Furthermore, according to the study's Pearson Coefficient values, there is a moderate positive correlation for attitude, while high positive correlation is found between perceived behavioural control. Subjective norms has the highest positive correlation as compared to the other factors. The correlation results of the research attitudes, subjective norms and perceived behavioural control, and community intention are (0.606>0.503>0.712) respectively.

The first recommendation to be suggested by the study is to carry out the same study using the qualitative method. This is because some of the respondents did not have enough knowledge to answer the survey. Some of them prefer to choose an interview session. Plus, some respondents did not know how to read the questionnaire. The second recommendation is for researchers to apply the survey respondents' letters from the Majlis Perbandaran Kota Bharu Kelantan (MPKB) when carrying out the survey. This can avoid misunderstandings between both parties. The letter will explain the survey towards the intention community to support Muslim-friendly gyms. This also can build the trustworthiness of researchers and the survey session will go smoothly. The last recommendation is to enlarge the target population of the intentional community to support Muslim-friendly gyms. The researchers can enlarge it from the target population of the Kota Bharu area to all over Kelantan. This will make it easier to collect data and increase the number of sample data.

CONCLUSION

In conclusion, this study has been accomplished to discover the acceptance of intentional community in Kota Bharu, Kelantan to support Muslim-friendly gyms. Three independent variables (attitude, subjective norms, and perceived behavioural control) were chosen to be examined in term of their relationship with the dependent variable, which is the specifically of intentional community in Kota Bharu, Kelantan to support Muslim-friendly gyms. A total 387 respondents from the age of age 18 years old and above in Kelantan were involved to investigate the acceptance of intentional community in Kota Bharu, Kelantan to support Muslim-friendly gyms. The overall Pearson's based correlation analysis of attitude is (0.606).

The Pearson's correlation of subjective norms is (0.503). The Pearson's correlation of perceived behavioural control is (0.712).

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Factors that Affect Healthy Food Choices among Wellness Students at Universiti Malaysia Kelantan, City Campus

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ABSTRACT

The practice of a balanced diet like healthy foods intake that contain nutrients such as fats, carbohydrates, proteins and vitamins is important for the body. There are many effects for not taking good care of daily nutrition. Hence, understanding the factors that affecting healthy food choices among students is critical. Therefore, the study aims to investigate the factors that affecting healthy food choices among students taking wellness degree program at Universiti Malaysia Kelantan, City Campus. The study has been conducted using a quantitative research approach which implements online survey to collect the data. A total of 118 respondents have participated in this study which has been conducted through social media such as WhatsApp group and it focuses on the third-years wellness students of Universiti Malaysia Kelantan (UMK), City Campus. Based on the data analysis, the mean value of dependent variable and independent variable are healthy food choices (32.69), psychological factors (34.75), financial factors (27.02), and physical activity factors (33.52). Based on the research findings, all of research objectives have been achieved. The hypothesis of each variable like psychological factors, financial factors, and physical activity factors has shown significant positive relationships with healthy food choices among wellness students at Universiti Malaysia Kelantan, City Campus. A few recommendations related to the study have been proposed by the researchers.

Keywords: Balanced Diet, Healthy Food Choices, Psychological, Financial, & Physical Activity.

INTRODUCTION

Food choice refers to the way people choose what to buy and eat (Eufic, 2021). According to Denise et al. (2014), nowadays, food choices are the most common among university students in Malaysia. Health habits, both good and bad, acquired by students in their university years often translate into habits in their future lives. When people are unable or unwilling to exercise self-control, they frequently make impulsive food choices. Individuals with low self-control have a hard time resisting palatable but unhealthy food options. (Denise et al., 2014). The foods chosen during university years may have an impact on one's current and future health, such as obesity. Obesity in late adolescence is linked to a higher risk of cardiovascular disease, hypertension, and diabetes. (Horacek et al., 2012).

According to Sogari et al. (2018), in Malaysia, unhealthy eating habits have become more prevalent among university students. Higher intakes of energy-dense meals may increase health concerns, such as weight gain, among university students. Therefore, everyone, especially young people, should have access to healthy meals including fruits, vegetables, and nuts, especially at the university level. By encouraging certain menu adjustments, institutions should be able to persuade young people or students to choose higher quality food products. (Sogari et al., 2018). Besides, all university students need to have knowledge of healthy food choices. For example, recently, lack of knowledge about food choices with lower tendency has been seen in 400 private university students in Shah Alam, Malaysia. There are significant

differences in proportions, with the majority of students which is 277 having limited knowledge of food selection (69.3%) and the 123 students are well-versed in food choices (30.8%) (Yogesraj S. et al., 2019).

Healthy food choices are important in people's day by day activities. Unfortunately, food choices also can affect people if they choose wrong foods. Private university students report significantly worse knowledge of food choices, including take unhealthy food than the general population. However, there are also students who have knowledge of healthy food choices. Students tend to choose food without taking into account the disadvantages, including getting various diseases such as obesity, diabetes, cancer, cardiovascular diseases, and also osteoporosis (Yogesraj S. et al., 2019). Food, as we all know, has two characteristics like positive (it nourishes the body and heals sickness) and negative (it causes disease) which is the primary killers of people, according to reports from the World Health Organization (WHO). Therefore, the main focus of this study is to find out the factors that affecting healthy food choices among wellness students at Universiti Malaysia Kelantan (UMK), City Campus.

There are three objectives of this research:
1. To examine the relationship between psychological factor and healthy food choices among UMK students.
2. To investigate the relationship between financial factor and healthy food choices among UMK students.
3. To investigate the relationship between physical activity on healthy food choices among UMK students.

Significance of the Study

Traders

From the study, it will help to further understand the healthy food choices among people who open the foods business like traders. It is hoped that traders who do business in the campus area will play a role in selling balanced and nutritious food especially for university students around the campus. Most students will buy food at stores near the campus. Therefore, traders play an important role in the selection of healthy food among students on campus, including the wellness students of UMK City Campus. Finally, the study can be used as a reference for traders who want to learning about healthy food so that no problems of unhealthy food choices will occur in the future.

University Students

The significance of the study conducted by this researcher is expected to help the students gain knowledge about healthy and correct their eating patterns and practices. In addition, the findings of this study will also answer the research questions conducted. Thus, the research can help students prevent chronic diseases caused by their food choices. Healthy food choices can prevent students from facing the risk of obesity or weight gain. Besides, the study can help students to focus more on learning and can strengthen memory. This is because excellent students practice healthy food choices. Their brains will be stronger and improve like a process known as "memory unification". Students will be able to memorize easier and can improve their problem-solving skills. Finally, the study is important to help university students in Malaysia to overcome food choices that can causing various diseases and interfere with academic performance to achieve the CGPA target at the university. Finally, the study can be used as a reference for students who will be students to start learning so that no problems of unhealthy food choices occur.

LITERATURE REVIEW

Psychological Factors

Firstly, there are numerous factors that affect the healthy food choice among the students, including psychological factors (Razali M.A et al., 2014). Psychological factors are one of the factors that affect students to make healthy food choices (Razali M.A et al., 2014). It is also considered an internal component that influences a person's ability to make healthy food choices. This is also reinforced by the model of food choices that will be affected by food, individuals, which are the students, and the social-economic environment, as mentioned in the same publication.

Food is included in the model following their appearance and the nutrients it contains. The psychological factor is based on an individual's experience with a particular food, which can lead to many types of food beliefs, and the social economic environment is based on the students' attitudes toward food taste and healthiness. In general, psychological factors such as emotion, mood, and attitudes toward healthy meals have a significant effect in students' ability to make appropriate food choices. A psychological factor is one of them, and it is defined as a person's behaviour, such as emotional, stress mood, and depression. (Razali M.A et al., 2014).

Financial Factors

According Abdullah et al. (2014), customer perception on price and their responses toward price is very sensitive because price awareness is the sensitivity of the consumers to what they perceive about the cost of a product or service. Price of the product plays an important role in making decision of buying because usually customers will choose product which the quality and price are suitable and balanced. The most important factors predicting food choices among adults are taste, cost, nutrition, and weight control, in that order. Many studies have shown that people develop these preferences and habits when they are young. Parents and preschools, on the other hand, control many food decisions for the very young.

Low income is associated with poor quality dietary intake compared to those with higher income. Lower income individuals consume fewer fruits and vegetables, more sugar-sweetened beverages and have lower overall diet quality. Numerous studies have revealed that students have poor eating habits. On a daily basis, students eat fewer fruits and vegetables and report a high intake of high-fat, high-calorie foods. Food purchases are essential to investigate because they disclose potential dietary intake mediators and have implications for intervention efforts aiming at improving dietary intake and quality.

Physical Activity Factors

Physical activities are performed by every society while practicing a healthy lifestyle. According to World Health Organization (2020), physical activity is defined as a variety of body movements that result from muscle contraction and increased energy consumption. In this case, physical activity is a very good exercise for our body as well as make healthy food choices and it can prevent any disease. Research has documented the health benefits of physical activity and use of parks and recreational facilities, but the relationships between these factors and healthcare costs remain unexplored at the population level (Yuhei et al., 2019).

According to World Health Organization (2020), physical activity and a sense of purpose in life showed indirect benefits on self-reported health and function. In general, physical activity factors such as weightlifting, climbing activities, and traveling up and down stairs have a significant effect in students' ability to make appropriate food choices. Physical activity refers to deliberate efforts to raise activity beyond that required to perform social roles, whereas

exercise refers to deliberate efforts to increase activity beyond what is required to perform social responsibilities.

Healthy Food Choices

Healthy food choices are defined as practices that maintain health. With the practice of healthy eating, student should be able to avoid any dangerous diseases. For example, diabetes, obesity, heart disease, high blood pressure, and others. This is because healthy eating practices can be carefully planned by using the food pyramid, which is also used in the preparation of healthy food. Healthy food choices are often communicated to the community through the importance of healthy food intake. This is to give awareness to the community to practice healthy living at all times. When compared to shoppers in the control condition, the narrowly specified prompt consistently resulted in a larger proportion of goods and expenditure on healthy food and fresh produce. (Rachel et al., 2018).

Research Hypothesis

The literature review highlighted that the independent variables like psychological factors, financial factors, and physical activity factors may affect healthy food choices among UMK students. Therefore, the study planned to examine the relationship between 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 psychological factor and healthy food choices among UMK students.

H2   There is a significant relationship between financial factor and healthy food choices among UMK students.

H3   There is a significant relationship between physical activities and healthy food choices among UMK students.

Research Framework

The Figure 1 below shows the research framework use for this study.
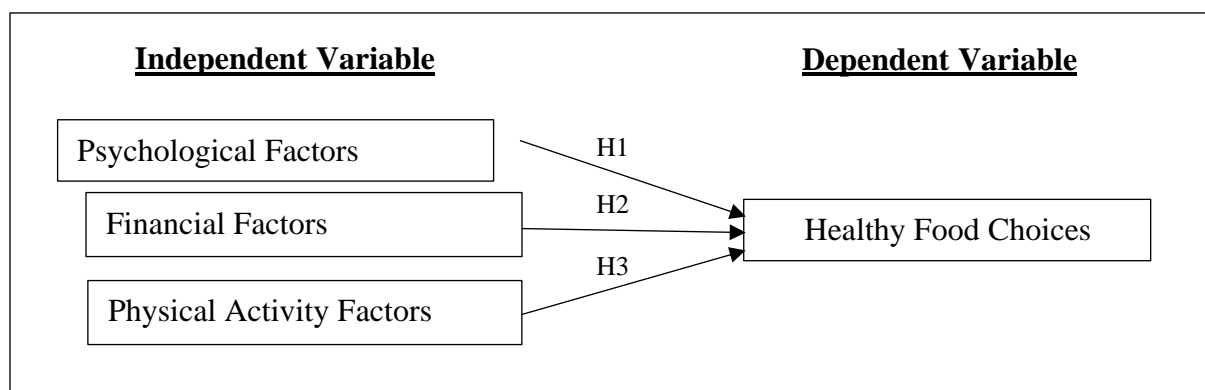
Figure 3: Research Framework

METHODOLOGY

Research Design

Research design is a framework that has been created to find the overall answers to the research questions conducted. the approach of this study is to use quantitative methods. A quantitative research approach has been used for the study of healthy food choices among third year wellness students. The quantitative approach means that it prioritises quantity. This is because

this research will involve numbers, numerical or statistical data. The quantitative approach is structured, has clear scheduling, and focuses on results.

Data Collection

Researchers collect primary data directly from primary sources such as survey like used a questionnaire through the Google form. A set of questionnaires is used to collect the information regarding that lead to the factors that affecting healthy food choices among UMK students. The questionnaire was distributed using an online platform to all third years students undertaking wellness program at Universiti Malaysia Kelantan, City Campus. The questionnaire was distributed through online and social media platform like WhatsApp. The students answered the questionnaire according to the condition related to their current situation as well.

Sampling

The researcher used the non-probability technique because samples are not selected at random. Purposive sampling will be use in this study because researcher knows the specific characteristic that exists in the population or respondents. Respondents consist of third years students. The number of respondents is around 118 students. The non-probability convenience sampling technique was chosen for collecting data for the report because this method saves time to find the necessary information. In addition, this sampling technique is easy to do and does not cost much for this research. The third years students from the wellness program were selected for this survey because they have more experience in healthy food choices. Respondents were selected to answer this questionnaire and all data were collected based on their answers.

Data Analysis

The researcher using Statistical Package for the Social Sciences (SPSS) version 28 to analysed the data obtained. There were four types of data analysis used in this study namely frequency analysis, descriptive analysis, reliability analysis, and correlation analysis. Frequency analysis was used to analyse demographic profile of respondents while descriptive analysis was used to describe the level of agreement of the variable. Reliability analysis was used to ensure the data from questionnaire was reliable and satisfied the purpose. The correlation analysis which is Pearson Correlation Test is a useful tool for determining any correlation and the strength of a linear relationship between an independent variable (IV) and a dependent variable (DV).

FINDINGS

Result of Frequency Analysis

Table 1 shows the result of frequency analysis of this research.

Table 1: Frequency Analysis

Characteristics	Frequency	Percentage (%)
Age		
18-21 years	12	10.2
22-25 years	106	89.8
Gender		
Male	17	14.4
Female	101	85.6
Marital Status		

Single	114	96.6
Married	4	3.4
Education Level		
Degree	118	100
Race		
Malay	108	91.5
Chinese	2	1.7
Indian	4	3.4
Iban	1	0.8
Bumiputera Sabah	2	1.7
Dusun	1	0.8
Religion		
Muslim	110	93.2
Buddha	2	1.7
Hindu	4	3.4
Kristian	2	1.7
How frequent you have to take healthy food in a week?		
0 day	3	2.5
1-2 days	33	28.0
3-4 days	53	44.9
5-6 days	14	11.9
7 days	15	12.7
What are the types of healthy food you take in a week?		
Fruits	41	34.7
Vegetables	37	31.4
Protein	29	24.6
Oats	11	9.3
Which place you prefer to take healthy food?		
House	100	84.7
University	9	7.6
Café	2	1.7
Restaurant	6	5.1
All	1	0.8

Table 1 shows the result of frequency analysis of respondents. The research focuses on third years wellness students at UMK and the majority of respondent are from age of 22-25 years old which are 106 respondents (89.8%), while the 18-21 years old are 12 respondents (10.2%). Most of respondents are female, 101 respondents (85.6%) while the male are 17 respondents (14.4%). Next, most of the respondents are single, 114 respondents (96.6%) while some of them are married, 4 respondents (3.4%). All the respondents have education level in Degree which are 118 respondents (100%). Majority the respondents are Malay which are 108 respondents (91.5%), followed by Indian which are 4 respondents (3.4%), Chinese which are 2 respondents (1.7%), Bumiputera Sabah which are 2 respondents (1.7%), Iban which is 1 respondent (0.8%), and Dusun which is 1 respondent (0.8%). Besides, the majority of respondents also are Muslim which are 110 respondents (93.2%), followed by Hindu, 4 respondents (3.4%), Buddhist which are 2 respondents (1.7%), and Kristian which are 2 respondents (1.7%). The majority of respondents choose 3-4 days of healthy foods intake in a week which are 53 respondents (44.9%), followed by 1-2 days which are 33 respondents (28.0%), 7 days which are 15 respondents (12.7%), 5-6 days which are 14 respondents (11.9%), and 0 day which are 3 respondents (2.5%). Next, majority of respondents, choose fruit as a healthy food taken which are 41 respondents (34.7%), followed by vegetables which are 37

respondents (31.4%), protein which are 29 respondents (24.6%), and oats which are 11 respondents (9.3%). Finally, majority of respondents choose house as place that prefer to take healthy food which are 100 respondents (84.7%), followed by university which are 9 respondents (7.6%), restaurant which are 6 respondents (5.1%), café which are 2 respondents (1.7%), and all which is 1 respondent (0.8%).

Result of Descriptive Analysis

Table 2 shows the result of descriptive analysis of this research.

Table 24: Descriptive Analysis Results

Variable	Items	Mean Score	Standard Deviation
Healthy Food Choices	You still choose to eat healthy food if you are on a budget.	4.24	0.792
	Healthy food more expensive than unhealthy food.	3.97	0.920
	You eat healthy food and still be overweight.	3.66	0.954
	Unhealthy foods are tastier than healthy foods.	4.05	0.846
	Having foods with a lot of sugar every day is not good for your health.	3.73	0.975
	Healthy food is hard to find.	4.14	0.830
	Healthy food choices can prevent dangerous diseases.	4.43	0.722
	Lack of nutrients can result in a student not being fit and easily tired.	4.47	0.759
Psychological Factors	Psychological factors such as emotional is factor that influence healthy food choices.	4.35	0.709
	Psychological factors such as stress is factor that influence healthy food choices.	4.09	0.887
	Psychological factors such as depression is factor that influence healthy food choices.	3.84	0.961
	You often feel emotional when you are in university.	3.74	0.956
	You often experience stress at university.	3.82	0.949
	You often eat unhealthy foods if you suffer from depression.	3.63	0.985
	You often feel stressed at university when faced with assignment submission deadlines.	4.14	0.933
	You regularly consume healthy foods to prevent any dangerous diseases even if you often feel stressed.	3.87	0.966
	You often skip meals when you have depression.	3.27	0.975
Financial Factors	Financial factors are among the causes of healthy food choices among wellness students.	4.04	0.891
	Healthy food is expensive for university student.	3.73	0.975
	Price of the product plays an important role in making decision to eat healthy food.	4.13	0.892
	Parents' finances influence healthy food choices for their children at university.	3.91	0.961
	Student from high-income family will choose expensive foods such as healthy foods compared to student from low-income family.	3.66	0.954
	Student from high-income family is more concerned about the quality of food even though the price is more expensive.	3.81	0.969

	Student from low-income family often choose cheap food without emphasizing its quality.	3.74	0.947
Physical Activity Factors	Physical activities such as climbing, walking, playing, weightlifting that effect healthy food choices among wellness students.	4.25	0.739
	Physical activity has a positive effect on the lives and health of wellness student.	4.31	0.700
	Physical activity such as weight lifting influence your healthy food choices.	4.16	0.827
	Is it important for every student to make healthy food choices for physical health care.	4.38	0.703
	Climbing activity is an excellent exercise for our body.	4.26	0.733
	Climbing activities can prevent any dangerous diseases.	3.90	0.831
	Physical activity helps you to choose healthy foods to stay energized.	4.28	0.761
	Friends at university often provide support for engaging in any physical activity and choosing healthy foods for doing it.	3.98	0.867

Table 2 shows the result of descriptive analysis of variable. For dependent variable which is healthy food choices, the item of Healthy Food Choices 8 (Lack of nutrients can result in a student not being fit and easily tired) has the greatest mean score (M=4.47, SD=0.759). The item of Healthy Food Choices 3 (You eat healthy food and still be overweight) has the smallest mean score (M=3.66, SD=0.954). Next, for the first independent variable which is psychological factors, the item of Psychological Factors 1 (Psychological factors such as emotional is factor that influence healthy food choices) has the greatest mean score (M=4.35, SD=0.709) while the item of Psychological Factors 9 (You often skip meals when you have depression) has the least mean score (M=3.27, SD=0.975). Besides, for the second independent variable which is financial factors, the item of Financial Factors 3 (Price of the product plays an important role in making decision to eat healthy food) has the greatest mean score (M=4.13, SD=0.892) while the item of Financial Factors 5 (Student from high-income family will choose expensive foods such as healthy foods compared to student from low-income family) has the least mean score (M=3.66, SD=0.954). Lastly, for the third independent variable which is physical activity factors, the item of Physical Activity Factors 4 (Is it important for every student to make healthy food choices for physical health care) has the greatest mean score (M=4.38, SD=0.703) while the item of Physical Activity Factors 6 (Climbing activities can prevent any dangerous diseases) has the least mean score (M=3.90, SD=0.831).

Result of Reliability Analysis

Table 3 shows the result of reliability analysis based on dependent variable and independent variables.

Table 25: Reliability Analysis

Variable	Number of Items	Cronbach's Alpha
Healthy Food Choices	8	0.749
Psychological Factors	9	0.703
Financial Factors	7	0.823
Physical Activity Factors	8	0.873

Table 3 shows the result of the reliability analysis based on the dependent variable and each independent variable. The dependent variable which is healthy food choices with 8 questions has Cronbach's Alpha value of 0.749 which is good and acceptable. For the first independent variable, psychological factors with 9 questions shows Cronbach's Alpha value of 0.703 which is good, reliable and acceptable. The second independent variable, financial factors which contains 7 questions shows the Cronbach's Alpha value of 0.823 which is reliable and very good. The third independent variable, physical activity factors with 8 questions in the questionnaire provided has Cronbach's Alpha value of 0.873 which has very good internal consistency.

Result of Pearson Correlation Analysis

Table 4 shows the result of Pearson correlation analysis based on the hypothesis.

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/ Not Supported)
H1 - There is a significant relationship between psychological factor and healthy food choices among UMK students.	0.001	H1 is supported
H2 - There is a significant relationship between financial factor and healthy food choices among UMK students.	0.001	H2 is supported
H3 - There is a significant relationship between physical activities and healthy food choices among UMK students.	0.001	H3 is supported

Table 4 shows the result of Pearson correlation analysis based on the hypothesis. According to the results, the significant p-value of H1 is 0.001 which is below 0.05 and the p-value is under 0.05. Thus, the study can reject the null hypothesis. Pearson Correlation value of 0.420 stipulates the strength of the relationship between psychological factors and healthy food choices is moderate and the result is supported. Next, the significant p-value of H2 is 0.001 which is below 0.05 and the p-value is under 0.05. Thus, the study can reject the null hypothesis. Pearson correlation value of 0.752 stipulates the strength of the relationship between financial factors and healthy food choices is strong and the result is supported. Lastly, the significant p-value of H3 is 0.001 which is below 0.05 and the p-value is under 0.05. Thus, the study can reject the null hypothesis. Pearson Correlation value of 0.662 stipulates the strength of relationship between physical activity factors and healthy food choices is moderate and the results also is supported.

DISCUSSION AND RECOMMENDATIONS

Discussions are aimed at solving questions and addressing hypotheses as mentioned in the first section of this study. In general, the study has extensively researched the factors that affecting healthy food choices among wellness students at UMK. Based on the findings of the study, each individual has their own attitude and different mindset about healthy food. The result of psychological factors and the healthy food choices showed a weak correlation by using Pearson correlation. It showed students who have a lack of knowledge about food will affect their body. Students stated that they prefer to eat sugary foods when they are under stress especially if they have a lot of assignments to complete. This is because they can calm themselves down.

Students also usually eat without considering the nutritional value of the food. This unhealthy attitude will adversely affect student performance. One of the best options for choosing healthy food is to have healthy food by cooking it yourself. This is because students know the best ingredients, the cleanliness of the dishes and the quality of the food they eat. Besides, different family background and lack of guidance for have the healthy food choices make the result of the financial factors and the healthy food choices is very weak. Students have different perceptions about healthy food choices. From this research, some students from high-income families tend to choose expensive food and most students from low-income families tend to choose cheap food without looking at its quality. Furthermore, males showed higher functional health literacy, healthier eating choices, and more exercise and physical activity involvement than females.

The research findings are also essential for future research continuation. Thus, it is recommended that future research examines the factors that affecting healthy food choices among wellness students by the enlargement of this target population to wellness students in year 2 and year 4 to get the best result. This is because the students already learn and have the knowledge about nutrition, healthy food intake and the current issues in nutrition that are related to the study which is healthy food choices. Next, the researchers can use various types of survey methods to answer the questionnaires. For example, the researchers can use personal interviews which are face-to-face to get the fastest response from the respondents because will make it easier for the respondents to ask question and get immediate explanation if the respondents find any difficulty understanding the study.

Besides, the researchers can use multi-language for the questionnaire in the future research because it can help the respondents who are from different races that use different languages to easily understand the questionnaire and do not feel any pressure while answering it. In addition, the researcher can expand the study area among wellness students in the university campus as well as the rental house area to get more respondents involved for example from to the rental houses around UMK.

CONCLUSION

In conclusion, the study has accomplished to discover the factors that affecting healthy food choices among wellness students at UMK. Three independent variables, namely psychological factors, financial factors, and physical activity factors have been chosen to examine their relationships with the dependent variable, which is the healthy food choices. A total of 118 respondents from the age of 18 years old and from third years wellness programmer at Universiti Malaysia Kelantan, City Campus have been selected to examine their healthy food choices knowledge. Overall, based on Pearson's correlation analysis, financial factors have the strongest correlation followed by physical activity factors and the least psychological factors, represented by the following correlation (0.752 > 0.662 > 0.420).

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Knowledge and Perception toward Indigenous Inspired-Spa among Community in Kota Bharu, Kelantan

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ABSTRACT

Indigenous spas have initiated by providing therapeutic body treatments that incorporate ingredients taken in whole or in portions from indigenous traditions, which are presented for customers to respect the traditions. Therefore, the focus of this research is to analyse the knowledge and perception towards indigenous inspired spa among community in Kota Bahru, Kelantan. Moreover, most of the people have limited knowledge about indigenous spa and products. In this research, product knowledge, operation knowledge and service knowledge have been used as independent variables related with dependent variable perception towards indigenous inspired-spa among community in Kota Bharu, Kelantan. Research data have been gathered from 358 individuals from target population using validated questionnaire. The findings show that product knowledge, service knowledge, and operation knowledge have relationship with P-value less than 0.001 respectively. The results of the study are significant and thus support the hypotheses.

Keywords: Spa, Wellness, Indigenous spa, public knowledge, operation knowledge, service knowledge

INTRODUCTION

According to Stoewan (2017), wellness is defined as deliberate, self-contained, and ever-evolving process of realizing a person's full potential. Wellness is a multifaceted and holistic concept that encompasses a person's lifestyle, mental and spiritual well-being, as well as the environment. This wellness sector has grown in prominence in Malaysia from 2002, with a growth rate of over 200 percent from 2002 as per the Intelligent Spa (Yaman et al., 2012). As revealed by Oxford Business Group (2016), each year, the development accelerates, and in 2014, the wellness sector in Malaysia had a 10% increase. The wellness and spa industries are profitable and have a great prospect, with economic development, urbanisation, globalisation, health concerns, and religious acting as driving forces (Othman et al., 2015).

Jamaluddin, et al., (2018) points out that a spa is a facility that provides health and aesthetic treatments to those who want to restore, refresh, and rejuvenate their bodies. As revealed by Pavelka & Ell (2020), there are many types of spas. One of the various types of spas is indigenous spa. Indigenous spas are initiated by providing therapeutic body treatments that incorporate ingredients taken in whole or in portion from indigenous traditions, which are presented for customers to respect the traditions.

In addition, there are many indigenous spa treatments that have been passed down to generations of the indigenous people. Indigenous spas are run by indigenous people that incorporate traditional ways into spa experiences to provide consumers with non- exploitative advantages. Indigenous spa treatments can help with stress or other health issues by using nature products as wellness products. Indigenous spa offers treatments based on plants, flowers,

and other natural ingredients (Ell & Pavelka, 2020). Thus, an entrepreneur can begin an indigenous spa so that the community can know more about it.

This study consists of three objectives:
1. To examine the types of sources that the community in Kota Bharu, Kelantan uses for spa information.
2. To determine the level of knowledge on Indigenous inspired-spas among the community in Kota Bharu, Kelantan.
3. To identify the relationship between Indigenous inspired-spa knowledge (product, service, operation) and perception among community in Kota Bahru, Kelantan.

Significance of the study
Government

Research on indigenous wellness and spa products can provide knowledge to the community. Furthermore, this research can increase the economy of wellness tourism because health tourists are rising customers who can help preserve traditional cultures and natural assets. It can also encourage entrepreneurship because it is a form of wellness that can help increase the broader population's well-being (Global Wellness Institute, 2019). According to (Altman & Finlayson, 2003) governments around the world describe tourism, for instance, as the only promising economic option for indigenous people residents in remote areas.

Spa owners

This research could also be of interest to indigenous spa owners or spa operators. It is also to introduce or promote the products and services that indigenous people provide to the community. Besides, spa owners can also attract customers or tourists and improve the economy of the indigenous spa. According to other researchers, found that spa treatments with cultural aspects are becoming increasingly popular (Harrison, 2013). Therefore, spa owners have the opportunity to introduce products and devise strategies to promote indigenous spa products and services to the public.

Future researchers

This research can be used as a reference for future researchers. It is also for future researchers to study and discover new things. For future researchers, this may be the second tool using other types of methodologies to demonstrate knowledge influencing public perceptions of indigenous wellness and spa products. Hence, this theoretical framework covers foundations that help in more detailed research.

LITERATURE REVIEW
Indigenous inspired-spa product

Spas are well-known for offering a wide range of products that are accessible in different regions (Ada & Corrine, 2014). Spa products include to reducing tension and physical pains, boosting beauty and wellness, and enhancing self-esteem, emotional, and mental well-being (ISPA, 2007). Additionally, spa products come in a variety of forms which is wet to non-water-based which is dry and offer a variety of physical and psychological benefits (Ellis, 2014). According 'O' Brien (2015), items like spring water is consumed for spiritual reasons as well as to keep a healthy body, soul, and emotions balanced.

In Peninsular Malaysia, Orang Asli refers to the 18 tribes of indigenous and minority cultures who are divided into three groups such as Negrito, Senoi, and Proto Malays (Chan, 2018). These Orang Asli have their own distinct qualities, language, and way of life, and they live in the forest with natural traditions and customs (Abdullah et al., 2013). Spa product influences

consumers to consider the information available whether to find out about Indigenous spa products (Stanton, 2019). Product knowledge includes information on the product's features and benefits, as well as information about how satisfied customers are with the product (Tatiek Nurhayati, 2019). Spa products is products that can be regional marketing objects that give indigenous peoples promotion of their products (Dryglas, 2012). According to Sanggor (2018), products knowledge is a customer's impression of a product based on previous experience with that product. Product knowledge can influence a customer's perception of a product and how uses it.

Product knowledge also makes it easier to make decisions based on the information available (Stanton, 2019) perceptions about indigenous products. Customers, on the other hand, are not compelled to look for alternatives and information to consumer perceptions of products (Wang et al., 2020). According to Orga (2018), product knowledge is crucial since it aids any business in surviving in a competitive market, where product knowledge is used to produce competing abilities that align with the business plan. A solid business strategy necessitates adequate resources and excellent people who can effectively manage those resources.

Indigenous inspired-spa services

Services knowledge can be good information to community to use the indigenous spa. Spa services play an important role in managing the spa. Spa services need to be well designed to provide timely services to clients (Vila, 2021). A service that fulfils quality standards is one that meets and exceeds the expectations and satisfaction of customers (Harwiyati, 2019). Users of spa services should feel comfortable, safe, healthy, relaxed, and fit or wellness (Harwiyati, 2019). According to Manhas et al. (2019), different spas provide different types of services, such as medical therapy, but they all have the same goal, which is to provide consumers with emotions of wellness, wellbeing, and health (Suria et al., 2020). Spa services also provides specialised services to customers to use the services provided by the indigenous spa. For examples indigenous spa services provided traditional indigenous massages, flower baths, abstinence treatments and so on. Spa services are a criterion for the quality of treatment and recreation that is proven by objective examination methods and subjectively appreciated by the consumer (A, 2020). Spa services have a huge impact on customer decisions from marketing aspects, such as products, prices, locations, and promotions (NaRanong, 2019).

Spas that provide a variety of services are seeking for new consumer value propositions in order to attract new market groups, as spas have traditionally focused on their natural resources (Rosa et al., 2021) to draw customers' attention to the indigenous spa. Therefore, indigenous spas are also services performed during the treatment and rehabilitation phase which is part of the public health care services (Alexandr, 2013) that make spas an inspiration to the spa sector. The attraction services offered by indigenous spas are very useful to the community to restore health naturally (Alexandr, 2013).

Indigenous inspired-spa operation

Subsequently, operations management is a method used in organizations to generate spa product and services (Slack et al., 2013). Operations management converts inputs into goods and services based on the demands and interests of customers, with evident connections to spa products. The activity of managing the resources that generate and provide services and products that offer a unique visitor experience is often referred to as spa operation (Slack et al., 2013). The current spa operation combines traditional practices and beliefs with modern amenities and services (Imbong, 2021). Operations are made up of a variety of flexible ideas, including basic structures, uses, links with other mathematical structures, and future generalization (Boguská el al., 2015). Handling customer complaints, customer satisfaction,

and new operational aspects of the business in a variety of perspectives (Rizwan et al., 2020) can enhance the development of indigenous spas.

The operation of the spa is a combination of old customs and beliefs blended with contemporary facilities and services (Imbong, 2021). Indigenous spas may be less well known to the community but the operations they perform can give a good perception. The operation performed by the Indigenous spa provides benefits to the client in terms of time, place, and price. This is because, Indigenous spas have researched the problems faced by clients to come to the spa. Operational knowledge used repeatedly and continuously is to improve products and processes in Indigenous spa (Schuur, 2010). With original research, Indigenous spas have conducted spa operations better and systematically.

The Type of Sources

According to M. Elayyan (2020), the types of resources are divided into three which is primary sources, secondary sources, which provide interpretation, critique, analysis, or commentary. Additionally, tertiary sources, which provide a concise summary or distillation of a topic. Sources selected for use in research can usually be categorized according to types which is primary, secondary, and tertiary (J. Alderman, 2014).

According to M. Brilliant (2022), in certain circumstances, primary sources can be discovered on microfilm reels, digital collections on the internet, or library stacks, such as ancient books, newspapers, journals, etc. Newer communication technologies have expanded people's options for sending and receiving information. One such tool that has found greater use as a source of information is the internet (Pepitone, 2010).

Subsequently, secondary sources are formed by taking main sources and examining them in order to uncover additional information or develop new connections. Furthermore, secondary sources are published in academic journals or books, and they give extra resources for other scholars to use in their own study. Normal academic research will start with a literature review, which is a methodical examination of what has been published on a certain topic at the time the present study is being conducted. Based on the literature review, the study will focus on primary sources that can be further explained considering previous research and the investigator's own interpretations of the original materials (J. Alderman, 2014).

Tertiary sources are typically synthetic in character, bringing together a number of disparate but connected perspectives of same event, issue, body of knowledge, and etc. Tertiary sources are useful beginning places for research projects since it aids in the distillation of enormous volumes of data. Usually, footnotes in tertiary sources steer researchers in the right way when it comes to secondary sources (M. Brilliant, 2022).

Perception toward indigenous-inspired spa

Perception is a psychological process in which individuals can process responses into positive or negative perceptions based on experiences gained through the five senses. The process of selection, interpretation, and reaction are used to elicit responses (Erin, & Maharani, 2018). According Ghadirian et al., (2017), defined perception as a set of actions for gathering information. This acquisition can result from the environments to which they are exposed. Perception is information about objects, events, or relationships derived from inferring information and interpreting messages. Perception, on the other hand, is the ability of the senses to translate stimulus or the process of converting stimulus into human senses. There is a distinction between sensing something that is good or positive perception and sensing something that is negative perception that will affect human action in human perception

(Kuswarno et al, 2017). Shape and color, as well as meaning and semantic relationships between objects, influence perceptions in the visual world (Pomplun et al., 2011).

Perception is a personal manifestation of how a person sees the world, which is influenced by a variety of sociocultural factors. As a result, people from different cultures have very different perceptions of themselves and others. This distinction can be seen when two cultures are compared. When two cultures collide, the nature of individual experiences can be influenced. When the ethnicity of the women giving birth differs from the main ethnicity of the attendants, perceptions of pain during childbirth increase (Ojengbede et al, 2009).

Research Hypotheses

In this study, there are three hypotheses related to identifying the relationship between product knowledge, services knowledge, operation knowledge, and perception toward Malaysian indigenous wellness and spa products.

H1: There is a significant relationship between product knowledge and perception towards indigenous inspired-spa.

H2: There is a significant relationship between service knowledge and perception towards indigenous inspired-spa.

H3: There is a significant relationship between operation knowledge and perception towards indigenous inspired-spa.

Conceptual Framework

The independent variable used is related to knowledge which is knowledge of products, services, and operations in Indigenous-inspired spas. Thus, by reference to the literature review, a research framework has been proposed for investigated the knowledge and perception towards Indigenous-inspired spa among community in Kota Bharu, Kelantan.
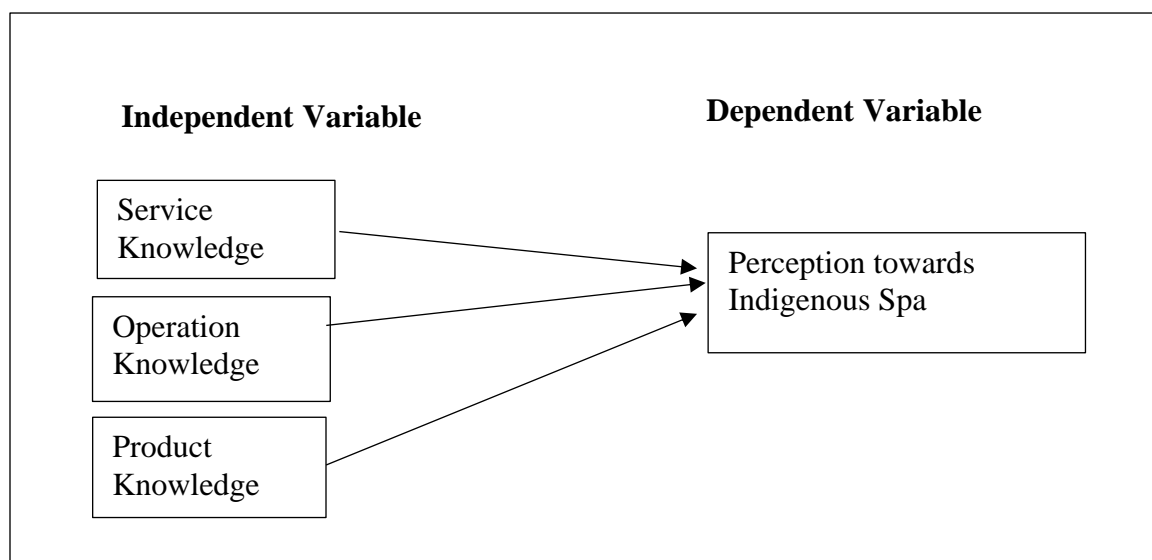

Figure1: Research Framework

METHODOLOGY

Research Design

The study of this research used quantitative research approach to identify the knowledge and perception towards Indigenous-inspired spa among community in Kota Bharu, Kelantan. A cross-sectional study design was used to measure the knowledge and perception towards Indigenous-inspired spa among community in Kota Bharu, Kelantan, and independent variables which is product knowledge, service knowledge as well as operation knowledge.

Data Collection

The online survey approach is used to gather data collection for this study, which is done using a Google Form. In this study, a total of 358 respondents have involved in answering the questionnaires provided. Following their agreement to complete the questionnaire, respondents will be provided an explanation. There was no compulsion to respond to the study's questionnaire.

Sampling Method

The researcher uses non-probability sampling in this study which is purposive sampling and convenience sampling. The researcher uses this sampling to find out the specific characteristics that exist in the population of the study. The researcher clearly explains the rationale of the study to the respondents before they answer the questionnaire so that the respondents know the purpose of this study.

Data Analysis

Data analysis used in this study consists of descriptive analysis, reliability analysis and Pearson Correlation. The data collected from the questionnaire have been analysed using the IBM Statistical Program for Social Science (SPSS) version 25 computer software package. The researcher can utilise data analysis tools to process and alter data, examine linkages and correlations between data sets, and uncover patterns and trends that can be interpreted.

FINDINGS

Demographic Profile of Respondents

Table 1 below shows the frequency analysis of this research.

Table 1: Respondents' Socio Demographic Profile (N=358)

Demographic profile characteristic		Frequency	Percentage (%)
Gender	Male	87	24.3
	Female	271	75.7
Age range	17 - 21 years old	22	6.14
	22 - 26 years old	323	90.2
	27 - 31 years old	5	1.4
	32 - 36 years old	5	1.4
	37 - 41 years old	3	0.8
	Mean age: 23.16		
Marital status	Single	331	7.3
	Married	26	92.5

	Divorce	1	0.3
Educational level	SPM	20	5.6
	Diploma	44	12.3
	Degree	292	81.6
	Master	1	0.3
	PhD	1	0.3
Race	Malay	324	90.5
	Chinese	6	1.7
	Indian	19	5.3
	Other	9	2.5
Occupation	Employed	60	16.8
	Unemployed	288	80.4
	Business owner	10	2.8
Household income	Less than RM1000	287	80.2
	RM1001 – RM 3000	54	15.1
	RM3001 – RM5000	10	2.8
	RM5001 – RM7000	3	0.8
	RM7000	4	1.1

Table 1 shows the descriptive statistics of respondent's demographic profile. The table indicates that the total number of respondents in this survey is 358. The total number of male respondents are 87 (24.3%) while 271 (75.7%) are female respondents. This shows that more female respondents had answered the survey as compared to male respondents. The majority of the respondents come from young adults (23 years old) in comparison to other age groups.

Furthermore, the highest number of marital status category which has responded to this questionnaire was from the single category with the frequency of 331 respondents with value of 92.5% whereas the lowest was respondents from the divorce category with frequency of 1 respondent and 0.3%.

The 358 respondents from different levels of education which are SPM, Diploma, Degree, Master, and PhD. Based on the table, the highest number of respondents are from Degree holders which consisted of 292 respondents with value of 81.6%. Masters and PhD holders are 1 respondent for both levels with value of 0.3%. There are 3 main different races in this survey. The highest number of respondents are Malays which consisted of 324 respondents with a value of 90.5 percent. The lowest are from Chinese which are 6 respondents with a value of 1.7 percent. The Malay respondents answer the questionnaire mostly because majority of people in Kelantan are Malays. Other than that, there are three categories of occupation in this survey which are employed, unemployed and business owner. The majority number of respondents answer the survey is unemployed respondents who are 288 respondents with value of 80.4 percent.

Section B in the questionnaire shows different variables of customer characteristics of spa in Malaysia like the types of information sources about spa visited, number of times visited a spa in the past, spa treatment or services used and reasons for visiting the spa.

Descriptive Analysis

Table 2 shows the descriptive statistics about distribution of information sources about spa.

Table 2: Distribution of information source about spa

Characteristics	n	%
Internet	285	79.6
Spa	26	7.3
Flyers/ pamphlet	15	4.2
Television	8	2.2
Newspaper	2	0.6
Words of mouth	22	6.1

Besides that, there are six categories in the information sources about spa visited. Most of the 285 respondents with the value of 79.6% have answer the survey internet. The less number was 2 respondents with the value of 0.6% who knew the information source about spa visited through newspaper.

Table 3 below shows the descriptive statistics for independent variable Product knowledge, service knowledge, operation knowledge and dependent variable perception towards indigenous-inspired spa.

Table 3: Mean, standard deviation of item and variable

Variable	Items	Mean Score	Standard Deviation
Product Knowledge	The indigenous-inspired spa products are designed to nurture all skin types.	4.08	0.78
	The indigenous-inspired spa body products include essential oils, soap bars, and sanitizer.	3.90	0.87
	Products used in the provision of indigenous-inspired spa treatments are all organic.	4.09	0.80
	The indigenous-inspired spa products are infused with wild-crafted botanical ingredients.	3.96	0.83
	The indigenous spa products are inspired by plant-based traditions only	3.97	0.84
Service Knowledge	The service concept of an Indigenous-inspired spa is designed to enrich the mind, body, and soul	4.14	0.79
	Indigenous-inspired spas provide wellness treatments that spotlight elements found in	4.05	0.80

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	natural resources such as botanicals and stones.		
	Spa services offered in the indigenous-inspired spa utilize the ancient medical practices heritage.	4.03	0.81
	The indigenous-inspired spa treatment and services are not necessarily from native traditions.	3.91	0.91
	Warm herbal massages and traditional yoga are examples of wellness treatments in Indian Indigenous spas	3.94	0.85
Operation Knowledge	Indigenous-inspired spa guests connected with the natural surroundings to create a deeper sense of spirituality.	4.06	0.78
	Indigenous-inspired spa protocol involves greeting the client with a traditional ritual at the entrance	3.94	0.89
	Indigenous-inspired spas cannot be considered luxury spas as they provide treatment featuring local products and traditional healing.	3.85	0.92
	The indigenous-inspired spa should be managed by indigenous people only.	3.55	1.12
	Spa operation involved in the indigenous-inspired spa done without using a modern technology.	3.85	0.91
Perception towards Indigenous-inspired Spa	I believe the price of indigenous-inspired spa treatments is very reasonable and appropriate	4.08	0.80
	I believe the indigenous-inspired spa provides affordable treatment costs.	4.10	0.81
	I believe receiving treatment at the indigenous inspired spa can provide relief.	4.08	0.79
	I believe in the wellness advantages of an indigenous-inspired spa.	4.06	0.80
	I believe in the goodness of indigenous-inspired spa treatments.	4.06	0.76
	I believe the ingredients of indigenous-inspired spa products are safe and chemical-free.	4.10	0.78

The first item in the independent variable of Product knowledge is "The indigenous-inspired spa products are designed to nurture all skin types" has the mean of 4.08 (SD= 0.78) which is at the agree level. "The indigenous-inspired spa body products include essential oils, soap bars, and sanitizer" is the second item of Product knowledge. It has the lowest mean which is 3.90 (SD= 0.87) and is at agree level. The third item is "Products used in the provision of indigenous-inspired spa treatments are all organic" has the highest mean of 4.09 (SD= 0.80) which is at the level of agree. The fourth item is "The indigenous-inspired spa products are infused with wild-crafted botanical ingredients has the mean of 3.96 (SD= 0.83) which is at the agree level. The fifth item is "The indigenous spa products are inspired by plant-based traditions only". It has the mean of 3.97 (SD= 0.84) which is at the agree level.

Furthermore, the first item in the independent variable of Service knowledge is "The service concept of an Indigenous-inspired spa is designed to enrich the mind, body, and soul". It has the highest mean of 4.14 (SD= 0.79) which is at the level of strongly agree. "Indigenous-inspired spas provide wellness treatments that spotlight elements found in natural resources such as botanicals and stones" is the second item of service knowledge. It has the mean of 4.05 (SD= 0.80) which is at the agree level. The third item of service knowledge is "Spa services offered in the indigenous-inspired spa utilize the ancient medical practices heritage" has the mean of 4.03 (SD= 0.81), which is at the level of agree. The fourth item is "The indigenous-inspired spa treatment and services are not necessarily from native traditions". It has the lowest mean of 3.91 (SD= 0.91) which is at the level of agree. Item "Warm herbal massages and traditional yoga are examples of wellness treatments in Indian Indigenous spas" has the mean of 3.94 (SD = 0.85) which is at the agree level.

Besides that, the first item in the independent variable of Operation knowledge is "Indigenous-inspired spa guests connected with the natural surroundings to create a deeper sense of spirituality". It has the highest mean which is 4.06 (SD = 0.78) which is at the agree level. The second item is "Indigenous-inspired spa protocol involves greeting the client with a traditional ritual at the entrance" has the mean of 3.94 (SD= 0.89) which is at the agree level. Item "Indigenous-inspired spas cannot be considered luxury spas as they provide treatment featuring local products and traditional healing" is the third item. It has the mean of 3.85 (SD= 0.92) which is at the level of agree. The fourth item is "The indigenous-inspired spa should be managed by indigenous people only". It has the lowest mean of 3.55 (SD= 1.12) which is at the neutral level. The fifth item is "Spa operation involved in the indigenous-inspired spa done without using a modern technology" has the mean of 3.85 (SD= 0.91) which is at the agree level.

Other than that, the first item in the dependent variable of Perception towards indigenous-inspired spa is "I believe the price of indigenous-inspired spa treatments is very reasonable and appropriate". This item has the mean of 4.08 (SD= 0.80) which is at the agree level. The second item is "I believe the indigenous-inspired spa provides affordable treatment costs". It has the highest mean of 4.10 (SD= 0.81) which is at the level of agree. The third item is "I believe receiving treatment at the indigenous-inspired spa can provide relief." which has the mean of 4.08 (SD= 0.79). It is at the level of agree. "I believe in the wellness advantages of an indigenous-inspired spa" is the fourth item of perception. It has the lowest mean of 4.06 (SD= 0.80) at the level of agree. The fifth item is "I believe in the goodness of indigenous-inspired spa treatments". It is also having the lowest mean of 4.06 (SD= 0.76) which is at the agree level. The last item of perception is "I believe the ingredients of indigenous-inspired spa products are safe and chemical-free". It has the highest mean of 4.10 (SD= 0.78) which is at the agree level.

Table 4 shows the descriptive statistics of level of knowledge

Table 4: Descriptive Analysis (n=358)

Knowledge of Indigenous-inspired spa	Level of knowledge	
	Poor n (%)	Good n (%)
Product knowledge	149 (41.6%)	209 (58.4%)
Service knowledge	150 (41.9%)	208 (58.1%)
Operation knowledge	183 (51.1%)	175 (48.9%)
Overall knowledge	172 (48.0%)	186 (52.0%)

To determine the level of knowledge for each dimension, the summative score of each was converted to a binary variable using the mean as the cut-off point. The level of knowledge was categorized either poor or good knowledge. The mean cut-off point for product knowledge was 4.09 (1.24), service knowledge was 4.07 (1.54), and operation knowledge was 3.65 (2.67). As shown in Table 4.5, a total of 209 (58.4%) of 358 respondents were very confident about the level of knowledge regarding the Indigenous-inspired products, 208 (58.1%) were fairly confident about the Indigenous-inspired services, 175 (48.9%) knew well about the Indigenous-inspired spa operation.

Reliability Analysis
Result of Reliability Analysis
Table 5 below shows the reliability analysis of this research.

Table 5: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Product Knowledge	5	0.707
Service Knowledge	5	0.895
Operation Knowledge	5	0.908
Perceptiontowards Indigenous-inspired Spa	6	0.854

Table 5 above demonstrates the reliability of four variables. Cronbach's Alpha used to examine the reliability of the 21 items and used to measure the four constructs.In addition, the results in table 3.7.2 show that the reliability of each construct ranges from 0.707 to 0.908. The Alpha Coefficient of 0.6 is set as the minimum criterion. With an alpha coefficient of 0.707, the construct of tangible features fulfilled the minimal criterion. As a result of the pilot test, except for the tangible satisfactory internal consistency reliability for each construct, the overall result was acceptable and more reliable. According to the results, operation knowledge has the highest coefficient of 0.908, while product knowledge has the lowest coefficient of 0.707.

Result of Pearson Correlation Analysis

Table 5.1: Pearson Correlation Analysis Result

Variables	R-value	P-value	Research hypothesis	Evaluation of test
Product knowledge → Perception	0.652	0.000	H1	Hypothesis was accepted

Service Perception	knowledge	→	0.660	0.000	H2	Hypothesis was accepted
Operation Perception	knowledge	→	-0.511	0.000	H3	Hypothesis was accepted

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

Table 5.1 displays Pearson Correlation Coefficient, significant value and the number of respondent community of Kelantan which is 358. The correlation coefficient of 0.652 suggested a moderate positive correlation relationship between product knowledge and perception towards Malaysian indigenous inspired spa. The p-value of product knowledge is 0.000 which is less than the highly significant level is 0.01 as it reveals. Therefore, there is a significant positive relationship between product knowledge and perceptions towards indigenous inspired-spa among community in Kota Bharu, Kelantan.

The correlation coefficient of 0.660 suggested a moderate positive correlation relationship between service knowledge and perception towards Malaysian indigenous inspired spa as a wellness tourism product. The p-value of service knowledge is 0.000 which is less than the highly significant level is 0.01 as it reveals these results suggest a significant positive relationship between service knowledge and perception towards indigenous inspired-spa among community in Kota Bharu, Kelantan.

The correlation coefficient of -0.511 suggested a moderate positive correlation relationship between operation knowledge and perception towards Malaysian indigenous inspired spa. The p-value of operation knowledge is 0.000 which is less than the highly significant level is 0.01 as it reveals. Therefore, there is a significant relationship between operation knowledge and perception towards indigenous inspired-spa among community in Kota Bharu, Kelantan.

DISCUSSION AND RECOMMENDATIONS

This study builds a new avenue by highlighting the recommendations of proposals for potential research advances. This recommendation could provide a double benefit for new research on the impact of attitude on intention to visit indigenous spa products and services, as well as revise research on the impact of attitude on intention to visit indigenous spa products and services.

Firstly, it is recommended for future researcher to change existing data collection methods to qualitative method. Qualitative research generates data in a different way that quantitative research seems not to. Interviews, observations, and document analysis are examples of qualitative data. The key supporters in validating the fieldwork conducted in the qualitative study are field notes and researcher diaries. Future researchers are recommended to use qualitative methods such as telephone surveys and face-to-face interviews in their research.

Furthermore, future researchers should collect data by expanding the study area to include public employees, private employees, housewife, and teenagers among singles, instead of focusing solely on university students. This allows future study to collect data from a larger group of people and areas in order to gather facts and evaluate them more thoroughly. The information gathered will also be more effective and precise in determining attitudes of aboriginal spa products and services.

Future researchers can renew, improve, and reproduce the journal in the future. Researchers compared data from western countries using standard journals in this investigation. As a result, cultural differences between Western and Eastern students may reflect in them having different

perspectives and making different recommendations, resulting in a biased situation. Google Scholar and my Athens can be utilised to find out more about attitudes toward the intention to visit aboriginal spa products and services.

CONCLUSION

In conclusion, the research has found that the three hypotheses in this research are accepted. All the independent variables show different correlation coefficient with the dependent value, which are 0.652 for product knowledge, 0.660 for service knowledge and -0.511 for perception towards indigenous-inspired spa. These results show a moderate positive correlation for product knowledge, service knowledge and operation knowledge between the dependent variable. It also answers the research questions whether or not there is any relationship between independent variables and dependent variables. Therefore, to conclude, there is a significant relationship between product knowledge, service knowledge, operational knowledge, and perceptions of Indigenous-inspired spas.

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The Influence of Spa Goers' Perception on The Attitude of The Emerging Indigenous Spa Therapy

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ABSTRACT

Spa and wellness centers that offered products and services according to indigenous people's approach are branded as indigenous-inspired Spa Therapy. The attitudes shown by the people are also different and this shows and gives rise to the diversity of opinions that exists in every aspect. The perception shown by outsiders towards the new concept of indigenous spas in the spa industry can improve and change their perception of the advantages that exist in this indigenous spa. Therefore, this study aims to measure the influence of spa-goers' perceptions and attitudes on emerging indigenous spa therapy. There were a total of 385 respondents who participated in this study which has been conducted online using questionnaires survey. This study focuses on the community in Kelantan using a convenience sampling method. The result shows that there is a significant relationship between the perception and attitude of spa-goers towards the indigenous-inspired spa.

Keywords: Wellness tourism, Indigenous spa, perceived cost, perceived benefits, perceived trust

INTRODUCTION

A spa is commonly known as a place where men and women go for health and beauty treatments. The Indigenous spa is using materials for treatment with chemical-free organic matter. Indigenous spa services do not use modern equipment and the aboriginal spa environment is a village atmosphere that is full of flora. This chapter highlights the study background, problem statement, research objectives, research questions, the significant of the stud, and the definition of terms.

Tourism is a broad term that encompasses a variety of social, economic, and cultural phenomena. According to the United Nations World Tourism Organization, tourism has become a more complicated phenomenon with political, economic, social, cultural, and educational implications. Tourism refers to the actions of individuals who go to and live in places outside of their typical surroundings for a variety of reasons, including leisure, business, and others. Travel for business or health reasons might be mixed with cultural travel. Tourism is viewed as one of the keys to creating a deeper knowledge of Malaysia's multi-ethnic population's varied cultures and lifestyles. The spa industry has grown to become the fastest-growing leisure sector, offering amenities for improving one's health and well-being. Tourism has been more popular in recent years.

Wellness tourism combines wellness culture, tourism resources, and the natural environment. It promotes a healthy lifestyle for visitors, allowing perseverance of physical, mental, and spiritual well-being. Travelers seek wellness treatment, such as massage, to rest their mind and body. Tourists are rapidly recognising wellness tourism as a terrific method to improve general health, and it has become a major industry around the world. Wellness tourism can be described in a wide sense that considers people's lifestyles and how they relate to many societal and

individual elements (Dunn, 2017). Tourism has also long been promoted due to its potential to revitalize aboriginal communities and preserve aboriginal cultural heritage. The physical, mental, and social aspects of an individual's well-being are all intertwined to create a state of harmony and spirituality.

The spa is a wellness treatment centre for people who desire to refresh, restore, and revitalise their bodies. Herbal and botanical substances, such as minerals in mud treatments or herbal and botanical essences in massage oils, are used in Traditional Chinese and Thai Medicine (TCM and TTI) to cleanse the skin and soothe the mind as part of wellness therapies. The therapist may utilise mindfulness, breathing exercises, and other therapeutic tactics to engage the parasympathetic nervous system (PNS), which calms hyper-aroused stress-induced states (Jia Wei Lim & Tang Ching Lau,2018). Traditional medicine based on natural materials is often used in indigenous spas. The integration of aboriginal treatments into spa therapy is increasing. There are research on aboriginal communities to support cultural spa tourism that has the potential to contribute to cultural preservation (Walsh, J. 2012). The aboriginal-inspired spa is an organisation that offers healing body therapies that incorporate elements derived in whole or in part from aboriginal traditions. Treatments at the indigenous spa feature healing therapies based on produce from the surrounding forest and indigenous spa will provide treatments based on plants, flowers and natural ingredients. In Malaysia there are various races and cultures that introduce various types of traditional treatments, one of which is the indigenous spa which is conquered by the aborigines.

Therefore, this study was designed to investigate people especially the spa goers' perception and attitude towards the existence of indigenous spa. The perceptions on indigenous spas influence the change in attitudes shown by spa customers. Changes in people's attitudes especially the attitudes of customers shown will influence the spread of the existence of indigenous spas. With the good spread of the existence and also the perceived advantages in terms of acceptance of indigenous spas, it indirectly enhances progress in the lives of indigenous people.

The objective of this report:

1. To identify the relationship between perceived cost and attitude of spa-goers towards indigenous spa therapy.
2. To identify the relationship between perceived benefits and attitude of spa-goers towards indigenous spa therapy.
3. To identify the relationship between perceived trust and attitude of spa-goers towards indigenous spa therapy.

Significance of The Study

Community

This research will provide new insight into the emerging indigenous spa therapy to the community. Through this study, people will become aware of the benefits and greatness of this indigenous spa. This is because most natives still use healing therapies based on produce from the surrounding jungle. One way to make people become aware of the indigenous spa is by spreading information to the community in the form of pamphlets. Upon completion of this research, the findings will be published to provide information and awareness to the community. Therefore, this will help to measure the community's perceptions and attitudes towards the indigenous spa.

Authority

Next, the government will be able to promote indigenous spa therapy as the new emerging wellness tourism industry to the public. There is data that will be collected relating to the indigenous spa during the conduct of this study and it will be published for general reading. Through the data collected, the government also can implement a good strategy to promote the indigenous spa to encourage the wellness tourism industry. As a result, the government may be able to benefit from an increase in revenue generated by the wellness tourism industry.

Researcher

Students, academicians, and researchers who are interested in indigenous spas in the future can benefit from this research. This is because not many researchers research indigenous spas. This study will provide a lot of information about indigenous spas. Also, this research contributes to empirical results that can be referred by other researchers. This study aimed to measure the influence of spa goers' perceptions and attitude toward the indigenous spa. The students and researchers will be able to comprehend the perceived cost, perceived benefits, perceived trust and attitude. This theoretical framework provides the foundations for future academics to do more detailed research.

LITERATURE REVIEW

Perceived Cost

According to a definition provided by Wang et al (2020) perceived cost is defined as a negative function of what is sacrificed. The costs operate as deterrents to joining social movements or protests, but the advantages work as motivators.

The consumer may be afraid to give a try to indigenous spa therapy because of their perception on the indigenous people. Moreover, indigenous spa therapy is the new emerging spa which makes the customer need more exposure to give it a try.

Opportunity cost, which refers to the perception that other valued activities must be sacrificed to complete the task (Perez et al 2019). This is very closely related to a person's attitude, when the person does not know about the indigenous spa, he or she will view it in a negative view.

Perceived Benefits

The spa industry benefits from instruction on how to choose which cultural elements to incorporate in a spa's range of services and how to do it appropriately. The massage characterized as a rhythmic linty body massage inspired by traditional indigenous techniques, is one such therapy on the menu of service. It is aimed to rebalance and re-align energy flow, increasin mind and body wellness. A unique blend of native aromatic oils will revitalize, harmonies or detoxify the body (Emily Fm Fitzpatrick, 2019).

According to studies, soaking in warm water lowers cortisol levels in the body, and tissue massage relieves built-up stress that presents as tense muscles in the neck and shoulders. The muscles relax as a result of the release of stress, and the mind relaxes as well. It also reduces headaches by releasing tension in the head and neck. Adding aromatherapy to the foot spa experience enhances the sense of relaxation by acting on several senses simultaneously (Laura D. Ell, 2020).

Perceived Trust

The community's perceived trust toward the spa is that women are more likely to visit the spa. According to Trihas and Konstantarou (2016), women are mainly involved in wellness

activities. Customers will be more likely to try something when trust in it. One of the most crucial parts of business-to-business and business-to-customer engagements has always been trust (Aziz et al 2018). People trust that treatments at a spa can provide relief and reduce stress. Trihas and Konstantarou (2016) claims that stress reduction is the number one reason people are likely to visit spas, followed by relaxation, rejuvenation, fitness, wellness, improved quality of life, pain reduction and an all-around experience.

Attitude towards Indigenous Spa

According to Erin (2015), the attitudes shown by outsiders towards indigenous peoples are often negative. In changing outsiders' views on indigenous peoples, relationships such as interpersonal relationships can influence the positive attitudes that will be displayed.

The existence of the indigenous spa will show how did people accept the spa and showing their attitudes towards the spa. Based on an article by Laura (2020), there are a lot of advantages of a spa that can be seen as a positive attitude from outsiders and well received. The native spa can provide advantages that no other regular spas may do. For example, people tend to show different attitudes once the benefit of the treatment given by an indigenous spa is different from the other spa in the spa industry.

Research Hypothesis

H1	There is a significant relationship between perceive cost and the attitude of spa-goers towards indigenous spa therapy
H2	There is a significant relationship between perceive benefits and the attitude of spa-goers towards indigenous spa therapy
H3	There is a significant relationship between perceive trust and the attitude of spa-goers towards indigenous spa therapy

Research Framework

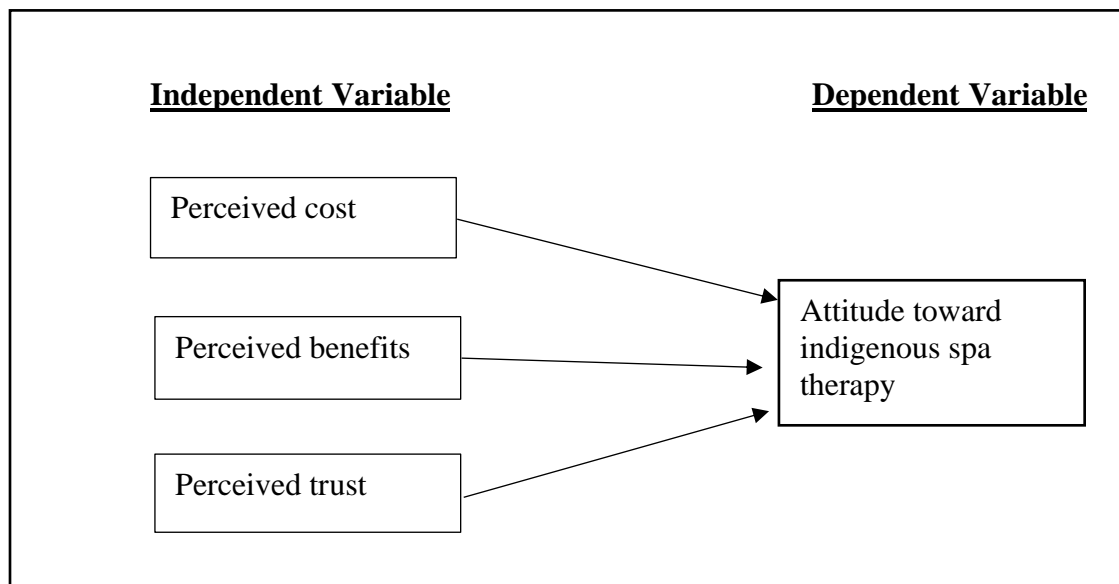Figure 1 below shows the research framework used for this study.

Figure 4: Research Framework

METHODOLOGY

Research Design

This study used the quantitative research approach to study the relationship between perceptions and attitudes of spa-goers towards emerging indigenous spa therapy (Akhtar, 2016). The method used by the researcher to collect data is by giving questionnaires that are distributed to 384 selected respondents. The respondents were chosen by non-probability sampling technique, and the study's target population is the Kelantanese community. Our target for this study of the indigenous spa is women from the working class, housewives and single mothers. Women from the working class, housewives, and single mothers are our target demographic for this indigenous spa study.

The questionnaire for this data collection process contains 3 part which is part A, part B and part C. Part A related to the demographically question that related to the respondent. Part B asked about independent variable of the study which is the perception of the indigenous spas. Those question in part B are significantly related about the perception of cost, benefit, and trust given by the indigenous spas towards the community. In part C, the questions given are about the dependent variable of the study which is the attitude shown by the community towards indigenous spas. The questions elaborated more on the independent variable and dependent variable which were (i) perceived cost, (ii) perceived benefits, and (iii) perceived trust that were examined in the survey. The quantitative research approach, using a cross-sectional study design was used to measure the relationship between attitudes towards indigenous spa therapy and independent variables namely perceived cost, perceived benefits and perceived trust.

Data Collection

The data collection was conducted using questionnaires survey. This study chose to distribute the questionnaires using the Google form application. Lu, L. S. (2020) the questionnaire or survey distribute through WhatsApp group, Telegram group and social media that can reach potential respondent that represent the whole population which is community in Kelantan. The questionnaires was distributed openly to all target respondents and there was no coercion or obligation to the person to whom these questionnaires were distributed. It was very convenient to minimise cost, save time and significantly applicable during this pandemic outbreak.

Sampling

The sampling method used in this was the non-probability sampling technique to select the state and district as well as convenience sampling in selection of respondents, while 358 respondents were chosen. Non-probability sampling is a process that selecting a sample from the population using the principle of randomization, often known as random selection or chance. 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 sample size of the research is determined based on Krejcie & Morgan (1970) table (Appendix 1) that used a fix formula for an estimated population. The selected respondent focuses on residents living in the city of Kelantan to get views on the indigenous community in Kelantan, chose this respondent because it is easily accessible. 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% (3.481)

p = proportion of population (if unknown, 0.5)

Data Analysis

There were two types of data analysis used in this study, namely Pearson correlation analysis and descriptive analysis and bivariate data analysis. The data obtained was analysed by The Statistical Package for the Social Sciences (SPSS) version 26.

FINDINGS

Result of Frequency Analysis

Table 1 below shows the result of frequency analysis of this research.

Table1: Frequency Analysis Results

Characteristic	Frequency	Percentage
Gender		
Male	88	24.6
Female	270	75.4
Age range		
17 – 21 years old	22	6.1
22 – 26 years old	322	89.9
27 – 31 years old	6	1.7
32 – 36 years old	5	1.4
37 – 42 years old	3	0.8
Marital status		
Married	25	7.0
Single	332	92.7
Divorce	1	0.3
Educational level		
SPM	21	5.9
Diploma	45	12.6
Degree	290	81.0
Master	1	0.3
PhD	1	0.3
Race		
Malay	324	90.5
Chinese	6	1.7
Indian	19	5.3
Other	9	2.5
Occupation		
Employed	62	17.3
Unemployed	286	79.9
Business owner	10	2.8
Household income		
Less than RM1000	288	80.4
RM1001 – RM3000	53	14.8
RM3001 – RM5000	10	2.8
RM5001 – RM7000	3	0.8
RM7000 and above	4	1.1
Number of times visited spa in the past		
Never	103	28.8
1 – 3 times	215	60.1

4 – 6 times	28	7.8
7 – 10 times	3	0.8
More than 10	9	2.5
Service/treatment used		
Body massage	137	38.3
Sauna	85	23.5
Foot massage	108	30.2
Scrub	80	22.3
Face/head massage	180	50.3
Traditional and complementary medicine	73	20.4
Reasons for visiting spa		
Stress relief	267	74.6
Physical health	123	34.4
Beauty service	151	42.2
Anti-aging treatment	52	14.5
Nosiness	12	3.4
Loss weight	27	7.5
Others	4	1.1

Table 1 illustrate the result of frequency analysis of socio demographic characteristic. The total number of respondents for male was 88 (24.6%) while the number of female was 270 (75.4%). This study used convenience sampling method which mean that anyone who has the desire to answer the question, can answer it. In this study, more female was interested to answer the questionnaire.

The distribution based on age shows that 22 respondents (6.1%) were between 17-21 years old, 322 respondents (89.9%) were between 22-26 years old, and 6 respondents (1.7%) aged from 27-31 years old, 5 respondents (1.4%) were from 32-36 years old, and 3 respondents (0.8%) are among 37-41 years old. Majority of the respondents were between age 22-26 years old. This is because the community in Kelantan was not very skilled in the field of information and technology (IT), since most of the people who live there are the elders.

Referring to marital status, 322 respondents were single (92.7%) and 25 of the respondents were married which is 7%. Only 1 respondent was divorced (0.3%). The majority of the respondents were single because their age was between 22 – 26 years old. There were 21 respondents (5.9%) from SPM, 45 respondents (12.6%) of diploma, 290 respondents (81%) from degree and 1 respondent (0.3%) from master and PhD respectively. The majority of respondents are from undergraduate students as this research is conducted in universities that have many undergraduate students. In addition, this questionnaire was disclosed to most students in community in Kelantan.

For the analysis of the respondents by race, 324 (90.5%) respondents are Malays, 6 respondents are Chinese (1.7%), 19 respondents are Indian (5.3%) and 9 respondents (2.5) are from another race. The highest number of the respondents by race is Malay because the community in Kelantan is mostly Malays compared to other races.

Next, 62 respondents are employed (17.3%), 286 respondents are unemployed (79.9%) and 10 respondents are business owner (2.8%). The majority of respondents are unemployed because this questionnaire was widely distributed to the students that live in Kelantan.

The total numbers of respondents who earn less than RM1000 was 288 respondents (80.4%). 53 respondents (14.8%) earn RM1001-RM3000, 10 respondents (2.8%) earn RM3001-

RM5000, 3 respondents (0.8%) earn RM5001-RM7000 and 4 (1.1%) respondents earn RM7000 above. This is because the respondents who are willing to answer this questionnaire were from students who were not working.

The analysis of respondents showed that there were 103 respondents (28.8%) who never visited a spa. About 215 respondents (60.1%) visited 1-3 times, 28 respondents (7.8%) visited 4-6 times, 3 respondents (0.8%) visited 7-10 times and 9 respondents (2.3%) visited more than 10 times. Besides that, the reasons for visiting spas were for stress relief which was 267 (74.6%), followed by beauty service, 150 (42.2%). The least reasons were nosiness and others, 12 (3.4%) and 4 (1.1%) respectively. The reasons why respondents visit a spas for stress relief because of a calm, relaxing, quiet spa environment that can give relief to a tired mind and body.

Result of Descriptive Analysis
Table 2 below shows the result of descriptive analysis of this research.

Table 2: Descriptive Analysis Results

Variable	Items	Means score	Standard deviation
Perceived cost	I believe the price of indigenous-inspired spa treatments is very reasonable and appropriate.	4.08	0.80
	I believe the indigenous-inspired spa provides affordable treatment costs.	4.09	0.81
	It will take a big amount of effort to pay for the treatment at an indigenous-inspired spa.	3.89	0.87
	I think the price offered at indigenous spas is more expensive than other spas.	3.58	1.03
	I believe I will get the treatment that is worth the cost to be paid in the indigenous-inspired spa.	3.88	0.81
Perceived benefits	I believe receiving treatment at the indigenous-inspired spa can provide relief.	4.08	0.79
	I believe in the wellness advantages of an indigenous-inspired spa.	4.05	0.81
	I believe the services received from the therapist in the indigenous-inspired spa are excellent.	4.02	0.80
	I believe the products and services provided in the indigenous-inspired spa are valuable.	4.08	0.78
	I believe the indigenous-inspired spa does not have any wellness benefits.	3.56	1.18
Perceived trust	I believe in the goodness of indigenous-inspired spa treatments.	4.05	0.76
	I believe the ingredients of indigenous-inspired spa products are safe and chemical-free.	4.10	0.78
	I believe in the results of the treatments provided by indigenous-inspired spa therapists.	4.07	0.81

	I trust this indigenous-inspired spa keeps my best interests in mind	4.02	0.80
	I trust safety is guaranteed when making treatments at indigenous-inspired spas.	4.09	0.75
Attitude	I think the indigenous-inspired spa has the potential to create significant revenues and profits for the local people.	4.15	0.76
	I think therapy provided in the indigenous-inspired spas is only suitable for Aboriginal people.	3.58	1.20
	The Indigenous-inspired spa is attractive.	4.20	0.79
	The Indigenous-inspired spa is imposing.	4.19	0.79
	Visiting indigenous-inspired spas is an effort to support local culture conservation.	4.22	0.76
	Supporting the indigenous wellness industry is a morally right thing.	4.19	0.83

Table 2 showed the result of means scores and standard deviation analysis on the independent variable which are perceived cost, perceived benefits and perceived trust. The highest mean value for perceived cost was item 2, which was 4.09 (SD = 0.81) where the respondent believe that the indigenous-inspired spa provides affordable treatment costs. The lowest mean value for perceived cost was item 4, which was 3.58 (SD = 1.03) where the respondent slightly agreed the price offered at indigenous spas is more expensive than other spas.

Item 1 of perceived benefits has the highest mean value which was 4.08 (SD = 0.79). A total of 119 respondent strongly agree with that, where respondent believe receiving treatment in an indigenous-inspired spa can provide relief. Item 5 of perceived benefits has the lowest mean value which was 3.56 (SD = 1.18), where respondents slightly believe the indigenous-inspired spa does not have any wellness benefits.

Item 2 for perceived trust has the highest mean value, which was 4.10 (SD = 0.78). The majority of respondents strongly agree with item 2 which was 123 respondents where respondent believe the ingredients of indigenous-inspired spa products are safe and chemical-free. The lowest mean was item 4 which was 4.02 (SD = 0.80), where respondent trust this indigenous-inspired spa keeps my best interests in mind.

The highest mean value for the dependent variable; attitude was item 5, which was 4.22 (SD = 0.76). A total of 148 respondent strongly agree that visiting indigenous-inspired spas is an effort to support local culture conservation. Item 2 score the lowest mean value, which was 3.58 (SD = 1.20) where respondents slightly agreed that the therapy provided in the indigenous-inspired spa is only suitable for Aboriginal people.

Result of Reliability Analysis

Table 3 shows the result of reliability analysis of this research.

Table 26: Reliability Analysis Result

Variable	Number of items	Cronbach Alpha
Perceived cost	5	0.856
Perceived benefits	5	0.891
Perceived trust	5	0.922
Attitude	6	0.816

Table 3 showed the overall value of Cronbach's Alpha for the independent variables and dependent variable. From the table, the researcher can conclude all the variables were above the value of 0.7 and the highest variables were 0.922. Therefore, the result shown was reliable and it can be accepted in this research.

Result of Pearson Correlation Analysis

Table 4 below shows the result of correlation analysis of this research.

Table 27: Pearson Correlation Analysis Results

Hypothesis	P-Value	Result
H1: There is a significant relationship between perceived cost and attitude of spa-goers towards the indigenous-inspired spa.	0.000	H1 is accepted
H2: There is a significant relationship between perceived benefits and attitude of spa-goers towards indigenous-inspired spas.	0.000	H2 is accepted
H3: There is a significant relationship between perceived trust and attitude of spa-goers towards the indigenous-inspired spa.	0.000	H3 is accepted

DISCUSSION & RECOMMENDATIONS

This study builds a new avenue by highlighting the recommendations of proposals for potential research advances. This recommendation could provide a double benefit for new research on the perception and attitude of spa-goers towards indigenous-inspired spa.

The first recommendation is change existing data collection methods to the qualitative method. Qualitative research generates data differently that quantitative research seems not to. Interviews, observations, and document analysis are examples of qualitative data. The key supporters in validating the fieldwork conducted in the qualitative study are field notes and researcher diaries. Future researchers are recommended to use qualitative methods such as telephone surveys and face-to-face interviews in their research. Specifically, for face-to-face or telephone interviews, the question asked can reveal the respondent's attitude. As a result, it delivers more accurate, consistent, and useful data for the study in knowing the influence of spa-goers' perception on the attitude towards indigenous-inspired spa.

Furthermore, future researchers should collect data by expanding the study samples to include public employees, private employees, housewife, and teenagers among singles, then instead of focusing solely on university students. This is because the future study will be able to collect data from a larger group of people and areas to gather facts and evaluate them more thoroughly. The information gathered will also be more effective and precise in determining perception and attitude toward indigenous spa.

Future researchers can renew, improve, and reproduce the journal in the future. Researchers compared data from western countries using standard journals in this investigation. As a result,

cultural differences between western and eastern students. Residents in different countries, such as western countries, may have different perspectives and make different recommendations, resulting in a biased situation. Future researchers can search for journals in public libraries such as university libraries and refer to books related to aboriginal spa products and services to help improve reading resources. In addition, future researchers can search for journals on Google Scholar and my Athens about perception and attitude of spa-goers toward indigenous-inspired spa to gain more information.

CONCLUSION

The study's objectives are to identify the perceived cost, perceived benefits, perceived trust and the attitude of spa-goers towards indigenous-inspired spa therapy. The Statistical Package for the Social Sciences (SPSS) version 26 was used to analyses the data. The hypothesis of this study was developed using Pearson correlation analysis and descriptive analysis. The study's findings were provided in the previous chapter. The findings, limitations, and suggestions of this study will be discussed in this chapter. Recapitulation of data are based on chapter 4 which is based on the purpose of the study, research question, and hypothesis and those were used for this chapter. Those research question of this research require to prove the relationship between perception and attitude towards Indigenous-inspired Spa. All the three-research question that are used prove the relationship between perception and attitude towards the indigenous spa. From the results obtained, it is found that there is a significant relationship between the three independent variable which is perceived costs, perceived benefit, and perceived trust towards attitude of spa-goers towards indigenous spa therapy.

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The Impact of Attitude on the Intention to Visit Indigenous Spa

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ABSTRACT

Spa and wellness facilities to exercise and receive various treatments to improve their health. A sauna and treatment rooms are included in the spa and wellness amenities. A sauna and a gym are among the spa and wellness amenities. Indigenous spas refer to goods and services produced by indigenous people according to their original concepts and traditions. However, indigenous spa products and services are not well received and acknowledgedby the community. Therefore, the purpose of this research was to study the impact of attitude on behaviour intention towards the indigenous spa and product services. In this research, affective attitude, behaviour attitude, and cognitive attitude serve as independent variables related to the dependent variable namely behaviour intention toward indigenous spas and services. A Google Form was used to disseminate a set of questionnaires to 358 people in the target population. SPSS was used to analyse the data from the questionnaire. The study's findings were substantial and corroborated the hypotheses. In conclusion, this study could be used as a resource for future research.

Keywords: Spa and Wellness, Indigenous Spa, Product and Services, Affective Attitude, Behaviour Attitude, Cognitive Attitude

INTRODUCTION

The spa first appeared in Asia in the mid-1990s, and the Asian spa industry has since grown from modest and tentative beginnings to become a phenomenon. This is because of the ability to draw on Asia's diverse cultural heritage and healing traditions (Micheal Loh, 2005). The spa is an acronym derived from the Roman Empire, which means 'Sanus Per Aquam (SPA) is 'health through water'.

An Indigenous spa is defined as an establishment offering healing body therapies incorporating elements derived in whole or part from Indigenous traditions, which are interpreted by clients to respect the origins. The indigenous spa concept has always aimed to honour the healing culture of the region in which it is located. The indigenous people have a wealth of information not only about medicinal plants, flowers, and herbs but also about living in harmony with nature as a whole.

This study was designed to investigate the affective attitude, behaviour attitude, cognitive attitude, and intention to visit the indigenous spa. There were three objectives of this research:
1. To identify the relationship between affective attitude and intention to visit indigenous spas.
2. To identify the relationship between behaviour, attitude, and intention to visit indigenous spas.
3. To identify the relationship between cognitive attitude and intention to visit indigenous spas.

Significance of the Study

This study was conducted to examine the uniqueness and privilege of indigenous spa products and services. Based on this research, the data will help them in reviewing the weaknesses and the best strategies for promoting their spas. As the result, indigenous people get the opportunity to compete on par with other spas. The data obtained from this research also can help to convince stakeholders such as the government, banks, and investors to provide incentives either in terms of financial capital or promotion of products and services produced by indigenous people.

In addition, it helps the community to be aware of the existence of goods and services produced by indigenous people, especially in the spa industry. The community's perception of indigenous people can be changed and further encourage them to support local products and services. In other words, it opens a new opportunity for future researchers to learn more about indigenous spas.

LITERATURE REVIEW

Affective Attitude

The affective component refers to a person's emotional reaction to the object of attitude. It involves a person's feelings or emotions about the object of attitude (McLeod, 2018). The affective part of the attitude refers to feelings about something. It is usually the first and may be positive or negative, such as fear-based reactions or pleasure-based reactions. It is important to separate the effects from cognition, where the effect is feeling, and cognition is what is thought. Deep-seated memories or experiences that shape feelings about things may cause affective responses (Chris Drew, 2020). While, Agarwal & Malhotra, (2005) describe that affective attitudes become stronger when individuals have more frequent and direct experiences with focus objects, people, or situations. The affective component involves the attribution of emotional mental states that can be attributed to intention.

Behaviour Attitude

The behavioural attitude of the term can be described as a means of self-control. It is a way to act or control yourself against others. It is a variety of actions, reactions, and manners set by individuals, systems, or organizations concerning themselves or their environment, under any particular circumstances. In summary, behaviour is an individual or group response to inputs such as actions, environments, or stimuli that can be internal or external, voluntary or voluntary, and conscious or subconscious. Behavioural attitudes are attitudes that develop as a result of certain behaviors. However, since a person's behavior does not always reflect his attitude, the attitude of a person does not always reflect his attitude towards certain behaviors (Angelova and Zeqiri 2011).

Cognitive Attitude

Cognitive attitude refers to the beliefs, knowledge, and thoughts possessed by the object of attitude. Sometimes, individual attitudes are also formed depending on the positive and negative traits associated with the object (Reber, 2001). Cognitive attitudes are defined as individual-specific beliefs related to a subject. These factors consist of evaluation, consideration, acceptance, and perception of value points supported by thought (Hee-dong et al., 2004). Flavian et al. (2006) asserted that the amount of trust depends on the extent to which the needs and wants of the customer are met. People with high levels of confidence tend to easily determine and predict positive outcomes, and believe that this case will continue in the future (Aydin et al., 2005).

Intention to Visit Indigenous Spa

The intention is an important factor that influences a customer's intention to revisit a tourist destination or repurchase products and services. According to Tiefenbacher, Day, and Walton (2000), travelers are more likely to return to tourist destinations due to three personal motivations. The concept of visiting intentions comes from behavioural intentions. Aziz et al., (2012) found that when people have a stronger intention to engage in behaviour, they are more likely to engage in such behaviours. Behavioural intent indicates returns or re-visits of visitors to a facility or service. Conceptualizing, measuring, and predicting behavioural intentions is an area of interest to service providers and researchers which has been considered one of the key indicators of service enterprise achievement (Rahman et al., 2018).

Research Hypothesis

The literature review highlighted the independent variables like affective attitude, behaviour attitude, and cognitive attitude on intention to visit the indigenous spa. Based on the literature discussed, the hypotheses of this study were summarized in the following manner:

H1   There is a significant relationship between affective attitude and intention to visit indigenous spas.

H2   There is a significant relationship between behaviour, attitude, and intention to visit indigenous spas.

H3   There is a significant relationship between cognitive attitude and intention to visit indigenous spas.

Research Framework

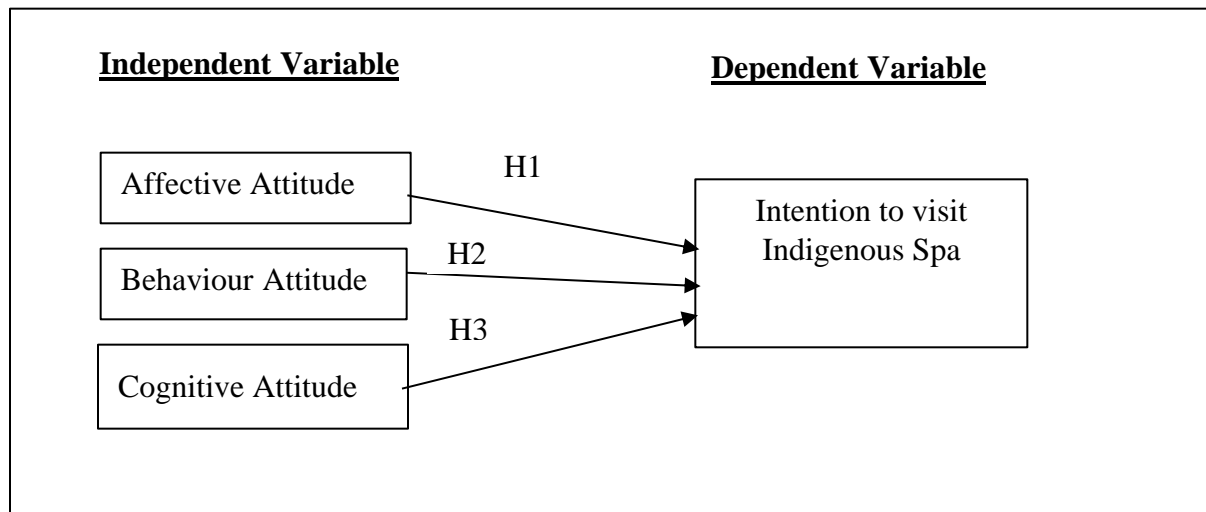Figure 1 below shows the research framework used for this study.

Figure 1: Research Framework

METHODOLOGY

Research Design

This study used the quantitative method that was related to using statistical or numerical data. The researcher distributed the questionnaires to the respondents to test the dependent variables and the independent variables.

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Moreover, a set of questionnaires was distributed to randomly selected respondents, which is the community in Kelantan. The researcher divided the questionnaire into 4 sections which are Section A, B, C, and D. For Section A, the questionnaire requested information on the respondent's demographics. Section B is about customer characteristics of spas in Malaysia while sections C and D questions elaborated more on the dependent and independent variables which were affective attitude, behaviour attitude, cognitive attitude, and intention to visit an indigenous spa that aswas 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 an online survey. Google Forms was used to reduce the amount of paper used, as well as the amount of energy expended in manually calculating the data obtained from the cost of using paper, and also makes it easier for people to answer the questions. For example, respondents can answer this question via their phone or laptop and it also allows people to answer the question at home without having to leave the house.

Sampling

The sampling method used in this study was convenience sampling based on Krejcie and Morgan (1970) table. The saturation of the sample size will be reached when the scope of the research question is broader to have more quality results (Vasileiou, Barnett, Thorpe, & Young, 2018). 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 total number of people that will be taken to answer this research is a total of 358 people.

Data Analysis

There were four types of data analysis used in this study, namely frequency analysis, descriptive analysis, reliability test analysis, and Pearson correlation analysis. The data obtained was analysed by using SPSS version 27.

FINDINGS

Result of Frequency Analysis

Table 1 below shows the frequency analysis of this research.

Table 1: Frequency Analysis Results

Characteristic	Frequency	Percentage
Gender		
Male	87	24.4
Female	271	75.7
Age		
17-22	96	26.8
23-27	250	69.8
28-33	5	1.4
34-40	7	2.0
Marital Status		
Married	26	7.3
Single	331	92.5
Divorce	1	0.3
Level of Education		

SPM	20	5.6
Diploma	44	12.3
Degree	292	81.6
Master	1	0.3
PhD	1	0.3
Race		
Malay	324	90.5
Chinese	6	1.7
Indian	19	5.3
Others	9	2.5
Occupation		
Employed	60	16.8
Unemployed	288	80.4
Business owner	10	2.8
Household Income		
Less than RM1000	287	80.2
RM1001-RM3000	54	15.1
RM3001-RM5000	10	2.8
RM5001-RM7000	3	0.8
RM7000 and above	4	1.1
Information sources about spa visited		
Internet	285	79.6
Spa	26	7.3
Flyers/Pamphlet	15	4.2
Television	8	2.2
Newspaper	3	0.8
Words of mouth	22	6.1
Number of times visited a spa in the past		
Never	101	28.2
1-3 times	217	60.6
4-6 times	29	8.1
7-10 times	3	0.8
More than 10	10	2.2
Spa treatment and services used		
Body massage	40	11.2
Sauna	28	7.8
Foot massage	25	7.0
Scrub	18	5.0
Face/head massage	76	21.2
Traditional and Complementary medicine	26	7.3
Missing	145	40.5
Reasons for visiting the spa		
Stress relief/relaxation	107	29.9
Physical health	21	5.9
Beauty services	44	12.3
Anti-aging treatment	5	1.4
Nosiness	2	0.6
Mental health improvement	1	0.3
Lost weight	5	1.4

Other reasons	4	1.1
Missing	169	47.2

The analysis of respondents according to gender shows that out of the 358 respondents, 87 respondents (24.3%) are male while 271 respondents (75.7%) are female. As a result, the authors can conclude that the female sex is more concerned with their health, skin, and appearance, as well as relaxing from any tension, than the male (Merriam, 2011).

The highest number of respondents come from 23-27 years old (69.8%) while respondents aged between 28-33 years old (1.4%) are the lowest. Respondents aged between 23-27 years were more likely to go to the spa compared to other age distributions. Female consumers in this range are more concerned with their health, skin, and appearance, and would like to de-stress their bodies from any stressful situations (Phongvivat & Panadis, 2011).

The distribution of respondents according to their marital status shows that most of them, 331 (92.5%) are single while the least respondent is divorced (1 0.3%). Most of the respondents who answered this study were single; this happened because they prioritize health and personal appearance. Many single consumers can spend time at a spa after work, school, or other activities. They have more free time from their jobs and businesses. Single consumers have a lot of time to reflect on their lives, health, skin, and appearance. However, when compared to married folks, they must care for their husband and children. As a result, this group of customers does not have a lot of time to visit a spa. However, among a group of married and divorced people who also frequent spas, there are few reactions (Phongvivat & Panadis, 2011).

The analysis of respondents in terms of the level of education shows that 292 (81.6%) of the respondents possess bachelor's degrees. This was followed by a Master's and .D.Ph.D. holders that were equal and the lowest. From 358 respondents, 1 (0.3%) is Master holder and 1 (0.3%) is PhD holder. This is because most of the respondents who answered this study were Degree students. After all, the researcher gave the survey via WhatsApp and the respondents who answered were also the same group, namely degree students.

The analysis of respondents' backgrounds according to their race revealed that most of the respondents were Malay. The result shows that 324 (90.5%) of the respondents were Muslims and followed by the least which is 6 (1.7%) of the respondents were Chinese. This is because Malay is more likely to answer this survey question because there are more Malay students in UMK than other races and the majority of the population in Kelantan is Malay.

In terms of occupation, 288 (80.4%) of the respondents are unemployed while 10 (2.8%) of them are business owners. Unemployed respondents answered this survey more because they are UMK students. Spas can help people relax and stay healthy so that they can function effectively at work and in life. As a result, a spa can provide relief to students who are apprehensive and stressed about their university assignments and examinations (Phongvivat & Panadis, 2011).

The analysis of respondents' backgrounds according to their household income revealed that most of the respondents receive less than RM1000. The result shows that 287 (80.2%) of the respondents gain income less than RM1000 while 3 (0.8%) of the respondents gain a household income of RM5001-RM7000.

The distribution of respondents in terms of information sources about spa visits shows the majority of 285 (79.6%) of the respondents get the information from the Internet. The lowest number of respondents getting the information sources from word of mouth was 3 (0.8%).

Getting information from the Internet is the best because most of those who answered this survey are students and they prefer to find information on the Internet because it is easier and saves time. Some media, such as newspapers and television, may have a low level of awareness among primary consumers since advertising costs are higher than those of the Internet, flyers or pamphlets, and other mediums (Phongvivat & Panadis, 2011).

The analysis of respondents according to the number of times they visited a spa in the past shows the highest is 1-3 times. Of 358 respondents, 217 (60.6%) visited a spa 1-3 times in the past. The lowest number of respondents who visited a spa in the past was 7-10 times 3 (0.8%). 1-3 times going to the spa is the most frequent choice because most of those who answered this survey are students and they do not have the time and money to go to the spa often.

The analysis of respondents according to spa treatment and services used shows that the highest is missing data 145 (40.5%). Apart from the missing data, the highest spa treatment and services chosen by the respondents was face or head massage 76 (21.2% and the lowest number of respondents getting spa treatment and services was scrub 18 (5.0%). Consumers are more worried about their skin and looks, as well as wanting to de-stress from any stressful situations (Phongvivat & Panadis, 2011).

Finally, the distribution of respondents in terms of reasons for visiting a spa shows the majority 169 (47.2%) of the respondents were missing data. Out of 358 respondents, 107 respondents (29.9%) chose stress relief or relaxation for visiting a spa and became the second highest selected after missing data. The lowest number of respondents going to the spa was for mental health improvement which was 1 (0.3%). Stress relief or relaxation is chosen because a spa can assist people in soothing and maintaining good health, allowing them to operate properly at work and in person (Phongvivat & Panadis, 2011).

Result of Descriptive Analysis

Table 2 below shows the descriptive analysis of this research

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Cognitive attitude	I think the indigenous-inspired spa has the potential to create significant revenues and profits for the local people.	4.15	0.764
	I think therapy provided in the indigenous-inspired spas is only suitable for Aboriginal people.	3.57	1.200
	I think indigenous spas can grow into well-known spas across the country.	4.18	0.759
	I think the indigenous-inspired spa cannot be considered a luxurious and high-class spa	3.59	1.077
	I think an indigenous-inspired spa has the potential to promote aboriginal cultural engagement.	4.15	0.805
Affective attitude	The Indigenous-inspired spa is attractive.	4.19	0.784

	The Indigenous-inspired spa is imposing.	4.20	0.783
	The Indigenous-inspired spa excites me.	4.09	0.782
	The Indigenous-inspired spa is displeasing	3.39	1.251
	The indigenous-inspired spa is boring	3.27	1.275
Behaviour attitude	Visiting indigenous-inspired spas is an effort to support local culture conservation.	4.23	0.757
	Supporting the indigenous wellness industry is a morally right thing.	4.20	0.819
	I am reluctant to spend the money to get the services of indigenous spa treatments.	3.49	1.209
	Using the indigenous-inspired spa product is something good.	4.13	0.774
	Spending money to receive the services from an Indigenous-inspired spa will make me happy.	4.09	0.768
Intention towards indigenous-inspired spa	I would visit an indigenous-inspired spa in the future	4.15	0.781
	I would encourage people close to me to visit the indigenous-inspired spa.	4.14	0.759
	I do not intend to receive the treatment from an Indigenous-inspired spa	3.29	1.288
	I will never go to an Indigenous-inspired spa someday.	3.19	1.370
	I am interested to use indigenous spa products and services.	4.13	0.832

Table 2 shows the mean and the standard deviation for fifteen statements under three independent variables and five statements under the dependent variables based on the survey involving 358 respondents. The highest mean value for the cognitive attitude was obtained by Question 3 with 4.18, where the respondents agreed that I think indigenous spas can grow into well-known spas across the country. The lowest mean value belongs to Question 2 with 3.57, where the respondents agreed that I think therapy provided in the indigenous-inspired spas is only suitable for Aboriginal people. As for the affective attitude, the highest mean value was obtained by Question 2 with 4.2, where the respondents agreed that The Indigenous-inspired spa is imposing. The lowest mean value was belonging to Question 5 with 3.27, where the respondents were neutral that the indigenous-inspired spa is boring. Meanwhile, the highest mean value for behaviour attitude was obtained by Question 1 with 4.23, where the respondents agreed that visiting indigenous-inspired spas is an effort to support local culture conservation. The lowest mean value belongs to Question 5 with 4.09, where the respondents agreed that Spending money to receive the services from an Indigenous-inspired spa will make them happy. Next, the highest mean value for the dependent variable of intention toward indigenous-inspired spa was obtained by Question 1 with 4.15, where the respondents agreed that I would

visit an indigenous-inspired spa in the future. The lowest mean value belongs to Question 4 with 3.19, where the respondents' neutral that I will never go to an Indigenous-inspired spa someday.

Result of Reliability Analysis

Table 3 below shows the result of the reliability analysis of this research.

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Cognitive attitude	5	0.725
Affective attitude	5	0.614
Behaviour attitude	5	0.641
Intention to visit the indigenous spa	5	0.648

Table 3 shows the result of reliability coefficient alpha based on each independent variable and dependent variable. The first independent variable, cognitive attitude with 5 questions that show the Cronbach's Alpha value of 0.725 which range as acceptable in term of internal consistency, and the Likert-Scale question is considered more reliable.

The second independent variable, affective attitude within 5 questions is used to test the reliability and validity. The Cronbach's Alpha result is 0.614 which ranges as questionable so that the Likert-Scale question is considered as more reliable. The third independent variable, behaviour attitude within 5 questions is used to test the reliability and validity. The Cronbach's Alpha result is 0.641 which range as questionable in term of internal consistency and the coefficient that is obtained in the Likert-Scale question is considered as more reliable.

Lastly in measuring the dependent variable, 5 questions about the intention to visit an indigenous spa were used to test the reliability and validity. The Cronbach's Alpha result is 0.648 which ranges as questionable, and the Likert-Scale question is considered as more reliable.

Result of Pearson Correlation Analysis

Table 4 below shows the correlation analysis of this research.

Table 4: Pearson Correlation Analysis Result

Hypothesis	P-Value	Result (Supported/Not Supported)
H1: There is a significant relationship between cognitive attitude and intention visit to the indigenous spa.	0.604	H1 is supported
H2: There is a significant relationship between affective attitude and intention visit to the indigenous spa.	0.724	H2 is supported

H3: There is a significant relationship between behaviour attitude and intention visit to the indigenous spa.	0.672	H3 is supported

The result has confirmed the theory of cognitive factors such as awareness can influence purchasing intention among consumers. Since people start to be concerned about health and beauty care, then it can trigger the intention to go to an indigenous spa to get the treatment. Besides, some consumers choose environmentally friendly products to save the environment and safer use (Amoako et al., 2020). In addition, cultured trends influence customer intentions towards a product. Cultural trends such as the Eid celebration can lead to drastic changes in consumers' attitudes and intentions in fashion trends and social networking trends. During Eid celebrations, almost all females desire to get spa treatment (Al-Hashimi & AlDhari, 2019). The study also confirmed that culture and religion can necessarily lead to buying intention (Awan, Siddiquei, & Haider, 2015). Especially for Muslims, who are concerned about the use of halal ingredients in a product. Therefore, natural, clean ingredients can influence Muslims' intention to visit the indigenous spa. Therefore, the hypothesis needs to be proved:

H1: There is a significant relationship between cognitive attitude and intention to visit an indigenous spa.

The consumers will measure the level of satisfaction, and create trust and loyalty to a product based on emotions. Consumers' intentions to visit indigenous spas are influenced by their awareness of love and concern for natural product usage. Due to emotional aspects involving love for green places and chemical-free products, most respondents agree to be loyal to visiting indigenous spas (Amoako et al., 2020). This especially happens among foreign tourists who love to experience natural environments such as indigenous therapies, and unique cultural experiences and are also interested in green local products. Moreover, the satisfaction product was able to create trust and influence the ultimate intention to revisit. Satisfied customers are more likely to spend more money on services and are able to influence the intentions of other customers by providing comments and suggestions (Zhao & Vajirakachorn, 2020).

H2: There is a significant relationship between affective attitude and intention to visit an indigenous spa.

The behaviour attitude includes feedback about the company, suggesting the service to other consumers, buying habits with the products, and expressing loyalty. Satisfied consumers at the spa are more likely to return, even if it means paying more for the same treatment. The study found that the quality of services has an impact on customer happiness, which leads to loyalty. Customer loyalty may help retain present customers while also attracting new ones. Besides, Átha Cliath, (2011) proves almost satisfied consumers will revisit spa services in the future. Similarly, Zhao et al., (2020) prove customers' behavior-able influence and encourage other person intention by creating loyalty, giving feedback and suggestions about the product. Therefore, the hypothesis needs to be proved:

H3: There is a significant relationship between behaviour, attitude, and intention to visit an indigenous spa.

DISCUSSION AND RECOMMENDATION

The discussion of the research is to determine the relationship between cognitive, affective, and behaviour attitudes that influence the intention to visit an indigenous spa among the community in Kelantan. The result shows that there is a significant relationship between cognitive attitude, affective attitude, and behaviour attitude toward the intention to visit the indigenous spa. Correspondingly, the previous research shows there is a connection between affective attitude, behaviour attitude, and cognitive attitude to visit the indigenous spa.

 In addition, the affective attitude has the strongest correlation compared to behaviour attitude and cognitive attitude based on the values of Pearson Correlation, which is followed by behaviour attitude and the least cognitive attitude, represented by the correlation (0.724>0.672>0.604).

The study puts forward a recommendation to change existing data collection methods to the qualitative method. Future researchers can not only use questionnaires to collect data, but they can also use the qualitative method where future studies can use telephone surveys and face-to-face interviews. Specifically, face-to-face interviews or by telephone can reveal the behavior of the respondents clearly through the questions asked. Therefore, it provides more honest, stable, and efficient information for research in finding out the impact of attitude on intention to visit indigenous spa products and services.

In addition, future researchers may be able to collect data by expanding the study area from all areas rather than just focusing on students. This is because future research can collect data more widely across all areas to gather facts and check them efficiently. The data collected will also be more accurate to find out the effect of attitudes on intentions to visit aboriginal spa products and services.

Then, future researchers can also reproduce the journal. For this study, it used a familiar journal by comparing the results from the West Country. Therefore, there may be some cultural differences between western and eastern students. Moreover, the population of different countries has different views and may lead to bias. To help increase reading resources, future researchers can search for journals in public libraries in addition to searching for journals on Google Scholar and my Athens to find more information from abroad about the impact of attitude on intention to visit indigenous spa products and services.

CONCLUSION

The major goal of this study was to see how perceptions affect visitors' intentions to use indigenous spas' goods and services. Affective attitudes, behaviour attitudes, cognitive attitudes (independent variables), and intention to visit indigenous spas are influencing factors (dependent variables) examined in the study. As stated, 358 sets of questionnaires were sent to 358 respondents in Kota Bharu, Kelantan, and all of them were valid. In addition, findings from the questionnaire survey are analysed using descriptive and inferential analysis. Statistical Package for the Social Sciences was used to analyse the data acquired from the questionnaire (SPSS).

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Factors Associated with Stress among Undergraduate Students in Faculty of Hospitality, Tourism, and Wellness (FHPK), Universiti Malaysia Kelantan (UMK) City Campus Post Pandemic Covid-19

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ABSTRACT

Stress is one of the most common emotional health problems among university students. The worst effects of stress are body feelings of low energy, headaches, nervousness, and shaking. The objective of the study is to examine the relationships between sociodemographic and interpersonal relationships (family dynamics) with stress among undergraduate students. A cross-sectional study was conducted among 335 undergraduate students. The convenience sampling technique is used as a sampling method in this study. A set of questionnaires comprising the Depression, Anxiety and Stress Scale (DASS-21), and Asian Family Characteristic Scale (AFCS) was used to measure stress and interpersonal relationship (family dynamic), respectively. Data were analysed using descriptive analysis, reliability analysis, and Pearson Correlation analysis. The findings of the study showed that there was a strong negative correlation between interpersonal relationships (family dynamic) with stress (p=0.001), whereby, there was a strong negative correlation between interpersonal relationships with stress. This study could contribute to the body of knowledge regarding factors associated with stress among university students. Future research could benefit from large-scale nationwide longitudinal studies which include all possible factors related to students of stress.

Keywords: Stress, Sociodemographic, Interpersonal Relationship, and Family Dynamic

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INTRODUCTION

Stress is a normal and emotional response to changes in one's life that occur because of events, situations, incidents, or experiences. People get stressed for numerous reasons and react in different ways. Reaction toward stress is based on how people perceive the situation. However, if stress interferes with daily routine, this stress is considered a problem. Stress problems are common among university students. This happens when students' needs exceed students' ability to cope. Stress can be caused by many things, including test and assignment deadlines, work, friendship, and relationship problems, financial problems, perfectionism, and university life balance.

Instead, stress is a result of the interaction between stressors and the students' perception and reaction to them. When students have a negative reaction to a stressful situation or when the stress level rises, their health, emotional condition, and academic performance can suffer (Ranjita Misra & Mckean, 2000). In keeping with this discovery, Waghachavare, Dhumale, Kadam, and Gore (2013) analysed a sizable sample of college students and found that healthy lifestyles and academic variables related to a certain level of stress. Bhat U et al. (2018) recently established that mental stress is common among university students, particularly engineering and art students, as well as those who live with their relatives.

There were two objectives of this research:
1. To determine the association between sociodemographic factors (namely, age, gender, and financial status) and stress among university students.
2. To determine the association between interpersonal relationships and stress among university students

Significance of the Study
Student
The findings of this study will benefit all students, which will increase awareness of serious health problems such as stress which is a big problem for a student. In addition, the studies can help develop stress program modules to prevent or reduce the number of statistical cases among public university students. However, this study will also help other researchers study stress problems among public university students in the future.

Society
This study can also benefit all society to add knowledge and give awareness to increasingly worrisome stress problems. It is because the total number rate people with stress problems are on the rise. Therefore, it can encourage society to the importance of mental health care and the benefits of undergoing treatment and counselling to ensure better mental health.

University
The study also benefits the university. The university can identify the total number of students suffering from stress disorders and know the causes that lead them to it. The university can also raise awareness among public university students about mental health and the value of both mental and physical well-being.

Future study
Future researchers could use this research to understand stress problems among university students. Moreover, this research can be used as a reference and guideline by other researchers, especially in primary health education. In addition, other researchers can use data for different populations and regions for this stress disorder. In the same way, it raises awareness and enhances a healthy quality of life, especially for university students. So that this information can be used to develop an intervention module or program to reduce stress among university students.

LITERATURE REVIEW
Definition of Stress
Stress can be defined as a feeling of emotional or physical tension. Stress can affect many people every day (Medline Plus, 2021). Stressors assist your body in modifying to new conditions. Stress can be advantageous in that it keeps us alert, motivated, and able to escape danger. If you have a difficult test upcoming, for demand, a stress response may help your body strive and stay open. On the other hand, stress becomes a concern when stressors persevere deprived of relief or times of relaxation.

During stress, it can affect our body's autonomic nervous system, controlling heart rate, breathing, vision changes, and others. When people have long-term stress, it can activate the stress response, which causes wear and tear on the body. It also causes physical symptoms such as aches and pains, chest pains, or a feeling like your heart is racing, among others. Next, stress's self-documented actions, behavioural coding, and physiological quantities can all be used to assess stress responses (Sarah E. Frazier & Sarah H. Parker, 2019).

Prevalence of Stress among University Students

The prevalence of stress among university students worldwide ranged from 35.7% to 59.70%. In developed countries, such as Italy, the prevalence of stress among university students was 59.70%. (Igor Portuguese, Fabio Peru, Maura Gillette, Marcelo Campagna, Alex Burford, 2020). As a result, monitoring and management of the population's mental health post-pandemic is an important concern. The purpose of this study is to examine current research and draw conclusions on the associated factor of stress among university students.

A previous study showed that the prevalence of stress among university students in developing countries, such as Korea was 35.7% (Kwang-Hi Park, Hyun-lye Kim, and Jae-he Kim, 2020). A total of 738 university students in years 2–4 in five four-year universities in South Korea were involved in the study to investigate the moderating impact of mindfulness on the influence of despair following the degree of existing pressure. In the moderated regression analyses, mindfulness had a moderating impact on the effect of pressure on despair in the simplest low-pressure groups.

Sociodemographic Factors

According to Shaikh et al. (2020), college students are subjected to all forms of instructional pressure wherein they constantly assume they want to do well on their exams and feel unsure about their future. The mindset of the students, particularly in Malaysia, also contributes to the ongoing pressures among university students, with most university students wanting to have a perfect Cumulative Grade Point Average (CGPA) of their grades taken into consideration to secure a higher process for the future. This kind of mindset will lead to emotional pressure, tension, or pressure that happens because of the needs of the college's existence, which is the reason for stress among university students.

Interpersonal Relationships (Family Dynamic)

The transition to college gives students numerous new challenges, together with expanded educational demands, family factors, interpersonal stress with roommates, and romantic relationships. Studies focused on students show that interpersonal conflicts and relationships with others increase the level of suffering and are a major stressor in student life. Interpersonal stress was associated with increased symptoms of depression and anxiety as well as increased levels of anger and hostility.

Interpersonal conflicts are one of the most prominent stressors in university life, as well as middle-aged adult life because romantic relationship issues are one of the most common reasons for seeking counselling. Both adults and middle-aged adults are exposed to considerable stress (T. Kato, 2018). Friends play a lot in the way you experience life. In its simplest form, friendship is nothing more than a company. In their richest and most complex expressions, they provide a sense of belonging (Wrench, Garrett & King, 2014), support, and psychological well-being. It offers a variety of psychosocial benefits and interaction opportunities, especially for first-year students traveling through the unfamiliar realms of college friendships. Understand how friendships contribute to the psychosocial and interactive experiences of Freshmen College students. The positive effects of peer support through institutional initiatives are well detailed and exceedingly lucrative in sensitive, behavioural, and reasoning exchanges among students (Boud, Cohen, & Sampson, 2001; Kift, Nelson, & Clarke, 2010).

Research Hypothesis

The hypotheses in the study were as stated below

H1　　　　There is a significant association between sociodemographic factors (age, gender, and marital status) and stress in university

H2　　　　There is a significant association between interpersonal relationships (family dynamic) and stress among university students.

Research Framework

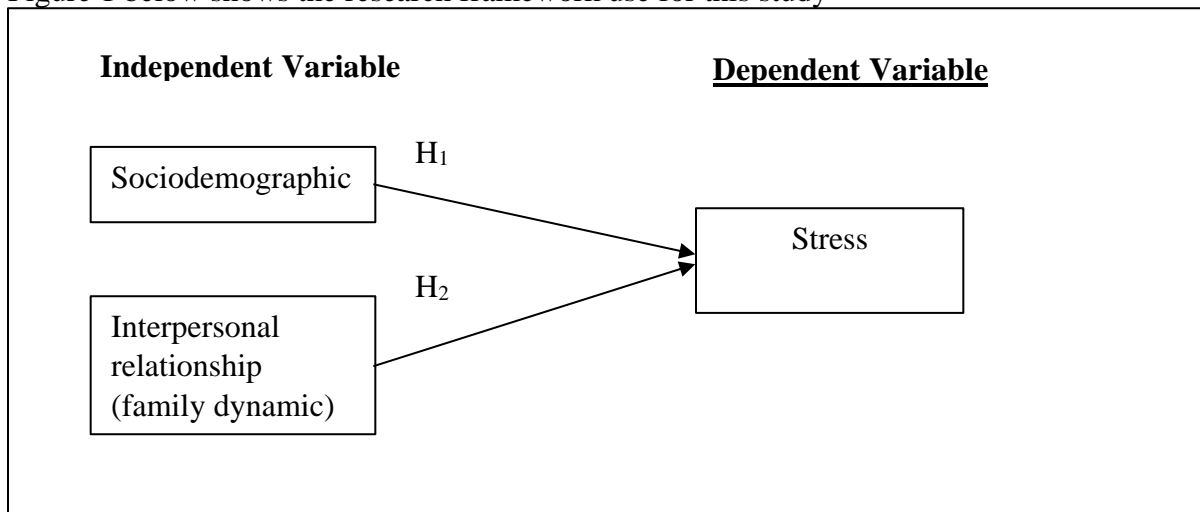Figure 1 below shows the research framework use for this study

Figure 1: Research Framework

METHODOLOGY

Research Design

The research design in this study will be a cross-sectional study, this study used a quantitative method via statistics using large-scale survey research to collect information by distributing a set of questionnaires through Google Forms. This study aimed to determine the psychological stress among university students. Researchers decided to select university students in Malaysia, but we will just specifically mention University Malaysia Kelantan students. Researchers focus on the student's area of the city campus for the target respondent to undergraduate student researchers all respondents are from the Faculty of Hospitality, Tourism, and Wellness (FHPK).

The research instruments in the study consist of four sections. Sections A, B, and C. The study will use the Likert-scale instrument in Sections B and C. The self-completed questionnaire is designed to collect data. Section A is concerned with the respondent's demographic profile, which focuses on the respondent's demographic data such as gender, course, age, marital status, and year. For sections B and C, the question will be collaborated with dependent and independent variables which factors associated with stress (i) sociodemographic, stress (ii), and interpersonal relationship factor (iii) used in this survey.

Data Collection

A set of questionnaires was used as research instruments in the study. The set of questionnaires consists of three sections, Sections A, B, and C. The study used the Likert-scale instrument in Sections B and C. The self-administered questionnaire is distributed to collect data. Section A is for the respondent's demographic profile, such as gender, age, and year of study. In sections B and C, Depression, Anxiety and Stress Scale (DASS-21) and Asian Family Characteristic

Scale (AFCS) measure stress and interpersonal relationship, respectively. This questionnaire was distributed to 335 respondents who participated in this study. The survey was conducted online, whereby, social media was used as a platform to share the Google form link such as WhatsApp, Instagram, Facebook, and Email of students from the FHPK faculty.

Sampling

The sampling method used in this study is the non - probability sampling technique because samples are not selected by random. Purposive sampling was used for this study.

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

n= sample size
N= population size
e = the degree of accuracy expressed as a proportion (0.05)
x 2 = chi-square of the degree of freedom 1 and confidence 95% (3.841)
p = proportion of population (if unknown, 0.5)

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

Result of Frequency Analysis

Table 1 below shows the frequency analysis of this research.

Table 1: Frequency Analysis (n=335)

Characteristics	Frequency	Percentage
Gender		
Male	87	26.0
Female	248	74.0
Age		
19	10	3.0
20	16	4.8
21	52	15.5
22	47	14.0
23	175	52.2
24	27	8.1
25	7	2.1
26	1	0.3
Race		
Malay	268	80.0
Chinese	33	9.9
Indian	29	8.7
Others	5	1.5
Marital Status		
Single	323	96.4
Married	11	3.3
Divorced	1	0.3
Year		

Year 1	51	15.2
Year 2	65	19.4
Year 3	193	57.6
Year 4	26	7.8
Course		
SAS	190	56.7
SAP	87	26.0
SAH	58	17.3

A total of 335 respondents have been collected in this research. From Table 4.1, there were 248 (74 %) respondents who represented female, and 87 (26%) respondents who represented male. It shows the number of female respondents is higher compared with male respondents in this research. Table 1 shows the age of 335 respondents. Age is divided into 8 categories. There were 19 (10%) respondents who were below 19 years old. While most respondents are in the age range of 23 years old, which were 175 (52.2%) respondents. There were 52 (15.5%) respondents aged 21 years old. There were only 16 (4.8%) respondents aged 20 years old. Then, at age of 22 years old was 47 (14 %). Next, 24 years old and 25 years old just had 27 (8.1%) and 7 (2.1%). Lastly, only 1 (0.3%) respondent was reported the age 26 years old. Table 1 above showed the race of 335 respondents. For Chinese and Indian, there were 33 (9.9%) respondents and 29 (8.7%) respondents respectively. Most of the respondents were reported to be Malays, summing up to 268 (80%) respondents. Meanwhile, only 9 (1.5%) respondents are reported to be of other races instead of Malay, Chinese or Indian. Overall, respondents who divorced marital status were the minority, representing 1 (0.3%) respondent. On the other hand, the majority of the respondents were single, which made up 323 (96.4%) respondents. Married represented 11 (3.3%) respondents respectively. Table 4.1 also showed the year of the respondents. The lowest respondents in year 4 were 26 (7.8%). The highest number of respondents in year 3, represented 193 (57.6%) respondents. For respondents in year 1 and year 2, represented 51 (15.2%) and 65 (19.4%) respondents. Table 1 above shows the course of 335 respondents. For SAS, there were the higher respondents, typified 190 (56.7%) respondents. The lowest respondents were SAH, which represented 58 (17.3%) respondents. Last, in the course SAP, the respondents were 87 (17.3%).

Result of Descriptive Analysis

Table 2 below shows the descriptive analysis of this research

Table 2: Descriptive analysis

Variable	Items	Mean Score	Standard Deviation
Interpersonal Relationship (Family Dynamic)	We express our love through hugging and kissing.	2.9343	0.95893
	We usually control me.	2.9672	0.76729
	We often receive praises for each other.	2.8090	0.84726
	We are concerned about the problems of each family member.	2.9015	0.89535
	We respect our elders.	3.0507	0.81185
	Each family member fulfils his/her responsibilities.	2.9642	0.82906
Stress	I found it hard to wind down.	1.79	0.788
	I tended to overreact to situations.	1.95	0.795

1 felt that I was using a lot of nervous energy.	2.07	0.894
I found myself getting agitated.	2.09	0.905
I found it difficult to relax.	2.13	0.871
I was intolerant of anything that kept me from getting on with what I was doing.	2.21	0.909
I felt that I was rather touchy.	2.05	0.884

Result of Reliability Analysis

Table 3 below shows the result of the reliability analysis of this research.

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Interpersonal Relationship (Family Dynamic)	6	0.798
Stress	7	0.895

Result of Pearson Correlation Analysis

Table 4 below shows the correlation analysis of this research

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H1: There is a significant association between sociodemographic factors (age, gender, and marital status) and stress at university.	-0.549	H1 is supported
H2: There is a significant association between interpersonal relationships (family dynamic) and stress among university students.	0.001	H2 is supported

Table 4 was indicating the relationship between stress and also relationship & family dynamics. Based on the result that was run in the SPSS analysis of data, the significance of the value for the relationship & family dynamic is below 0.05 and while the p is less than 0.05, that means we reject the null of the hypothesis and accept the alternative hypothesis. This proves that there is a significant relationship between interpersonal relationships (family dynamic) and also stress among undergraduate students. After that Pearson Correlation is -0.512 which shows a strong negative correlations relationship between stress and interpersonal relationships (family dynamic).

DISCUSSION AND RECOMMENDATION

This research discusses which is a factor associated with stress among university students and addresses the hypothesis of whether related or not. Based on the results, the results the analysis considered that there was a significant association between the sociodemographic and interpersonal relationships with stress among students. According to previous research, there is a link between stress and interpersonal relationships along with sociodemographic. The effectiveness of DASS21 has been demonstrated (Henry & Crawford, 2005) and high internal reliability has been found in a population of young people (Tully, Zajac & Venning, 2009).

Next, from the Pearson Coefficient values of the study for this research, consequently, all the factors score weak and moderate negative correlations for the strength of correlations, but according to the value of interpersonal relationship has possible strongest correlation with stress compared to another independent variable in this study which sociodemographic followed by this independent variable showed since (-0.512). The result of Pearson Correlation test shows that there is a significant relationship between stress and interpersonal relationship (family dynamic) among undergraduate students ($p = 0.001$). The findings that we have analysed, shows that there is a strong negative correlation coefficient of 0.001. This means that interpersonal relationships (family dynamic) can avoid leading to stress problems among students. With stronger relationships and our family support in mental health can recover the loved one is set up for success.

Recommendation for further research to a suggestion or proposal as to the best course of action, especially one put forward by an authoritative body. To collect data effectively, distributing the questionnaire physically or face to face is acceptable. This is significantly easier because the researcher can urge the respondents to spend their time filling out the questionnaire. In other ways, we can keep the forms short to ensure their target respondents can have enough time to answer the survey if they want to use the online google form. The bias can be introduced by creating a form that too looks long to your subject and it also can introduce the segments into the smaller sections and skip the logic. Time constraints can negatively impact our study for the research, and it can be reduced by acknowledging this impact by mentioning a need for future studies such as developing a longitudinal study to answer these research problems. Future research could benefit from large-scale nationwide longitudinal studies which include all possible factors related to students with depression. Although online study using technology has enabled many things unimaginable, the transition to online learning has not gone as smoothly. For both lecturers and students, dealing with the difficulties of online learning is so disappointing and stressful for university students (Lisa, 2020).

CONCLUSION

This research has finalized and discussed the necessary findings of factors associated with stress among undergraduate students. The research objectives have been accomplished, research questions have been answered and hypotheses have been confirmed and accepted in this study based on the analysis of a total of 335 usable questionnaires. The findings of the survey questionnaire have been analysed using descriptive, reliability, and correlations analysis. The data obtained from the questionnaire were evaluated by a software program using the Statistical Package for Social Science (SPSS). The result shows that they have a significant interpersonal relationship (family dynamic), a factor associated with stress among undergraduate students. It shows that interpersonal relationship (family dynamic) is in negative correlation of -0.512. The independent variables are significant with the main dependent variable being stress. Summary of the results based on data analysis. Therefore, all of the hypotheses (H1, H2) stated were accepted. In addition, the limitations and recommendations while conducting this research study also include those that can be used for further study.

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Factor Associated with Depression among Undergraduate Students in FHPK Programme UMK City Campus Post Covid-19 Pandemic

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ABSTRACT

Depression is an emotional health problem becoming more prevalent among youth, particularly among undergraduate students. The objective of the study is to examine the relationships between socio-demographic factors, quality of internet connections, and family characteristics with depression among undergraduate students. A cross sectional study was conducted among 327 of undergraduate students. A set of questionnaires comprising Depression, Anxiety and Stress Scale (DASS-21), Orman Internet Scale and Asian Family Characteristic Scale (AFCS) was used to measure depression, quality of internet connection and family characteristics, respectively. Data was analysed by using Pearson Correlation analysis to determine the relationship between variables. Findings of this study revealed that there were a significant association between quality of internet connection and family characteristics with depression among university students. Future research could benefit from large scale nationwide longitudinal studies which include all possible factors related to the student's depression.

Keyword: Depression, Mental health, Socio-demographics, Family Characteristics, Internet Connections

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INTRODUCTION

Depression is a mood condition characterized by chronic sorrow and a loss of interest. Depression affects how a person feels, thinks, and acts, also can lead to several mental and physical difficulties. University students endure a variety of challenges, including independent living, academic stress, peer pressure, and family issues, all of which can lead to depression. Student debt, higher education fees, and the online learning method were all difficulties that contemporary students experienced, and they had to face them.

Significance of study

This research will contribute to the body of knowledge on understanding of the factors related with depression among university students. To increase knowledge and attitudes regarding depression that can aid in the management of difficulties associated with depressive illnesses. Future research will lead to the establishment of an intervention program for lowering depression among university students for future research.

This study consists of three objectives:

1. To determine the relationship between socio-demographic factors and depression among undergraduate university students in FHPK, UMK.

2. To identify the relationship between quality of internet connections and depression among undergraduate university students in FHPK, UMK.

3. To examine the relationship between family characteristics and depression among undergraduate university students in FHPK, UMK.

LITERATURE REVIEW

Depression

Depression is a major mental health concern around the world due to its high of prevalence, chronic nature, and the challenging of treatment and recovery. Depression can cause feelings like sadness, guilt, low self-esteem, not being happy, and being unhappy with what's going on around them. Depression is a common and serious medical condition that affects how we feel, what we think, and how we act. It is characterized by constant sadness and losing interest or pleasure in things that used to make you happy.

Depression is an emotional health problem that is getting worse among university students in Malaysia post Covid-19 pandemic. This is mostly happening with first-year students who have a lot of problems. This situation is to be worried because depressions in the biggest mental health that can cause health effects and psychological effects (Nor Asikhin Ishak, 2020). Socio-demographics

Socio-demographics is the study of how people in a certain group or population can be identified by a mix of social and demographic factors. Depressive disorders in Malaysian university students can also be caused by how old they are. There are differences between men and women in how common different mental health problems are. For example, females are more likely to have internalizing diseases like depression because they have more problems balancing their lives at home, at school, and online, which can lead to mental health problems. Marriage status can also be one of the biggest problems for university students in Malaysia. There are both good and bad things that can be said about how a woman's marital status affects her education. Malaysian university students are most worried about money problems, especially during the pandemic. Muhammad Ashraful Islam et al. (2018) reported that 63.4% of students come from low-income families, which makes them more likely to get depressive illnesses.

Quality of Internet Connection

Students can fall behind in school if they have a slow internet connection or cannot get online from home in rural areas. The quality of your internet connection can affect what you do online, your grades, your digital skills, how well you do your homework, and even your career goals. Students who live in rural areas or have low incomes are less likely to have high-speed internet at home. Students are less likely to go to university if they do not have high-speed internet at home. When university students don't have good internet connections, it can affect their mental health.

The emotional problems of Malaysian university students can be caused by poor internet connections. Internet connections are different in cities and in the country. In rural areas, the government can come up with ways to improve network connections and internet plans. The evidence showed that the rural and socioeconomically disadvantaged students are least likely to have broadband internet or WIFI access at home to study via online learning. Only 47% of university students who live in rural areas have high speed internet access at home compared

to 77% of those in suburban areas who have a good quality internet connection (Mohammed Faez, 2020).

Family Characteristics

Depression could reduce the quality of life and relationships with friends and family. Having family problems can make it harder for university students in Malaysia to do well in school and stay motivated, which can make them more likely to have depressive disorders. Depression was 1.63 times more likely to happen to college students who lived with their parents than to those who lived far away from their parents (Yunmiao Yu, 2015). Researchers found that having a history of mental illness in your family and having been through other traumatic events contributed to the higher rates of depression.

It is not good for students' academic performance if they experience conflict with family members that can lead to their emotional health problems. It was important to maintain harmony in their family members and also focus more on their mental health and less on their family problems that could be contributing to their disorder or making it worse (Alyssa, 2019). Previous studies reported that 75% of students have a depressive disorder in 75% because of changes in their family lifestyles so there is a risk for mental health problems among them. Relationships within our family can help give us a sense of worth and value so this is important for our family members to support each other and not create the conflicts that can cause family relationships to become fragile (Yunmiao Yu, 2015).

Research Hypotheses

In this study, the following were the two hypotheses:
  H1   There is a significant relationship between quality of internet connections and depression among university students
  H2   There is a significant relationship between the family characteristics and depression among university students.

Research Framework
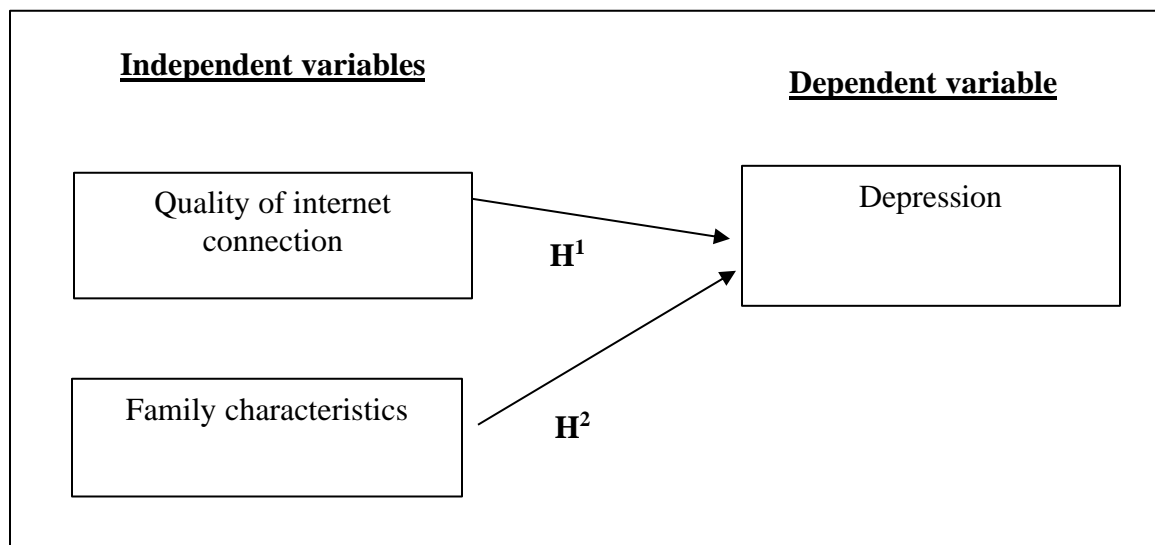The Figure 1 below shows the research framework use for this study.

Figure 1: Research Framework

METHODOLOGY
Research design

A cross-sectional study design was used as research design. A total of 327 university students were involved in this study.

Data Collections

A set of questionnaires consisted of four sections, Section A for socio-demographic characteristics, whereas Section B consisted of Depression, Anxiety and Stress Scale (DASS-21) which used to measure depression, the dependent variable of this study. Section C and Section D consisted of Orman Internet Scale and Asian Family Characteristic Scale (AFCS), were used to assess quality of internet connection and family characteristics, respectively. The set of questionnaires was distributed via Google Forms.

Sampling

The non probability sampling technique was the sampling method used in this study because the samples are not selected at random. This type of sample is easier and cheaper to access. Purposive sampling will be used for this study. This study collected 327 respondents.

Data Analysis

This study used a SPSS to analyze the data. Three types of data analyses were conducted in this study, descriptive analysis, reliability analysis, and Pearson correlation analysis. For descriptive analysis, continuous data was presented in the form of standard deviations and mean, meanwhile, for categorical data, data was presented in the form of frequency and percentage. For reliability analysis, Cronbach alpha value was used for reliability of questionnaire in 30 respondents during pilot study. This analysis is crucial to determine whether the questionnaire used in this study was reliable or not. The Pearson Correlation analysis was conducted to determine the significant association between dependent variable and independent variables.

FINDINGS
Result of Frequency Analysis

The result of socio-demographic characteristics of respondents from undergraduate students was presented in Table 1. Majority of respondents were female (80.4%), aged 23-26 years old (61.5%), and single (98.8%).

Table 1: Frequency Analysis (n=327)

Characteristics	Frequency (n)	Percentage (%)
Gender		
Male	64	19.6
Female	263	80.4
Age		
19 – 22	117	35.8
23 – 26	201	61.1
27 – 30	5	1.5
30 and above	4	1.2
Marital status		
Single	323	98.8
Married	4	1.2

	Education level		
	Degree	327	100

Result of Descriptive Analysis

The question which will dominate the first of ranked with the highest mean is D10 "I felt that I had nothing to look forward to" with 1.388. The second ranking goes for D17 "I felt I wasn't worth much as a person" (1.351) followed by the D21 "I felt that life was meaningless" with is in 1.162. After that the least range of mean in D5 with "I found it difficult to work up the initiative to do things" with (1.003). This questionnaire was focused in types of depression questionnaire because of DASS-21 questionnaire have consist of Depression, Anxiety, and Stress Scales but for our main research for this study, that we only focused the questionnaire that consists of our main topic for this research, which is Depression, and have 7 items for this dependent variable of the study.

For a questionnaire to measure the quality of internet connections, the highest value of the mean for this questionnaire is "It is necessary to provide wireless Internet in their residence area" with 3.767 followed by the rank 2 with is "Without technology and Internet I cannot study effectively at any of my residence area (3.764). Other than that, the most at least for this mean is "Do you have problems controlling your impulse to connect to the Internet? Mostly the range for this questionnaire is acceptable and suitable because the range of mean is in 3 of above.

For the family characteristics, the first rank with the highest mean represented by the question of "We are always willing to pitch in and help each other" is 3.058 and followed by "Our family sticks together no matter how difficult things get (3.055). After that, the rank 3 was represented for the last question of harmony questionnaire family characteristics which is "We often show the harmony in the family with a smile" which is in 2.929. Fourth ranked was represented in 2.923 with "We often discuss if there is a problem in the family". Lastly, the lowest rank for question FC9 is (2.639) for "We often spend time watching movies together". The results of descriptive analysis for the questionnaire is presented in Table 2.

Table 2: The Result of Descriptive Analysis

Variables	**Items**	**Mean Score**	**Standard Deviation**
Depression	I couldn't seem to experience any positive feeling at all	1.052	0.933
	I found it difficult to work up the initiative to do things	1.003	1.031
	I felt that I had nothing to look forward to	1.388	0.882
	I felt downhearted and blue	1.015	0.938
	I was unable to become enthusiastic about anything	1.039	1.063
	I felt I wasn't worth much as a person	1.351	0.950
	I felt that life was meaningless	1.162	0.910
Quality of Internet Connections	Do you have problems controlling your impulse to connect to Internet?	3.048	1.225
	Do you think you will feel bad and struggle if you have the poor connection lines at your area?	3.422	1.250

	Do you get much of your pleasure from being connected to the Internet?	3.574	1.182
	Do you find it hard to keep away from struggle with the internet access at home for several days at a time?	3.183	1.247
	If no internet access, how would you feel (depression, anxiety, and stress)?	3.082	1.299
	Using the Internet is not problem to me	3.583	1.181
	I have a limited access to connect my WIFI in my residence area	3.094	1.331
	Without technology and Internet, I cannot study effectively at my residence area	3.764	1.222
	It is necessary to provide wireless Internet in their residence area	3.767	1.167
	I feel very bored if I don't have internet access in my house	3.550	1.224
Family Characteristics (Domain Harmony)	We are always willing to pitch in and help each other	3.058	0.965
	Our family sticks together no matter how difficult things get	3.055	1.016
	We often discuss if there is a problem in the family	3.923	0.992
	We often spend time watching movies together	2.639	0.961
	We often show the harmony in the family with a smile	2.929	0.971

Result of Reliability Analysis

The result of the reliability analysis is shown in Table 3.

Table 3: Result of Reliability Analysis

Variable	Number of items	Cronbach's Alpha Value
Depression	7	0.926
Quality of Internet Connections	10	0.933
Family Characteristics	5	0.877

Cronbach's Alpha is found to be very good when the value is 0.9 which is regarded as strong consistency and the respondents who tend to choose higher scores, according to Walker et al., (2016). Depression is the dependent variable with the excellent good of Cronbach's alpha score of 0.926, meanwhile, the quality of internet connection that also has an excellent reliability score, 0.933. The last independent variable is family characteristics (harmony) which comprises 5 questions and a Cronbach's Alpha of 0.877, indicated as good internal consistency.

Result of Pearson Correlation Analysis

Table 4 shows the result of Pearson Correlation analysis. Based on Pearson Correlation Analysis, there was a significant relationship between quality of internet connections and depression (p=0.001). The strength of the association between quality internet connections and depression was weak.

For the second independent variable, the family characteristics, findings of this study showed that there was a significant relationship between family characteristic (harmony) with depression among undergraduate students (p=0.001).

Table 4: Result of Correlations Analysis

Independent Variables	Pearson Correlation	p-value	Confidence interval (Lower, upper)	Interpretation
Quality of Internet Connection	0.488	0.001	(0.403, 0.566)	Weak Positive Correlation
Family Characteristic (Harmony)	-0.187	0.001	(-0.309, -0.065)	Strong Negative Correlations

DISCUSSION AND RECOMMENDATION

This study is designed to determine the relationship between quality of internet connections and family characteristics with depression among undergraduate student in FHPK, University Malaysia Kelantan (UMK) post Covid-19 pandemic. The main finding of this study showed that there was a significant relationship between quality of internet connection with depression. The finding is corresponding to past research, whereby the level of depression among students in this study was significantly affected by the quality of internet connections that was used for online classes for educational study. Additionally, the level of depression was higher in students with a poor internet connection as compared to those with a good internet connection. Examples, depression was found in 64.94% in those with the poor of internet access and the poor of internet connection had obviously impacts on the mental health of students using online classes (Ghazi, 2020).

Following that, finding of this study also showed that there was significant association between family characteristics and depression among students. Our findings established convincing evidence that students are likewise experiencing interference of family conflicts that was negatively affect student life. Previous research revealed that having to stay at home with family members will contributed the different obstacles of characteristics family in every life. Findings suggest that more students are experiences higher in family conflict 39.2% than family harmony 50.4% because of non-conducive environment. In line with past research, family conflict inflicts more damage to the family aspect, rather than the vice versa. It will affect the academic of lifestyles for student using online learning, assignment, and others. Development of a good relationship with family members will show a good, harmony for our family and this will prevent depression among students (Wan Mohd Azam Wan Mohd Yunus S. K., 2021).

The recommendation of this research is to collect data effectively, distributes the questionnaire physically or face to face is acceptable. This is significantly easier because the researcher can persuade the respondents to spend their time to filling out the questionnaire. In other ways, we can keep the forms short to ensure their target of respondents can have enough time to answer

the survey if want to use the online google form. Next, time constrains can negatively impact our study for the research and it can be reduced by the acknowledge this impact by mentioning a need for future study such as develop the longitudinal study to answer this research problems. In addition, future research could benefit from large scale nationwide longitudinal studies which include all possible factors related to students of depression. Reduce the number of people who react for the desired demographic.

CONCLUSION

In conclusion, the findings of this study show the significant factors of depression among undergraduate student were quality of internet connection and family characteristics. These two significant factors is important to be targeted in development of depression intervention program in future study.

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Relationship Between Coping Skill and Family Values to Anxiety Level Among Undergraduates FHPK, UMK Students

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ABSTRACT

Anxiety is one of the most common mental health problems among university students. The objective of the study is to identify the relationships between sociodemographic, coping skills and family values with anxiety. A cross-sectional study was conducted among 335 undergraduate students. The convenience sampling method was used as sampling method. A set of online questionnaires consisted of three section, Section A for sociodemographic characteristics, Section B for coping skills, and Section C for family values. Data were analyzed using Pearson correlation analysis to investigate the association between variables. The findings of this study showed that coping skills and family values were significantly associated with anxiety. Useful findings of this study could contribute to the body of knowledge on factors of anxiety in university students and an early anxiety intervention for this target group is urgently needed.

Keywords: Anxiety, Mental health, Socio-demographics, Coping Skill, Family Values

INTRODUCTION

In many nations, poor mental health among university students has become a severe problem. Malaysia is one of the countries which is a leader in Asia-Pacific education. (Kotera et al,.2020). The attitude of students who are less sensitive about their mental health makes the government's effort to raise mental health awareness among students still difficult to achieve and a challenge nowadays. Mental health refers to our emotional, psychological, and social well-being, all of which have an impact on how we think, feel, and behave. In this stage of life mental health is very important because if someone had experience with this problem it will affect their thinking, mood, and behaviours. (Mental Health.gov.2020).

Anxiety is one of the mental health problems commonly found among university students. Anxiety can refer to the body's natural response to stress. It is a feeling of fear about the future. Nearly all people are scared and terrified of a situation that is not ordinary. This problem can occur in any age, gender and situation. It can induce distress syndromes like shivering, breathing problems, headaches, mental deterioration, anger, cardiac arrest, and a variety of other symptoms.

Significance of the Study

The findings of this study will benefit undergraduate students, which will increase awareness of serious health problems such as anxiety which is a big problem for a student. In addition, the studies can help the future researcher to develop anxiety program modules to prevent or reduce the prevalence of anxiety among public university students. Future researchers could use the findings of this research to understand anxiety problems among university students. Moreover, this research, it can be used as a reference and guideline by other researchers, especially in primary health education. In addition, other researchers can use data for different populations

and regions for this anxiety. In the same way, it raises awareness and enhances a healthy quality of life especially for university students.

Student

The findings of this study will benefit all students, which will increase awareness of serious health problems such as anxiety which is a big problem for a student. In addition, the studies can help develop anxiety program modules to prevent or reduce the number of statistical cases among public university students. However, this study will also help other researchers study anxiety problems among public university students in the future.

Society

This study can also benefit all society to add knowledge and give awareness to increasingly worrisome anxiety problems. It is because the total number of people with anxiety problems that are on the rise. Therefore, it can encourage society to the importance of mental health care and the benefits of undergoing treatment and counseling to ensure better mental health.

University

The study also benefits the university. The university can identify the total number of students suffering from anxiety disorders and know the causes that lead them to it. The university can also raise awareness among public university students about mental health and the value of both mental and physical well-being.

Future Study

Future researchers could use this research to understand anxiety problems among university students. Moreover, this research can be used as a reference and guideline by other researchers, especially in primary health education. In addition, other researchers can use data for different populations and regions for this anxiety disorder. In the same way, it raises awareness and enhances a healthy quality of life, especially for university students. So that this information can be used to develop an intervention module or program to reduce anxiety among university students.

LITERATURE REVIEW

Anxiety

Anxiety disorders are a type of mental health problem. If someone has an anxiety condition, they will experience fear in response to the circumstances. They also can experience physical symptoms of anxiety such as a racing heart or starting to sweat. Anxiety can be defined as an emotion that is expressed by tension feeling, a worried mind, and physical changes such as an increase in high blood pressure (American Psychological Association, 2022).

There are several types of anxiety disorders, for example, i) Generalized anxiety disorder (GAD), ii) panic disorder, iii) Phobias, and iv) Separation anxiety. Anxiety is known as one of the most emotional health problems, especially for university students. This anxiety problem will become even more worrying if it cannot be treated and prevented as soon as possible. The possible factors of anxiety are coping skills; and family issues. But there is a significant level of anxiety which is divided into several levels: low level, moderate level, and high level. But this classification level of anxiety can be determined through the symptoms and problems faced by the student. (Khoshaim, et al, 2020)

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Sociodemographic

Sociodemographic can be referred to as a combination of social and demographic factors that will define a person in a group or in a population. In this study, the socio-demographics that were included in the data analysis were gender, age, education, religion, marital status, race, and ethnicity. One of the most important socio-demographic parameters influencing a study decision is age. People in the same age group or category usually have similar experiences, which influences their preferences. The lifestyles of married students and single students are a bit different, like responsibility as students and as a wife or husband, especially for married students that have children (Hishan et al, 2018).

Coping Skills

 The adopted coping techniques are attempts to avoid or decrease threat, harm, or loss, as well as the anxiety that comes with it. May help people adjust to stressful conditions daily, as well as their physical and mental health. Student coping strategies may be a risk or protective factor for psychological distress and psychological well-being. During the covid-19 pandemic, a study observed that the effect of the pandemic crisis on the mental health of undergraduates can be reduced or increased following the adopted coping strategies. (Adriana Rezende Lopez and Oscar Kenji Nihei,2021). There are two types of coping that have been stated which Adaptive coping and Maladaptive coping. There were weak positive correlations between stress and anxiety with one maladaptive coping (venting) and weak negative correlations between depression and stress with three adaptive coping systems (religion, utilizing emotional support, and using instrumental support) (acceptance, religion). (Adriana Rezende Lopez and Oscar Kenji Nihei, 2021).

All subscales of psychological well-being revealed substantial positive relationships (mild, moderate, or strong) with life satisfaction. The ratings of life satisfaction and psychological well-being showed substantial (weak or moderate) correlations: positive with four adaptive coping strategies (active coping, planning, positive reframing, acceptance); negative with three maladaptive coping strategies (substance use, behavioural disengagement, self-blame). (Adriana Rezende Lopez and Oscar Kenji Nihei, 2021).

Family Values

Some university students have a variety of family problems that cause them anxiety as they study. One of these issues is a family member's illness, such as that of a parent, which necessitates the student's proximity to the patient. (Nabila Y. AlKandari, 2020).

Students who had negative family relationships in childhood had higher levels of anxiety. Parents' bad connections can lead to more unfavourable interactions between parents and children. Negative parent-child connections, as well as divorce, are both detrimental to mother-child relationships. A divorce between parents can disrupt the health of students and also the behaviour problem because they think too much about their parents and cause them to worry that they will be separated from their mother or father. (Amy Morin and LCSW, 2021).

Research Hypothesis

Hypotheses of this study were:
The literature review highlighted that the independent variable was coping skill and family values. There this research planned

H1   There is a significant relationship between coping skills and anxiety among university students.

	H2	There is a significant relationship between family values and anxiety among university students.

Research Framework

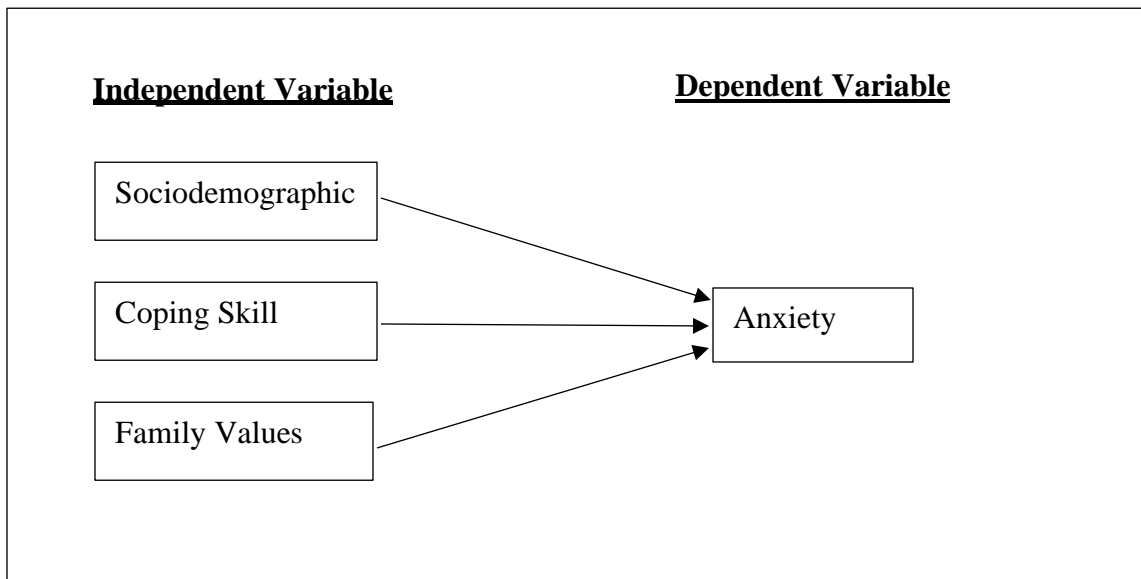Figure 1 below shows the research framework use for this study

Figure 5: Research Framework

METHODOLOGY

Research Design

This study used the quantitative method to gain data through questionnaire. The data for this experiment was collected using the cross-sectional design approach. A cross-sectional study entails collecting data from a population at a single point in time. It will be chosen based on a set of certain variables (Cherry, K, 2019).

Data Collection

A set of questionnaires consisted of 4 sections, section A to section D. Section A has 6 questions that are about sociodemographic like age, gender, race, marital status, year of study, and course of students. Section B to section D has 4 points Likert – Scale. Section B (Anxiety) has 21 items, Section C (Coping Skills) have 28 items and the last section D (Family Value) has 30 items. The questionnaire used in the research study is through an online survey using Google Form which was distributed to 335 undergraduate students at UMK Campus City. Google Form link distributed via WhatsApp, Instagram, and Telegram. This is because this method does not need a high cost compared to other methods and it is very easy to collect the data quickly.

Sampling

In this study, because the sample was not randomly selected, the researcher will use a non - probability sampling technique. Non -probability sampling involves non-random selection. It will be based on convenience or other criteria, it will allow researchers to easily collect all the data. In a non-probability sample, individuals are picked based on non-random criteria. The advantages of sampling are designed to assist researchers to extract more information about students from the data they collect.

$$s = \frac{x^2 Np(1-P)}{e^2(N-1) + x^2 p(1-p)}$$

n= sample size
N= population size
e = the degree of accuracy expressed as a proportion (0.05)
x 2 = chi-square of the degree of freedom 1 and confidence 95% (3.841)
p = proportion of population (if unknown, 0.5)

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 were analyzed by using SPSS version 26.

FINDINGS

Result of Frequency Analysis

Table 1 below shows the frequency analysis of this research.

Table 1: Frequency Analysis (n=335)

Characteristics	Frequency	Percentage
Gender		
Male	95	28.3
Female	240	71.4
Age		
20-year-old	18	5.4
21-year-old	27	8.0
22-year-old	100	29.8
23-year-old	139	41.4
24-year-old	33	9.8
25-year-old	11	3.3
26-year-old	7	2.1
Race		
Malay	248	73.8
Chinese	26	7.7
Indian	29	8.6
Other	32	9.5
Marital Status		
Single	322	95.8
Married	12	3.6
Divorced	1	.3
Years		
Year 1	22	6.5
Year 2	90	26.8
Year 3	193	57.4
Year 4	30	8.9
Course		
SAS	136	40.5
SAP	122	36.3
SAH	77	22.9

This part it will explain the result of socsocio-demographicaracteristics of respondents from undergraduate students in the FHPK Programme, the total of the collected data was 335 respondents. From table 1 Majority gender that answered was Female students 240 respondents (71.4%) and 95 respondents (28.3%) had been represented as male. The majority of the students aged 23 years old had given a response of 139 (41.4%). There were 248 Malay respondents representing (73.8%). For the marital status, the majority of single students consist of 322 which shows 95.8% meanwhile for the educational years majority of year 3 students 193 respond that consisting of 57.4% of students. Lastly, 136 students from SAS had the higher respondents which were 136 students to 40.5%. All the 335 respondents were students under the FHPK which were SAS, SAP, and SAH students' programs that consisted of 100%.

Result of Descriptive Analysis

Table 2 below shows the descriptive analysis of this research

Table 2: Descriptive Analysis

Variable	Item	Mean	Standard Deviation
Anxiety	A2) I was aware of the dryness of my mouth	1.77	0.756
	A4) I experienced breathing difficulty (e.g. excessively rapid breathing, breathlessness in the absence of physical exertion)	1.67	0.714
	A7) I experienced trembling (e.g. in the hands)	1.70	0.720
	A9) I was worried about situations in which I might panic and make a fool of myself	1.71	0.753
	A15) I felt I was close to panic	1.72	0.768
	A19) I was aware of the action of my heart in the absence of physical exertion (e.g. sense of heart rate increase, heart missing a beat)	1.72	0.761
	A20) I felt scared without any good reason	1.72	0.729
Coping Skill	1) I've been turning to work or other activities to take my mind off things	2.90	0.756
	2) I've been doing something to think about it less, such as going to movies, watching TV, reading, daydreaming, sleeping, or shopping.	2.98	0.744
	3) I've been concentrating my efforts on doing something about the situation I'm in.	3.01	0.746
	4) I've been taking action to try to make the situation better.	3.03	0.771
	5) I've been saying to myself "this isn't real".	2.59	0.917

	6) I've been refusing to believe that it happened.	2.54	0.937
	7) I've been using alcohol or other drugs to make myself feel better.	1.00	0.000
	8) I've been using alcohol or other drugs to help me get through it.	1.00	0.000
	9) I've been getting emotional support from others.	2.89	0.851
	10) I've been getting comfort & understanding from someone	2.95	0.823
	11) I've been getting help & advice from other people.	3.02	0.785
	12) I've been trying to get advice or help from other people about 0.81 II what to do	2.97	0.847
	13) I've been giving up trying to deal with it.	2.61	0.988
	14) I've been giving up attempting to cope.	2.16	1,014
	15) I've been saying things to let my unpleasant feelings escape	2.88	0.825
	16) I've been expressing my negative feeling.	2.85	0.816
	17) I've been trying to see it in different light, to make it seem more I 0.75 0.52 III positives	2.99	0.756
	18) I've been looking for something good in what is happening	3.03	0.744
	19) I've been trying to come up with a strategy about what to do	3.04	0.769
	20) I've been thinking hard about what steps to take	3.05	0.755
	21) I've been making jokes about it	2.65	0.976
	22) I've been making fun of the situation.	2.41	1.059
	23) I've been accepting the reality of the fact that it has happened	2.68	0.962
	24) I've been learning to live with it	2.79	0.900
	25) I've been trying to find comfort in my religion or spiritual belief	3.10	0.783
	26) I've been praying or meditating	3.11	0.769
	27) I've been criticizing myself.	2.12	0.955
	28) I've been blaming myself for things that happened	2.16	0.969
Family Values	FP1 We exercise and carry out activities together	3.07	0.817
	FP2 We frequently visit our close relatives whenever we have the time	3.16	0.729
	FP3 We do the house chores together during weekends	3.16	0,762
	FP4 We usually watch movies with a family member	3.04	0.885

FP5 We usually discuss this whenever we have family problems	3.14	0.791
FP6 We smile because there is harmony in our family	3.18	0.728
FP7 We usually fight over small or trivial matters	1.73	0.854
FP8 We keep our own problems to ourselves	1.79	0.845
FP9 We keep our feeling to ourselves	1.79	0.855
FP10 My parents do not understand me	1.64	0.828
FP11 It is difficult for me to understand my family	1.62	0.806
FP12 My family usually controls me	1.62	0.814
FP13 We express our love through hugging and kissing	2.93	0.910
FP14 We usually help one another	3.16	0.793
FP15 We often receive praises for each other	3.13	0.760
FP16 We are concerned about the problems of each family member	3.17	0.708
FP17 We respect our elders	3.24	0.730
FP18 Each family member fulfils his/her responsibilities	3.14	0.791
FP19 My family members are usually self-centred or selfish	1.76	0.928
FP20 We solve problems on our own	1.82	0.915
FP21 Some of our family members are isolated or isolate themselves	1.71	0.867
FP22 Some of our family members are irresponsible and cause inconvenience to others	1.61	0.811
FP23 We often raise our voices when discussing	1.66	0.871
FP24Some of our family members retaliate when they are being reminded by another family member.	1.71	0.881
FP25 We are taught to be always truthful and punctual	3.13	0.760
FP26 We often engage ourselves in spiritual activities	3.26	0.684
FP27 We celebrate festive seasons (Hari Raya, Deepavali, Chinese, New Year, etc.) together	3.26	0.701
FP28 We often discuss religious matters together	3.17	0.718
FP29 We are taught to respect other religious and cultural belief	2.08	1.064
FP30 We always keep things tidy and organized	3.22	0.750

For this descriptive analysis, we used a categorical data concept so it will state about means and the standard deviation meanwhile for the continuous data will use frequency and percent. For the Anxiety question, a DASS-21 questionnaire consisted of 21 questions that contained stress, anxiety, and depression and only had 7 questions for every part. The first ranked dependent variable "I was aware of dryness of my mouth" has the higher mean that consists of 1.77 and the standard deviation of 0.76. Then it had been followed by three questions that have the same means of 1.72 but have a different sum of standard deviation which were "I felt I was close to panic were (0.768), 'I was aware of the action of my heart in the absence of physical exertion (e.g. sense of heart rate increase, heart missing a beat)"(0.761), I felt scared without any good reason(0.729). and for the last range was 1.67 and the standard deviation was 0.714.

Coping Skill question, which used the Brief-COPES questionnaire, the question of Coping Skill that contributes to anxiety was selected by all the respondents for this research. According to Table 2, the higher means for the coping skill was "I've been praying or meditating" which represented 3.11 for the mean meanwhile for standard deviation was 0.769. for the second highest was "I've been trying to find comfort in my religion or spiritual belief consisted of 3.10 and 0.783 from the questionnaire'. Lastly, the last statements were questions "I've been using alcohol or other drugs to make myself feel better, and I've been using alcohol or other drugs to help me get through it" that consisted of 1.000 and the standard was 0.

Table 2 had demonstrated the mean and standard deviation for the family characteristics. The first rank with the highest mean represented the question of "We respect our elders" with is 3.24 (0.730) and followed by "We often engage ourselves in spiritual activities and We celebrate festive seasons (Hari Raya, Deepavali, Chinese, New Year, etc.) together (3.26) consist to 0.769 and We often engage ourselves in spiritual activities that the means were same (3.62) means 0.701. After that, for rank 3 was represented for the We are concerned about the problems of each family member with is in 3.17. Lastly, as the lowest number of ranking questions, Some of our family members are irresponsible and cause inconvenience to others (1.61) to 0.811.

Result of Reliability Analysis
Table 4 below shows the reliability analysis of this research

Table 4: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Anxiety	7	0.927
Coping Skill	28	0.943
Family Values	30	0.885

A pilot study was conducted before actual data collection. A pilot test was conducted among 30 of respondents that need to be used to obtain the reliability of questionnaire. Table 2 shows Cronbach's Alpha for the questionnaire. Cronbach's Alpha value of 0.927, 0.943, 0.855 for anxiety coping skill and family values, respectively. Cronbach's Alpha value of 0.7 and above indicated good internal consistency.

Result of Pearson Correlation Analysis

The Table 5 below shows the correlation analysis of this research

Table 28: Pearson Correlation Analysis

Independent Variables	Pearson Correlation	p-value	Confidence interval (lower, upper)	Interpretation
Coping Skill	0.123	0.025	(0.007, 0.218)	Weak Positive Correlation
Family Values	-0.306	0.001	(-0.400, -0.205)	Moderate Negative Correlation

The table shows that the relationship between the two dependent variables which were coping skills and family values, and the independent variable anxiety were significant (p =0.001). However, the strength of association between coping skills and anxiety was a weak correlation, but there was a significant relationship. Whereas the relationship between family values and anxiety was a moderate negative correlation. The result of the Pearson correlation analysis is presented in Table 3.

DISCUSSION AND RECOMMENDATION

The objective of the research study was to determine the relationship between coping skills and family values with anxiety among undergraduate students in Faculty Hospitality Tourism and Wellness in Campus City. Based on the findings of the study, it was shown that there was a significant association between coping skills and family values with anxiety even if the association is a weak positive and moderate negative correlation. For the Coping Skill, even though the result was weak but it was a significant relationship with the Malay Brief-COPE that the sample was adequate being significant (p-value < 0.001). (Yusoff M.S.B., 2021).

For the recommendation for this research, it can use different styles of research design. In this research, we used a quantitative method that just shared the questionnaire by a link to WhatsApp so for the improvement questionnaire can be distributed face to face so the researcher can see the commitment from all the respondents and data can be collected effectively and does not take a long time to collect all the data. In addition, future research also could use a long-short study style because the researcher can see more details on the differences before the case is studied and after the completion of the study which may provide more knowledge, and the information collected will also be more detailed than that used in this research which uses cross-sectional study allocated a short period of time. Other than that future researchers also can further expand the study such as opening this study to lecturers as well as private universities, further researchers can also look more broadly at the way of life of students.

CONCLUSION

The purpose of this study is to determine factors associated with anxiety among undergraduate students in the FHPK students' course at University Malaysia Kelantan, Campus City. The independent variables we choose from this research are sociodemographic factors, coping skills, and family values. The research methodology employed in this study comprises a few

data, which are the researchers' method of collecting data in numerical data in groups, whereas, for candidates, a broader study was used and measured by questionnaire.

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Factors Affecting Sleeping Patterns During Covid-19 Among Undergraduate Students in Universiti Malaysia Kelantan City Campus

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ABSTRACT

Covid-19 spread around the world in December 2019 and started spreading in Malaysia around March 2020. As an implication, a lockdown or movement control order (MCO) has been implemented worldwide to control the disease. MCO has changed daily routine,, especially in sedentary behaviours, which means decreased physical activity, change in sleeping patterns, and increased use of screen gadgets. The research objectives of this study were to analyse the relationship between physical activity, smartphone usage and sleeping quality that affect sleeping during covid-19 among undergraduate students at Universiti Malaysia Kelantan City Campus. This research uses quantitative data to collect data from 294 respondents that consist of students in two faculties which are FHPK and FKP at UMK City Campus. Data was collected using a questionnaire and analysed by using SPSS version 26. To conclude, the results of the study were achieved and supported the variable of the study.

Keywords: Sleeping Pattern, Physical Activity, Smartphone Usage, Sleeping Quality

INTRODUCTION

The World Health Organization (WHO) has suggested social isolation and home quarantine to control the spread of the coronavirus disease (Covid-19). Therefore, a lockdown was implemented worldwide in March 2020, and Malaysia is one of the most afflicted countries.

The sleeping pattern of teenagers during the Movement Control Order (MCO) also changed due to their laziness and depending too often on social media. This is because teenagers stay at home too long due to MCO restrictions, so some may sleep too often and sleep less. Those who sleep too much may make their daily schedule boring; and choose to sleep for long periods. In the current study, participants delayed their wake time by 12 minutes, resulting in a 5-minute increase in total sleep per day, but no significant improvement in sleep quality was found.

A good night's sleep is widely recognized as a source of physical and mental health, happiness, and vigour. Individuals who do not get enough restorative sleep will be unable to perform, study, develop, or interact to their full potential at any given time. With the new life of studying, a university student's lifestyle transforms. Students' academic progress is greatly hampered by sleep issues and disorders.

The current study, according to Zhou, Wang, L. L., Yang, R., Yang, X. J., Zhang, Guo, Chen, J. C., Wang, J. Q & Chen (2020) revealed a high prevalence of sleep problems among adolescents and young adults during part of the covid-19 epidemic in China, especially among senior high school and college students, which were negatively associated with the level projection in covid-19 trends. They also discovered that social support could ease or minimise sleeplessness symptoms by reducing anxiety and depression symptoms; therefore, during the covid-19 outbreak, parents, school organisations, and other groups should provide some social

support to teenagers and young adults. These findings also indicate that the government should pay greater attention to sleep-related issues. These findings also imply that, in the fight against covid-19, the government should pay more attention to sleep difficulties among teenagers and young people.

This research consists of three objectives:
1. To analyse the relationship between physical activities and sleeping patterns during covid-19 among undergraduate students at Universiti Malaysia Kelantan City Campus
2. To identify the relationship between the usage of smartphones and sleeping patterns during covid-19 among undergraduate students at Universiti Malaysia Kelantan City Campus.
3. To determine the relationship between the quality of sleep and sleeping patterns during covid-19 among undergraduate students at Universiti Malaysia Kelantan City Campus.

Significance of Study
Researcher
This research can help some researchers to make decisions and gain statistics on sleep behaviour in students. Additionally, as the research is related to the covid-19 pandemic, some parties or professionals can analyse factors influencing sleep behaviour like smartphone use- and identify some comparisons related to sleep behaviour during home confinement due to covid-19 and before covid-19 arise.

Students and Parents
Students can also improve their knowledge about the importance of a healthy lifestyle, such as being an active student and increasing physical activity, whether on campus or at home. Based on the findings in this research, parents and guardians can be made aware of the sleeping pattern of their children; and their time on gadgets, including smartphones, tablets, laptops, and others.

Government and Society
In brief, this research will assist society in obtaining a healthy lifestyle, especially regarding the quality of sleep patterns and other health concerns like physical activity. Also, the concern with sleeping patterns by practising adequate sleep hours daily, eating healthy foods and having a balanced diet. Government and non-government organisations can collaborate to create campaigns or awareness to reduce sleep issues and achieve quality sleep patterns, especially during movement control order or home confinement. For example, public health campaigns about sleep hours, including health talk, advertisements, and short film, can be outlined by the Ministry of Communications Multimedia Malaysia and the production team for electronic devices such as television and, radio to increase awareness.

Entrepreneur
This research may create awareness for entrepreneurs to develop a business to improve the quality and duration of sleep, and to ensure that society can obtain a good sleep habits. For instance, a business promoting sleep items like a pillow with musical elements, an application for sleep schedule or pattern of a user.

LITERATURE REVIEW
Physical Activity
According to WHO (2020), physical activity refers to all movement, during leisure time, for transport to and from places, or as part of a person's work, either moderate or vigorous-

intensity physical activity. Physical activity is an important element in determining a human's life. This is important to reduce the risk of chronic diseases like coronary heart disease, kidney failure and others. According to WHO (2020), adults between 18 to 64 years old must be active in moderate physical activity at least 150 to 300 minutes a week or equal to 30 minutes per day. Meanwhile, for vigorous-intensity activity, a person should do at least 75 to 150 minutes weekly.

Banno, Harada, Taniguchi, Tobita, H. Tsujimoto, Y. Tsujimoto, Kataoka & Noda (2018) stated, several studies showing the positive effects of physical activity on sleep quality, and it is considered one of the non-pharmacological interventions to improve sleep quality. However, the investigation on physical activity level and sleep pattern are still ongoing, and there is no proper evidence on the effect of lesser physical activity due to the covid-19 situation can contribute to sleeping patterns (Diniz, Christofaro, Tebar, Cucato, Botero, Correia, Ritti, Lofrano & Prado, 2020).

Smartphone Usage

Smartphone users are predicted to reach 3.8 billion by 2020 and continue to rise at a rapid rate. Researchers investigate the effects of social distancing on social connectedness and happiness, as well as the moderating effect of smartphone use. Many people are unaware that smartphone addiction is serious and can severely impact on people's thoughts, behaviours, habits, emotions, and overall well-being (Alhassan, Alqadhib, Taha, Alahmari, Salam & Almutairi, 2018).

During the lockdown and home confinement, there is an increase in smartphone consumption which records 2 hours per day in smartphone use. This is evidenced in recent statistics that show adults spending more than the recommended daily hours on smartphone usage. It's worth noting that while increased digital media consumption before bed affects sleep latency and wake duration, it does not affect sleep quality. Furthermore, during the quarantine, people spend more time in front of screens, which has been linked to increased sleep difficulties in young adults (Sañudo et al., 2020).

Sleeping Quality

Sleep quality is obtained by getting enough sleep, an essential component of a good sleep pattern. According to Chaput, Dutil & Kanyinga (2018), sleep duration varies substantially during a human's life and has an inverse connection with age. Sleep length guidelines made by public health authorities are vital for surveillance and informing the public about interventions, policies, and healthy sleep behaviours. Individuals in home quarantine during the covid-19 crisis had significantly worse sleep quality than during the pre-quarantine period (Salehinejad, Azarkolah, Ghanavati & Nitsche, 2021).

The covid-19 pandemic-related lockdown appears to have altered several elements of students' unique lifestyles, particularly by boosting screen time, sleep duration and patterns. However, as Toscano, Arbinaga, Ozcorta, Salgado & Frutos (2020) stated in their research, women have the worst sleep quality than men, supported by the various indicators examined consistings of sleep patterns, sleep quality, other related subscales like subjective quality, latency, duration, efficiency, sleep disturbances, and diurnal dysfunctions as well as nightmare frequency and propensity.

Sleeping Pattern

According to the National Sleep Foundation's recommendations, short sleep duration is defined as less than 8 hours per night. The frequencies were dichotomised into binary variables (0 = short sleep duration, 1 = long sleep duration) via ways as follows.

As Franceschini et al. (2020) indicated in their study, that sleeping patterns have changed during the covid-19 pandemic especially during home confinement. This occurs because of changes in work schedules and the adaptation of everyone to cope with the new norm of covid-19 home confinement. This change includes time management as individuals must adapt to new changes like online learning methods and working from home. This may impact the quality of sleep and sleeping schedule as everyone stays at home all day.

An imbalanced sleeping pattern has a more significant effect on health particularly, physical and mental health. In terms of physical health, inadequate sleep is related to the risk of chronic disease. A Malek (2020) refers to a study conducted by the American Cancer Society about inadequate sleep, which stated that a person that sleeps less than 7 hours has a greater risk of developing coronary artery heart disease. In terms of mental health, sleep deprivation can negatively impact on the individual's attention and emotion. This happens because of a decline in the brain's function because sleep deprivation reduces blood flow and neural functions like working memory in a part of the brain (Silva & Sobral, 2021).

Research Hypothesis

Based on the literature discussed, the independent variables like physical activity, smartphone usage and sleeping quality are the factors that affect sleeping patterns during covid-19 among undergraduate students in University Malaysia Kelantan City Campus. Therefore, the hypotheses have been created and to be tested:

H1   There is a significant relationship between physical activities and sleeping patterns during covid-19 among undergraduate students at Universiti Malaysia Kelantan City Campus.
H2   There is a significant relationship between smartphone usage and sleeping patterns during covid-19 among undergraduate students at Universiti Malaysia Kelantan City Campus.
H3   There is a significant relationship between the quality of sleep and sleeping patterns during covid-19 among undergraduate students at Universiti Malaysia Kelantan City Campus.

Research Framework

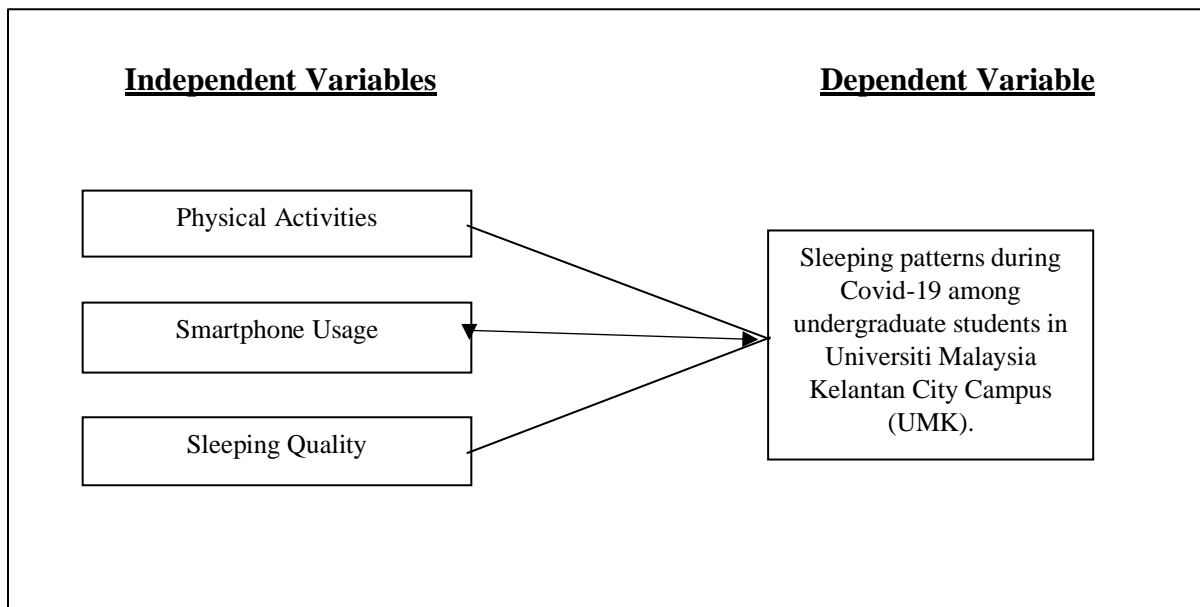Figure 1 below shows the research framework used for this study.

Figure 1: Research Framework

METHODOLOGY

Research Design

This research uses quantitative as a primary tool to collect the numerical respondent's data, including questionnaires that consist of questions related to independent and dependent variables. This research used a non-experimental research design consistings of three designs: descriptive research (which includes observational research and survey research), correlational research and causal-comparative research. In this study, the descriptive research design was used.

The researchers utilised past surveys as a basis to create a questionnaire that was both reliable and functional for respondents to complete. Section A, Section B, Section C, Section D, and Section E were the questionnaire sections. The dependent variable had ten questions, whereas each independent variable included seven questions for physical activity, six in the smartphone usage section and eight in the sleep quality section. In part A, the demographic profile of the responder was examined, including gender, semester, race, religion, and some additional questions. All the items in sections B, C, D, and E were graded on a five-point scale: "1 = severely disagree," "2 = disagree," "3 = neutral," "4 = agree," and "5 = highly agree."

Data Collection

This study utilised the quantitative technique since it is more scientific, impartial, quick, focused, and acceptable. The researchers utilised Google Forms to distribute online questionnaires. The online questionnaire distribution was delivered via WhatsApp groups or Telegram and posted on a Google form link, and data was gathered from FHPK and FKP undergraduate students at the UMK City Campus. The survey was performed online due to the current covid-19 concerns in Malaysia.

Sampling

The researchers used snowball sampling as it was hard to find respondents from the two faculties. Therefore, by using this sampling technique, this study was able to increase the number of respondents to 33, who have been identified by Krejcie & Morgan (1970) in a shorter time.

For this study, the sample population consisted of the following group of respondents/participants from FHPK and FKP at the UMK City Campus. As the population of the two faculties (FHPK and FKP) students at the UMK City Campus was reaching 6,000, the researcher's sample size was 294.

$$s = \frac{x^2 Np(1-P)}{e^2(N-1) + x^2 p(1-p)}$$

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

In this research, researchers use Statistical Package Social Sciences (SPSS) software version 26 for statistical data and analysing purposes. Four types of data analysis used in this study, were frequency analysis, descriptive analysis, reliability analysis and Pearson correlation analysis.

FINDINGS
Result of Frequency Analysis

Table 1 below shows the frequency analysis of this research.

Table 1: Demographic Analysis (n=294)

Characteristics	Frequency	Percentage
Gender		
Male	128	43.5
Female	166	56.5
Semester		
Semester 1	16	5.4
Semester 2	18	6.1
Semester 3	28	9.5
Semester 4	36	12.2
Semester 5	50	17.0
Semester 6	92	31.3
Semester 7	24	8.2
Semester 8	30	10.2
Race		
Malay	210	71.4
Chinese	45	15.3
Indian	34	11.6
Bumiputera	4	1.4
Bumiputera Sabah	1	0.3
Religion		
Islam	214	72.8
Christian	32	10.9
Buddha	22	7.5
Hindu	26	8.8
Nationality		
Malaysian	288	98.0
Non-Malaysian	6	2.0
Marital Status		

Single	277	94.2	
Married	17	5.8	
Faculty			
FHPK	168	57.1	
FKP	126	42.9	

Result of Descriptive Analysis

Table 2 below shows the descriptive analysis of this research.

Table 2: Descriptive analysis

Variable	Items	Mean Score	Standard Deviation
Sleeping Pattern	1. It takes me 30 minutes or more to fall asleep.	3.80	1.233
	2. My work (Assignments) or other activities prevent me from getting at least 7 hours of sleep.	3.11	1.334
	3. It takes me 30 minutes or more to fall asleep.	2.71	1.458
	4. I am awake for 30 minutes or more during the night.	2.58	1.225
	5. I wake up 30 or more minutes before I must and can't fall back asleep.	1.70	1.044
	6. I am tired, fatigued, or sleepy during the day.	3.65	1.158
	7. I sleep better if I go to bed before 9 pm and wake up before 4:30 am.	1.51	0.987
	8. I sleep better if I go to bed late (after 1 am) and wake up late (after 9 am).	2.01	1.407
	9. I am prone to fall asleep at inappropriate times or places.	1.64	0.481
	10. I Snore	2.55	1.427
Physical Activities	1.During lockdown/MCO, how would you rate your vigorous physical activities like heavy lifting, digging, aerobics, or fast bicycling?	3.26	0.607
	2. How much time did you usually spend doing vigorous physical activities on one of those days? (Each number represents 30 minutes, e.g.,:1. Less than 30 minutes, 2. 30 minutes to 1 hour...)	3.15	1.476
	3. During lockdown/MCO, how would you rate your moderate physical activities like carrying light loads or others? Do not include walking.	3.15	1.476

	4. How much time did you usually spend doing moderate physical activities on one of those days? (Each number represents 30 minutes, e.g.,: 1. Less than 30 minutes, 2. 30 minutes to 1 hour...)	3.15	1.476
	5. During lockdown/MCO, how would you rate your walking pattern for at least 10 minutes at a time?	3.15	1.476
	6. How much time did you usually spend on that activity? (Each number represents 30 minutes, e.g.,: 1. Less than 30 minutes, 2. 30 minutes to 1 hour...)	3.15	1.476
	7. During lockdown/MCO, how much time did you spend sitting on a weekday? (Each number represents 1 to 2 hours, e.g.,: 1. One or less than 2 hours, 2. Two to 4 hours....)	3.15	1.476
Mobile Phone Usage	1. How long have you owned a mobile phone?	3.15	1.476
	2. How much time do you spend on your mobile phone daily?	3.15	1.476
	3. It is easy for me to spend all day not using my mobile phone.	3.22	1.390
	4. I don't pay attention to my mobile phone spending.	3.15	1.476
	5. I use my mobile phone in situations that would qualify as an emergency	3.15	1.476
	6. I borrow money from family or friends to pay my mobile phone bills.	3.15	1.476
Sleep Quality	1. During lockdown (MCO), when do you usually go to bed?	3.01	1.495
	2. During lockdown (MCO), how long (in minutes) does it usually take you to fall asleep each night?	3.15	1.476
	3. During lockdown / MCO, when have you usually get up in the morning?	3.15	1.476
	4. During lockdown (MCO), how would you rate the hours of actual sleep you get at night?	3.04	1.551
	5. During the lockdown (MCO), how would you rate your trouble sleeping?	3.15	1.476
	6. During Lockdown (MCO), how would you rate your overall sleep quality?	2.83	1.524
	7. During the lockdown (MCO), how often have you taken medicine	3.15	1.476

(prescribed or 'over the counter') to help you sleep?		
8. During lockdown (MCO), how often have you had trouble staying awake while driving, eating meals, or engaging in social activity? How would you rate it?	2.73	1.525

Table 3 shows the mean and standard deviation for 25 statements under three independent variables and ten statements under the dependent variable based on the survey involving 294 respondents. The highest mean value for optimism was obtained by question 1 with 3.26, where the respondents agreed that during lockdown/MCO, how would you rate your vigorous physical activities like heavy lifting, digging, aerobics, or fast bicycling? The other mean for another question was maintenance, which is 3.15. Next, the highest mean value for the second independent variable was obtained by question 3 with 3.22, where the respondents agreed to not spend all time with mobile phones. Others mean value for another five questions were maintained which is 3.1. Furthermore, the highest mean value for the last independent variable was obtained by four questions with the same mean value of 3.15. The lowest mean value belongs to question 8 with 2.73, where the respondents do not have any problem with their sleepiness during the day.

Result of Reliability Analysis

Table 3 below shows the reliability analysis of this research.

Table 3: Reliability Atalysis

Variable	Number of Items	Cronbach Alpha
Sleeping Pattern	10	0.209
Physical Activity	7	0.998
Smartphone Usage	6	0.999
Sleeping Quality	8	0.986

The Cronbach's Alpha scores for the questionnaire were in the range of poor level 0.20 to high level 0.999, as shown in Table 3. Cronbach's Alpha was used to assess three independent variables and one dependent variable. In the strength of correlation (10 questions: = 0.209), the first independent variable, sleeping pattern, was determined to be the lowest level in reliability analysis. The physical activity is then (7 questions with a score of 0.998). However, the correlation strength with smartphone usage was the weakest, with a high score in Cronbach Alpha (6 questions: = 0.999). Finally, sleeping quality has eight questions, with the score for Cronbach Alpha value being 0.986. Because the present Cronbach's Alpha value is already above the excellent threshold, the total variables have remained around 31 questions. As a result, the data were deemed appropriate for future investigation.

Result of Pearson Correlation Analysis

Table 4 below shows the corelation analysis of this research.

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/ Not Supported)
H1: There is a significant relationship between physical activities and sleeping patterns during covid-19 among undergraduate students at University Malaysia Kelantan City Campus.	0.205	H1 is supported
H2: There is a significant relationship between smartphone usage and sleeping patterns during covid-19 among undergraduate students at University Malaysia Kelantan City Campus.	0.225	H2 is supported
H3: There is a significant relationship between the quality of sleep and sleeping patterns during covid-19 among undergraduate students at University Malaysia Kelantan City Campus.	0.503	H3 is supported

The table shows that physical activity and sleeping patterns significantly correlated with r=0.205 p<0.01. Next, the p-value of H2 also shows a significant correlation between smartphone usage and sleeping pattern with r= o.225 p< 0.01. Similarly, there is also significant between sleeping quality and sleeping pattern with r=0.503 p<0.01. Therefore, the overall result is supported by the three hypotheses of the study.

DISCUSSION AND RECOMMENDATION

This study has analysed the factors affecting sleeping patterns during covid-19 among undergraduate students at University Malaysia Kelantan City Campus. In this section, there are several recommendations provided by researchers for improvement purposes in future studies.

Based on the findings, the suggested recommendation is the government can cooperate with non-government organisations to promote a healthy lifestyle by establishing an awareness campaign about healthy lifestyle, virtual run campaigns and other activities. This includes educating the public about good sleeping habits, an active lifestyle, and proper smartphone usage.

Next, it is also suggested that longitudinal studies be used in future research. This strategy is useful in research since it allows researchers to repeat the same investigations over a period. Based on Zuki. et al. (2021), the purpose of a longitudinal study is to see if there are any changes in the research over time.

It is suggested that future research seeks out additional populations and increases the sample size, such as from other universities in another state. As a result of this method, the study will become more precise as more data or information becomes accessible.

CONCLUSION

Finally, this research looked at the factors affecting sleeping patterns during covid-19 among undergraduate students at the Universiti Malaysia Kelantan City Campus. Physical activity, smartphone usage, and sleeping quality were chosen as independent variables to investigate the association between the dependent variables of students' responses. With a total of 294 respondents from semester one to semester eight undergraduate students, researchers were able to determined their sleeping patterns and how they affected covid-19. Overall, based on the finding of Pearson's correlation analysis, the sleeping pattern scored a value of *0.1, followed by physical activity with *-0.074, smartphone usage with *-0.071 and sleep quality with -0.039*. As a result, if pandemics affect the entire world, this research can give a conclusion or insight into the future, particularly for students.

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Service Quality That Affects Customers Satisfaction at Spas in Kota Bharu, Kelantan

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ABSTRACT

This study is aims to examine the service quality that affects customers satisfaction in Spas at Kota Bharu. A facility sampling approach was used, and 384 respondents were evaluated. The collected data is analysed using Statistical Packages for Social Science Version 26 (SPSS Version 26) software based on frequency analysis, descriptive statistics, reliability analysis, and correlation analysis. As a result, all independent variables (the relationship of tangible dimension in service quality, relationship between responsiveness dimension in service quality and relationship between empathy dimension in service quality) have a significant relationship to dependent variables (customers satisfaction) among customers who have experienced with service at Spas at Kota Bharu.

Keywords: Service quality, tangible, responsiveness, empathy, customers satisfaction.

INTRODUCTION

Tourism is one of the world's important and fastest-growing sectors and multi-sectorial activity that necessitates economic, social, cultural, and environmental inputs and produces employment both directly and indirectly through the expansion of linked industries. Wellness tourism is rapidly displacing all other types of tourism around the world and attracts high-end travellers from established and developing countries, boosting the economies of both developed and developing countries, as well as small or underdeveloped communities that are otherwise rich in traditional health and wellness approaches. The wellness concept is revolutionizing nearly every element of travel, and wellness tourism will only develop faster in the coming years, since it sits at the crossroads of two large, booming industries: the 2.6 trillion tourism sector and the 4.2 trillion wellness market (Global Web Index, 2018).

According to UNWTO (2013), international visitor arrivals surpassed one billion for the first time in history in 2012, with a 4% increase, or 39 million more tourists (Mosbah, 2014). In addition, people nowadays are looking for a place to relax and recharge themselves, owing to the hectic and nerve-racking nature of their working lives. Spas, according to the International Spas Association (2013), seek to be places of refuge, providing relaxation, treatments, pampering, and other services. It also acts as the one of the rapid industries in the world that has driven to massive challenges which need to be addressed. The reasons of emerging of wellness and spas industry are related to several factors. Right now, there are many countries accompanying heavily ageing population. In 2050 East and Southeast Asia countries will be an ageing of population and those in that countries will become more health aware and searching for a defensible lifestyle (East-West Center, 2011).

Spas and wellness services are growing and expanding remarkably in this region, including Malaysia. Consumer participation behaviour has become an essential part of these service-related business organizations, demanded by both locals and foreign consumers. Thus, understanding consumer participation behavior and customer value are essential. Although several studies have proposed the importance of consumer participation behavior, however,

understanding of how consumer participation behavior impacts attitudinal loyalty is still minimal. This study aims to analyze the critical dimensions of consumer participation behavior and its consequences.(Abdullah & Aziz, 2019).

Kelantan is a tourist attraction. Kelantan is the Since April 1, 1994, the Kelantan Tourist Information Centre, TIC has been given the responsible for transforming Kelantan into a famous tourist destination in the country (Suliadi, Zuhaimy and Marinah, 2013). Kota Bharu is the capital city of Kelantan, with a population of 2.001 million in 2018 (Department of Statistics Malaysia, 2020). Apart from being the administration centre for the state, Kota Bharu is also one of the top tourist cities in Malaysia. Kelantan was forecasted to receive 5.5 million tourists in 2020 (Kelantan Tourism Information Centre, 2020) before the pandemic hit. (Ramely et al., 2021).

The aim of the study is to analyses service quality that effects customers satisfaction in Spas at Kota Bharu,Kelantan. There are three objectives of this research:
1. To identify the relationship of tangible dimension in service quality with customers satisfaction at spas in Kota Bahru.
2. To determine the relationship between the responsiveness dimension in service quality with customers satisfaction at spas in Kota Bahru.
3. To examine the relationship between empathy dimension in service quality with customers satisfaction at spas in Kota Bahru.

Significance of Study
Researchers

This study helps researchers explore how the service quality dimensions can affect customer satisfaction among residents in Kota Bharu. In addition, this research will allow researchers to discover improvement measures to produce the best service to customers. It can also provide an opportunity for customers to voice their opinions on the services provided by the spas.

Customers

Future customers may benefit from the research topic as this research guides customers to know the benefit of going to the spa. In addition, they also know the reasons why they should choose the spas if they want to get the best service.

LITERATURE REVIEW
Tangible Dimension in Service Quality with Customers Satisfaction

There is already virtually little research into client experiences and emotions during consumption. Tangible facts that tangible can be understood from a cognitive and emotional standpoint are the key assumption in this research. A cognitive process can be triggered by an emotional response, and emotional and affective reactions can be triggered by thinking. Service interactions can elicit cognitive and emotional responses, establishing the foundation for service quality perceptions (Edvardsson, Bo, 2005). Furthermore, guests have a role as co-producers, carrying out activities and deeds and being part of interactions such as, front-line personnel, other customers, and technology that will impact or decide both process and outcome quality.

Responsiveness Dimension in Service Quality with Customers Satisfaction

Responsiveness is quality of the spas is closely related to the guests satisfaction to positively impact the clients' satisfaction and acquire the emotions of the spas experience it deserves. The long-term impact of emotions on customer satisfaction, service quality, and positive word-of-

mouth intention formation. A confirmatory factor analysis was used in the study to support a three-dimensional model of emotions, which then served as predictors in a series of multiple regressions. The findings show that, two emotion dimensions had a consistent direct impact on all dependent variables in both time period. In the other hand, the interaction effect between time periods and emotions, revealed that different emotion dimensions influence satisfaction and word-of-mouth intentions at various stages of the service encounter. The findings' theoretical and managerial implications are thoroughly discussed. Responsiveness well-being is an integral part of holistic wellness, as it can impact your outlook on life, your relationships, and how someone look at you (Lois Melkonia, 2021). This responsiveness plays its role and it is very important for a spas to be responsiveness so that customers can feel satisfaction with spas service, as this will encourage customers to find the same positive experience in the future.

Empathy Dimension in Service Quality with Customers Satisfaction

Empathy in a spas depends on one's sense of one's surroundings. If he feels sad the environment will also change his condition as a feeling will affect the surroundings. With empathy the ability to show this is recognized as very important as every customer who comes to the spas wants to improve the heart and clear the mind of existing problems (Ariana Odell, 2016). To deal with guests, one must understand empathy to make things easier. A study (Umasuthan Hamsanandini, 2016) stated that emotional empathy measures under empathy anxiety and emotional transmission. The results indicate that the empathy dimension strongly influences the hotel guest service experience. While the emotional service experience of business guests is almost entirely determined by cognitive empathy. According to previous literature and empirical findings in hospitality and tourism, empathy can be seen as a subscale in the SERVQUAL instrument. This paper focuses on the observation of the empathy dimension, and has revealed that the interaction of both the cognitive and emotional dimensions of empathy determines the overall emotional service experience and intentions of hotel guests.

Customers Satisfaction on Service Quality

The concept of customer satisfaction can be defined as a consumer fulfilment response where consumers experience contentment with the product or service they have purchased (Oliver, 2010). Furthermore, some researchers choose to focus on the complete consumer experience as the basis of customer satisfaction instead of only the fulfilment response after the purchase (Gerpott, Rams & Schindler, 2001; Hill, Roche & Allen, 2007). More specifically, the complete consumer experience includes factors such as quality, price, functions of the product, and personal benefits gained from the product (Gerpott et al., 2001). This is further supported by Harris and Goode (2004) as well as Parasuraman, Zeithaml and Berry (1994) who all argue that a consumer experience is a comprehensive satisfaction, that is more permanent, rather than only transactional based satisfaction. Where a transactional-based satisfaction can be explained as the satisfaction achieved from simply the transaction between the consumer and the company, and comprehensive satisfaction as the satisfaction achieved when all aspects of a consumer to business relationship are considered. This is because if the eight entire experience is positive, the consumers are more likely to repeat the process with that company over and over again (Hill et al., 2007).

Research Hypothesis

The hypotheses in the study are to find out whether there are any correlations or relations between dependent variables and independent variables:
  H1   There is a significant relationship between spas tangible service quality toward customer satisfaction

H2   There is a significant relationship between responsiveness on service quality that can affect customer emotion.

H3   There is a significant relationship between the empathy that can be produced to enhance good emotions to the guest.

Research Framework

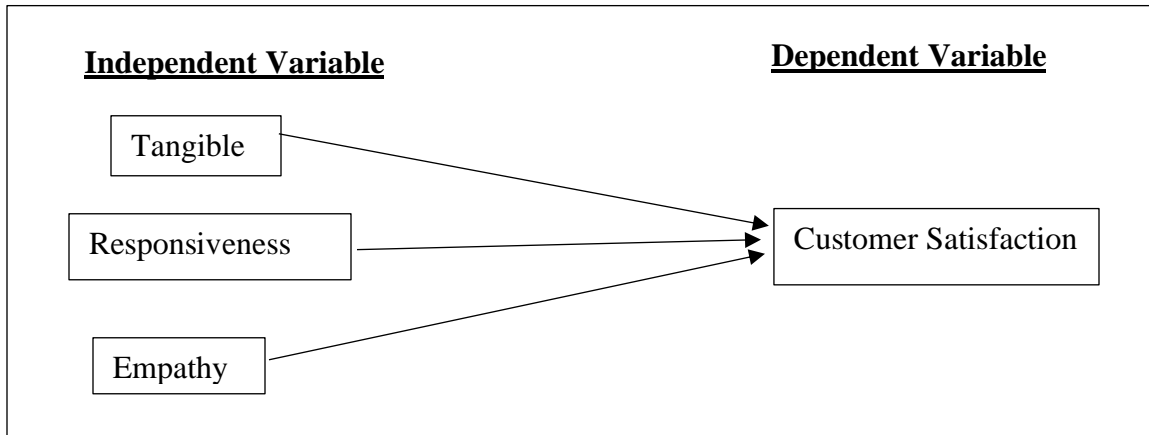Figure 1 below shows the research framework for this study.

Figure 1: Research Framework

METHODOLOGY

Research Design

In the research design, there are two methods to ensure that the information collected allow researchers to focus effectively on research question which are quantitative and qualitative. According to Raimo (2021), quantitative research is concerned with numbers and figures, whereas qualitative research is concerned with words and their interpretations. Both are necessary for acquiring various types of information.

The differences between quantitative and qualitative in collecting and analysing data are that quantitative research is focus on testing theories and hypotheses while qualitative research is focuses on exploring ideas and formulating a theory or hypothesis. Next, quantitative more about numbers while qualitative is to words. For an example quantitative research are analysed through math and statistical analysis, mainly expressed in numbers, graphs and tables. While analysed by summarising, categorising and interpreting and mainly expressed in words are more to qualitative research. When it involves numbering, the question will be a closed questions which is multiple choice and it will requires many respondents because the key terms for quantitative research are testing, measurement, objectivity and reliability. Using open-ended questions and requires few respondents are for the qualitative research. The key term for qualitative are understanding, context, complexity and subjectivity.

This research uses a quantitative approach. Quantitative methods emphasize object measurements and the statistical, mathematical or numerical analysis of data collected through 18 polls, questionnaires and surveys or by manipulating pre-existing statistical data using computational techniques (Babbie, 2010). According to Bhandari (2021), quantitative research is the process of collecting and analysing numerical data. In this study, a survey was conducted through a questionnaire as the research instrument. The questionnaire was designed to collect all the information relevant to the objectives of this study.

Data Collection

There are several methods of data collection in the research study. This research was conducted using primary data. Primary data can be collected in many ways. The tool used in this research is a questionnaire through the Google form. A questionnaire is applied to collect the information regarding the relationship of tangible, responsiveness and empathy dimension in service quality with customer's satisfaction. The questionnaire was distributed online and data collected from the customer who received services at spas. This survey was conducted online because of the current pandemic in Malaysia, causing us to abide by the set rules. As a result, we know their answer.

Sampling

The sampling method is an introduction to the principles of sampling and considers, samples and populations, representativeness and random sampling sample. It concludes with a note on sampling for quantitative research. Sampling has implications for the way data are collected, analysed and interpreted. Quantitative methods allow you to test a hypothesis by systematically collecting and analysing data. Quantitative information is often called data, but can also be things other than numbers. Subjects in the population are sampled through a random process by using either a random number table or a random number generator therefore each person remaining in the population has the same probability of being selected for the sample.

There are two types of sampling method which are probability and non-probability. Probability sampling involves random selection and allows the researchers to make strong statistical inferences about the whole group. While non-probability sampling involves non-random selection based on convenience or other criteria. It may allow researchers to easily collect data (Shona, 2019). In this study, non- probability sampling will be used because it is mainly used in quantitative research. There are five main types of non-probability samples, but in this study, we used simple convenience sample.

A convenience sample is simply one where the units are selected for inclusion in the sample are the easiest to access (Laerd, 2012). The questionnaire form will be distributed to the respondents in Kota Bharu. Before letting the respondents answer the questionnaire, the researcher will ask whether the respondent have been to the spass in Kota Bharu or not. This will determine if they have experienced the service at spas in Kota Bharu.

Data Analysis

All the data collected will be checked in Statistical Packages for Social Science (SPSS). SPSS is a software for evaluating, modifying and generating characteristic pattern between different data variables. In addition, the output is obtained through graphical representation. So that, the user can understand the result easily (Jason, 2018). In this study, SPSS software was used to generate results from data collection through questionnaires distributed to respondents. Also, the data analysis is using the latest version of the Statistical Package for Social Science (SPSS).

The results will show that each data collected is reliable through the correlation between the independent and the dependent variables. If the result shown from SPSS is accurate, that is the correlation between the independent and the dependent variable, then the collected data is reliable and can be analysed.

FINDINGS

Result of Frequency Analysis

Table 4.2 below shows the frequency analysis of this research.

Table 29: Frequency Analysis

Characteristic	Population	Percentage
Gender		
Male	67	17.4
Female	317	82.6
Age		
18 – 20 Years	41	10.7
21 – 23 Years	150	39.1
24 – 26 Years	145	37.8
27 Years and above	48	12.5
Marital Status		
Single	210	54.7
Married	173	45.1
Other	1	0.3
Race		
Malay	321	83.6
Chinese	44	11.5
Indian	19	4.9
Monthly Income		
Less than RM1000	56	14.6
RM1001 – RM2000	117	30.5
RM2001 – RM3000	148	38.5
RM3001 – RM4000	59	15.4
RM4000 and above	4	1.0
How Often go to Spa		
Once a week	20	5.2
Once a month	28	7.3
Once every two months	198	51.6
Once every three months	138	35.9

The gender distribution of a total of 384 respondents. Table 1, shows that male respondents were 17.4 percent (n=67) less than female respondents' which is 82.6 percent (n=317). The reason is female respondents are more than male respondents is because female prefer to go to spas to relax than males.

Among these four age groups, the highest number of respondents were from 21 to 23 years, with 39.1 percent (n = 150). The second highest respondent age was from 24 to 26 years, 37.8 percent (n = 145) and followed by 12.5 percent (n = 48) respondents from the age 27 and above. While the lowest number of respondents were from 18 to 20 years old with 10.7 percent (n = 41). The reason the age of respondents from 21 to 23 years has the highest number is that they want to restores energy and calms the mind. Meanwhile, Respondent 18 to 20 have the lowest number of respondents because they are still in school and need to get permission from their parents.

The marital status distribution of a total of 384 respondents. It clearly shows that Single respondents were 54.7 percent (n=210) more than Married respondent 45.1percent (n=173). While other status is 0.3 percent (n=1). The reason Single respondents were more than Married respondents is because had more time to go to spa but married respondent did not have time

because they had to do housework. The Other status is less then both of status because they not interested to doing go to spas.

The race shows that, Malay respondents were 83.6 percent (n=321) more than Chinese respondents at 11.5 percent (n=44). For Indian respondents, it is 4.9 percentage (n=19). Malay respondents were more than Chinese and Indian respondents because Malays are more interested in going to the spas.

The Monthly Income distribution of a total of 384 respondents. It shows that RM2001 – RM3000 respondents were 38.5 percent (n=148) more than RM1001 – RM2000 and RM3001 – RM4000 which is 30.5 percent (n=117) and 15.4 percent (n=59). Monthly Income for Less than RM1000 is 14.6 percent (n=56) while RM4000 and above 1.0 (n=4). The reason RM2001 – RM3000 respondents were more than other Monthly Income that they have more time to go to spas and are not busy.

The Often go to a spa's distribution of a total of 384 respondents. It shows that respondents often go to the spa Once every two months were 51.6 percent (n=198) more than respondent go to the spa Once every three months were 35.9 (n=138) , while respondent go to the spa Once a month and Once a week were 7.3 percent (n=28) and 5.2 percent (n=20). Respondents often go to the spa once every two months because they have more time to relax they mind from work or study.

Result of Descriptive Analysis

Table XX below shows the descriptive analysis of this research

Table 30 Descriptive Analysis

Variable	Item	Mean Score	Standard Deviation
Tangible	Are you satisfied with the services provided by the spa?	4.89	0.381
	Is the shape of the spa building interesting to you?	4.87	0.408
	Does the cleanliness at the spa satisfy you?	4.86	0.407
	Does the spa provide up to date facilities?	4.84	0.425
	Does the spa have competent staff to ensure your satisfaction is guaranteed?	4.84	0.439
	Do the spa staff have high communication skills when serving you?	4.82	0.449
	Does the spa staff look is attractive to you?	4.82	0.445
	Do the facilities at the spa work well?	4.84	0.406
Responsiveness	Is staff responsiveness to customers satisfactory?	4.82	0.4473
	Are the spa staff caring and responsive to the client's needs?	4.82	0.4607
	Is staff responsiveness to customers satisfactory?	4.78	0.5453
	Are the spa staff caring and responsive to the client's needs?	4.80	0.4602
	Is the determinant of customer satisfaction determined by the responsive attitude of the spa staff?	4.79	0.4851

	As a spa client, do you think responsiveness is more important than knowledge and courtesy?	4.80	0.5138
	Responsive attitude reflects the willingness of spa staff to help clients?	4.78	0.4967
	Does a responsive attitude need to be inculcated in the staff of employees to gain customer satisfaction?	4.79	0.4781
Empathy	Does the Spa always keep you informed of new and attractive packages?	4.83	0.464
	Does the Spa always advise you to take the right product for your facial treatment?	4.83	0.439
	While getting services at the Spa, did you get personal attention?	4.82	0.468
	Is the service received from the Spa staff satisfactory?	4.80	0.471
	Are employees trained to understand customer feelings?	4.80	0.496
	The spa operate at convenient hours?	4.80	0.484
	The spa maintains strong customer relationships?	4.79	0.488
	Do you like all the employee behaviour?	4.80	0.516
Customers satisfaction	Are you satisfied with the service given to you by the spa staff?	4.85	0.399
	Are you satisfied with the cleanliness and environment of the spa?	4.84	0.421
	Are you satisfied with the facilities provided by the spa?	4.84	0.414
	Are you satisfied with the treatment given by the spa staff?	4.84	0.435
	Overall, have u satisfied with all service in that spa?	4.84	0.419

The frequency, mean and standard deviation for the items used to Measure Tangible in Service Quality. The higher questions measured for T1 (Are you satisfied with the services provided by the spa?) Mean is 4.89. There were two lower questions, which were T6 and T7 (Do the spa staff have high communication skills when serving you? and Does the spa staff look is attractive to you?) The mean is 4.82. The mean values T2, T3 T4, T5 and T8 are 4.87, 4.86 and 4.84.

The frequency, mean and standard deviation for the items used to measure the stage Responsiveness in Service Quality towards SD. There were eight questions measured with two questions having the highest mean R1 and R2 (Is staff responsiveness to customers satisfactory? And Are the spa staff caring and responsive to the client's needs?) 4.82 mean for the lower mean is R3 and R7 (Is staff responsiveness to customers satisfactory? And Responsive attitude reflects the willingness of spa staff to help clients?) With a 4.78 mean, continue with R4, R5, R6 and R8 with 4.80 and 4.79 mean.

The frequency, mean and standard deviation for the items used to Measure Empathy in Service Quality towards SD. There were one questions measured with the lowers means of 4.79 for question E7 (The spa maintains strong customer relationships?). The higher measure is question

E1 and E2 (Does the Spa always keep you informed of new and attractive packages? And Does the Spa always advise you to take the right product for your facial treatment?) With 4.83mean. Questions E3, E4, E5, E6, and E7 with 4.82 and 4.80 mean.

The frequency, mean and standard deviation for the items used to measure the Customer Satisfaction in Service Quality. There were five questions measured with the highest mean of 4.85 which is C1 (Are you satisfied with the service given to you by the spa staff?). Meanwhile, the same means 4.84 for questions C2, C3, C4 and C5

Result of Reliability Analysis

Table 3 below shows the results of the reliability analysis

Table 331 Reliability Analysis

Variable	Number of items	Cronbach Alpha
Tangible	8	0.933
Responsiveness	8	0.929
Empathy	8	0.934
Customer Satisfaction	5	0.905

Table 3 presents the Cronbach's Alpha values of the questionnaire in between the range of very good level 0.934 to excellent level 0.905. A total number of three independence variables and one dependent variable has been tested using Cronbach's Alpha. The first independent variable, which is Tangible in service quality found to be very good and reliable in the strength of Correlation (8 questions: $\alpha = 0.933$). Then, the Responsiveness in service quality (8 question: $\alpha = 0.929$) for Empathy in service quality was also found to be excellent in the strength of Correlation (8 question: $\alpha = 0.934$). Lastly, Customer Satisfaction in service quality is (5 question: $\alpha = 0.905$). The overall variables have remained with 29 questions as the current Cronbach's Alpha result is already above the good level. Therefore, the data were considered suitable for further analysis

Result of Pearson Correlation Analysis

Table 4 below shows the Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	P. Value	Result (supported/ not supported
H1: There is a significant relationship between tangible in service quality and customers satisfaction	0.812	H1 is supported
H2: There is a significant relationship between responsiveness in service quality and customers satisfaction	0.742	H2 is supported
H3: There is a significant relationship between empathy in service quality and customers satisfaction	0.805	H3 is supported

Based on the table 4, Pearson's correlation analysis was used to test the relationship between hypotheses on a significant relationship such as tangible, responsiveness and empathy in service quality with customer satisfaction. Based on the result, all hypotheses were accepted at a 0.01 significant level.

DISCUSSION AND RECOMMENDATION

The purpose of the present study was to analyses service quality that effects customers satisfaction at spas in Kota Bharu, Kelantan. Service quality has been measured in a variety of social sectors such as economy-banks (Culiberg & Rojsek, 2010), hotel industry (Alexandris, Dimitriadis & Markata, 2002), restaurant business (Wall & Berry, 2007), health-hospitals (Murti, Deshpande & Srivastava, 2013) and many more. Nowadays, one of the most growing sectors worldwide is spa market and spa industry ('Spas Global Market Analysis', 2016). Spas centres are service organisations. This study focuses on three dimensions of service quality which are Tangible, Responsiveness and Empathy. Tangible refers to the spa's physical environment of the service, such as the appearance of physical facilities, equipment, towels-decoration-tools, spa location and appearance of the employees). In comparison, Responsiveness refers to the spa's staff or management's ability to provide promptness service. Lastly is Empathy, that refer to providing caring and individualised attention to spa customers. The last result of this study shows the relationship between hypotheses on a significant relationship such as tangible, responsiveness and empathy in service quality with customer satisfaction. All hypotheses were accepted at a 0.01 significance level.

Several recommendations can be made to increase customer satisfaction at the spa, including willingness to help the customers, provide food and beverages to customers and train employees to be honest and empathic treatment of customers. The first recommendation is the willingness to help customers. It refers to the attitude of an employees who is willing to help a customer without being asked. This can be realized in each employee through training or company policy. So, the management of those spas must create an environment of willingness to help the customers.

Second is provide food and beverages to customers. Spas are usually a place to get beauty and personal health treatments. Most spas in Malaysia, without the exception of spas in Kota Bharu, do not provide food and beverages for their customers. So, to further increase customer satisfaction, the spas management should provide a café for their customers. This café will be the place for customers wait and eat before getting the treatment. This not only will help increasing customer satisfaction but also can be increasing in spa's profits.

Lastly are train employees to be honest and giving empathic treatment of customers. This is said to be so because some employees do not perform

The Effect of Product Performance, Ease of Use and Social Influence on Customer's Intention towards using Delivery Service by foodpanda in Malaysia During Pandemic Covid-19

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ABSTRACT

The Malaysian food and beverage industry and food delivery services are gaining traction. Online food ordering is one of the new ways used since the COVID-19 pandemic. The changing nature of urban customers may have contributed to the growth of the online food delivery business. Despite the importance and changes in customer behaviour ordering food, this study identifies the effect of product performance, ease of use, and social influence on customers' intention to use foodpanda. Therefore. The objective of this study is to establish the relationship between product performance, ease of use and social influence of using food panda delivery service. For quantitative research, surveys in google form will be sent using social media such as Whatsapp, Telegram and so on among foodpanda users. The data in this study will be analyzed using non -probability sampling methods and well-chosen sampling. In addition, the SPSS method will be used to analyze the information collected.

Keywords: foodpanda, ease of use, social influence, product performance, intention, online food delivery

INTRODUCTION

This chapter consists of the background of the study, problem statement, research question, research objective, and the importance of the study, and it ends with the definition of terms. Each section will explain in more detail the importance of this study and explore the essence of the main objective to study customer intention with delivery services by food panda in Malaysia during the COVID-19 Pandemic.

Significance of The Study

Researcher

Future researchers will profit from this discovery. Future researchers will be able to learn about consumers' perceptions of online meal delivery services and the variables that can influence these perceptions. As a result, these findings may aid future research into these characteristics to fill in the gaps in customer and consumer mindsets. As a result, this research will aid future researchers in improving the quality of their work.

Industry

This study will aid the hospitality industry in developing new marketing strategies and maintaining market share. This is because the industry may face numerous challenges as it attempts to address customer unhappiness while improving its offerings. The industry might also investigate the impact of the quality of online meal delivery services on consumer happiness and loyalty. They will discover that customers' perceptions might change depending on the situation. Everyone has a different perspective on land, which impacts the buying rate. From the study, it would help the industry better understand consumers and improve customer needs and wants by making the right choice regarding online food delivery applications and their services.

Entrepreneurs

This study is helpful for those looking for an opportunity to invest in or start-up up online food delivery services. Entrepreneurs may also consider starting an online food delivery business when they can see a bigger chance of growth in the market. This is because this study's findings will provide preliminary data for the entrepreneur in terms of the main choices of consumers' intention and acceptance.

LITERATURE REVIEW

Intention to Use Online Food Delivery

Behavioural intention is the user can perform a particular activity or willing to pay for the system in the future (Brown & Venkatesh, 2017). The intention to buy is a subset of the intention to behave, and was used to predict consumer purchase behaviour. "It is thought that purpose encompasses the driving components that drive behaviour" (Ajzen, 1991; Mafe et al., 2010). The consumer's experience and intentions are intertwined (Alom et al., 2019; Olorunniwo et al., 2006). According to Ghajargar, Zenezini, and Montanaro (2016), the demand for home delivery services is increasing because of online purchases because these food delivery services cover a wide geographic area. Since this service is applied to the food and beverage industry, many individuals, particularly university students, are gradually adopting it. Online businesses such as online food ordering is already widespread, especially in fast-paced cities (Yeo et al., 2017).

According to the researchers, customers' choice to use online food delivery services is influenced by several factors (Cho, Bonn, & Li, 2019, Gunden et al., 2020). According to (Gunden et al., 2020), customers' intention to use online food delivery application to be strongly influenced by performance expectations and self-image appropriateness. Furthermore, system trust, convenience, design, and variety of food alternatives were revealed as significant indicators of customer desire to use online meal delivery (Cho, Bonn, & Li, 2019). Overall, the researchers found that if a person decides to purchase food and beverages through an online delivery platform such as food panda it is considered "to have the intention to use this application.

Product Performance

Product performance refers to how well a product operates in its working environment in response to public actions. The performance of its various components determines a product's performance. Product quality is defined as a feature of a product or service that influence the company's ability to meet stated or implied customer needs. (Kotler, 2019). Product quality was defined by Ahn, Ryu, and Han 2017 as the actual functionality of the goods and the consistency between the online shop's quality specifications and the actual quality of the physical product. As measurement items, the website employed product quality (the website offers high-quality products), product variety (the website sells a wide selection of products), and product availability (the website supports high product availability). Customers are more likely to visit an online store that provides a diverse selection of high-quality goods. (Handoko, 2020). Customers are more likely to return to an online store if the product and service quality meet their expectations. To summarise, product quality refers to the characteristics of a product that contribute to its ability to meet customers' needs.

Ease of Use

The term 'ease of use can be characterized as a system of use that will be effortless. When using e-commerce such as food panda application, users need to know that the application is user-friendly. foodpanda's popularity during the epidemic is due to its robust and user-friendly website and mobile app. (Suleiman, 2021). Empirical research has proven that the intention to use foodpanda as an online 24 delivery service is due to its convenient use. There are a few

aspects of ease of use, such as facilitating the user, self-efficacy in using the technology, and features that are easy to understand and secure.

Social Influence

An individual's impression of the importance of others in influencing them to utilise a new system is defined as social influence. Subjective norms, social circumstances, and image are all examples of social influence (Venkatesh et al., 2003). The perception that their important people think they should or should not conduct a given behaviour might set an individual's subjective standard (Vallerand et al., 1992). Even if they do not agree with the decision, an individual is somehow impelled to obey important people (Catherine et al., 2017). Family, friends, colleagues, or others that the individuals admire, as well as mass media such as Facebook, WhatsApp, and the internet, could be considered essential applications.

Research Hypothesis

The research hypothesis is made based on the factors which are performance expectations, perceived trust, and social influence that affect the acceptance of using online food delivery applications. Here are the hypothesis listed below:

H_1 There is a relationship between product performance and the intention to use foodpanda delivery service during COVID-19.

H_2 There is a relationship between ease of use and intention of using foodpanda delivery service during COVID-19.

H_3 There is a relationship between social influence and intention to use foodpanda delivery service during COVID-19.

Research Framework

Figure 2.2 indicates this research's independent variables (IV) and dependent variable (DV). The figure shows the relationship between product performance, ease of use, social influences, and customer intention factors using the delivery service by foodpanda.
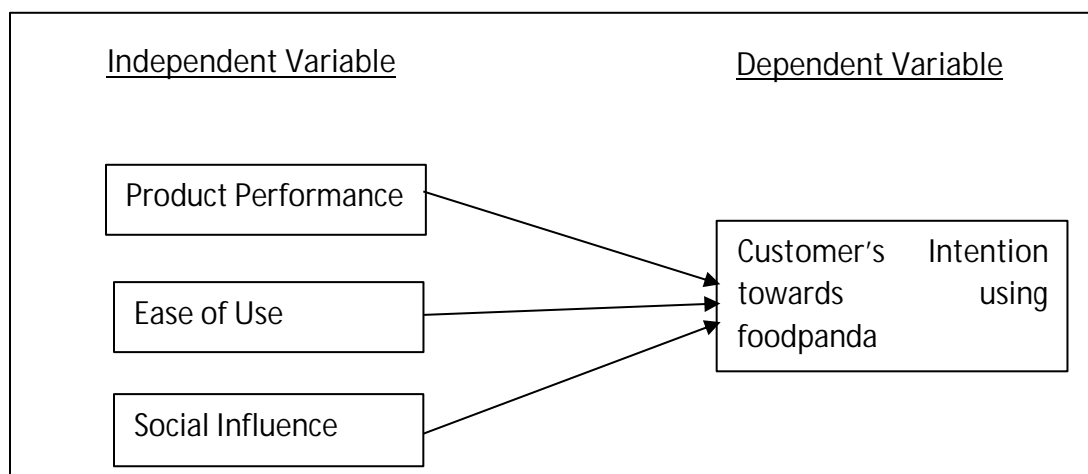
Figure 1Research Framework

METHODOLOGY

Research Design

This study used the quantitative method because the study's main goal is to obtain consumer intention of data using foodpanda. The target population of this research is the customers who intend to use online foodpanda delivery services and have access to the internet to facilitate their daily affairs. Researchers provide three sections in questionnaires which are A (demographic), B(IV) and C (DV) and using likert-scale types.

Data Collection

Data collection begins with determining the required data type, followed by selecting a sample from a specific demographic. Researchers must then collect data from the chosen sample using a specific instrument. Instead of conducting a survey, researchers can efficiently complete their research by using Google Forms. This tool lets them collect data by sending an email or distributing it to a list of respondents through Whatsapp. Also, it saves them time by allowing them to share the survey questions easily.

Sampling

This study employed a non-probability sampling technique known as convenience sampling. Convenience sampling is the practice of taking samples based on the availability of elements and the ease with which they can be obtained. This sample was chosen because it was in the right place and time. The advantage of convenience sampling is that this method is fast, easy and cheap. The researcher has the freedom to determine, select the sample and produce accurate data and uses this convenience sampling because the researcher can select respondents randomly. The questionnaire is designed using Google Forms and distributed across social media: WhatsApp, Facebook and Instagram. Researchers can get more respondents using the Google Forms method and social media.

Data Analysis

In this study, data analysis is explained with the four types of data refers to frequency analysis, descriptive analysis, reliability analysis and Pearson correlation analysis. SPSS version 26 will be used.

FINDINGS

Result of Frequency Analysis

Table 1Frequency Analysis

Characteristic	Frequency	Percentage
Gender		
Male	181	52.9
Female	203	47.1
Age		
18-25 years old	133	34.6
26-30 years old	96	25.0
31-35 years old	72	18.8
36-40 years old	43	11.2
41-46 years old	40	10.4
Race		
Malay	201	52.3
Chinese	81	21.1
Indian	64	16.7
Others	38	9.9
Type of Occupation		
Student	143	37.2
Employed	159	41.4
Unemployed	55	14.3
Retired	27	7.0
State		
Kelantan	38	9.4
Perak	22	5.7

Sabah	15	3.9
Sarawak	12	3.1
Wilayah Persekutuan (Labuan, Kuala Lumpur, Putrajaya)	34	8.9
Selangor	43	11.2
Kedah	32	8.3
Johor	37	9.6
Terengganu	38	9.4
Pahang	17	4.4
Perlis	12	3.1
Pulau Pinang	37	9.6
Negeri Sembilan	23	6.0
Melaka	28	7.3
Are you a foodpanda customer?		
Yes	382	98.5
No	2	5
Frequency of using foodpanda's application		
1-2 in a week	92	24
3-5 in a week	147	38.3
1-3 in a month	69	18
Rarely	76	19.8

The table above shows the frequency and percentage of the respondents' demographic. A total of 203 respondents are female, and the overall percentage of it is 52.9%. The total number of male respondents is 181, which carries a percentage of 47.1%.

The table above represents the ages of the respondents for this study. The ages have been classified into five classes. Out of 384 respondents, 133 (34.6%) are younger than 26 years old. The second biggest class, aged 26 to 30 holds about 96 (25%) of the frequency. The third biggest class is from 31 to 35, and get total of respondents is 43, with 11.2%, and for the last age class, which is from the age 41 to 46, there is a total of 40 (10.4%) respondents.

The ages have been classified into five classes. Out of 384 respondents, 133 (34.6%) are younger than 26 years old. The second biggest class, aged 26 to 30 holds about 96 (25%) of the frequency. The third biggest class is from 31 to 35, and get total of respondents is 43, with 11.2%, and for the last age class, which is from the age 41 to 46, there is a total of 40 (10.4%) respondents.

Out of 384 respondents, 201 (52.3%) of them are from Malay respondents, 81 (21.1%) from Chinese's respondent, 64 (16.7%) from India's respondent and the last other was (27 respondents). Out from 384 total of respondents, 57% of total respondents were Malay, followed by Chinese were 15.6%, Indian were 9.9%, and the remaining of 17.4% were other respondents by race who involved in this study. The total race of respondent has been classed into 4.

The highest percentage for occupation level of the respondents is employed which is 159 (41.4%). The second higher percentage is student who is 143 (37.2%) and the last unemployed with 55 (14.3%) respondents. Meanwhile, the retired represent the lowest percentage which consist of 27 (7.0%).

Next the frequency percentage for a domestic destination of the respondent. There are 15 states in Malaysia that were put into the option for the attributes of domestic destination.

The highest domestic destination is Selangor 43 (11.2%). Meanwhile, Johor and Pulau Pinang represented the same percentage and frequency of 37 (9.6%).

There is a significant difference between the percentage of foodpanda users. The percentage of foodpanda users is 382 (98.5%), and those who have never been foodpanda are 2 (5%).

Shows the frequency of using foodpanda's application. Frequency of using food pandas application is 3-5 in a week, with the highest number 147 (38.3%). Meanwhile, the 1-3 in a month represent the lowest number percentage 69 (18%). The second higher percentage is 1-2 in a week, consisting of 92 (24%) and the last rarely with 76 (19.8%).

Result Of Descriptive Analysis

Table 2 Descritive Analysis

Variable	Items	Mean Score	Standard Deviation
Product Performance	I am aware of the delivery policy/SOP of the food during pandemic	4.01	0.689
	The delivery charge is worth it for me	4.01	0.723
	Contactless delivery is a safe to prevent covid-19	3.98	0.749
	I prefer food delivery services compared to take away /cooking /dine-in	3.93	0.770
	When you contatcted to our customer service team, were all issues resolved to your complete satisfaction?	3.98	0.748
	How do you feel about the information that you receive from foodpanda application?	3.94	0.768
	I'm satisfied to purchase product by using foodpanda delivery application	3.96	0.862
Ease of Use	I believe I will make regular use of this system	4.00	0.765
	I thought the system is very complicated.	3.49	01.158
	I thought the system is simple to use.	4.02	0.658
	I believe I would need the assistance of technical person to operate this system.	3.55	1.377
	I thought the system's many functionalities is properly integrated.	4.04	1.163
	I think this system had too much inconsistency	3.45	1.387
	I believe that most individuals would soon learn how to use this.	4.00	1.121
	I felt quite comfortable utilising the system.	3.86	1.180
	Before I could get started with the system, I needed to learn technology things.	3.66	1.234
Social Influence	The social media like facebook influence me to use foodpanda	3.91	1.176
	The social media like Instagram influence me to use foodpanda	3.98	1.196
	Foodpanda advertisement in radio influence me to order food with foodpanda	3.95	1.222

	My friend suggested me to use foodpanda to order food	4.04	1.167
	My family always use food delivery application like foodpanda to order food at home.	3.94	1.214
	In the youtube website there are also foodpanda advertisement always pop up when watching any video.	3.94	1.232
	There are always foodpanda advertisement in the mailing website like google and yahoo	3.94	0.882
	My neighbour always orders food by using e-commerce application	3.92	0.961
	The foodpanda advertisement in whatsapp application influence me to order food online	3.91	0.729
Customer's Intention	I feel very confident using the food delivery service by foodpanda	4.02	0.771
	I think that using the food delivery service by foodpanda can attract the intention of buying more food	4.03	1.189
	People who influenced me to use food delivery services by foodpanda can attract my intention to use this application.	3.92	0.863
	If there is a chance, I will order food through the food delivery application by foodpanda	3.96	1.186
	I can order food with a wide range of prices through the food delivery application by foodpanda	4.60	0.500
	I intend to use foodpanda in the future to order food.	4.59	0.499

The table above shows the mean values for the independent variable, product performance, ease of use, social influence and the dependent variable customer's intention to use foodpanda. The highest mean value of 4.01 for both items, "I am aware of the delivery policy/SOP of the food during a pandemic" and "The delivery charge is worth it for me" strongly agreed as its level of agreement. Next would be that "Contactless delivery is safe to prevent covid-19" and "When you contacted to our customer service team, were all issues resolved to your complete satisfaction?" with the same mean value of 3.98, followed by "I'm satisfied to purchase the product by using foodpanda delivery application" with the mean value of 3.96 and "How do you feel about the information that you receive from foodpanda application?" with a mean value of 3.94 with the same level of agreement which is agreed. The lowest mean value is 3.93 for the statement "I prefer food delivery services compared to take away /cooking /dine-in" with the level of the agreement being agreed.

The average mean for performance expectation is 4.50, with strongly agree as the level of agreement. It shows that most respondents agree that product performance is important to customers' intention towards using the delivery service by foodpanda.

The statement "I thought the system's many functionalities are properly integrated" has the highest mean value with 4.04, and its level of agreement is 'strongly agree.' The second highest mean value is 4.02, with the statement "I thought the system is simple to use" with a level of agreement. Next would be 4.00 with "I believe I will make regular use of this system" and "I believe that most individuals would soon learn how to use this." One of these statements has 'agree' as their level of agreement, and another one is 'strongly agree'. The statements "I felt

quite comfortable utilising the system." and "Before I could get started with the system, I needed to learn technical things." have mean values of 3.86 and 3.66, respectively, with 'agree' as both their levels of agreement. The statements "I believe I would need the assistance of a technical person to operate this system." and "I thought the system is very complicated." are both in the 'strongly agree' level of agreement, with 3.55 and 3.49 as their respective mean values. The lowest mean value is 3.45, which "I think this system had too much inconsistency" with 'agree' as its level agreement.

The average mean value of the ease of use is 3.76, with 'strongly agree' as its level of agreement. This shows that most respondents agree that ease of use is essential to the customer's intention towards using the delivery service by foodpanda.

The highest mean value goes to the statement "My friend suggested me to use foodpanda to order food." with 4.04, its level of agreement is 'strongly agree.' The next highest is 3.98, 3.95 with the statement "The social media like Instagram influence me to use foodpanda" and "foodpanda advertisement in radio influence me to order food with foodpanda" with the same level of agreement, 'strongly agree'. The value of the mean of 3.94 have three following statements which are "My family always use food delivery application like foodpanda to order food at home.", "On the YouTube website, there is also foodpanda advertisements always pop up when watching any video." and "There is always foodpanda advertisement in the mailing website like google and yahoo." with the same level of agreement 'strongly agree'. The statement "My neighbour always orders food by using e-commerce application" has a mean value of 3.92 followed by "The foodpanda advertisement in WhatsApp application influence me to order food online" with a mean value of 3.91 and with strongly agree as both their levels of agreement.

The average mean for perceived trust is 3.94, with its level of an agreement being 'strongly agree.' This shows that the majority of respondents believe in the importance of social influence when it comes to the customer's intention to use delivery service by foodpanda.

The table above shows the mean values for the dependent variable, which is customers' intention toward using foodpanda delivery service. The highest mean value of 4.60 goes to the statement, "I can order food with a wide range of prices through the food delivery application by foodpanda." The second highest with a 4.59 mean value is "I intend to use foodpanda in the future to order food." followed by the statement "I think that using the food delivery service by foodpanda can attract the intention of buying more food.", "I feel very confident using the food delivery service by foodpanda.", and "If there is a chance, I will order food through the food delivery application by foodpanda." with the mean value of 4.03, 4.02 and 3.96. The lowest mean value is 3.92 for the statement, "People who influenced me to use food delivery services by foodpanda can attract my intention to use this application.' The level of agreement of all these statements is strongly agreed.

The average mean value for the dependent variable is 4.18 with its level of the agreement being 'strongly agree.' This shows that most respondents believe that product performance, ease of use and social influences are important aspects of customer's intention to use delivery service by foodpanda.

Result of Reliability Analysis

The table below shows the result of the reliability analysis

Table 3: Reliability Analysis

Variable	Number of Items	Croanbach's Alpha
Product Performance	7	0.850
Ease of Use	9	0.784
Social Influence	9	0.830
Customer's Intention using foodpanda	6	0.743

The table shows the reliability analysis results by Cronbach's Alpha for each independent and dependent variable. There are three independent variables, and the first is product performance. This variable had a total of 7 items, with a Cronbach's Alpha value of 0.850. This value also falls under the internal consistency of good $(0.9 > \alpha \geq 0.8)$. The second independent variable is the ease of use, with 9 items used to test its reliability and validity. The Cronbach's Alpha value for this variable is 0.784. This value falls under the internal consistency of acceptable $(0.8 > \alpha \geq 0.7)$. The third and last independent variable used in this study is social influence. This variable had 9 items under it, and Cronbach's Alpha value for it is 0.830. This value also falls under the internal consistency of good $(0.9 > \alpha \geq 0.8)$. The dependent variable, the Customer's intention towards using delivery service by food panda, had 7 items under it to question its reliability. The Cronbach's Alpha result for this variable is 0.743, which is considered acceptable in terms of internal consistency.

Result of Pearson Correlation Analysis

The Table 4 below shows The Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	P Value	Result Supported Not Supported
H_1 There is a relationship between product performance and the intention to use foodpanda delivery service during COVID-19	0.706	$H_{1\ is}$ supported
H_2 There is a relationship between ease of use and intention of using foodpanda delivery service during COVID-19	0.834	H_2 is supported
H_3 There is a relationship between social influence and intention to use foodpanda delivery service during COVID-19.	0.826	H_3 is supported

Table 4 represent the Pearson Correlation analysis. Hypothesis 1 shows the supported result with a P value of 0.706, and hypothesis 2 and hypothesis 3 also show a positive impact with a P value of 0.834 and 0.826.

DISCUSSION AND RECOMMENDATION

The first recommendation is to maintain the use of the quantitative method rather than the qualitative method to collect data from respondents. This is because, for this research, the data was collected through online questionnaires. Therefore, this method will get through many respondents, as a total of 384 respondents of the required sample size with the data gathered. Meanwhile, the results would be more relevant, reliable, and generalizable to a larger population in Malaysia. The second recommendation is to find respondents that know the questionnaire. This could make the researchers get the correct data from the survey. This will

make it easier to collect data and increase the number of sample data. Thus, there will be more problems with a respondent who do not understand or know how to answer the questionnaire from this study.

Furthermore, the recommendation was the researcher can guide the respondent on how to answer the questionnaire. This is because some respondents do not know how to answer the online questionnaire. The respondent also suggested knowing our study very well, online food delivery services. Based on this research, this study is only focused on the independent variables: product performance, ease of use, and social influence on customers' intention to use the delivery service by foodpanda. Thus, all respondents can give more and better information.

The following recommendation is foodpanda can also send more riders to cover the rural part of the area because this area faces difficulties in going out to the town to enjoy the meals they want. Not only that, but since the distance is far away, I guarantee that the use of foodpanda will be rampant in the area. In addition, the system needs to be improved by further expanding the place to order food using the same rider. This will give more satisfaction to customer and being able to buy their desired food.

The last recommendation is, based on the results, suggests the online food delivery to get more information from the consumer. The independent variables that are product performance, ease of use and social influence attract customer the most to online food delivery services. For instance, product performance in this study measured the level of a product that would reach safely to consumers. At the same time, system facilities were felt responsible for measuring the level of consumers purchasing food using the foodpanda app. Lastly, social influence covers the degree how which an individual perceives the importance of an online delivery application and influence consumer toward the service. Hence, based on the data result, it can also be used as a prepared knowledge for consumers on online food delivery. So that online food delivery can be more observed to improve and increase the high customer's intention towards using the delivery service by foodpanda.

CONCLUSION
Finally,this research was performed to identify the relationship between the independent and dependent variables. Three independent variables are product performance, ease of use, and social influence and the dependent variable is customer's intention to use foodpanda. A total of 384 respondents from 18 years old and above were chosen from all states in Malaysia to accomplish this research.

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The Study on The Acceptance of Malay Traditional Food Among Generation -Z

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ABSTRACT

Traditional Malay food is the cuisine of the ethnic of Malays in Southeast Asia who live in Malaysia. Traditional Malay food is characterised by its heavy use of spices. In this globalization era, most people from the generation Z in Malaysia prefer to eat fast food or 'modern snack' compared to traditional food. The young generation's food attitude nowadays has affected their choices. This is because Fast food and modern food products are in high demand since they are convenient for clients' busy lifestyles. Therefore, the study aimed to examine the effects of food knowledge, food attitude and food image on the acceptance of Generation- Z of Malay traditional food. 400 respondents who participated in this study which was conducted through the questionnaire. This study focused on Generation- Z that aged from 18 to 30 years old. The research design used in this study is quantitative research. The result showed that food knowledge, attitude and image play a significant role in generation- Z acceptance of the Malay traditional food.

 Keywords: Traditional Food, Generation Z, Food Knowledge, Food Attitude, Food Image.

INTRODUCTION

The hospitality sector comprises various disciplines within the service economy, including hotel, food and beverage service, event organizing, theme parks, travel, and tourism. Therefore, hotels, travel companies, restaurants, and pubs are part of it (Andrew, 2007). According to Brotherton (1999), hospitality is "a contemporaneous human transaction that is willingly entered into and aimed to increase the mutual well-being of the persons involved through the provision of shelter or food and drink."

The Malay ancestors contributed a diverse range of traditional foods to the Malay people in Malaysia, including ketupat palas, lemang, nasi lemak, and others. The Department of National Heritage Malaysia recognized these cuisines as Malay traditional foods (Department of National Heritage, Malaysia, 2019). Malay customs (for example, Malay traditional food and Malay language) were formed and widely diffused during the period by traders who travelled across Southeast Asia for business. As a result, traditional Malay food became well-known during the period. Furthermore, the advent of the Islamic faith among Malay communities in the 12th century established a distinct Malay custom and identity for the Malay people. Malay traditional food was intimately tied with Islamic teachings and life principles.

For quite some time, millennials and studies on new millennials have taken centre stage. The "millennial" generation is defined as youthful, educated, aggressive, and extroverted (Straussand Howe, 2003: Howe and Strauss, 2009). While the study on millennials continues, a new generation, "Generation Z," has begun to capture the interest of different stakeholders, including corporate executives, entrepreneurs, colleges, parents, and human resource practitioners. The characteristics of the Millennial generation differ from those of the previous generations. One of the millennial traits is the indicated above shift in consumer behaviour. They are more realistic, results-oriented, and selective. As the subject of our investigation, this study chose the millennial generation. The millennial generation clarifies to those born between 1980 and 2000 (Kotler and Armstrong, 2014). This study focuses on millennial generation Z

as the subject of research in the acceptance of traditional food among Generation Z. There were three objectives of this research:

      1. To determine the effects of food knowledge on Generation-Z's acceptance of Malay traditional food.

      2. To examine the effects of food attitude towards the acceptance of Generation- Z on Malay traditional food.

      3. To examine the effects of food image on the acceptance of Generation- Z of Malay traditional food.

Significance of the Study

Researcher

This research sought to provide clearer information and address the full existence of information to new researchers. This research also provided future studies with new resources, knowledge and the latest information on the factors that might affect traditional food acceptance by the young generation.

Gastronomy Tourism

Communities were particularly worried about the possible loss of both food and traditional food skills, especially among the young generation. (Almli et al.,2011; Bonanno, 2011; Kamaruddin, Zahari, Radzi, & Ahmat, 2010). Many commentators argue that if traditional food preparation methods are not passed down to future generations, countries may lose some of their traditional foods (Albayrak & Gunes, 2010; Bowen & Devine, 2011; Chenhall, 2011). There is an increasing erosion of culinary and cultural tradition due to a shortage of skilled practitioners of traditional food, especially senior generations, to pass on skills and knowledge to the younger generation..

Community

The study's findings will serve as a wake-up call for generation Z leaders and government agencies to develop practical guidelines for assisting Generation Z in preserving traditional food knowledge and practices. Secondary school teenagers and youth interested in the food business could be taught a module and curriculum in traditional food. This will provide an opportunity for future generations to explore and comprehend traditional food skills, thereby preserving ethnic food heritage in the long run.

LITERATURE REVIEW

Traditional Food

Traditional foods are passed down through the ages or consumed for many generations. Traditional meals and dishes are, by definition, traditional and may have a historical antecedent in a national dish, regional cuisine, or local cuisine. Traditional foods and beverages can be produced at home, at restaurants and small production facilities, or in large food processing plants. (Kristbergsson and Oliveira 2016).

Most traditional dishes result from housewives' abilities to combine their talents and ingredients to produce new recipes creatively and sensibly. If the recipe is well received, it will be worthy of replication. In other words, it has been widely reproduced and distributed to the point that it has become a classic recipe. As a result, the culinary history encompasses a diverse spectrum of traditional recipes intrinsically linked to a place of origin, unique resources, and different local practices. Classic recipes might fade into obscurity and vanish forever, but if they are widely consumed, they form part of a region's typical cuisine.A variety of factors has changed traditional foods over time.

Malay Traditional Food

Traditional Malay cuisine is the cuisine of the ethnic Malays in Southeast Asia, who live in Malaysia, . Traditional Malay food is characterised by its heavy use of spices. Coc coconut milk further enhances the rich, creamy flavour of Malay cuisine. The other ingredient is Belgian (prawn paste), which is used to produce sambal, a spicy sauce made from belacan, chilli peppers, onions, and garlic. In Malay cookery, lemongrass and galangal are commonly utilised (Alom et al., 2019; James, 2006). Rice is a common food in almost every Malay meal and a staple dish in many other cultures. A Malay lunch includes a variety of foods, however, they are all served at the same time, rather than in stages. Food is typically consumed with the right hand's fingers, never with the left, which is reserved for personal ablutions, and Malays rarely use utensils. Most authentic Malay foods are made from scratch, and traditional Malay cooking methods require few culinary instruments. Malay cuisine uses a variety of terms for cooking methods, which are classified into two categories: dry heat and moist heat. In addition to these two, there is a combination approach that uses dry and moist heat. 'Menu' (cooking paste, chile, or spices using oil or fat in the wok over reasonably high heat before adding to primary ingredients) is an example of Malay traditional terminology for dry heat methods (Mohd et al., 2017).

Food Knowledge

Traditional food knowledge is the cultural practice of handing down food-related skills, practises, and cultural beliefs from generation to generation.Traditional food knowledge may be used to establish a cultural identity, particularly for minority cultural groups; conveying this information can result in improved personal food security and nutrition abilities and increased communal capability. Additionally, this knowledge may be used to connect cultural diasporas and strengthen post-migration generations' cultural identities. As an intergenerational practise, traditional food knowledge transmission also contributes to socialisation. Traditional food knowledge may be lost within homes and communities when regional food systems and cultures evolve in response to global industrialisation, urbanisation, and cultural homogeneity forces. When traditional culinary knowledge is not handed on and reframed as a sphere of industrial production, particular expressions of flavour and place suffer a continuity gap (Kwik, 2008).

Traditional culinary knowledge must be conserved throughout upcoming generations since it will have significant spiritual and identification roles for individuals or groups. A few ethnicities have been reported to be losing their traditional culinary culture owing to older generations' failure to pass on traditional cooking expertise to younger generations and coping with deskilling difficulties linked to domestic cooking skills (Bowen & Devine, 2011; Stringer, 2009).

Food Attitude

Value Food attitude is a choice of foods by the generation Z is an area of concern for many people involved in the production and distribution of foods. It also relates to how individuals decide among available foods based on biological or economic considerations such as flavour, value, purity, ease or complexity of preparation, and the availability of fuel and other preparation equipment. Many factors influence the young generation's food attitude; for instance – access, knowledge, expertise, and availability are just a few examples. Culture, relatives, friends, and dietary routines are social factors. Emotion, tension, and guilt are examples of psychological factors. Food attitudes, beliefs, and knowledge

The way people buy food is changing, and the sales of ethical and sustainable products have increased. Eating food from outside the home is increasingly common. People nowadays also

prefer fast food and modern food as the reasons vary, and several policy levers may influence people's food choices. Taste preference, sensory qualities, cost, availability, convenience, cognitive restraint, and cultural familiarity are all factors that influence food attitude. Furthermore, environmental cues and higher portion sizes influence food selection and consumption (Wansink and Brian, 2004).

Food Image

Food image has caused the expression of all objective knowledge, prejudices, imagination and emotional thought of an individual or group such as generation Z in this globalization era. The variety types of food that offered in market nowadays has cause such a competition between traditional and modern food. The modern food seems to have an advantage in various reasons as it make the modern food have an expectation of familiarity with the products on the menu even at different places and branches. Modern food companies have long used the brand image to promote their products. There is an increase in marketing efforts focusing on entire product categories, such as ads encouraging daily consumption. A positive image raises consumer expectations, which may lead to a product purchase.

Consumers' expectations must be realised throughout product use to assure satisfaction and repurchase of the product. If buyers' expectations are not realised, there is a negative disconfirmation, and the product may never be purchased again. As a result, to be successful on the market, a product or product category must benefit from a strong general image and have product features that meet or exceed consumers' expectations (Valerie et al. l, 2010).

Food Acceptance

Food acceptance is a multi-dimensional process in which a person accepts or rejects food. Considering complex food matrices, it cannot determine correlations between individual physiological experience and individual behaviour. Consumers' reactions to food are impacted not just by the product's image and physiological characteristics but also by other factors such as prior knowledge of the product, marketing, accessibility, previous experience, and attitudes and beliefs. This paper looks at various methods to collect information on customer views, behaviours, perceptions, and intentions. Acceptance of food is essentially the result of a particular interaction between food and man. Consumer characteristics (genetic, age group, gender, physiological and psychological state) and those of the consumer's environment (family and cultural habits, religion, education, fashion, price or convenience) influence consumers' decision to accept or reject food. How much a person enjoys a food should be a significant element in determining food selection and consumption, i.e., eating habits. Few would disagree with this logical assumption (Meiselman and Bell, 2003).

Research Hypothesis

The literature review highlighted that the independent variables like food knowledge, food attitude and food image affect the acceptance of Malay traditional food among Generation- Z. Therefore, the study planned to examine the effect level among these variables. Based on the literature discussed, the hypotheses of this study were summarized in the following manner:

- **H₁** There is a relationship between food knowledge and the acceptance of traditional food among generation Z.
- **H₂** There is a significant relationship between food attitude and the acceptance of traditional food among generation Z.
- **H₃** There is a relationship between food image and the acceptance of traditional food among generation Z.

Research Framework

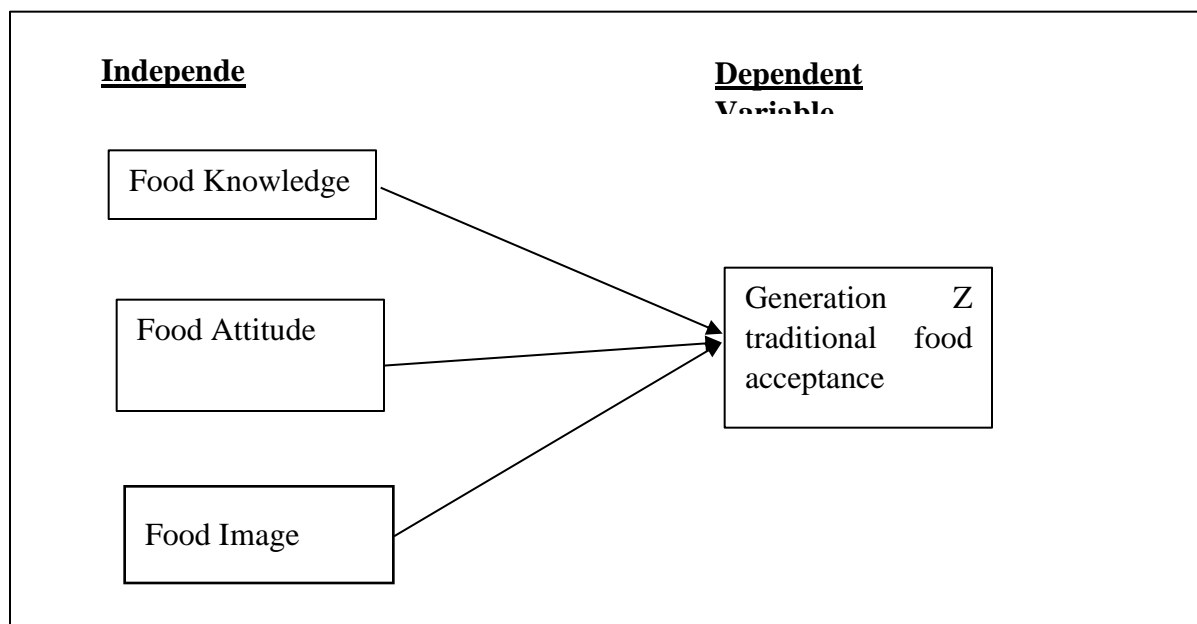Figure 1 below shows the research framework used for this study

Figure 1: Research Framework

METHODOLOGY

Research Design

The research used a quantitative method to gain data through a questionnaire. The questionnaire was designed in English. There were three sections to the questionnaire: Section A, Section B, and Section C. Section A consists of demographic profile questions such as gender, age, race, education level and occupation. Sections B and C on independent variables and dependent variables included 5 items with five-point Likert-scale ranging from 1=strongly disagree to 5=strongly agree. The questions were adopted from previous studies (Vincent et al., (2017) by measuring the acceptance of traditional food among generation Z, including food knowledge, food attitude and food image. Therefore, the instrument is considered reliable. In this research, the researchers tested the relationship between knowledge, food attitude, food image (independent variables), and Generation Z traditional food acceptance (dependent variable).

Data Collection

The data collection was conducted using questionnaires. The questionnaires are distributed through the net or online survey. The information collected from the questionnaire was assigned to generation- Z, aged from 18 to 30 years old, through applications of WhatsApp and Telegram. This survey aims to get responses from generation Z on their acceptance of traditional food.

Sampling

The sampling method used in this study was non-probability sampling which was convenience sampling. The study used this method because questionnaires were prepared and distributed online or posted on social media pages to gather information from the respondents. The questionnaire was distributed to the respondents who are among the generation Z that ages from 18 to 30 years old, through online and social media.

Data Analysis

This study used three types of data analysis: descriptive analysis, reliability test and Pearson correlation analysis. The data obtained was analysed by using SPSS version 26.

FINDINGS

Result of Frequency Analysis

Table 1: Respondent Profile

Characteristic	Frequency	Percentage
Gender		
Male	181	45.3%
Female	219	54.8%
Age		
18-20 Years old	45	11.3%
21-23 Years old	278	69.5%
24-26 Years old	55	13.8%
27-30 Years old	22	5.5%
Race		
Malay	239	59.8%
Chinese	26	6.5%
Indian	61	15.3%
Bumiputera Sabah and Sarawak	74	18.5%
Education Level		
Secondary School	45	11.3%
STPM-Diploma	90	22.5%
Degree	259	64.8%
Master	5	1.3%
PHD	1	0.3%
Occupation		
Student	286	71.5%
Employed	85	21.3%
Self-employed	22	5.5%
Unemployed	7	1.8%

Based on the table, 219 respondents are women, accounting for 54.8% percent of the total, while male respondents account for 181 people, accounting for 45.3% percent of the total. Respondents between the ages of 21 to 23 years old have the highest number of study participants (278), accounting for 69.5% of all study participants, while those between the ages of 27 to 30 years old have the lowest number of study participants which is 22, accounting for 5.5 percent of all study participants. With 55 people, or 13.8 percent of responses, the age group of 24-26 years old had the second largest participants. There were 45 people, which is 11.3% of the respondents aged from 18 to 20 years old. Malay respondents had the greatest value of 239 respondents, or 59.8 percent, while Chinese had the lowest value of 26 respondents (6.5%). While Bumiputera Sabah and Sarawak had the second-highest number with a total of 74 respondents (18.5%), Indians came in third with 61 respondents (15.3%). The majority of

respondents in this study have a degree, with a total of 259 people, or 64.8%. In addition, STPM-Diploma recorded the second-highest value with 90 respondents (22.50%), Secondary School in third place with 45 respondents, leading to a value of 11.3%. In comparison, Master recorded the second-lowest value with 5 respondents (1.3%), and PhD was the lowest with only 1 respondent, equivalent to 0.3%. This study's majority are students, with a total of 286 people, or 71.5%. People who were employed recorded the second-highest value with 85 respondents (21.3%), self-employed in third place with 22 respondents, with 5.5%. Unemployed was the lowest position with only 7 respondents, or 1.8%.

Result of Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Food Knowledge	My parents cook Malay traditional food at home.	4.03	1.107
	I help my parents when they cook Malay traditional food.	3.78	1.112
	My parents teach me how to cook Malay traditional food.	3.84	1.155
	My friends teach me how to cook Malay traditional food.	3.38	1.314
	I know how to cook any Malay traditional food.	3.58	1.137
	I always eat Malay traditional food during festival such as Hari Raya Aidilfitri and Hari Raya Aidiladha.	4.51	0.816
	Malay traditional food at is hard to cook and prepare.	3.28	1.231
	I was exposed to Malay traditional food since childhood.	4.23	0.987
Food Attitude	I like to eat Malay traditional food.	4.42	0.784
	I always eat Malay traditional food at restaurant.	3.57	1.148
	I always eat Malay traditional food at home.	3.82	1.162
	I always eat Malay traditional food with my friend at restaurant.	3.50	1.155
	I prefer to eat Malay traditional food because it is healthier.	3.59	1.079
	I think that Malay traditional food need a lot of time to cook.	3.62	1.048
	I think that Malay traditional food is hard to prepare.	3.36	1.151
Food Image	Malay traditional food is easy to find at my place.	4.31	0.830
	The raw material to cook Malay traditional food is easy to find at my place.	4.25	0.829
	Malay traditional food was highly promoted in social media and internet.	3.86	1.251

	Malay traditional food is cheaper than the other modern food such as fast food.	3.96	0.925
	I am more satisfied with the quick-service that offered in modern food restaurant than Malay traditional' food restaurant.	3.93	0.968
	I was satisfied with Malay traditional food taste.	4.16	0.838
	Malay traditional food has it own flavor.	4.38	0.888
Acceptance	I prefer to eat Malay traditional food more than any others food such as fast food and western food.	3.75	1.017
	I always try to learn how to cook Malay traditional food.	3.97	1.047
	I like the presentation and preference of Malay traditional food.	4.10	0.887
	Malay traditional food is more delicious than the other modern food.	3.82	0.997
	I will invite my friend to eat Malay traditional food.	4.07	0.939
	I was familiar with Malay traditional food	4.15	0.915

Food image scored the highest (M= 4.1225, SD= 0.6325). The mean score of the seven (7) substances ranges from 3.86 to 4.38. The lowest to highest score was stated as 'Traditional Malay food was highly promoted in social media and internet.. ' (M=3.86, SD=1.251). 'I am more satisfied with the quick service that is offered in modern food restaurants than in Malay traditional' food restaurant.' (M=3.93, SD=0.968), 'Traditional Malay food is cheaper than the other modern food such as fast food.' (M=3.96, SD=0.925), 'I was satisfied with Malay traditional's food taste. ' (M= 4.16, SD= 0.838, 'The raw material to cook Malay traditional food is easy to find at my place.' M=4.25, SD=0.829, "Traditional Malay food is easy to find at my place.", M=4.31, SD=0.830. Last but not least, 'Traditional Malay food has its flavour.' got the highest mean score (M=4.38, SD=0.888)

Food knowledge scored the second highest (M=3.8284, SD=0.74711). The mean score of the eight (8) questions ranges from 3.28 to 4.51. The query with the highest 'I always eat Malay traditional food during the festival such as Hari Raya Aidilfitri and Hari Raya Aidiladha..' (M=4.51, SD=0.816) followed by 'I was exposed to Malay traditional food since childhood.' (M=4.23, SD=0.987), 'My parents cook Malay traditional food at home.' (M=4.03, SD=1.107), 'My parents teach me how to cook traditional Malay food.' (M=3.84, SD=1.155), 'I help my parents when they cook Malay traditional food', (M=3.78, SD=1.112), 'I know how to cook any Malay traditional food.' (M=3.58, SD=1.137), 'My friends teach me how to cook traditional Malay food.' (M=3.38, SD=1.314) Lastly, 'Malay traditional food it is hard to cook and prepare.' (M=1.231, SD=1.231).

Food attitude scored (M=3.6968, SD= 0.71664). . The mean score of the seven (7) questions on food attitude ranges from 3.36 to 4.42. The highest to lowest score was reported as 'I like to eat traditional Malay food.' (M= 4.42, SD=0.784), 'I always eat Malay traditional food at home.' (M=3.82, SD=1.162), 'I think that Malay traditional food needs a lot of time to cook.'(M=3.62, SD=1.048), 'I prefer to eat Malay traditional food because it is healthier.' (M=3.59, SD=1.079), 'I always eat Malay traditional food at the restaurant.' (M=3.57, SD=1.148), "I always eat Malay traditional food with my friend at the restaurant." (M=3.50, SD= 1.155). Lastly, the lowest mean is 'I think that Malay traditional food is hard to prepare' with (M=3.36, SD=1.151)

The dependent variable acceptance scored (M=3.9792, SD=0.78119). The mean score for 6 questions in acceptance ranges from 3.75 to 4.15. The highest to lowest was reported as 'I was familiar with Malay traditional food' (M= 4.15, SD= 0.915, 'I like the presentation and preferences of Malay traditional food' (M= 4.10, SD= 0.887, 'I will invite my friend to eat Malay traditional food' (M= 4.07, SD= 0.939), 'I always try to learn how to cook Malay traditional food' (M= 3.97, SD= 1.047, 'Malay traditional food is more delicious than the other modern food' (M= 3.82, SD= 0.997). The lowest is 'I prefer to eat Malay traditional food more than the others modern food such as fast food and western food' (M= 3.75, SD= 1.017)

Result of Reliability Analysis

Table 3 below shows the result of the reliability analysis

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Food Knowledge	8	0.824
Food Attitude	7	0.786
Food Image	7	0.759
Acceptance	6	0.892

Result of Pearson Correlation Analysis

Table 4 below shows the Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H$_1$: There is relationship between food knowledge and the acceptance of traditional food among generation Z.	0.669	H$_1$ is supported
H$_2$: There is significant relationship between food attitude and the acceptance of traditional food among generation Z.	0.697	H$_2$ is supported
H$_3$: There is relationship between food image and the acceptance of traditional food among generation Z.	0.674	H$_3$ is supported

The result in Table 4 indicates that the food knowledge and acceptance value is 0.669, which indicates a strong linear relationship. Following food attitude and acceptance showed 0.697, indicating also a strong linear relationship. Meanwhile, food image and acceptance 0.674, indicating the same strong linear relationship.

DISCUSSION AND RECOMMENDATION

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 the acceptance of traditional food among the young generation Z generation in Malaysia.

The first step in improving future research is to conduct background research. Try to learn as much as possible about the research target, the industry, and the terminology. Thus, it can lead to the researcher having good data to improve the research. As a result, reliable data can also inform researchers about the background study on Malay traditional food acceptance among generation z.

Finally, the future researcher was strongly advised to select the most appropriate research methods for the study. The quantitative method was chosen to collect data from the respondents in this study. It was more convenient and took less time to collect data. Because it

is simple for a researcher to obtain a large number of respondents at once, the questionnaire can be distributed to the targeted respondents in a specific location. The respondents who will be targeted are those who have previous or current experience and can assist in answering the questionnaire.

CONCLUSION

In conclusion, this study has been accomplished to discover the acceptance of traditional food among generation Z. Three independent variables, namely food knowledge, food attitude, and food image, have been chosen to examine their relationships with the dependent variable, generation- Z acceptance. A total of 400 respondents were selected from 18 to 30 years old. Overall, based on Pearson's correlation analysis, food knowledge scored a value of *0.669, followed by food attitude with *0.697, and food image with *0.674. These three variables showed a moderate positive relationship.

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The Study on the Effectiveness of Dineserv on Customer Satisfaction in Kelantan Hipster Café

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ABSTRACT

This study discusses the effectiveness of Dineserv on Customer Satisfaction in Kelantan Hipster Café. This study also aims to identify the influences of service quality, price, facility aesthetic, and food quality which then can identify the extent of customer satisfaction in their service performance. Questionnaires were distributed to 390 respondents via a google form. Descriptive analysis, reliability analysis, and Pearson coefficient of correlation analysis were applied to the usable data. The results show a significant relationship between service quality, price, facility aesthetic, ad food quality. The findings of this study provide a hold on Hipster Café to extend its strategy to meet the desire to revisit customers.

Keywords: Customer Satisfaction, Service Quality, Price, facility Aesthetic, Food Quality, Kelantan Hipster Cafe

INTRODUCTION

The hospitality industry may be a vast sector, and plenty of people think about its reasonable organization that considers hospitality brands. A less significant number can explain what it is and whether the corporate is fair and proper. The hospitality industry offers enjoyable and cosy experiences and services to guests worldwide (Rajaratnam, & Konar, 2018). Restaurants and cafes are essential facilities in the hotel industry. The food and beverage industry contributes a lot to the profit of the hotel industry (Naderian & Baharun, 2015). With the growing importance of business meetings and a series of personal and social events, the number of customers visiting restaurants is increasing. Restaurant operators in the food and beverage industry work relentlessly to improve the customer experience.

The hospitality industry refers to various organizations and administrations related to recreation and customer satisfaction. Aspects of hospitality characteristics, the industry also focuses on the opposite, providing food for basic needs and values about thoughts of luxury, pleasure, and experience. They also outlined some parts of the hospitality industry, for example, hotels, restaurants, cafes, and takeaways. The restaurant is both a producer and a service provider, serving customers as a service provider and preparing meals as a producer. Put another way, the tangible and intangible interact (Nor Azureen & Shahril, 2016). To understand the role of a restaurant as a service, suppliers should consider the relationship between consumers and employees when serving customers, greeting them, accepting orders, or providing services, and to better understand the taste of food as a product, quality, and meal costs.

With the trend of dining out nowadays, people are attracted to cafes that can improve their quality of life and give them different dining experiences, especially at themed cafes (Wan Nawawi, Wan Kamarudin, 2018). On the other hand, consumers have recently been visiting coffee shops for various purposes, such as meetings, learning, and fun time alone, except for coffee. Furthermore, the local coffee shop has been in business since at least the early 1900s and has always been one of the main meeting points for locals to share ideas and talk in places other than their homes. In addition, in the past few years, coffee shops of various brands have sprung up in towns and cities in Malaysia.

Next, customer satisfaction is important to customers because of the increased number of customers in cafes and the trend in coffee consumption. Besides, service quality also affects customer satisfaction (Beh, Leong, Wong, & Yap, 2014). The quality or taste of coffee is no

longer the most crucial factor in attracting customers. Many people now choose coffee shops because of the atmosphere. According to this research, elements that contribute to customer satisfaction in the Hipster Café are service quality, price, facility aesthetics, and food quality (Ibrahim & Hashim, 2017). There are four objectives of this research:

1. To identify the relationship between service quality and customer satisfaction in Hipster Café.
2. To determine the relationship between price and customer satisfaction in Hipster   Café.
3. To examine the relationship between facility aesthetics and customer satisfaction in Hipster Café.
4. To examine the relationship between food quality and customer satisfaction in Hipster Café.

Significance of the Study

Marketers

As a result of this research, marketers will better understand current coffee trends and be able to execute relevant marketing tactics for their coffee business. Furthermore, this enables the existing coffee shop to continue to improve service quality and its service landscape to attract new clients

Food and Beverage Industry

Based on this study, with the rapid development of modern coffee shops, marketers face the challenge of understanding why customers may be discouraged from revisiting modern coffee shops. This gives marketers and modern coffee shop owners a better understanding of the factors that bring back customers. This research will go into greater detail on the current state of coffee shops in Malaysia. This study, which is also focused on coffee type, aims to determine consumer knowledge about the various types of coffee available on the market.

Ministry of Tourism Industry

The results of this survey will help governments identify and improve the market share of traditional coffee shops. This study may also help the government establish guidelines for restoring historic traditional coffee shops. Appropriate policymaking can provide more opportunities for young entrepreneurs participating in the coffee shop industry.

LITERATURE REVIEW

Service Quality

The service quality model is used to influence the service quality to increase customer satisfaction and loyalty. Service quality consists of the following dimensions: reliability, empathy, responsiveness, assurance, and tangible. Responsive also involves understanding the needs and customer wishes, appropriate operating hours, individual attention given by staff, and attention to customer problems and safety. Reliability is the ability to perfect services promised accurately or after sticking to a promise. This is a critical dimension because all customers want to deal with the company or organizations that stick to promises (Alom et al., 2019; Yusof & Abdul Raheem, 2017). Assurance is defined as the knowledge and decency of staff towards their ability to cultivate confidence and trust. According to (Alamsyah & Guruh Fajar, 2019). With the assurance, customers will get the service as promised. Empathy is defined as a concern in giving special attention to the customer. Empathy can also be said to be caring and providing service to customers. Customers are treated as unique people and special. With that service, they may feel that they are prioritized by the organization.

Price

Price is regarded as the only factor in the marketing mix to generate revenue (Sang-Hyeop Lee, Jong Ho Lee, & Pong Chee Weng, 2016). Price is the primary criterion for product evaluation, and any company should have a price management strategy. In addition, to providing competitive prices, companies must also match the price with the quality and quantity of the

product. Next, the price can also create customer satisfaction and customer loyalty. Price has become a key factor in the customer's response to the value of the product (Perlis, Sheriff, Ismail, Iwani, Bakar, & Damain, 2016). Generally, if the quality of the product exceeds the cost the customer spends, the customer will be satisfied. Setting the right price is important because the price will determine the satisfaction or value each customer gets from the product. This situation shows that the objective and perceived prices are very significant factors in the evaluation. Perceived price can provide customers with more information than financial terms, and it is suitable for evaluating quality (Indrayani & Pardiyono, 2020). The price is fair, and the price is equal to the value and effectiveness of the product, which is one of the aspects that significantly affect satisfaction.

Facility Aesthetic

A café is incomplete without an attractive design. Many people visit the cafe just to get pictures that follow the latest trends and eat the latest food. The millennial generation realizes that a good cafe experience requires good cafe design. However, cafe owners sometimes overlook that cafe principles differ from restaurant principles. As a result, when building a coffee shop, the concept of interior design appropriate for the restaurant is not always used. By facilitating customer activities to provide a relaxed and comfortable environment to the public, the customer's support room should be designed or adapted to the behaviour of the people around. (Karjodihardjo & Honggowidjaja, 2015). People are more eager to dine in coffeehouses, not only because they offer a diverse menu but also because of changes in lifestyle and trends in Malaysia.

Food Quality

In the DINESERVE model, food quality was proved to be the most essential dimension affecting customer satisfaction. In the food service industry, food quality is important. The quality of the cuisine and the quality of the raw materials are both critical in increasing the menu's effectiveness and making it a selling tool for the restaurant. The food quality influences customer evolution in different categories of restaurants. The quality of their food mostly determines restaurant diners' contentment. People generally go to restaurants for food in their leisure time, and quality is always a big factor. The safety of the food determines food quality. (Mwove, Imathiu, Orina, & Karanja, 2020). Humans are naturally curious about everything that has to do with them, such as what they wear, what they eat, and how they feel. Customers express their willingness to visit the restaurant for the taste of the meal and to return in the future because of the high quality of the food. Customers are willing to spend more if the meal is of high quality. The food quality influences customer happiness. The findings indicate that the relationship between service and food quality significantly impacts customer happiness, which will help in customer retention in the future. (Kumar, & Bhatnagar, 2017)

Customer Satisfaction

Customer satisfaction is created when the products or services provided by the company can meet or exceed customer expectations. (Khadka, Kabu, & Soniya, 2017), Great customer satisfaction and high customer retention are essential in a cafe, restaurant, or product. they They define customer satisfaction as "the number of customers, or percentage of total customers, reported experiences with a firm, its products, or services (evaluation) exceeding a set satisfaction goal" e.g., and it is better than competitors who are also able to explain customer satisfaction. Understanding customer needs is the first step in developing customer relationships that focus on loyalty, retention, and long-term relationships. To identify customer needs, managers need to devise strategies on how to satisfy them and ito satisfy them. Implementing these strategies into operational practice is the best way to build satisfaction and positive intentions among restaurant customers (Shahzadi, Mariam, Malik, & Mansoor, 2018).

Research Hypothesis

Literature review shows that independent variables such as food quality, aesthetic facilities, and price affect the Effectiveness of DineSERV on Customer Satisfaction in Kelantan Hipster Café. Therefore, the study intends to examine the Effectiveness of DineSERV on Customer Satisfaction in Kelantan Hipster Café. Based on the literature discussed, the hypotheses of this study are summarized in the following way:

H_1 There is a positive relationship between service quality and customer satisfaction in Hipster Cafe

H_2 There is a positive relationship between price and customer satisfaction in Hipster Café

H_3 There is a positive relationship between facility aesthetic and customers satisfaction in Hipster Café

H_4 There is a positive relationship between food quality and customers satisfaction in Hipster Café

Research Framework

Figure 1 below shows the research framework used for this study.
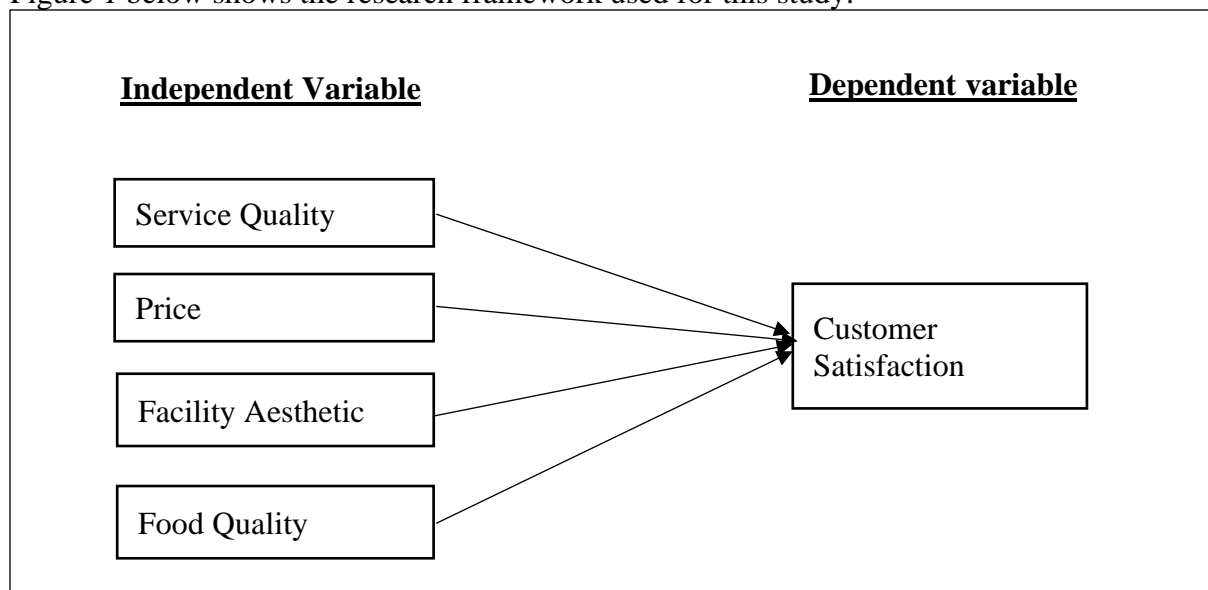
Figure 6: Research Framework

METHODOLOGY

Research Design

This study used the quantitative method where questionnaires were distributed to the 390 customers who visit modern coffee shops that are ranked four stars and above which is Kopi Mesin Cafe, Jiwa Kopi, and Bingsu, Al-Khatiri Koffee, Sabye Sabye Café in Kelantan. The target population of the study in this research is the population of Kelantan.

The researcher divided the questionnaire into 5 sections: A, B, C, D, and E. Section A is for the respondents' demographic profile as gender, age, and occupation. For Section B, C and D, the questions elaborated more on the dependent and independent variable, which discussed about the service quality, price, facilities esthetic, and food quality, while the dependent variable is about customer satisfaction, were examined in the survey. This questionnaire used the format of 5-point Likert scales of agreement. The respondents can answer the question by choosing their desired scale. Likert Scale is the level of the respondents agreeing with the sequence of the statement that is regarding the questions. 5-point Likert scale with a closed-ended questionnaire scale ranging from 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree) and 5 (Strongly Agree) was used for this study.

Data Collection

The data collection used in this study is primary data to answer. The data collection was conducted using questionnaires. The questionnaire is the most widely used data collection technique since each respondent is asked to answer a set of questions, which allows the researcher to collect many responses efficiently. This study chose to distribute the questionnaires using the Google form application to WhatsApp, Instagram, and Facebook. It was very saving time and cost to answer questions.

Sampling

In this study, non-probability sampling was used, while the unit of sample was selected by using convenience sampling. A convenience sample is made up of people who are most easily accessible to the researcher. This study uses this method because questionnaires were prepared and distributed online to social media stories of a personal message to gather information from the respondents

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

Table 32: Population

City Name	Population
Kelantan	The total population of Kelantan is estimated to increase from 707.30 thousand people in 1970 to 1906.70 thousand people in 2020.

Data Analysis

Five types of data analysis were used in this study: descriptive analysis, reliability analysis, correlation analysis, pilot study, and normality test. The data obtained were analyzed by using SPSS version 27.

FINDINGS

Result of Frequency Analysis

Table 33: Frequency Analysis

Characteristics	Frequency	Percentage (%)
Gender		
Male	153	39.2
Female	237	60.8
Age		
18-21	73	18.7
22-25	212	54.4
26-30	55	14.1
31-35	21	5.4
36-40 above	29	7.4
Race		
Malay	376	96.4
Chinese	7	1.8
Others	7	1.8

Table 2 shows the characterization of respondents. 153 out of 390 respondents are male, representing 39.2%, while 237 respondents are female, representing 60.8%. 96.4% of the respondents are Malays, 1.8% of the respondents are Chinese, and 1.8% of the respondents are

other. The highest percentage is 54.4% of the respondents are 22 to 25 years old, and 18.7% of the total respondents are 18 to 21 years old. 55 respondents are from 26 to 30 years old, making it 14.1% out of total. 36 to 40 years old respondents are 7.4% and the lowest is 31 to 35 years old, just 5.4% out of total.

Result of Descriptive Analysis

Table 34: Descriptive Analysis

Variable	Item	Mean Score	Standard Deviation
Service Quality	The service quality is used to influence the customer in order to be able to increase customer satisfaction and loyalty.	4.6026	0.61137
	Service quality "Tangible". Hipster café staff's physical attractiveness delivers service including their clothing styles and looks attraction at hipster café very interesting.	4.4000	0.72700
	Service quality "Assurance". Hipster cafés always assurance to the customers will get the service as promised.	4.3846	0.7247
	Service quality "Responsive". Hipster café also understands the needs and customer wishes, appropriate operating hours, individual attention given by staff, attention to customer problems, and safety.	4.3821	0.72784
	The quality of service "Empathy" hipster café is always concerned and provides service to customers. Customers are treated as unique and special people.	4.3385	0.75087
Price	Price is a key factor in stimulating customers to purchase.	4.4949	0.73034
	Personalization reduced the similarity across competing products or brands, thus, making a direct price comparison more difficult for customers.	4.2744	0.81698
	Price competition is reduced when the cost of searching for prices is higher than the cost of searching for the product.	4.2436	0.82359
	Suitability of the price the quality of the menu served at the Hipster Coffee because the ingredients for making a menu are very high quality.	4.4077	0.73505
	The price has a positive and significant effect on customer satisfaction at Hipster Café.	4.3718	0.71540
Facilities Aesthetic	The main attraction when visiting the Hipster café is the beautiful café design.	4.5897	0.65396
	Nowadays, many people visit cafes that have a beautiful atmosphere and are suitable for taking a picture.	4.5128	0.73375
	Interior design will influence the mood of customers as well as the orders they make.	4.5128	0.71242

	The quiet and comfortable atmosphere of the hipster café can attract teenage customers to complete assignments while eating food in peace.	4.5205	0.70499
	The attractive design and decoration of the hipster café can provide a quieter atmosphere than a regular restaurant.	4.5256	0.69749
Food Quality	Food quality is one of the key components of customer perspective at Hipster Café to attract incoming customers.	4.5308	0.70096
	Product features such as food quality enhance good emotions in Hipster Café customers.	4.4564	0.71839
	Adequate and appropriate taste of food gives satisfaction to customers.	4.5000	0.70529
	The temperature level of the food is in certain conditions according to the food such as hot and cold.	4.4385	0.75548
	Hipster Café uses ingredients that are still fresh and fresh before, during, and after food preparation.	4.4692	0.74711
Customer satisfaction	The pillars of the organization's effectiveness and profitability are service quality and client satisfaction.	4.5923	0.63363
	The customer will be satisfied if his or her expectations are met.	4.5923	0.63767
	The consumer will be very delighted if the dealer is able to give more than what the consumer expects.	4.6051	0.65950

"Service quality" scores showed (mean =4.4215, SD =0.52235), indicating that service quality determined customer satisfaction since respondents agreed with most of the items. Respondents agreed that service quality is used to influence the customer to be able to increase customer satisfaction and loyalty (mean =4.6026, SD =0.61137). Respondents agreed that Service quality is "Tangible". Hipster café staff's physical attractiveness delivers service, including their clothing styles and looks at hipster café exciting (mean = 4.4000, SD = 0.72700). In addition, respondents agreed that service quality is "Assurance". Hipster café always assurance the customers will get the service as promised (mean = 4.3846, SD =0.72472). Service quality "Responsive". Hipster café also understands the needs and customer wishes, appropriate operating hours, individual attention given by staff, attention to customer problems, and safety (mean = 4.3821, SD = 0.72784). The quality of service "Empathy" hipster café is always concerned and provides service to customers. Customers are treated as unique and notable people (mean =4.3385, SD =0.75087).

Price is a crucial factor in stimulating customers to purchase score (mean =4.4949, SD =0.73034). Respondents agreed that the personalization reduced the similarity across competing products or brands, thus, making a direct price comparison more difficult for customers (mean= 4.2744, SD =0.81698). Respondents also agreed that price competition is reduced when the cost of searching for prices is higher than the cost of searching for the product (mean =4.2436, SD=0.82359) and the suitability of the price and the quality of the menu served at the Hipster Coffee because the ingredients for making a menu are a very high quality (mean= 4.4077, SD= 0.73505). Respondents agreed that the price positively and significantly affects customer satisfaction at Hipster Café (mean = 4.3718, SD= 0.71540). 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 main attraction when visiting the Hipster café is the beautiful café design (mean =4.5897, SD= 0.65396), and many people visit cafes with a beautiful atmosphere and are suitable for taking pictures (mean=4.5128, SD= 0.73375). Next, the respondents commented that interior design would influence the mood of customers as well as the orders they make gave a positive feeling (mean= 4.5128, SD= 0.71242), and the quiet and comfortable atmosphere of the hipster café can attract teenage customers to complete assignments while eating food in peace (mean= 4.5205, SD= 0.70499). The attractive design and decoration of the hipster café can provide a quieter atmosphere than a typical restaurant got (mean =4.5256, SD= 0.69749).

The food quality is one of the critical components of customer perspective at Hipster Café to attract incoming customers and show results (mean = 4.5308, SD = 0.70096). Product features such as food quality enhance good emotions to Hipster Café customers (mean= 4.4564, SD= 0.71839). The adequate and appropriate taste of food satisfies customers (mean= 4.5000, SD= 0.70529). Next, the temperature level of the food is in certain conditions according to the food, such as hot and cold scores showed (mean= 4.4385, SD= 0.75548). Lastly, Hipster Café uses ingredients that are still fresh and fresh before, during, and after food preparation (mean= 4.4692, SD= 0.74711)

The dependent variable – customer satisfaction scored (mean =4.5966, SD = 0.52712). Respondents strongly agreed that they were satisfied with the organization's effectiveness and profitability pillars: service quality and client satisfaction (mean =4.5923, SD= 0.63363). Customer respondents will be satisfied if their expectations are met (mean= 4.5923, SD= 0.63767). Overall, respondents were satisfied that the consumer will be very delighted if the dealer can give more than what the consumer expects (mean= 4.6051, SD= 0.65950).

Result of Reliability Analysis

The Table 4 below shows the result of reliability analysis

Table 35: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Service Quality	5	0.621
Price	5	0.579
Facility Aesthetic	5	0.648
Food Quality	5	0.626

Reliability analysis for performance expectancy is shown in the table. The alpha coefficient of Cronbach shows a value of 0.938, which is indicated as very good. Therefore, the questionnaire is accurate and can be used for the study. In the questionnaire, the effort expectancy variable is accurate and can be used for the research.

Result of Pearson Correlation Analysis

Table 5 below shows the Pearson Correlation Analysis Between Service Quality, Price, Facility Aesthetic, and Food Quality on Customer Satisfaction towards Hipster Café in Kelantan

Table 36: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H1: To identify the relationship between service quality and customer satisfaction in Hipster Café.	**0.621**	**Supported**
H2: To determine the relationship between price and customer satisfaction in Hipster Café.	**0.579**	**Supported**
H3: To examine the relationship between facility aesthetics and customer satisfaction in Hipster Café.	**0.648**	**Supported**
H4: To examine the relationship between food quality and customer satisfaction in Hipster Café.	**0.626**	**Supported**

The result in Table 5 indicates that service quality and customer satisfaction were .621, which indicated a moderate linear relationship. Following price and customer satisfaction showed .579 indicating a moderate linear relationship. Meanwhile, facilities aesthetic and customer satisfaction showed .648, indicating a high positive linear relationship and the result for food quality is .626. All four variables positively correlated with customer satisfaction, and the relationship is significant ($p<0.01$).

DISCUSSION AND RECOMMENDATION

Discussions aim to resolve questions and address hypotheses as described in the first chapter of this study. In general, this study has extensively studied the effectiveness of dineSERV on customer satisfaction in Kelantan hipster cafés. Based on the study's findings, the researcher will provide theoretical, methodological and practical suggestions that can be made in future studies. Future studies should use other variables as independent variables, customer satisfaction, because the study's findings show that Hipster café is a phenomenon for the community in Kelantan. It may affect the performance of Hipster café in Kelantan.

Researchers also recommend using quantitative methods for any research on this topic because it can obtain data faster than qualitative methods. Qualitative researcher data collection tool kits are quite diverse, ranging from fully unstructured to semi-structured techniques. Since the data is numerical, statistical tests can be used to make statements about the data using quantitative methods. For future research, several challenges need to be highlighted. Future studies need to create other methods to get superior results, such as the interview method or some open-ended questions for respondents to get a high response rate, good description and better understanding. Next, the researchers only focused on three determinants without knowing that other determinants may play an essential role in determining customer satisfaction. The scope of the study will be more comprehensive, and more information can be accessed.

CONCLUSION

This study aims to determine the Effectiveness of DineSERV on Customer Satisfaction in Kelantan Hipster Café. This study aims to determine the impact of service quality and service scrap on customer satisfaction in hipster café. As a result, marketers must determine which characteristics will most impact attracting customers.

Pearson Correlation Analysis was used to determine the relationship between the independent and dependent variables. This shows how the dependent variable affects the independent variable. The findings suggest a significant association between food quality, facilities aesthetic, price and customer satisfaction. In conclusion, this study proves that the independent variable between food quality, aesthetic facilities, and the price has a positive correlation. The data show that customer satisfaction strongly influences individuals to visit hipster cafés.

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INVESTIGATING FACTORS THAT INFLUENCE UNIVERSITY STUDENTS TO DINE IN AT RESTAURANT DURING COVID 19 RECOVERY PERIOD

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ABSTRACT

The objectives used were to study students 'perceptions of restaurant service during the covid-19 recovery period, identify factors influencing university students to dine in restaurants and the number of customers eating at restaurants during the covid-19 recovery period. The study was conducted in a restaurant. In addition, the method used to complete this report is through questionnaires to students through observations, questionnaires, and references. Findings show restaurants are essential for students to eat and buy food and so on. In addition, it was also identifiable that students were concerned about what factors influenced them when eating at a restaurant during the covid-19 recovery period.

Keywords: Covid-19, Restaurant, Foods, Students and University.

INTRODUCTION

In this chapter, the study findings are relevant to restaurants for a fun and comfortable experience and service. The restaurant industry is one of the fastest-growing industries in the global market and is proliferating in Malaysia. Various types of restaurants with different products and concepts prove the emergence of the restaurant industry. 2 Malaysia is moving fast with the direction in the restaurant industry along with developed and developing countries around the world. Coronaviruses are a group of viruses that can cause animals or humans, and Covid-19 is an infectious disease caused by the recent coronavirus pandemic that has posed an unprecedented threat to the world economy. In particular, restaurants proved to be the worst hit by the COVID-19 pandemic due to the high risk of air and environmental pollutants in restaurants (AHLA, 2020). By 2020, it is estimated that nearly 50% of worldwide restaurant revenue will decline due to this widespread virus, based on historically low occupancy rates (38%), the lowest since the Great Depression in 1933 (AHLA, 2020).

Moreover, the worldwide hotel industry will take approximately five years to achieve pre-COVID-19 occupancy, average daily rate (ADR), and revenue (Dube K, 2020). This indicates that the redevelopment of the hotel industry is very slow as a result of this pandemic. The crisis has caused the hotel industry to be unable to operate, including restaurants. This study consists of three objectives:

1. To examine the relationship between time saving and factors influencing university students to dine in at a restaurant.

2. To analyse the convenience of the restaurant based on factors that influence university students to dine in at the restaurant.

3. To examine the link between factors that influence university students to dine in at restaurants and the cleanliness of the restaurant

Significance of Study

Restaurant cleanliness satisfaction is critical to university students. This study was conducted to determine factors that cause university students in Malaysia to often eat at restaurants. The hospitality industry and future researchers will benefit from this study to plan new strategies to further improve the level of cleanliness and convenience of restaurants to maintain their market. The industry may face many challenges and try to resolve any issues of dissatisfaction from university students while improving their services. The industry can also explore the influence of quality online food providing fast food and drink. Still, cleanliness is emphasized in the satisfaction of university students and their loyalty. They will learn that university students' perceptions may differ in different circumstances. It will help the industry better understand university students and improve their needs and wants by making the right choices when dining at restaurants during the Covid-19 recovery period. Thus, this study will help future researchers further improve their research quality.

LITERATURE REVIEW

Time Saving

Since the endemic phase launched by the government where all sectors have been permitted to resume operations, after so long, not operating due to compliance with the MCO, this has allowed various companies to resume operations, especially in the food and beverage sector. Due to many enterprises, especially the food and beverage factor, the restaurant is back in operation. Many people have taken the opportunity to eat at restaurant, especially university students. One of the traceable factors why university students choose to eat in restaurants is time-saving factors. Referring to (Alom et al., 2019; Valerie Tandoi, n.d) explained that enjoying food in a restaurant can save time, especially if it is a fast-food restaurant. This is agreed by many people, especially those working class who have limited time to cook at home and choose to eat in restaurants. 11 This situation is also supported by several university students also have limited time to prepare their cuisine due to the density of their classes. University students also have barriers to cooking on their own, especially for those in college, because of the need to comply with instructions that do not allow the use of any cooking utensils due to safety factors. Thus, it is clear that the choice to dine in a restaurant is due to time-saving factors.

Convenience

University students can be observed that they are very open to dining in restaurants for a variety of factors. Du (2021) once said that students are also among the higher groups that hold high statics where they often choose to eat out of their college, which means eating in the restaurant at least once a week. Besides, it also can be seen that university students often choose fast food restaurants and coffee shops. Teenagers nowadays, especially university students, prefer to be in a comfortable place where they can spend time with friends or enjoy their own time comfortably. Several restaurants operating mainly in the endemic phase have now largely followed the trend trends in line with the tastes of young people. Thus, many university students indirectly choose to enjoy food in restaurants due to the comfort factor in the restaurant of their choice. (Nusra, 2021) also once said that the increase in the percentage of customers who attend to enjoy food in restaurants is higher compared before. This can be identified when customers seem trusting and comfortable with the restaurant services provided. The delivery service provided by the restaurant is very satisfactory when the restaurant is operating during a time when people cannot enjoy food in the restaurant, and now their customers who know and are satisfied with their service have decided to eat at the restaurant especially now that the situation is back to the endemic phase.

Cleanliness

Among other factors that motivate university students to eat in restaurants in the endemic phase is cleanliness. Referring to (Integrity Services, 2018) says that the cleanliness factor is one of the factors influencing the ambience of one of the restaurants. Apart from the menu and service factors that satisfy the customers, especially university students, it also emphasizes the cleanliness of the restaurant, especially during the season that is prone to various diseases. Although the restaurant provides excellent customer service and delicious food, there will be no customers comfortable enjoying food in a dirty and unmanaged restaurant. Besides, (Integrity Services, 2018) says that restaurant cleanliness factors also symbolize the trust and safety that their customers can give. Even though we are living in an endemic phase, the covid-19 virus is still circulating and the situation can still be controlled. Therefore the restaurant needs to focus on the cleanliness of the premises to convince customers to enjoy the food and services provided in the restaurant. 14 Cleanliness is one of the critical factors nowadays to preventing covid-19 virus infections. Therefore, the customers, especially university students, are very concerned about cleanliness, which they gain confidence in dining in the restaurant. Thus, the cleanliness factor is one of the factors that motivate the community, especially university students, to dine-in in a restaurant.

Research Hypotheses

The hypothesis in this study is to find out factor's restaurant is related to University Students.

H₁	**There is the relationship between time-saving and factors that influence university students to dine in at a restaurant during covid 19 recovery period**
H₂	**There is the relationship between convenience and factors that influence university students to dine in at a restaurant during covid 19 recovery period**
H₃	**There is the relationship between cleanliness and factors that influence university students to dine in at a restaurant during covid 19 recovery period**

Research Framework

Figure 1 below shows the research framework for this study.
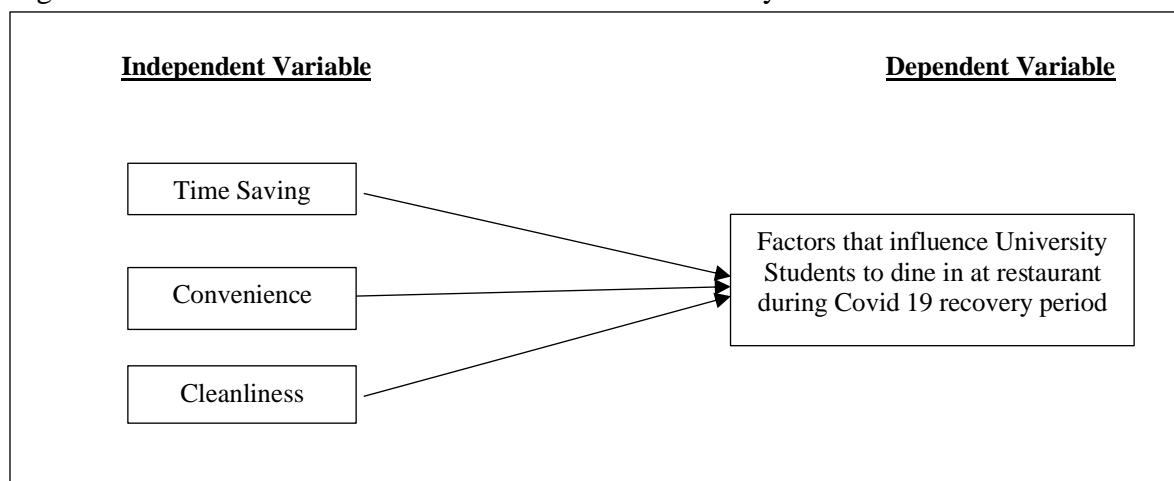
Figure 7: Research Framework

METHODOLOGY

Research Design

Research design refers to the framework of market research methods and techniques that a researcher chooses. The design that the researchers choose allow them to utilise the methods that are suitable for the study and to set up their studies successfully in the future as well.

There are two types of study, which are quantitative and qualitative. The quantitative study is used to collect and analysing the data, for quantitative design have four core descriptive, correlation, quasi-experimental and experimental. Meanwhile, qualitative study is the methodology that researchers use to gain deep contextual understandings of users via non-numerical means and direct observations.

Data Collection

Data collection is collecting, measuring, and analysing objective evidence for research purposes using established and approved procedures. The survey of this study used a self-service data collection mode in which the respondent was asked to fill out the questionnaire from the google form themselves. The questionnaire will be sent to individuals to answer. After agreeing to fill out the question, the respondent is explained.

Sampling

Sampling is choosing a subset of a population to serve as a sample. The accuracy and cost-effectiveness of research are improved through sampling. 384 participants were selected using simple random sampling. It's one of the simplest systematic sampling methods to gain a random sample. Simple random sampling is typically used where there is little known about the population of participants. Researchers also need to make sure they have a method for getting in touch with each participant to enable an actual population size to work from. It can avoid the occurrence of unwanted effects.

$$\frac{x^2 Np\,(1-p)}{e^2(N-1) + x^2 p(1-p)}$$

n = sample size

N = population size

e = acceptable sampling error

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 is the most essential component of the research. Data analysis tools assist users in processing and manipulating information, analysing relationships and connections between data sets, and detecting perception patterns and trends. Data analysis is the process of converting raw data into structured information to understand the issues raised by the research. The Statistical Package for Social Science (SPSS) system was used to analyse the survey question. Pie charts, tables and graphs were used to illustrate the result. The study findings reported in the paper are intended to explain the answer to the research question about using e-commerce.

FINDINGS

Frequency Analysis

Table 1: Below shows the frequency analysis for this study

Variables	Number of Respondent (N)	Percentage (%)

Gender			
Male	**182**	**47.4%**	
Female	**202**	**52.6%**	
Race			
Malay	**129**	**33.6%**	
Chinese	**39**	**10.2%**	
India	**59**	**15.4%**	
Bumiputera Sabah	**112**	**29.2%**	
Bumiputera Sarawak	**45**	**11.7%**	
Age			
18 - 20 years old	**84**	**21.9%**	
21 - 25 years old	**237**	**61.7%**	
26 – 30 years old	**63**	**16.4%**	

A total of 384 respondents have been collected in this research. There were 182 (47.4%) respondents who represented males and 202(52.6%) respondents who represented females. It shows that the number of female respondents is higher than the male respondents in this research. Age is divided into the three categories. There were 84(21.9%) respondents aged 18-20 years old. Next, the respondent is in aged 21-25 years old, which were 237 (61.7%). And the last category for 26-30 years old is 63(16.4%) respondents. Next is the race of the respondent. There have 5 categories for the race, which are Malay, Chinese, Indian, Bumiputera Sabah and Bumiputera Sarawak. For Malay is 129 respondents (33.6%), and for Chinese 39 respondents (10.2%). Next, India had 59 respondents (15.4%), Bumiputera Sabah had 112 respondents (29.2%), and the last category is Bumiputera Sarawak with 45 respondents (11.7%). The table shows the year of study. Years of study have 4 categories. Year 1 have 82 respondent (21.4%), year 2 have 146 respondent (38.0%). Next year 3, 29 respondents (7.6%) and the last category, year 4 29 respondents (7.6%).

Descriptive Analysis

Table 2 below shows the Descriptive Analysis.

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Time Saving	Ordering fast food is seen to save more time compared to cooking on your own, especially among students.	3.58	1.059
	The density of the daily schedule possessed by the students prompted them to choose fast food on the time - saving factor.	3.63	1.014
	The students do not have enough time to cook on their own due to being too focused in completing the assignments given by the university.	3.64	.913
	Students prefer to order fast food to save time and use that	3.51	.991

	time to study the lesson more focused.		
	Students can enjoy more leisure time if they choose to order fast food and enjoy that time.	3.77	.993
	The students were seen to have a good rest time after getting tired of doing homework when they ordered fast food rather than choosing to cook on their own	3.69	.873
Convenience	There are complete basic facilities such as public toilets and a surau.	3.86	.968
	The restaurant area is strategic to visit and has ample parking.	3.86	.955
	Efficient spot cleaning service.	3.79	.976
	The restaurant follows the SOPs set by the government.	3.92	1.739
	Provide more than one hand wash and provide soap and tissues.	3.75	1.007
	Provide a QR code scanner for customers before entering the restaurant.	3.85	.894
Cleanliness	Cleanliness is a practice that should be practiced by an individual.	3.98	.976
	The condition of the restaurant meets the criteria recommended by the government.	3.92	.936
	Restaurants should adopt cleanliness practices during the Covid 19 recovery period.	3.87	.953
	Does the restaurant need to adopt the correct SOP?	3.80	1.011
	Students need to practice the 3 W practices implemented by the government.	3.84	.896
	Cleanliness in the restaurant is the responsibility of the restaurant owner.	4.27	.791

The table above shows Descriptive Analysis for Independent Variable, Time Saving. It shows that the mean score of six items starts from 3.5 to 3.7. The highest mean goes to number five item which is students can enjoy more leisure time if they choose to order fast food and enjoy that time at 3.77 (SD=.993) followed by the last item that is the students were seen to have a good rest time after getting tired of doing homework when they ordered fast food rather than choosing to cook on their own at 3.69 (SD=.874) for mean. While the lowest mean goes to the

number three item, students prefer to order fast food to save time and use that time to study the lesson more focused at 3.51 (SD=.991).

The table above shows Descriptive Analysis for Independent Variable, Convenience. It shows that the mean score of six items starts from 3.7 to 3.9. The highest mean go to the number three item, which is at the restaurant follows the SOPs set by the government 3.92 (SD=1.739) followed by the first item that is the students were seen to have a good rest time after getting tired of doing homework when they ordered fast food rather than choosing to cook on their own at 3.86 (SD=.968) for mean. While the lowest mean goes to the number five item, which is providing more than one hand wash and providing soap and tissues at 3.75 (SD=1.007).

The table above shows Descriptive Analysis for Independent Variable, Cleanliness. It shows that the mean score of six items starts from 3.8 to 3.42. The highest mean goes to last item which is cleanliness in the restaurant is the responsibility of the restaurant owner at 4.27(SD=.791) followed by the first item that is the students were seen to have a good rest time after getting tired of doing homework when they ordered fast food rather than choosing to cook on their own at 3.98 (SD=.976) for mean. While the lowest mean goes to the number four item, the restaurant needs to adopt the correct SOP at 3.80 (SD=1.011).

Reliability Analysis

Table 3 below shows the Reliability Analysis.

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Time Saving	6	0.805
Convenience	6	0.746
Cleanliness	6	0.808
Factor That Influences University Students to Dine in at Restaurant During Covid 19 Recovery Period	6	0.824

Table show the reliability of the four factors influencing university students to dine in at a restaurant during the Covid 19 recovery period. The reliability of Cronbach's alpha value for convenience is 0.746, which indicates well. While the factor that influences university students to dine in at restaurants during Covid 19 recovery period was scored highest, which is 0. 824. For time-saving, 0.805 indicates well. However, cleanliness was 0.808.

Pearson Correlation Analysis

Table 4 below shows the Pearson Correlation Analysis.

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported / Not Supported)
H_1 There is a significant relationship between time saving and factors that influence university students to dine in at restaurant during covid 19 recovery period	r=0.805, p < 0.01	H_1 is supported.
H_2 There is a significant relationship between convenience and factors that influence university students to dine in at restaurant during covid 19 recovery period	r=0.746, p < 0.01	H_2 is supported.
H_3 There is a significant relationship between cleanliness and factors that influence university	r=0.808, p < 0.01	H_3 is supported.

Time-saving have a high positive relationship with factors that influence university students to dine in at restaurant during covid 19 recovery period. According to Hypothesis 1 (H1). The communication skills had a Pearson Correlation Coefficient of 0.805, p = 0.01, according to the results provided in Table 4.15. Time-saving are strongly related to factors that influence university students to dine in at restaurant during covid 19 recovery period.

Convenience with the factors that influence university students to dine in at restaurant during covid 19 recovery period. According Hypothesis 2 (H2), convenience with the factors that influence university students to dine in at restaurant during covid 19 recovery period have a strong relationship. The entertainment had a Pearson Correlation Coefficient of r = 0. 746, p = 0.01, as shown in Table 4.15.

Cleanliness was predicted to have a strong positive relationship with factors influencing university students to dine in at a restaurant during the covid 19 recovery period in Hypothesis 3 (H3). According to the statistics given in Table 4.15, cleanliness has a Pearson Correlation Coefficient of r = 0.808, p = 0.01.

DISCUSSION AND RECOMMENDATION

This study shows the reasons that can influence students to return to eating in restaurants after covid 19. This is because all citizens worldwide are prohibited from eating in restaurants until the government allows it (Yulita P, 2020). Students have not eaten at the restaurant for a long time and want the restaurant to reopen. This study suggests creating causes and benefits when restaurants reopen for students and other customers. Thus, studies show many benefits of restaurants reopening, and many students agree with the reasons given.

CONCLUSION

In conclusion, we have studied the factors influencing university students to dine in restaurants after covid 19. In addition, the research questions also show the importance of restaurant cleanliness and how restaurants impact students.

As stated in this research, discussions are dedicated at responding to questions and addressing hypotheses. this research investigates factors that influence university students to dine at a restaurant during the covid 19 recovery period. the latest research would offer numerous recommendations for university students and future researchers based on the study's findings, allowing hospitality employees to reach their full potential toward customers. independent variables of correlation were represented (0.805> 0.746> 0.808).

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The Impact of E-Learning on Academic Performance of University Students in Malaysia During Covid-19 Pandemic

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ABSTRACT

E-learning is widely used as an educational approach around the globe, specifically during the COVID-19 pandemic. Rapid technology advancements and widespread Internet access enabled this approach's growth. This research aimed to determine the significant impacts of e-learning on the academic performance of university students in Malaysia during the COVID-19 pandemic. Thus, this study empirically measures the extent of a lack of motivation, mental health, and procrastination behaviour on the academic performance of university students. This study was structured through a self-administered survey with university students in Malaysia who were identified and chosen for data collection. With 384 respondents, the data were analysed by descriptive, frequency, and inferential analysis using SPSS. These findings show that e-learning has the most significant impact on the academic performance of university students in Malaysia during the COVID-19 pandemic.

Keywords: Lack of motivation, Mental Health, Procrastination Behaviour, Academic Performance, E-learning

INTRODUCTION

COVID-19 is a newly discovered coronavirus that produces a contagious sickness. Previously, this illness was known as the '2019 novel coronavirus'. COVID-19 was initially detected in December 2019 in Wuhan, China. Malaysia proclaimed its first-ever verified case on January 25th, 2020, and confirmed the death on March 17, 2020, after being initially recorded in China in December 2019. This was just a day before the country issued a strict Movement Restrictions Order (MRO). Malaysians underwent changes during this period in response to COVID-19, including reforms to the education system.

Most university students were ordered to quit their dormitories and residence halls immediately, in many cases without their belongings, and were expected to finish their academic work on the digital platform. These immediate closures prevent students from interacting with one another and thereby decrease the number of cases (Bayham & Fenichel, 2020). The unexpected school and university closures as a consequence of the advent of COVID-19 have caused university officials to make changes in utilizing alternatives to traditional learning practices in times of emergency to safeguard the safety of students still not abandoned without education as to limit the growth of the pandemic. University closure gives significant changes to an educational system where students who used face-to-face classes are forced to use e-learning. This has a significant influence on the academic performance of students as well.

As a result, the researchers need to explore how well this learning system is being received by students and the primary challenges they face when e-learning that impacts their academic performance. This information will assist educational instructors and facilitators, and college and university administrations in determining the modifications that can be made to improve the effectiveness of e-learning so that it can eventually be integrated alongside classroom instruction. The study aims to investigate the impact of e-learning on the academic performance of university students in Malaysia during the COVID-19 pandemic. There were three objectives of this research

1. To identify the relationship between lack of motivation and academic performance of university students in Malaysia during the COVID-19 pandemic.

2. To examine the relationship between mental health and academic performance of university students in Malaysia during the COVID-19 pandemic.

3. To determine the relationship between procrastination behaviour and academic performance of university students in Malaysia during the COVID-19 pandemic.

Significant of The Study

The significance of this study is about the impact of e-learning on the academic performance of university students in Malaysia during the COVID-19 pandemic. This study can help the reader understand more about the impact of e-learning students' appearance, which affects their academic performance in this country. The researchers also can know the perception and experiences of students and lecturers. Besides that, this research can inform readers about the implications of e-learning that affect their student's academic performance. Based on this research, the readers do not efficiently judge students that say e-learning is more accessible than physical learning. Students lack social support from their friends during the online learning because they are too busy to complete their assignments (Irawan, Dwisona & Lestari, 2020). This research would help more people to understand the impact of e-learning. Last but not least, this research would reference the readers in investigating the impact of e-learning on the academic performance of university students in Malaysia during the COVID-19 pandemic and explore more details because this topic is a perfect topic to learn.

LITERATURE REVIEW

E-Learning

Covid-19 has affected education all over the world. Universities and schools remained closed (Murphy, 2020). Consequently, the upsurge of e-learning is happening in the education system (Bozkurt et al., 2020). Though online learning helps to teach or learn during the pandemic period, implementing a planned and structured online learning system is essential to have a successful e-learning system. E-learning has developed into a critical component in reforming the traditional educational system.

E-learning or electronic learning delivers learning and training by utilizing online technologies. -learning enables users to study whenever and wherever they choose, with few constraints. E-learning delivers training, education, or information online through a computer or other digital device. Besides that, e-learning has crossed classroom boundaries and ensures that learning is always available. The platform of e-learning is suitable for university students as it facilitates student engagement (Alom et al., 2019; Hussain et al., 2018). Nevertheless, there are some difficulties for the student because they may lack understanding of the contents or lesson in the class.

Lack of Motivation during E-Learning on Academic Performance

Motivation is defined as how humans initiate and maintain purposeful behaviour. Motivation is often understood as the procedure through which an individual's wants and goals are triggered (Alexander & Murphy, 1998; Pintrich, Marx, & Boyle, 1993). The primary obstacles to e-learning include the loss of social interaction, administrative and teacher difficulties, time and support, and learner motivation during the COVID-19 pandemic (Agbejule, Ndzibah, Lotchi, 2021). Because of the large number of tasks they get each day, most students suffer from a lack of motivation. A loss of desire impacts students' academic performance because they lose their incentive to study via e-learning. The research found that students who lack motivation during this pandemic are strongly impacted by external circumstances (Cahyani, Listiana, & Larasati (2020), Rachmat (2020), Simamora (2020).

Consequently, students who have poor self-motivation or planning skills may struggle to keep up with consistent deadlines while pursuing their virtual courses that greatly impact

their academic performance. They have poor self-efficacy and a sense of incapacity since learning will not result in the intended goal and activities will also have no worth (Harnet, 2016). Due to a significant lack of motivation, they are less likely to participate in e-learning sessions with lecturers and get worse scores on their examinations, which impact the students' academic performance.

Mental Health during E-Learning on Academic Performance

The lockdown suddenly changed the population's routines and freedom of mobility. As a result, mental health issues such as worry, fear, depressive symptoms, loneliness, and insomnia have developed to some extent. This e-learning arrangement has a lousy influence on students' mental health. The speedy worldwide increase of infected cases has created a way of uncertainty and anxiety concerning what is about to happen. It has also caused an extraordinary stress among the university, like mental health, including scholars. Stress is now a significant cause of the impact on the academic performance of university students during this pandemic.

Students' multiplicity of mental health issues presents a challenge within a university community and necessitates an appropriate response (Rana, Smith, & Wlaking, 1999; Stanley & Manthorpe, 2002). This fast growth on a massive scale has impacted students of all ages (Hasan and Bao, 2020). The high levels of mental health symptoms seen in students seemed to have been encouraged by the uncertainty and the possible adverse effect on academic achievement during e-learning classes (Giusti et al., 2021). Continued disease transmission, travel restrictions, and the closing of educational institutions throughout the country are expected to significantly affect students' education, social life, and mental health (Odriozola-gonzalez et al., 2020). For others, the effects of pandemics and e-learning could trigger new mental health and mood changes which cause students to get low grades in student academic performance.

Procrastination Behaviour during E-Learning on Academic Performance

Procrastination behaviour has been connected to ineffective learning practices and the student's academic performance. Procrastination is characterized as a self-defeating behaviour pattern with short-term and long-term benefits. Academic procrastination is a severe barrier that inhibits students from succeeding in school since putting off studying the numerous subjects required to satisfy the academic requirements negatively impacts mastering the various educational levels and academic performance. For many students, academic procrastination is related to problematic learning outcomes such as poor academic performance, lousy quality of academic work, lack of knowledge, time pressure, dropout and more prolonged course of study. As a result, a significant focus of this research is on the role of academic procrastination during the lockdown (Yilmaz, 2017).

Several studies have shown that procrastinating negatively impacts learning, course attitude, and academic performance (Hayat, Jahanian, Bazrafcan, & Shokrpour, 2020). Furthermore, low or high self-esteem influences academic procrastination during e-learning. As a result, student's students' procrastination behaviour causes academic failure (Editor et al., 2020). Other research has revealed that students who put off working on assignments are more likely to perform poorly. These findings support the harmful effects of procrastination and the value of consistent learning habits (Park et al., 2018).

E-Learning on Academic Performance of University Students in Malaysia during Covid-19 Pandemic

Academic performance is a measure of a student's accomplishment in a variety of academic subjects. e-learning affects psychological students. Research suggests that academic performance, as measured by student performance, has declined among sure students following the outbreak of the COVID-19 pandemic, where the students were enrolled in e-learning. This pandemic increased the risk of viral infection-related mortality and psychological distress for individuals worldwide (Xiao et al., 2020). The most psychological impact that cases stated for

the student is anxiety. As a subgroup of psychological consequences, anxious well-being has received less attention, despite being just as prevalent and perhaps as severe as depression (Sundaresen et al., 2020). COVID-19 and lockdowns for college students in China have been linked to severe negative consequences on students' psychological well-being and elevated levels of worry (Sundarasen et al., 2020). Besides that, the impacts of e-learning are that many works and assignments are given to students, and there are no flexible deadlines. This impact can affect the student's academic performance because the works need to be submitted simultaneously, and no excuses even have a technical issues, for example, slow internet connections. Students' inability to motivate themselves physically results in low academic performance. The careless attitude of students is also the impact of e-learning on academic performance during the pandemic.

Research Hypothesis

The literature review highlighted that the independent variables such as lack of motivation, mental health and procrastination behaviour do impact the academic performance of university students in Malaysia during the COVID-19 pandemic. The hypothesis in the study is to find out whether there are any correlations or relationships between dependent variables and independent variables:

H_1 There is a significant relationship between the lack of motivation and the academic performance of university students in Malaysia during the COVID-19 pandemic.

H_2 There is a significant relationship between mental health and academic performance of university students in Malaysia during the COVID-19 pandemic.

H_3 There is a significant relationship between procrastination behaviour and the academic performance of university students in Malaysia during the COVID-19 pandemic.

Research Framework

Figure 1 below shows the research framework used for this study.
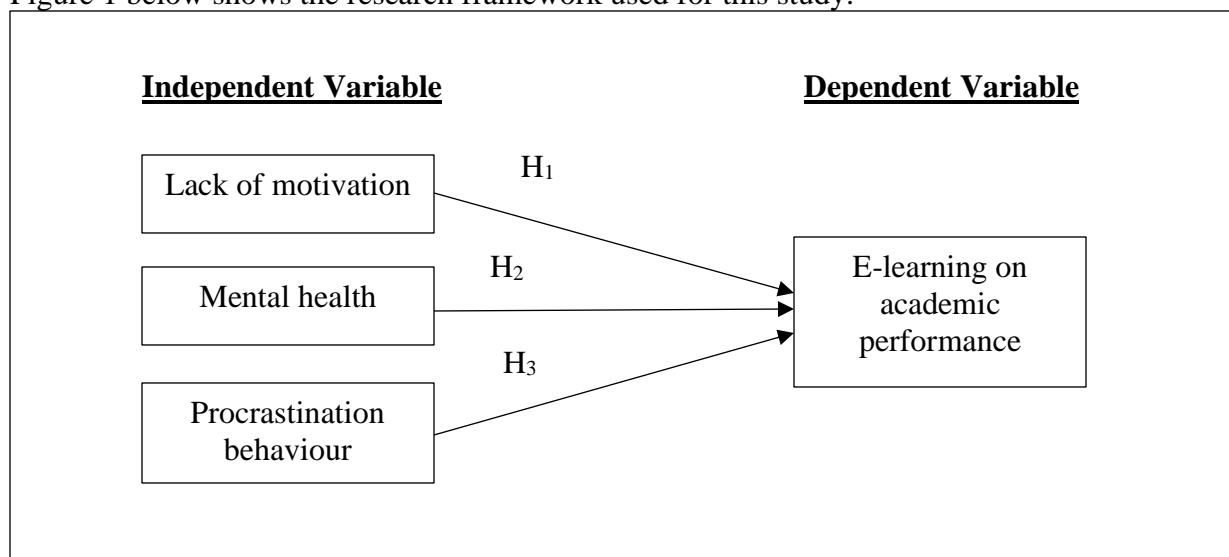
Figure 8 Research Framework

METHODOLOGY

Research Design

This research applies a quantitative method. This research used a questionnaire to conduct the survey. Quantitative research design is used when statistical findings require actionable insights. The survey sample conducted on university students aged 18 and above years old. Students chosen for this survey answered how their e-learning classes were during the pandemic. Quantitative and descriptive methodologies were used to conduct the study, with questionnaires as the study tool. The questionnaire elicits all the information pertinent to the

study's aims. The questionnaire includes a section on demographics with multiple-choice options. The questionnaire was divided into five sections. The student's survey has items assessing five sections: demographic background, a questionnaire on lack of motivation during e-learning, a questionnaire on procrastination behaviour during e-learning, a questionnaire on e-learning's impact on student's mental health; and a dependent variable on the impact of e-learning on academic performance during COVID-19 pandemic among university students in Malaysia. The Likert Scale was used to determine the impact of e-learning on the academic performance of university students in Malaysia during the COVID-19 pandemic.

Data Collection

This research used the survey method, and the tools were questionnaires. Questionnaires used Google Forms and were sent to the respondents through social media such as WhatsApp and Telegram. The survey for the respondents is conducted online due to Standard Operation Procedure (SOP) and limited physical activity. The questionnaire is designed to collect data about students' lack of motivation, mental health, and procrastination towards the impact of e-learning on academic performance among university students during COVID-19 pandemic.

Sampling

A non-probability sampling technique was chosen as a convenience sampling technique. Convenience sampling is perhaps the easiest method because participants are selected based on availability and willingness to participate. The researchers chose respondents for samples based on demographic information, including age, gender, race, year of education, education level, and student status. Based on Krejcie & Morgan (1970), the appropriate number derived from 135,572 students is 384.

Table 37: Categories of Student Education Level

Level of Education	Total Students
Diploma	47,445
Bachelor's	71,396
Master	11,685
PhD	5,046
Sum	135,572

Source: Ministry of Higher Education, 2020

Data Analysis

Data analysis is the method of examining, cleaning, manipulating, and modelling data to extract critical information, assist in decision-making, and provide recommendations (Pal, 2017). The survey data distributed to respondents was compiled using the Statistical Package for Social Sciences (SPSS) software version 26.0. SPSS is a program-based window for data entry and analysis that allows us to construct tables and pie charts. In this study, the researchers applied the SPSS version to check the statistical data analysis. The analysis used in this study is frequency analysis, descriptive analysis, reliability analysis, and correlation analysis.

FINDINGS

Result of Frequency Analysis

Table 2 below shows the results of frequency analysis.

Table 38: Frequency Analysis

Characteristics	Frequency	Percentage
Gender	171	44.5
Male	213	55.5
Female		

Age		
18-20	85	22.1
21-23	171	44.5
24 and above	128	33.3
Race		
Malay	189	49.2
Chinese	92	24.0
Indian	85	22.1
Others	18	4.7
Education Level		
Diploma	92	24.0
Bachelor	161	41.9
Master	73	19.0
PhD	58	15.1
Year of Education		
1	79	20.6
2	114	29.7
3	162	42.2
4	29	7.6
Student Status		
Full Time Student	310	80.7
Part Time Student	62	16.1
Other	12	3.1

Table 2 below shows the frequency analysis results for the gender, age, race, educational level, year of education and student status distribution of 384 respondents. The table above clearly indicates that female respondents were 55.5% (n=213) more than male respondents, at 44.5% (n=171). Next, among these three age groups, the highest number of respondents was from 21 to 23 years old, with a rate of 44.54% (n=171). The age group of 24–34 years old had the second highest number of respondents (n=128), with 33.3 per cent (n=128). At the same time, the age group of 18 to 20 years old had the lowest number of respondents, 22.1% (n=85). According to the survey, the majority of the respondents involved in this questionnaire were Malay, consisting of 49.2% (n=189). The second highest was Chinese, which comprised 24.0% (N = 92). The remaining respondents were Indian and other races, which consists of 22.1% (n=85) and 4.7% (n=18), respectively. The result indicated that most respondents were from bachelor's degree level, consisting of 41.9% (n=161) out of a total of 384 respondents. Followed by the Diploma level of education consists of 24% (n=92). While, 19.0% (n=73) fall under the education level group Master. The lowest number of respondents were from the education level group PhD with 15.1% (n=58). The table above shows that 3rd year students have the largest percentage with 42.2% (n=162) compared to 4th year students, which is the lowest with 7.6% (n=29). Lastly, most of the respondents involved in this questionnaire were full time students, consisting of 80.7% (n=310). While the second highest is part-time students, which was 16.1% (n=62). While the lowest number of respondents for student status is other, which consists of 3.1% (n=12).

Result of Descriptive Analysis

Table 3 below shows the results of the descriptive analysis.

Table 39: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Lack of Motivation	I am interested in learning if e-learning becomes the new approach to learning.	2.73	1.022
	E-Learning increases my motivation to study.	2.77	1.099
	E-Learning has the potential to boost my creativity.	2.85	1.131
	E-learning enables me to complete tasks quickly.	2.63	1.067
	My lack of motivation affects my academic performance.	3.37	1.093
	I am able to attend all the e-learning classes.	2.91	1.169
Mental Health	I'm always concerned about my health.	3.74	0.860
	I'm having difficulty concentrating in my e-learning classes.	3.51	0.873
	I'm having trouble with my sleeping patterns.	2.66	1.201
	My mental health issues have a negative impact on my academic achievement.	3.91	0.759
	I'm experiencing stress during e-learning.	3.94	0.859
	My increasing class workload affects my mental health.	3.71	0.954
Procrastination Behaviour	Procrastination will occur when I am writing a term or research paper.	3.94	0.859
	I'm usually procrastinating on studying for an exam.	3.86	0.929
	I can keep up with weekly reading assignments.	2.66	1.201
	I can perform administrative tasks on time.	2.74	1.133
	I'm capable of attending meetings without procrastinating.	2.73	1.022
	I can perform academic tasks in general.	2.72	1.193
E-Learning on Academic Performance	E-learning is more successful than traditional classroom instruction.	2.78	1.158
	E-learning is more convenient than face-to-face classes.	2.81	1.101
	I feel that e-learning content enables me to work together with my peers.	2.80	1.097
	It's challenging to keep students engaged in e-learning.	3.91	0.759
	My lack of computer abilities makes it difficult for me to successfully use e-learning.	3.71	0.945
	My poor academic performance is an outcome of the negative impact of e-learning.	3.74	0.860

Table 3 shows the mean and standard deviation for the items used to measure the lack of motivation, mental health, procrastination behaviour and e-learning on academic performance. There were six (6) questions measured for all the variables. For variable lack of motivation had the highest mean, 3.37, on the statement "My lack of motivation affects my academic

performance". However, it was measured with the lowest mean of 2.63, on the statement "E-learning enables me to complete tasks quickly". For variable mental health had the highest mean, 3.94 on the statement "I'm experiencing stress during e-learning". However, it was measured with the lowest mean of 2.66, on the statement "I'm having trouble with my sleeping patterns" statement. For variable procrastination, behaviour had the highest mean, 3.94 on the statement "Procrastination will occur when I am writing a term or research paper".

Meanwhile, it was measured with the lowest mean of 2.66 on the statement "I can keep up with weekly reading assignments" statement. For variable e-learning on academic performance had the highest mean, 3.91 on the statement "It's challenging to keep students engaged in e-learning". Meanwhile, it was measured with the lowest mean of 2.78 on the statement "I can keep up with weekly reading assignments" statement.

Result of Reliability Analysis

Table 4 below shows the result of the reliability analysis.

Table 40: Reliability Analysis

Variables	Number of Items	Cronbach's Alpha
Lack of Motivation	6	0.774
Mental Health	6	0.880
Procrastination Behaviour	6	0.706
E-Learning on Academic Performance	6	0.709

According to Table 4 above, the results for the pilot test for each section of the questionnaire are acceptable because all the values are more than 0.700 Cronbach's Alpha. In this study, there six questions were used to measure the variables. The first independence variable, which lacks motivation, is 0.774, resulting in good association strength. The second independence variable, mental health, is 0.880, resulting in a very good strength of association. Next, procrastination behaviour is 0.706, which is a good strength of association. Last ,the dependent variable which, e-learning on academic performance, is 0.709, which resulted in a good strength of association and all the variables had valid questions.

Result of Pearson Correlation Analysis

Table 5 below shows the Pearson Correlation Analysis.

Table 41: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H_1: There is a significant relationship between lack of motivation and academic performance of university students in Malaysia during COVID-19 pandemic.	0.516	H_1 is supported
H_2: There is a significant relationship between mental health and academic performance of university students in Malaysia during COVID-19 pandemic.	0.54	H_2 is supported
H_3: There is a significant relationship between Procrastination Behaviour and academic performance of university students in Malaysia during COVID-19 pandemic.	0.517	H_3 is supported

As seen from Table 5, the results of hypothesis testing are reported based on a significant relationship between the lack of motivation, mental health and procrastination behaviour in the academic performance of university students in e-learning classes. Overall, these results indicate that all the hypotheses were accepted at a 0.01 significance level.

DISCUSSION AND RECOMMENDATION

In general, this study has extensively researched the impact of e-learning among university students during covid-19 in Malaysia. Discussions are targeted at solving questions and addressing hypotheses as mentioned in the first chapter of this study. Based on the study's findings, the researcher would provide a theoretical, methodological, and practical recommendation that can be made in the future study. Future research should utilize other independent variables, such as the student's attitudes, because the findings revealed that students' attitudes about e-learning changed from the beginning to the end of the class. It may have an impact on their academic performance.

The researcher also suggests utilizing a quantitative method for any research on this topic because it can obtain data much faster than a qualitative method. The data collection toolkit of a qualitative researcher is quite diverse, ranging from entirely unstructured for semi-structured techniques. Because the data is numeric, statistical tests can be used to make statements about the data using the quantitative method. Researchers can generate an impact that e-learning has on student academic performance during e-learning that is greater than the researcher's initial study. Future study should use students with practical skills to discover more about their perceptions of the impact of e-learning on the academic performance of university students in Malaysia during the COVID-19 pandemic. They may also assist the researchers in discovering the problems they encountered during practical sessions. Future researchers also might concentrate this study on all public and private universities in Malaysia.

CONCLUSION

The purpose of this study is to determine the impact of e-learning on the academic performance of university students in Malaysia during the COVID-19 pandemic. This study aims to ascertain the impacts of e-learning in terms of lack of motivation, mental health and procrastination behaviour. Additionally, the study discovered that the impacts of e-learning had an impact on the academic performance of university students. Additionally, the research includes three independent variables: a lack of motivation, mental health, and procrastination behaviour.

Pearson Correlation analysis is used to determine the relationship between independent and dependent variables. This demonstrates how the independent variables affect the dependent variable. The researcher has seen that the three independent variables, which are lack of motivation, mental health, and procrastinating behaviour, which have a significant relationship with e-learning on the academic performance of university students in Malaysia during the COVID-19 pandemic. In conclusion, this study proves that the independent variables, namely Lack of Motivation, Mental Health and Procrastination Behaviour, have a moderate positive correlation with the academic performance of university students in Malaysia during the COVID-19 pandemic. The results of the data indicate that lack of motivation, mental health, and procrastinating behaviour is a significant impact of e-learning on the academic performance of university students in Malaysia during the COVID-19 pandemic.

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Factors Influencing Eating Behaviours Among University Students during the Covid-19 Pandemic in Malaysia

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ABSTRACT

Many university students reported changes in the foods they ate, how much they ate, and how often they snacked because most students have returned to their families, with many taking on passive roles in activities that shape their eating behaviours during COVID-19. Therefore, this study empirically measures how parental influences, food prices, and academic stress influence eating behaviour among university students during the COVID-19 pandemic. The data for the study was collected through a survey with 384 respondents, all of which were recognized, university students. Data were analysed by frequency analysis, descriptive analysis, reliability analysis, and Pearson correlation analysis through SPSS version 26.0. The results of the Pearson correlation demonstrate a link between parental influence, food prices, academic stress, and eating behaviour. The findings indicated that the food price factor influenced university students' eating behaviours during the COVID-19 pandemic in Malaysia. These findings have implications for future policies and approaches for assessing nutrition in crises like the COVID-19 pandemic.

Keywords: Eating Behaviour, Parental Influence, Food Price, Academic Stress,

INTRODUCTION

The emergence of COVID-19 has led to severe changes worldwide from the end of 2019 to the present day. The Malaysian government has taken precautionary measures in response to the COVID-19 pandemic by creating a Movement Control Order [MCO] on 18 March 2020. It has affected the lives of university students throughout Malaysia. All educational institutions in Malaysia have also been closed by the government (Shah et al., 2020), and it is forcing university students in Malaysia to adjust their daily lives and eating behaviours. The closure of the university campus coincided with the introduction of the stay at the home limit. Also, it caused the Malaysian education system to shift from face-to-face teaching to online learning. In this regard, the routines of university students in terms of daily activities and eating behaviour have changed or will change (A. Radwan & E. Radwan, 2020). According to Owens et al. (2020), this situation is further compounded by the pandemic implications of COVID-19, which found that 34.5% of university students claimed that their eating behaviours had changed.

Parental food choice motives were associated with variations and alterations in nutritional quality during closure (Marty et al., 2021). According to Pung et al., (2021) many university students are obliged to eat all of their food at home. As a result, parents are in charge of their children's eating behaviours throughout the day (A. Radwan et al., 2021). Philippe et al. (2021) suggest that parents encourage healthy eating by offering advice on food selection and consumption of home-cooked foods to avoid contamination.

Meanwhile, according to A. Radwan et al. (2021), their parents are impoverished and have lost their source of income since the present lockdown, so they have no option but to supply for their needs, which they do by purchasing the cheapest food products. University students from medium or low-income socioeconomic families with less money and poor living conditions are more likely to experience changes in eating behaviours and have higher levels of nutrition-related disease (French et al., 2015). Apart from that, the university may be a source of substantial stress for many students during this pandemic. Since the university's closure, it

has reinforced remote and online learning to prevent the increasingly massive spread of the COVID-19 virus (Mesa et al., 2021). University students are involved with stress because they have to learn with new learning methods. According to Choi (2020); Pung et al. (2021), distance learning at home increases the higher stress level and affects health behaviours, including eating behaviours.

Therefore, this study examines the factors that influence eating behaviours among university students in Malaysia during COVID-19. This study focuses on three aspects of the factors that influence eating behaviours: parental influence, food price, and academic stress. There were three objectives of this research:

1. To identify the relationship between parental influence and eating behaviours among university students during the COVID-19 pandemic in Malaysia.
2. To examine the relationship between food price and eating behaviours among university students during the COVID-19 pandemic in Malaysia.
3. To determine the relationship between academic stress and eating behaviours among university students during the COVID-19 pandemic in Malaysia.

Significance of the Study

Future Researcher

This research may be used as a reference to determining the factors contributing to eating behaviours among university students. This means this research will be used by future researchers to do their research or to improve the quality of their research.

Industry Player

This research will also contribute to an industry that holds research to standards other than academic journals, primarily investment returns. Exposing students to this research process gave them a different perspective than just sharing journal concepts or working in academic journals. Even better, students are exposed to real-world environments and expectations through involvement in industry research.

Authorities

The Ministry of Education [MOE] and the Ministry of Health [MOH] can establish mechanisms to encourage more research and development in terms of eating behaviours through the Institutes, one of the inputs of information about students' eating behaviours, whether balanced or otherwise. This would be able to create a wellness program to practice healthy eating behaviours among university students during and post COVID-19.

LITERATURE REVIEW

Eating Behaviours During COVID-19 Pandemic

According to a recent study, eating behaviour among university students during abstinence at home can become healthy or poor (Alom et al., 2019; Ammar et al., 2020). When COVID-19, the closure of all economies, including restaurants, influenced many students to switch to homemade food because there was no other option (A. Radwan et al., 2021). According to Davitt et al. (2021), more than 50% of the surveyed university students eat meals with their families. In addition, the percentage of students eating fast food per week is much lower during COVID-19 than before this pandemic (A. Radwan et al., 2021). This could be due to the closure of restaurants and other establishments that serve fast food to students or fear of contracting COVID-19. Nevertheless, studies also show that fast food intake or processed foods also increase among university students during COVID-19 (Jalal et al., 2021) because restaurants provide online food delivery to customers during COVID-19.

A study published by Pung et al. (2021), among university students in Malaysia, revealed that 41.98% of the surveyed respondents had inconsistent eating patterns such as irregular meal intake and skipped meals during the COVID-19 pandemic by skipping breakfast,

lunch, or dinner. Moreover, Choi (2019) described the majority of university students ingested fruits and vegetables based on family suggestions. During the COVID-19, they eat fruits and vegetables to strengthen their immune systems (Aman & Masood, 2020). Meanwhile, according to Pung et al. (2021), Pung et al. (2021) said more than 90% of university students consumed snacks such as chocolate, chips, biscuits, and bread during the COVID-19. These studies showed that students who had higher levels of stress when learning online were more likely to participate in snacking.

Parental Influence

According to Philippe et al. (2021), parental eating behaviour had a massive influence on children's eating behaviour, which may have changed during closure to have a complete picture of COVID-19's pandemic impacts on the food domain. Some students may have returned to previous influences held in parenting by repeating behaviours and learning concepts that routines reflect the thoughts, behaviours and tastes contained by individuals as a result of the social structure in which they live (Jastran et al. al., 2009). During the COVID-19 period, students with highly educated parents had a more significant influence on food quality and quantity than during the previous period since they have a good understanding of food and nutrition, and they influence their children's eating behaviours and food consumption. As a result, they promote healthy eating through advising on food selection and self-cooked meal intake (Banna et al., 2015; Lehto et al., 2018).

The growing spread of the COVID-19 pandemic around the world also causes many of their parents to be more sensitive to their food safety to reduce the risk of infection. The parents are becoming increasingly hesitant to buy their food, necessitating the consumption of home-cooked meals as well as increased consumption of vegetables and fruits (Abd Rahman et al., 2021) to avoid contamination. According to Duda-Chodak et al. (2020), although food and water are not considered direct transmission paths for COVID-19, it is impossible to ignore the fact that the virus can survive for several days on various surfaces, particularly in environments with poor hygiene as well as contamination of animal's products consumed by humans, such as pigs and rabbits (Yekta et al., 2020).

Food Price

Food price was frequently identified as a crucial factor in determining and arbitrating eating behaviours among university students, especially regarding skipping meals. (Pung et al., 2021). Consumers will select the cheapest product over the healthier one. University students may substantially impact their life expectancy following the decline of family economic conditions during COVID-19, which was the worst before the COVID-19 pandemic (A. Radwan et al., 2021). According to A. Radwan & E. Radwan (2020), the majority of families report the loss of their incomes during this pandemic, and it influences students to buy and eat low-quality nutritious food more than those with middle and higher incomes during COVID-19. Most of them were aware of the importance of eating healthy food during COVID-19 to boost self-immunity (Abd Rahman 2020); such awareness will not be able to prevent or minimize the intake of unhealthy foods due to high food prices on healthy foods.

Meanwhile, some studies identify that increasing food prices influences university students to eat homemade food during this COVID-19 pandemic. According to Abd Rahman (2020), during COVID-19, households are frugal by cooking at home rather than purchasing food from a store, either online or in person. Several studies show rising prices of fresh goods, including fruits, vegetables, and raw materials (Mattioli et al., 2020), resulting in their parent's increase in frozen and canned ingredients, whether canned vegetables, fruits, or meat (A. Radwan et al., 2021). These studies suggest that since it contains a high salt, sugar or trans-fat, it tends to have a low price. However, according to Mills et al. (2017), when people prepare home-cooked foods, they are more likely to make healthier choices when they eat because they have more control over ingredients and portion sizes while cooking.

Academic Stress

Many students were stressed due to the sudden switch to online learning during COVID-19 where some students could not access instructional resources via digital platforms (Malik et al., 2021). During COVID-19, some studies have found that academically stressed students consume more unhealthy foods than non-stressed students (Choi, 2020; Pung et al., 2021), such as sweets and high-fat snacks (Papier et al., 2015; Aljaber et al., 2019). They eat more fat and calorie-dense meals because they stimulate serotonin in the brain, which is involved in mood regulation and pleasure experiences (Caso et al., 2020). Meanwhile, Choi (2020) states that stressed students would utilize food as a maladaptive coping mechanism to manage their stress.

Moreover, skipping meals is linked to stress and depression since a study suggests that skipping meals may be both a cause and an effect of stress (Yau & Potenza, 2013). According to Badrasawi et al. (2020), most university students lose track of their hunger and lack the motivation to eat properly. As noted by Schmader (2020), during online learning, students have started skipping meals to get more work done; the pressure of completing an assignment before the deadline adds to the already stressful time, which includes little or no eating time. This study revealed that university students are more concerned with finding out how to get excellent grades than with food quantity and quality.

Research Hypothesis

The study's hypothesis is to determine whether there are any relationships between dependent and independent variables. The hypothesis of the research is:

H_1 : There is a significant relationship between parental influence and eating behaviours among university students during COVID-19 in Malaysia.

H_2 : There is a significant relationship between food price and eating behaviours among university students during COVID-19 in Malaysia.

H_3 : There is a significant relationship between academic stress and eating behaviours among university students during COVID-19 in Malaysia.

Research Framework

Figure 1 below shows the research framework for this study.
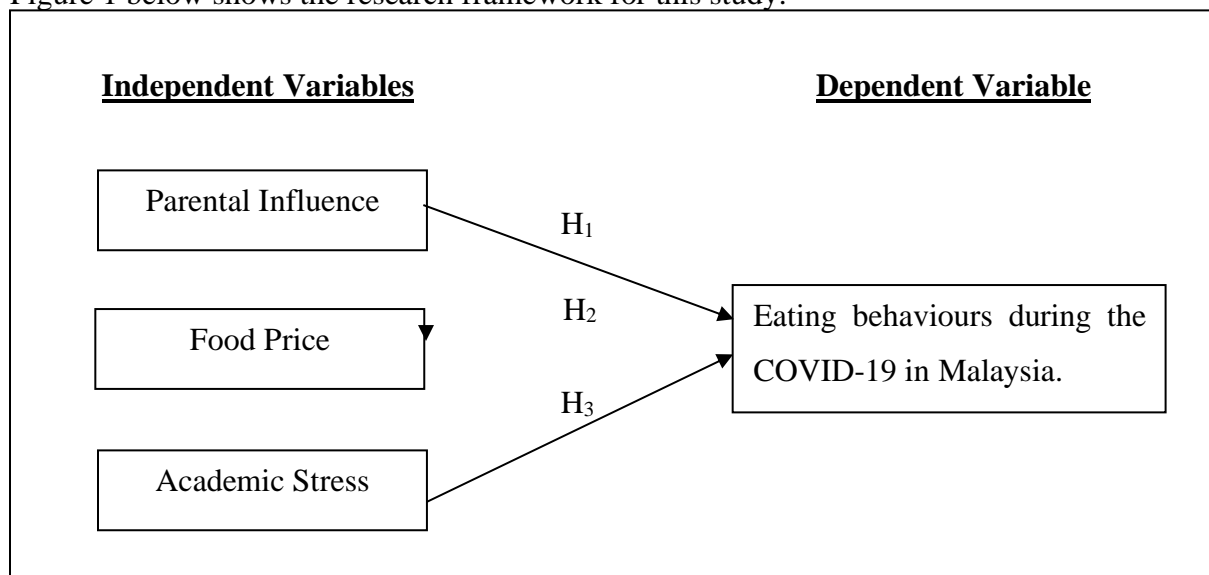
Figure 1: Research Framework

METHODOLOGY

Research Design

This research will use a quantitative approach. The survey for this research has conducted through a questionnaire. The sample chosen in this research consists of university students aged

471

19 and above. Students selected for this survey will answer questions about the eating behaviours of university students and the factors that influenced them during this pandemic. The questionnaire is designed to accumulate all information about the study's objective. The questionnaire will contain a demographic section with multiple choices. The respondents must choose the determinant choices. In parental influence, food price, and academic stress, the Likert scale will be applied to determine the factors influencing eating behaviours among university students during this pandemic. The choice is between 1, which strongly disagrees to 5, which is strongly agreed. All the data analysis uses the latest version of Statistical Package Social Science [SPSS].

Data Collection

The data obtained by the researcher through questionnaires for a project from first-hand sources or for particular research purposes through various sources such as experiments, interviews, surveys, and so on is referred to as primary data. A Google form was used to create a questionnaire to collect data. The questionnaire is being used to collect information about the factors influencing eating behaviours among university students in Malaysia during the COVID-19 pandemic. It will be disseminated online owing to a problem with an infectious disease that has afflicted the country, COVID-19.

Sampling

A non-probability convenience sampling method will be chosen as the sampling method. The questionnaires were prepared and distributed online and on social media to gather information from the respondents. The respondents of the questionnaire are university students. Hence, respondents were randomly selected from various universities in Malaysia as any person could answer the given questionnaire and data will be collected based on their answers through online and social media.

In achieving a valid sample for this study, Table 1 shows Malaysia's total population of university students. Due to the large number of students, the study sums up the number of students which is 1,507,068 students. Therefore, using the Krejcie and Morgan table, the total sample size that will be used is 384 people, representing the total population of university students in Malaysia.

Table 1: The Population of University Students in Malaysia

Level of Education	Total Students
Diploma	526,655
Bachelor's Degree	812,520
Master	110,141
PhD.	57,752
Sum	1,507,068

Source: Ministry of Higher Education, 2020

Data Analysis

The data will be evaluated using the SPSS in this study. The researcher obtains data for this study's data analysis and does frequency analysis, descriptive analysis, reliability analysis and Pearson correlation analysis.

FINDINGS

Result of Frequency Analysis

Table 2 below shows the result of the frequency analysis

Table 2: Frequency Analysis

Characteristics	Number of Respondent (N)	Percentage (%)
Gender		
Male	129	33.6

Female	225	66.4	

Age		
19 – 21 years old	116	30.2
22 – 24 years old	185	48.2
25 – 27 years old	34	8.9
28 – 30 years old	28	7.3
31 years old and-above	21	5.5
Educational Level		
Diploma	97	25.3
Bachelor	225	58.6
Master	33	8.6
PhD	29	7.6
Marital Status		
Single	351	91.4
Married	33	8.6
Other	-	-
Race		
Malay	236	61.5
Chinese	41	10.7
Indian	57	14.8
Other	50	13.0

Based on the gender of the respondents, this study involved 384 respondents from university students in Malaysia. 384 respondents consisted of 33.6% males and 66.4% females. Table 2 shows the demographics of the respondents. It shows that the total number of female respondents is more than male respondents. Based on age, 30.2% of them are between 19 - 21 years, 48.2% are those aged 22 - 24 years, and 8.9% are aged 25 - 27. Respondents aged 28 - 30 years and 31 years and above were 7.3% and 5.5% respectively. Based on the respondents' level of education, the highest number collected in this section is 58.6% Bachelor's students. Followed by Diploma with 25.3%, Masters category with 8.6% and 7.6% were those of PhD students. Based on marital status, 91.4% were single, and 8.6% were married. Based on race, 61.5% are Malay compared to Chinese and Indians are 10.7% and 14.8%. At the same time, the respondents for other races are 13.0%.

Result of Descriptive Analysis

Table 3 below shows the result of the descriptive analysis.

Table 3: Descriptive Analysis

Variables	Items	Mean Score.	Standard Deviation
Parental Influence	I would eat whatever food my parent prepared during the MCO.	4.47	0.861
	My parents eat more fruits on their daily menu.	3.18	1.211
	My parents prepared healthy meals during MCO.	3.96	0.923
	My parents prepared to cook at home to ensure cleanliness.	4.51	0.723
	My parents encouraged me to take vegetables to prevent COVID-19.	3.70	1.094
Food Price	The main reason for choosing food it's low price.	4.41	0.868
	I choose cheap food even though they are not nutritious.	3.83	1.143
	I cook at home during MCO because it saves money.	4.28	0.868

	I do not consume healthy food since it is expensive.		3.54	1.180
	I eat according to my needs or affordability.		4.35	0.836
Academic Stress	When I am stressed, my eating behaviour is disrupted.		4.23	0.910
	I have the urge to eat when upset.		3.93	0.964
	I think snacking is responsible for the sensation of pleasure.		3.45	1.212
	I will eat too much to relieve my stress.		3.73	1.043
	Stress caused me to skip meals for focusing on my learning.		4.22	0.982
Eating Behaviours	Do you always skip meals during online learning?		4.44	0.815
	Do you prefer to order fast food during MCO?		3.93	1.067
	Do you enjoy eating snacks during COVID-19?		3.99	1.063
	Do you consume more fruits and vegetables?		3.67	1.109
	Do you eat homemade food during COVID-19?		4.35	0.863

Table 3 shows the mean and standard deviation for five statements under three independent and dependent variables based on the survey involving 384 respondents. The statement "My parents cook at home to ensure cleanliness" has the highest mean value of 4.51 and standard deviation value of 0.723. in the parental influence factor, the statement "My parents eat more fruits on their daily menu" has the lowest mean value of 3.18 and standard deviation value of 1.211. As for the factor of food price, the statement "The main reason for choosing food is it's a low price." has the highest mean value of 4.41 and standard deviation value of 0.868, while the statement "I do not consume healthy food since it is expensive has the lowest mean value of 3.54 and standard deviation value of 1.180. Furthermore, the highest mean value for academic stress factors is the statement "When I am stressed, my eating behaviour is disrupted." with 4.23 and a standard deviation value of 0.910. The lowest mean value is "I think snacking is responsible for the sensation of pleasure." with 3.45 and a standard deviation value of 1.212. The statement "Do you always skip meals during online learning?" has the highest mean value of 4.44 in the dependent variable of eating behaviour and a standard deviation value of 0. 815, while the statement "Do you consume more fruits and vegetables?" has the lowest mean value of 3.67 and standard deviation value of 1.109.

Result of Reliability Analysis

Table 4 below shows the result of the reliability analysis.

Table 4: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Parental Influence	5	0.813
Food Price	5	0.799
Academic Stress	5	0.704
Eating Behaviours	5	0.757

Table 3 shows that Cronbach's alpha coefficient of parental influence is 0.813, food price is 0.799, academic stress is 0.704 and eating behaviours is 0.757, resulting in a good strength of association. Thus, the coefficient obtained for the questions of the independent and dependent variables is valid. A variable is said to be reliable if the value Cronbach Alpha > 0.60.

Result of Pearson Correlation Analysis

Table 5 shows the result of the Pearson correlation analysis.

Table 5: Pearson Correlation Analysis

Hypothesis	P-Value	Result

H$_1$: There is a significant relationship between parental influence and eating behaviours among university students during the COVID-19 pandemic in Malaysia.	0.442	H$_1$ is supported
H$_2$: There is a significant relationship between the food price and eating behaviours among university students during the COVID-19 pandemic in Malaysia.	0.747	H$_2$ is supported
H$_3$: There is a significant relationship between academic stress and eating behaviours among university students during the COVID-19 pandemic in Malaysia.	0.608	H$_3$ is supported

The result in table 5 shows the food price and eating behaviour at 0.747, indicating a high positive coefficient. Following academic stress and eating behaviour showed 0.608, indicating a moderate positive coefficient. Meanwhile, parental influence and eating behaviour showed 0.442, indicating a moderate positive coefficient. All three variables positively correlated to eating behaviour and were statistically significant, $p < 0.01$. Therefore, all hypotheses in this study are supported by the results

DISCUSSION AND RECOMMENDATION

The present study shows similarities with past research. Philippe et al. (2021) indicate that parental influence can cause university students to decide to follow their parents' eating behaviours. For example, parents will recommend their children to eat at home or cook rather than eat at a restaurant, as well as increase their intake of vegetables and fruits to avoid being infected with COVID-19. Meanwhile, Abd. Rahman (2020) indicates that the COVID-19 pandemic has changed people's perceptions to be more frugal in choosing their food. This is because their financial instability during this pandemic has caused them to be more frugal in cooking at home than buying food outside.

Furthermore, Choi (2020) stated that university students who have stress would cause their eating behaviours be disrupted. When university students are stressed, they will take pleasure in delicious food or snacks. For example, compared to healthy foods, stress can increase the intake of high-calorie snacks, sugary foods, sweets, and carbohydrate-rich foods (Mikolajczyk et al., 2009). Due to academic stress, online learning makes it harder for university students to maintain a low sense of control, leading to overeating.

This study focuses on the factors influencing eating behaviour among university students during COVID-19 in Malaysia. Thus, for the proposal of further study, further study can be done on eating behaviour among post-COVID-19 university students. Second, diversify the target of this study to the community and society. This is because the focus of this study is only on university students. By broadening the target of the study, the researcher will get a variety of information from the respondents to identify the factors that influence a person's eating behaviour. Thirdly, it is about the data collection methods part. Future studies could use qualitative approaches to explore other aspects that can influence an individual's eating behaviour, and the study should be more comprehensive to get a more honest answer. Furthermore, communication becomes more accessible, and it is beneficial to produce news and information swiftly. Future research should use various sampling strategies, either under probability sampling or non-probability sampling, to solve the generalisation of findings.

CONCLUSION

In conclusion, the researcher explains in more detail whether all the results of the research that have been implemented can answer the research objectives in this chapter. The researcher has seen the results of the three independent variables: parental influence, food price and academic stress, which have a significant relationship with eating behaviour among university students during COVID-19 in Malaysia. The data results indicate that all the independent variables can significantly influence the eating behaviour among university students during the COVID-19 pandemic in Malaysia.

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Factors that Influence Customer Purchase Intention Towards Food Truck Product

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ABSTRACT

The food truck trend began in Malaysia in 2014, when a new food truck comer is offering restaurant menus at a lower price opened in the Klang Valley. Travellers and bloggers have coined the phrase "food porn" to describe the pleasurable sensation of eating and indulging in culinary experiences. Street food is consumed regularly by 2.5 billion people globally, making it the most common sort of public dining. Therefore, the study aimed to investigate factors influencing customer purchase intention towards food truck products. A minimum target of 384 samples has been decided to be collected in this study. With Google Forms, it is much better for collecting data because researchers could easily share the questionnaire and get respondents. This study focused on customer purchase intention towards food truck products: food price, convenience and brand personality. The result showed that some positively play a significant relationship between food price, convenience, brand personality and customer purchase intention towards food truck products.

Keywords: Food Truck, Food Price, Convenience, Brand Personality, Customers' Purchase Intention Towards Food Truck Product

INTRODUCTION

Over the last decade, the food industry has seen steady growth in competition and rapid and continual changes in people's lifestyles and eating patterns. This is evidenced by the rising interest in and success of street meals. Street foods are ready-to-eat foods and beverages produced and sold by vendors or hawkers, notably in the streets and other comparable places. Additionally, the food truck industry has grown at a 9.3 per cent annual rate since 2012.

The food truck trend began in Malaysia in 2014, when a new food truck comer is offering restaurant menus at a lower price opened in the Klang Valley. The food truck business has proliferated over time, with over 500 food trucks in Klang Valley by the end of 2016, including food truck entrepreneur initiatives run by government agencies and independent operators.

This study aims to provide an overview of the affective factors that influence customers' purchase intention towards food truck products. This study's findings are important because the purchase intention toward food truck products is growing. However, this study emphasises the factors influencing customers' purchase intention towards food truck products. There were three objectives of this research:

1. To determine the relationship between food price and customers' purchase intention towards food truck products.
2. To determine the relationship between convenience and customers' purchase intention towards food truck products.
3. To determine the relationship between brand personality and customers' purchase intention towards food truck products.

Significance of the Study

Researcher

The purpose of this study is to determine whether the pricing of food truck food, the convenience of food truck food, and the brand personality of a food truck brand influence consumers' interest in food truck experiences. The results of this study will aid the researcher

in developing a food truck business plan, identifying current issues in the mobile food market, and identifying sales potential and revenue sources. Furthermore, this research will open the door to previously undiscovered avenues of investigation.

Food and Beverage Industry

This research paper benefits the food and beverage industry because it provides insights into the food truck industry in terms of consumer attitudes and interest in food truck experiences. By understanding the level of interest in food trucks, operators and marketers can develop the proper market strategy and design to attract more customers to the industry. By meeting the wants and intentions of customers, the food and beverage industry gains a competitive advantage through better decision-making and profit.

Future Customer

This research identifies and clarifies the elements influencing customer attitudes toward and interest in food truck experiences. Food trucks are a safer and healthier option to street food in terms of health and hygiene. One can gratify the customers with budget-friendly meals because food costs are reasonable. Additionally, the food sold by street vendors is often regarded as dangerous to eat. As a result, customers will be influenced and attracted to buy food truck products.

LITERATURE REVIEW

Food Price

The most crucial reason for customers to dine in a restaurant is their perception of the price and their responses to the price. The term "price" refers to the sum of money spent by customers on a product or service (Claessens, 2015). This is backed up by Zhong & Moon (2020), who assert that pricing can influence a customer's purchasing behaviour. Food prices must remain steady to maintain stability and a sense of confidence among returning customers.

According to Alom et al. (2019), food prices affect customers' expectations of a restaurant's value. When customers evaluate the pricing of food, they consider various aspects, including service quality, food quality, and the physical environment (Zhong & Moon, 2020). The original five service quality characteristics, tangibles, dependability, responsiveness, empathy, and assurance, have also been applied to fine dining restaurants (Cheng et al., 2012; Ryu et al., 2012).

Convenience

"Throughout history, restaurant value has been placed on convenience and the substitution of time for money," indicating that convenience is essential to food service success, especially for quick service restaurants that utilise limiting the time required to be fed.
Convenience is done by simply with which consumers can purchase a service (Jekanowski, Binkley, & Eales, 2001). When it is related to food truck services, consumers think accessibility and convenience to be essential considerations. These qualities reflect the modern way of life and are considered one of the most significant factors in using the services of food trucks (Auad et al., 2019).

Researchers also consider easy meal solutions, effortless measures in finding sufficient time to shop, ability to access the product, and convenience of the purchase area, including ease of bus or car and availability of parking area, to still be essential to consumers during the food purchasing process. (Sulek & Hensley, 2004; Ulku, Hydock, & Cui, 2017).

Brand Personality

Customers may pay more attention to the truck's individuality, conveyed through its design and branding because gourmet food trucks (GFTs) lack a traditional ambience. In the context of a restaurant, brand personality has been described as consisting of four unique dimensions:

competence, honesty, excitement, and sophistication, among other things (Musante et al., 2008).

Gourmet Food Trucks' attractiveness stems partly from their innovative cuisine and distinctive brands, which are portrayed on the truck's exterior by the style and personality of the vehicle. When it comes to full-service and casual restaurants, brand personality has been shown to have a beneficial impact on consumers' positive emotions, which in turn are favourably connected with customer satisfaction.

Customers' Purchase Intention towards Food Truck Product.

A food truck is a large van prepared with a kitchen where meals are ready and served. They're bobbing up throughout the United States and are becoming increasingly popular. Many marketers select a food truck over an eating place due to the fact eating place places are pretty expensive, however, meal vans are some distance, much less so. Food and beverages are made and sold by vendors or hawkers on the street or in similar locations are known as street cuisine. Several studies have looked into the importance of hawkers about street food.

Despite the hawker, street food encompasses a broader idea, including mobile trucks, booths, and stands.

According to Wessel (2012), food trucks are vehicles with novel designs, equipped with restaurant-quality food prep capabilities, and providing ethnically diverse cuisine in tastefully, branded, well-equipped catering trailers. According to Petersen (2014), a modern food truck is equipped with modern equipment for cooking and selling meals. In other words, a food truck is a vehicle that sells food while also incorporating current technology into its operations.

Research Hypothesis

The literature review revealed that the independent variables, such as restaurant food price, convenience and brand personality, were independent. Based on the literature review that had been mentioned and the research question, the hypothesis of this study summarized in the following manner which are:

H_1	There is a significant relationship between food price and customers' purchase intention toward food truck products.

H_2	There is a significant relationship between convenience and customers' purchase intention toward food truck products.

H_3	There is a significant relationship between brand personality and customers' purchase intention toward food truck products.

Research Framework

Figure 1 below shows the research framework used for this study
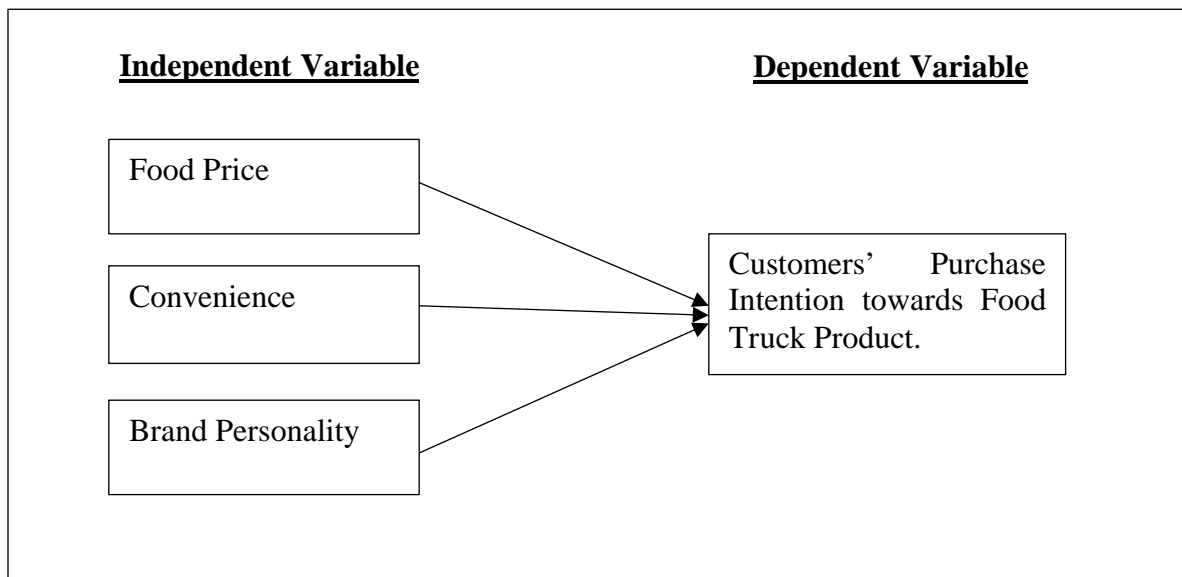
Figure 9: Research Framework

METHODOLOGY

Research Design

This research discusses factors that influence customers' interest in food truck experiences in Malaysia. The research design refers to overall of the research to address the research question by integrating the different components, including how, when and where of the study. The quantitative method will be used in this research to gain all the data through a questionnaire. The Quantitative method is the process to collecting and analysing numerical data. The unit analysis is a factors that influence customer's customers' interest about in food truck.

In this research, the researcher wants to identify the factors that influence customers' interest in food truck experience in Malaysia. Second, descriptive research can be used to gain through questionnaires and will collect the data from respondents to data.

Data Collection

Data collection is the systematic approach to assembling and measuring the information from an assortment of sources in order to get detailed and accurate data. Data collection enables a person or researcher to answer related questions, evaluate results and analyse accurate insights for research regarding upcoming probabilities and trends (Rouse, 2020). With Google Forms, it is much better for collecting data because researchers could easily share the questionnaire and get respondents.

Sampling

The sampling method is the technique for selecting an appropriate number of rudiments from the population. For researchers, sample analysis and understanding of its properties or explanation will simplify the properties or characteristics of the rudiments of the population. Researchers choose certain population rudiments as the study subjects in the sampling process. The sampling method can be divided into two groups: probability sampling and non-probability sampling.

Convenience sampling is a technique where samples are selected from the population as it is conveniently available. In this study, a non-probability sampling technique which is convenience sampling, was selected due to the current situation. Most customers began to recognize this food truck product, so the respondents were selected randomly as anyone could answer the questionnaire given. The questionnaire is designed using Google Form and distributed throughout social media: WhatsApp, Instagram, Twitter and Facebook. By using Google Forms and social media, the researchers could get more respondents.

Data Analysis

The Statistical Package for Social Sciences (SPSS) version 26 is a program that uses descriptive analysis and correlation to describe the relationship between independent and dependent variables. This system is one of the most widely used statistical structures, yet it can be challenging to operate and evaluate using a straightforward manner. Data analysis is the process through which analysts transform a large amount of data into specific findings.

The Statistical Package for Social Sciences (SPSS) could compile tabulated files from nearly any folder, including maps and distribution plots. Reliability analysis, descriptive analysis, and Pearson's Correlation Coefficient are the three types of data analysis.

FINDINGS

Results of Frequency Analysis

Table 42: Frequency Analysis

Characteristics	Frequency	Percentage
Age		
18-25 years old	165	43.0
26-35 years old	97	25.3
36-45 years old	76	19.8
45 years old and above	46	12.0
Gender		
Male	112	29.2
Female	272	70.8
Income Level		
Less than RM1000	68	17.7
RM1001 to RM3000	85	22.1
RM 3001 to RM5000	87	22.7
RM5001 to RM8000	31	8.1
RM8000 and above	20	5.2
No fixed income	93	24.2

This study shows that the age group of 18-25 years is the highest at 165 respondents' equivalent to 43%. While the group aged 45 and above is the lowest at 46 respondents, equivalent to 12%. Furthermore, gender shows that women are the highest at 272 respondents' equivalent to 70.8%. While 112 males, equivalent to 29.2%. In addition, the income level shows that the non-fixed income group is the highest at 93 respondents' equivalent to 24.2%. In contrast, the lowest in the group with an income of RM3001 to RM5000, which is 87 respondents, equivalent to 22.7%. Occupation shows the highest value is private employees, which is 142 respondents, equivalent to 37%. At the same time, the lowest is other occupations, with 23 respondents, equivalent to 6%.

Results of Descriptive Analysis

Table 43: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Food Price	The food truck offered good value for the price.	4.25	0.894

	This food truck experience was worth the money.	4.17	0.924
	This food truck provided me great value as compared to other food truck.	4.18	0.876
	This food truck offered competitive pricing for its food.	4.21	0.825
	The prices charged at this truck were rational.	4.18	0.870
Convenience	I waited in a long line to place my order at this food truck.	2.91	1.137
	I made an effort to eat at this food truck.	3.95	1.041
	I had to wait a long time to receive my food after placing my order at this food truck.	2.77	1.126
	In my opinion, this food truck provide a fast service.	4.08	0.874
	I think this food truck is easy to find.	4.00	1.035
Brand Personality	Food truck is so trendy because the variety of unique and attractive appearances displayed by food truck owner.	4.25	0.866
	I'm excited to know about food truck product because many ethnic foods from all over the world have them there.	4.19	0.879
	I feel that food truck need to follow today's ever changing trends to attract more customers.	4.31	0.830
	I think that food truck are more unique than regular eateries.	4.20	0.864
	In my opinion, food truck are only for young people who want to relax.	3.36	1.315
Customers' Purchase Intention Towards Food Truck Product.	In my future, I would consider returning to this food truck.	4.28	0.878
	I would recommend this food truck to friends and family.	4.24	0.864

	In my opinion, I would say positive things about this food truck to all of my friends and family.	4.21	0.889
	I am glad and satisfied to have satisfied this food truck.	4.23	0.899
	Overall, I'm satisfied with my experience at this food truck.	4.27	0.816

The mean and analysis of the independent variable of food price among clients with a food truck buy intention. Item 1 had the highest mean of 4.25 and the highest standard deviation of.894. This demonstrates that food trucks offer reasonable prices to customers. Item 2 had the lowest mean of 4.17 and a standard deviation of.924, indicating that the food truck experience was worthwhile.

After that, the independent variable is the convenience amount among customers' purchase intention food trucks, as well as the mean and standard deviation analysis results. Item 4 had the highest mean of 4.08 and the highest standard deviation of.874, indicating that respondents believed that food trucks give speedy service to their clients. Item 3 has the lowest mean of 2.77 and the highest standard deviation of 1.126.

Moreover, the result of a mean and standard deviation study on the independent variable of brand personality among customers' purchase intention is food trucks. Item 3 had the highest mean of 4.31 and standard deviation of.830 indicates that the respondent believed that food trucks must keep up with today's ever-changing trends to attract more customers. Item 5 has the lowest mean of 3.36 and a standard deviation of 1.315, indicating that the respondent does not believe that food trucks are exclusively for young people looking to relax.

And the last one is the dependent variable's purchasing intention towards food truck products was the subject of a mean and analysis. Item 1 had the highest mean of 4.28 and the most significant standard deviation of.878; the respondent agreed that they would return to this food truck. Item 3 has the lowest mean of 4.21 and the lowest standard deviation of.889, with the question "in my opinion, I would recommend this food truck to every one of my friends and family."

Result of Reliability Analysis

Table 4 below shows the result of the reliability analysis

Table 44: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Food Price	5	0.871
Convenience	5	0.530
Brand Personality	5	0.744
Customers' Purchase Intention towards Food Truck Product.	5	0.902

Reliability analysis showed that the independent variable food price from Cronbach's Alpha Coefficient is 0.871, and the result is good. Next, convenience shows that Cronbach's Alpha Coefficient is 0.530, and the result is poor. Moreover, Cronbach's Alpha Coefficient for brand personality is 0.744 equivalent result acceptable and for the dependent variable is 0.902 equivalent result excellent.

Result of Pearson Correlation Analysis

Table 4 below shows the Pearson Correlation Analysis

Table 45: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/ Not Supported)
H_1 There is a significant relationship between food price and customers' purchase intention towards food truck product.	0.740	H_1 is supported.
H_2 There is a significant relationship between convenience and customers' purchase intention towards food truck product.	0.402	H_2 is supported.
H_3 There is a significant relationship between brand personality and customers' purchase intention towards food truck product.	0.643	H_3 is supported.

Table 4 shows the relationship between food price and customers' purchase intention toward food truck products is highly positive, with a correlation coefficient is 0.740.

While both significant values are .000, less than the highly significant level 0f 0.05, it shows a significant statistically relationship between food price and customers' purchase intention towards food truck products. Consequently, hypothesis H1 is accepted. In addition, the relationship between convenience and customers' purchase intention towards food truck products is low positive with a correlation coefficient of 0.402. At the same time, both significant values are .000, which is less than the highly significant level 0f 0.05. It shows a significant statistically significant relationship between convenience and customers' purchase intention towards food truck products.

Consequently, hypothesis H2 is accepted. Furthermore, the study shows the relationship between brand personality and customers' purchase intention toward food truck products is moderate positive, with a correlation coefficient is 0.643. At the same time, both significant values are .000, which is less than the highly significant level 0f 0.05. It shows a significant statistically relationship between brand personality and customers' purchase intention toward food truck products. Consequently, hypothesis H3 is accepted. All the result seems to be consistent that food price, convenience and brand personality influenced customers' purchase of food truck products

DISCUSSION AND RECOMMENDATION

The study aims to determine how food pricing, convenience, and brand personality influence customers' purchase of food truck products. The data reveal an important link between the independent factors of food pricing, convenience, and brand personality and the dependent variable of customers' buy intent for food truck items. This notion is supported by previous research that revealed a link between independent and dependent factors.

The findings reveal a strong positive correlation and statistically significant association between meal price and customers' purchase intent for food truck products. This means that a food truck's ability to generate customer satisfaction and positive behavioural intentions depends on offering good value and menu pricing (Han et al., 2009; Kim et al., 2006; Ryu et al., 2012). The food price relationship may interest food truck consumers, who may be especially sensitive to spending substantially more for what would be considered a casual to-go lunch. The importance of food prices varies depending on the type of customer and their food-related lifestyle. People who eat out regularly are likely more conscious of their food's

expense. Food truck owners should prioritise generating value, considering the strong correlation between meal pricing and customer satisfaction identified in this study.

As a result of the findings, it can be concluded that there is a statistically significant low positive correlation strength association between convenience and customers' buy intention for food truck products. The growth of the gourmet, defined as someone who "considers eating a hobby," was traced by Howe (2017). He noted that foodies spend a lot of time documenting food-related activities, which paved the path for food truck success. Because foodies are so concerned with the dish and the experience, convenience may take a back seat. Food trucks may be more than just about getting fed; they may also be about enjoying a unique and exciting gastronomic experience. According to the study, lines are frequently thought to indicate a high-quality product being provided, and customers are willing to wait for it (Sulek & Hensley, 2004; Ulku, Hydock, & Cui, 2017). As a result, food truck customers place a lower importance on convenience.

There is a statistically significant moderate positive link between brand personality and customers' purchase intention for food truck products. According to the findings, customers' purchase intent was linked to brand personality. The most significant motivator for customers to visit food trucks, according to Shin et al. (2017), was a favourable predicted feeling, meaning that appealing décor provides emotional cues that lead to the desire to attend. Food trucks use social media to display their different personalities through their design and cuisine. Customers and passers-by can recognize their uniqueness in their creative names and designs. Food trucks attract customers because of their innovative cuisine and distinct brands, mirrored in the truck's external appearance and personality. Food trucks' innovative names and eye-catching graphics highlight the truck's brand and personality. As a result, brand personality may be an accurate predictor of food truck visits and purchases.

CONCLUSION

In conclusion, this study has evaluated how food price, convenience, and brand personality relationships influence customers' purchase intention towards food truck products. Three independent variables, namely food price, convenience, and brand personality, have been chosen to examine their relationships with the dependent variable: the customers' purchase intention toward food truck products. 384 respondents aged 18 years old and above were selected to examine customers' purchase intention towards food truck products. Overall, based on Pearson's correlation analysis, the food price scored a value of *0.740, followed by the convenience with *0.402, and brand personality with *0.643.

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Consumer Acceptance Towards Innovation in Malay Traditional Food

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ABSTRACT

This study was undertaken to examine consumer acceptance toward innovation in Malay traditional food. The researcher studied the relationship between attitude, perceived authenticity, and perception of consumer acceptance. To further understand the relationship between consumer acceptance toward innovation in Malay traditional food, a quantitative approach using a questionnaire was employed in the survey to collect relevant data. The survey involved 384 respondents who consume traditional Malay food. The data collected was analyzed using descriptive and Pearson correlation techniques. Descriptive and correlation analyses were used to analyse the data obtained. Findings revealed that the three variables are significantly related to consumer acceptance. Attitude showed the most vital relationship, while perception showed the weakest relationship with consumer acceptance. Lastly, implications and recommendations were provided for future researchers in line with the study.

Keywords: Consumer Acceptance, Traditional Food Innovation, Attitudes, Perceived Authenticity, Perception

INTRODUCTION

Malaysian traditional foods have undergone various stages of evolution and have not been immune to the influence of innovation and the development of modern technology to accommodate modern society (Abdullah & Nor Azam, 2021). Due to technological advancement, the food industry continually innovates food products, especially Malay traditional food, to combat competition and satisfy consumer demands. According to Dogan (2015), innovations in traditional food entail improving the product, process, and distribution of traditional food in ways like non-traditional food while maintaining the natural food identity of traditional food products such as usual, familiar authentic, typical, and inherited. People are often choosing ready-made traditional food products as a lifestyle change due to modernization. According to Muhammad (2015), most of today's younger generations are more exposed to ready-made or convenience foods such as fast food, which may damage the sustainability and property of the standard traditional food itself. Tradition or traditional food defines the peoples, and their various cultures are the food enjoyed by completely distinct generations and passed down and line with its region or locality (Alom et al., (2019).

According to Rahmat, Ramlan, Ghazali and Ngali (2021) the identities and authenticities to each culture, race, religion, and country, traditional food is also seen as a middle of one's cultural identity when compared to others, which the origin, belongingness can distinguish, and components of the preparation depending on where it comes from. Ivanova (2014) acknowledged traditional food is often produced utilizing products readily available in the surrounding region.

According to Ismail (2013), the technological advancements and the development of ready-made items have resulted in a whole new evolution in the preparations of traditional Malay food in large quantities. For example, the design generation of a brand-new Nasi Lemak preparation and packaging Nasi Lemak has been innovated to Instant Paste Nasi Lemak. Indirectly, the taste and flavour, appearance and form, texture of products and ingredients of innovative traditional food products faced severe challenges in preserving their cultural and authentic values.

The aim of the study is to provide insight into consumer acceptance toward innovation in Malay traditional food. The findings of this study are essential since traditional food innovations are growing in modern society.

There are three objectives of this research.

1.   To examine the relationship between attitude toward consumer acceptance of innovation in Malay Traditional food.

2.   To examine the relationship between perceived authenticity toward consumer acceptance of innovation in Malay Traditional food.

3.   To examine the relationship between perception toward consumer acceptance of innovation in Malay Traditional food.

Significance of the Study

To the Consumer

This study will show consumer acceptance of innovations that have a good or bad impact through the reactions of other consumers when evaluating traditional Malay foods. This research paper can also provide future consumers with an overview of how Malay food has evolved.

To the Researcher

This research paper will help researchers determine how consumer acceptance is influenced by attitudes, perceived authenticity, and perceptions of Malay traditional food that has been innovated. This research will allow researchers to identify significant consumer acceptance related to the state of traditional Malay food innovation.

Food and Beverage Industry

This research paper is essential to the food and beverage industry as it will provide insights into the industry toward consumer acceptance of Malay traditional food innovations. Since the minds of consumers can get new opportunities to be filled by certain products, companies that innovate traditional foods will fail if the market fails to embrace those innovations.

LITERATURE REVIEW

Definition of Traditional Food

Traditional and innovations are two distinct generalities that are delicate to attune, especially in this period of further educated consumers (Kuhne, 2010; Guerrero, 2012). Traditional food innovation is something that new in terms of improving product perception features such as improving traditional quality, reducing fat content, upgrading product presentation to be purer, and selling through vending machines to create new aspects of traditional food products and different packaging (Winger & Gavin, 2006).

According to Youn and Kim (2017), innovation in traditional food may ensue based on factors such as the need and demand for safety and preservation to keep quality and supply food that is simple to produce.

Consumer Acceptance Toward Innovation in Malay Traditional Food

Food-related decisions can be difficult to describe since they are frequent, multidimensional, situational, dynamic, and complex (Sobal & Bisogni, 2009). Furthermore, consumer opinions about food products and food manufacturing technology are essential in explaining consumer food choices (Bruhn, 2007; Vassallo et al., 2009). Nowadays, traditional foods have experienced some form of innovation. This could be owing to the necessity for preservation and safety, such as pasteurization and functional packaging (Ronteltap et al., 2007), or it could be related to the industrialization of production. Processes. The examples will be given to emphasize that a new method of working is a fortunate alteration in the recipe and a steadily growing health innovation. According to Barena (2015), consumer decisions regarding the selection of traditional food innovations are based on different age structures, with generation

Y having a high acceptance of innovative traditional foods. Younger consumers are more likely to value the properties of innovative food, and its characteristics are thought to have a more significant impact on their personality (Baregheh et al. 2014).

Attitudes

Attitudes refer to behaviour that describes a person's personality when in a situation that requires a response in a matter. According to studies, a person's attitude is judged in either a favorable or negative light depending on their traits. Fishbein and Ajden (1975) According to Abdullah, the majority of them were in favour of traditional food product innovation. However, acceptance, on the other hand, was conditional on innovation that strengthened the traditional qualities. For instance, a label that guarantees the source of an ingredient or benefits that compensate for or eliminates undesirable traditional qualities, such as fat content decreases (Abdullah & Nor Azam, 2021).

Perceived Authenticity

Abdullah and Azam (2021) stated that food authenticity is described as the genuine originality of food in several aspects. It is also significant in representing a community's culture, family identity, and tradition (Hamzah et al., 2013). According to Asshidin (2016), authentic ingredients influence most people's expectations of authenticity regarding the various qualities that define traditional and ethnic food. The food ingredients contribute substantially to traditional food since they include nutritional content that is important in consumers' daily food consumption. According to Chang (2010), tasting local food is a practical approach to learning about a new culture and can reveal information about what locals eat, how they cook their food, and how the food tastes. This sensory, cultural exploration gives the consumer an authentic experience.

According to Asshidin (2016), authentic ingredients influence most people's expectations of authenticity regarding the various qualities that define traditional and ethnic food. The food ingredients provide a substantial contribution to traditional food since they include nutritional content that is important in consumers daily food consumption. seven elements influence consumer eating expectations for local food: staff quality, sensory appeal, food originality, local service scape, food authenticity, food familiarity, and food diversity. This shows that consumer expectations of food authenticity include food quality, food service, and the physical setting, all of which must be met for the consumer to be satisfied with the local cuisine experience.

Perception

Perception is based on the stimulation of receptors in our sensory system and memory content retrieval (Scholderer, 2010). The main drivers of perception include the sensory nature of the product, individual genetics (Lunde et al., 2012), physiological characteristics (Dnella et al., 2011), consumer memory of previous eating episodes, and familiarity with the product (Puumalainen, Nykopp & Tuorila, 2002), and the context of nutrition whether consumption occurs alone or commentary.Consumer perceptions of traditional foods and modern forms of food can be studied in a country with many traditional foods and recent significant changes in its society (Larasatie & Frost, 2018). Five significant critical aspects can influence perceptions of innovation and the acceptance process, including relative advantage, naturalness, novelty, belief in norms, and discomfort (Levke Albertsen, 2020).

Furthermore, not all changes in food production are compatible with consumer perceptions of acceptability, which is especially true for traditional food product specialities (Larasatie & Frost, 2018). According to Almli et al. (2011), European consumers have trouble purchasing and preparing traditional meals to enjoy the specific taste, quality, appearance, nutritional value, health, and safety. Next, the perception and acceptance of technologically sophisticated foods and products are also influenced by social ideas or beliefs in rules (Albertsen, Wiedmann, & Schmidt, 2020). Consumer views of innovation can be predicted by five fundamental factors: relative advantage, naturalness, novelty, belief in norms, and discomfort (Wiedmann et al., 2020). In research on food innovation, the impact of relative

advantage has been established (Frewer et al., 1998; Joseph et al., 2015). From a business standpoint, according to Larasatie & Frost (2018), neglecting consumer preconceptions when designing modern traditional meals can lead to market failure. Furthermore, from a cultural point of view, continuous development without a proper understanding of consumer perceptions of traditional foods increases the risk of cultural loss regarding food knowledge and diversity in the long run.

Research Hypothesis

The literature review highlighted the independent variables like attitude perceived authenticity, and perceptions. Therefore, the study planned to examine the level of consumer acceptance towards innovation in Malay traditional food among these variables. Based on the literature discussed, the hypotheses of this study were summarized in the following manner:

H_1	There is a significant relationship between attitude and consumer acceptance toward Malay traditional food innovation
H_2	There is a significant relationship between perceived authenticity and consumer acceptance of Malay traditional food
H_3	There is a relationship between perception and consumer acceptance of Malay traditional food innovation.

Research Framework
The Figure 1 below shows the research framework use for this study
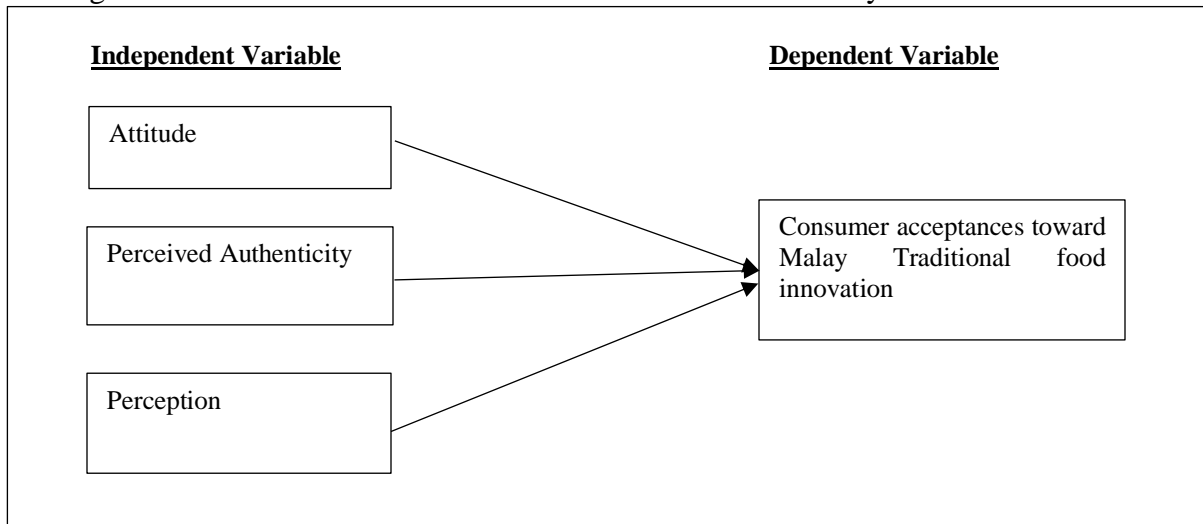
Figure 10: Research Framework

METHODOLOGY

Research Design

During this research, the researcher will recognize the determinant of consumer acceptance of innovation in Malay Traditional food. The descriptive research is accustomed to the data through the questionnaire obtained from the consumers so that it can be used to justify the data. In the questionnaire, this study used a 5 -point Likert scale as a measurement. The scale is also a type of self-report in which the phenomena of interest are calculated (Grove, Burns, & Gray, 2016). The purpose of a research design is to ensure evidence generated from the data would answer the research question and find consumers' acceptance of innovation in Malay traditional food. This quantitative method is significant in helping identify consumers' attitudes, perceived authenticity, and perceptions towards Malay Traditional Food Innovations.

Data Collection

In this research, a Google form was employed since it is easier to obtain responses from respondents. The questionnaire was chosen as an instrument for the current research using Google Forms. The questionnaire is applied to collect information regarding consumers' attitudes, expectations, and perceptions toward consumer acceptance of Malay Traditional

Food Innovations. After all, the questionnaire is answered by the respondent, and the data is collected. The researcher collected the questionnaire personally from the respondents to secure the information obtained. The final questionnaires collected reported a 100% of response rate with total of 384 usable questionnaires.

Sampling

The sampling method used in this study was non-probability sampling which was convenience sampling. 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. The study used this method because questionnaires were prepared and distributed online or posted them to on social media pages to gather information from the respondents.

$$s = \frac{x^2 Np(1-P)}{e^2(N-1) + x^2 p(1-p)}$$

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)

The number of populations usually determines the sample size. For this research, the sample of this study would be Malay traditional food consumers. Since this research involves a broad population and because the total number of Malay traditional food consumers is uncertain, Krejcie and Morgan (1970), for a population of more than 1000000 people, a sample size of 384 people is required.

Data Analysis

SPSS version 26.0 was used to analyse the quantitative data collected from respondents. Frequency analysis is used to analyse respondents' demographic profile data. Descriptive analysis was employed to identify and examine consumer acceptance toward innovation in Malay traditional food, and Pearson's Correlation was adopted to examine the relationship between consumer attitude, perceived authenticity, and perception of consumer acceptance toward innovation in Malay traditional food.

FINDINGS

Table 1: Analysis of Theme 1

Research Question	Correlation	Interpretation
Is there any relationship between attitudes toward consumer acceptance of innovation in Malay Traditional Food?	P > 0.599, Sig (2-tailed) 0.000	Moderate positive (negative) correlation
Is there any relationship between perceived authenticity towards consumer acceptance of innovation in Malay traditional food?	P > 0.578, Sig (2-tailed) 0.000	Moderate positive (negative) correlation
Is there any relationship between perception toward consumer acceptance of innovation in Malay traditional food?	P < -0.178, Sig (2-tailed) 0.000	Negligible correlation

Result of Frequency Analysis

Table 2: Frequency Analysis

Respondent Profile	Classification	Frequency	Percentage (%)
Gender	Male	177	46.1
	Female	151	53.9
Age	18-21 years	66	17.2
	22-25 years	187	48.7
	26-29 years	80	20.8
	30 and above	51	13.3
Status	Single	252	63.0
	Married	142	37.0
Religion	Muslim	225	58.6
	Christian	57	14.8
	Buddha	55	14.3
	Others	47	12.2
Race	Malay	219	57.0
	Chinese	60	15.6
	Indian	38	9.9
	Others	67	17.4
Education Level	Spm/Stpm	101	26.3
	Diploma	92	24.0
	Degree	162	42.2
	Master	13	3.4
	PhD	7	1.8
	Others	9	2.3
Income	No fixed income	168	43.8
	Below RM 500	34	8.9
	RM 501 – RM 2000	100	26.0
	RM 2001- RM 4000	61	15.9
	RM 4000 Above	21	5.5

Table 1 shows the characterization of respondents 177 out of 384 respondents are male, representing 46.1%, while 207 are female, representing 53.9%. 17.2% of the respondents' were aged between 18 to 21 years old (66 respondents), 48.7% of the respondents' were aged between 22 to 25 years old (187 respondents), 20.8% of the respondents' were aged between 26 to 29 years old (80 respondents), and 13.3% of the respondents were age 30 to above years old (51 respondent). 63.0% of the respondents were single (242 respondent) and 37.0% were married (142 respondent). There was 384 total respondents who consisted of Muslims, with the highest number of respondents which is 58.6% (225 respondents), Christian 14.8% (57 respondents), Buddha 14.3% (55 respondents) and the lowest highest percentage were other religions 12.2% (47 respondents). Out of 384 total of respondents, 57% of total respondents were Malay (219 respondents), followed by Chinese (60 respondents) 15.6%, Indian (38 respondents) 9.9%, and the remaining 17.4% were other respondents by race involved in this study. The majority of the respondents were from Degree with 42.2% (162 respondents), followed by respondents from Spm/Stpm with 26.3% (101 respondents). There were 24.0% (92 respondents) from Diploma, 1.8% (7 respondents) from respondents Phd, 3.4% (13 respondents) currently from Master and 2.3% (9 respondent) from other education level. Next, the highest percentage of respondents by income level was no fixed income at 43.8 % (168), followed by RM501-RM2000 at 26.0%

(100 respondents). The income level was 15.9 % (61 respondents) from RM2001 – RM4001. Below RM500 was 8.9 % (34 respondents), followed by RM4000 and above was 5.5% (21 respondents).

Result of Descriptive Analysis
Table 3: Descriptive Analysis

Variables	Statements	Mean	SD
Attitude	I prefer to buy innovative traditional food products rather than authentic traditional food	3.30	1.144
	I feel like it takes less time to prepare and eat ready meals compared to authentic traditional foods	3.39	1.126
	Ready meals don't waste time.	3.44	1.161
	I prefer to buy a ready meal that provides me with the quality information	3.39	1.107
	I believe that there's a familiarity between ready meals and authentic traditional food	3.59	1.199
Perceived Authenticity	The taste and flavor of innovative traditional Malay food products is like the authentic traditional Malay foods	3.24	1.089
	The appearance and shape of innovative traditional Malay foods are similar to authentic traditional Malay foods.	3.35	1.003
	The texture of the products is like authentic traditional Malay foods	3.27	1.043
	The ingredients used in the products are authentic and similar to Traditional Malay foods.	3.33	1.081
	When I eat food products, it reminds me of the nostalgic feelings with my family.	3.49	1.110
Perception	There are plenty of tasty foods around, so we don't need to use new food innovations to produce more.	3.02	1.248
	the benefits of new food innovation are often grossly overstated.	3.04	1.208
	New food innovation decreases the natural quality of food.	3.09	1.247
	New foods are not healthier than traditional foods	3.03	1.260
	Society should not depend heavily on innovation to solve its food problems.	3.08	1.237
	It can be risky to switch to new food innovation too quickly	3.05	1.205
	New products produced using new food innovation can help people have balanced diet	3.64	0.993

Consumer Acceptance	I like and enjoy the taste and texture of the products.	3.99	1.049
	The appearance of the innovative traditional food products looks appetizing	3.85	1.077
	I will purchase the products again in the future	3.85	1.074
	I will recommend the products to others	3.81	1.099
	I am satisfied with the overall quality of the product.	3.93	1.044

The "Consumer Attitude" score was the highest (mean = 3.42), indicating that consumer attitude determined customer acceptance since respondents agreed with most of the items. Respondents agreed that there's familiarity between ready meals and authentic traditional food (mean = 3.59, SD = 1.199). The respondents agreed that ready meals don't waste time (mean = 3.44, SD = 1.161), and they feel it takes less time to prepare and eat ready meals compared to authentic traditional foods. At the same time, respondent also prefers to buy a ready meal that provides them with quality information (mean = 3.39, SD = 1.126, 1.107). Meanwhile, respondents who prefer to buy innovative traditional food products rather than authentic traditional food scored the lowest (mean = 3.30, SD = 1.144). The finding is in line with previous research by Bearth & Siegrist (2008); whether a consumer accepts or rejects a new product meal is determined by their willingness to buy or pay, a positive attitude, desire to use, or general acceptability.

"Perceived authenticity" scored second (mean = 3.33). Respondents agreed that when they eat food products, it reminds them of the nostalgic feelings with their family. (mean = 3.49, SD = 1.110). Respondents were neutral that the appearance and shape of innovative traditional Malay foods are similar to the authentic traditional Malay foods (mean = 3.35, SD = 1.003), and ingredients used in the products are authentic and similar to the Traditional Malay foods (mean = 3.33, SD = 1.081). Respondents were neutral that the texture of the products is like authentic traditional Malay foods (mean = 3.27, SD = 1.043). Meanwhile, the taste and flavor of innovative traditional Malay food products, like authentic traditional Malay foods, scored the lowest (mean = 3.24, SD = 1.089). The finding indicates that authentic ingredients influence most people's expectations of authenticity regarding the various qualities that define traditional and ethnic food is supported by Zhang et al.,. (2019).

"Perception" scored the lowest among the variables (mean = 3.13). Specifically, respondents agreed that new products produced using new food innovations can help people have a balanced diet (mean = 3.64, SD = 0.993). Respondents were neutral about new food innovations decreasing the natural food quality. (mean = 3.09, SD = 1.247) This is under the finding of Larasatie & Frost (2019) not all changes in food production are well received by consumers, which may be especially crucial for traditional culinary specialities. Next, society should not depend heavily on innovation to solve its food problems (mean = 3.08, SD = 1.237) followed it can be risky to switch to new food innovation too quickly (mean = 3.05, SD = 1.205), and the benefits of new food innovation are often grossly overstated (mean =3.04, SD =1.208). Next, the second lowest is respondent neutral about new foods are not healthier than traditional foods (mean = 3.03, SD = 1.260). Plenty of tasty foods around, so we don't need to use new food innovations to produce more, scored the lowest (mean = 3.02, SD = 1.248).

The dependent variable – consumer acceptance, scored 3.88. Respondents strongly agreed with satisfied with the overall quality of the product" (mean = 3.93, SD = 1.044). The appearance of the innovative traditional food products looks appetizing, and Respondents will purchase the products again the score second (mean = 3.85, SD = 1.077, 1.074). Respondents will recommend the products to others (mean = 3.81, SD = 1.099). Past research proves that

consumer opinions about food products and food manufacturing technology have an essential role in explaining consumer food choices (Sajdakowska et al., 2018).

Result of Reliability Analysis

Table 4: Reliability Analysis

Variable	Number of items	Reliability Cronbach's Alpha	Level of reliability
Attitude	5	0.189	Unacceptable
Perceived Authenticity	5	0.221	Unacceptable
Perception	7	0.843	Good
Consumer acceptance of innovation in Malay traditional food.	5	0.415	Poor

Table 4 showed the reliability analysis results by Cronbach's Alpha for each independent and dependent variable. The first one, attitude, had a total of 5 items under it with a Cronbach's Alpha value of 0.189 with the reliability level of unacceptable (< 0.4). The following independent variable is perceived authenticity with 5items. The Cronbach's Alpha value for this variable is 0.221. This value is the same as the attitude for the reliability level of unacceptable (< 0.4). The third independent variable used in this study is perception, which had 7 items to test, and Cronbach's Alpha value is 0.843. This value is under the reliability level of good (< 0.8).

The dependent variable, the consumer acceptance of innovation in Malay traditional food, had 5 items. The Cronbach's Alpha results for this variable is 0.415, under the poor reliability level.

Result of Pearson Correlation Analysis

Table 5: Pearson Correlation Analysis

		Consumer Acceptance toward Malay Traditional Food Innovations
Attitudes	Pearson Correlation	.599[**]
	Sig. (2-tailed)	.000
	N	384
Perceived Authenticity	Pearson Correlation	.578[**]
	Sig. (2-tailed)	.000
	N	384
Perceptions	Pearson Correlation	-.178[**]
	Sig. (2-tailed)	.000
	N	384

**. Correlation is significant at the 0.01 level (2-tailed).
The Summary for The Hypothesis Testing

Table 6: relationship hypothesis testing and discussion of result

Hypothesis	P-Value	Result (Supported/Not Supported)
H₁: There is significant relationship between attitudes toward consumer acceptances of innovation in Malay Traditional Food	0.599	H1: Supported
H₂: There is a significant relationship between perceived authenticity and consumer acceptance toward Malay traditional food.	0.578	H2: Supported
H₃: There is no significant relationship between perception toward consumer acceptances of innovation in Malay traditional food.	-0.178	H3: Not Supported

Table 6 shows the relationship between hypothesis testing and the discussion of results. This study was conducted to see the consumer acceptance toward innovation of Malay Traditional Food for consumer attitudes, perceived authenticity, and perceptions.

Research objective 1: To examine the relationship between attitudes toward consumer acceptances of innovation in Malay Traditional Food

The result shows the association between attitude and consumer acceptance of innovation in Malay traditional food is 0.599, as shown in the graph. The correlation coefficient's positive value of 0.599 revealed that their link is moderate positive. As a result, the H1 hypothesis, which measures the relationship between attitude and consumer acceptance of innovation in Malay traditional food, is accepted. According to Abdullah and Nor Azam (2021), most of them favoured traditional food product innovation. However, acceptance, on the other hand, was conditional on innovation that strengthened the traditional qualitiesH2: There is a significant relationship between service quality and customer revisit intention toward Mamak restaurant in Penang.

Research objective 2: To examine the relationship between perceived authenticity toward consumer acceptances of innovation in Malay Traditional Food

The result of hypothesis H2 was reviewed to answer RQ2. H2 stated a significant relationship exists between perceived authenticity and consumer acceptance of Malay traditional food. From the findings, it is moderately positive with a correlation coefficient of 0.578 while P-value is (>0.05), which is less than a highly significant level of 0.001. Therefore, H2 is accepted. The term "authenticity" can be characterized as the idea of being 'original' or 'faithful to an original, and its application implies being true to what someone (or something) truly is (Guignon, 2008). Based on the quality characteristics of the innovation, it is critical to improve and retain the traditional character of authentic Malay foods as much as possible in the innovation in terms of the sensory properties of the products, precisely the taste, flavour, and texture (Abdullah & Nor Azam, 2021). This indicated that if the perceived authenticity of consumer acceptance toward Malay traditional food innovation is positive, the possibility of them accepting the innovation is higher.

Research objective 3: To examine the relationship between perception toward consumer acceptances of innovation in Malay Traditional Food

The results of Pearson's Correlation for perception show a negative relationship between perception and the consumer acceptances of innovation in Malay traditional food. The results showed that the consumer acceptance of innovation in Malay traditional food.

Was 1 and the perception was shown -0.178. Thus, there is a negligible correlation between the dependent and last independent variables. Hence, it is also unacceptable for H3 in this research. According to Hui et al., (2021) perception refers to the way sensory information is interpreted and consciously experienced of a food product. Therefore, it is having a strong positive and highly significant impact on consumer perceived value, respectively a strong negative and highly significant impact on the consumer perceived risk.

In research on food innovation, the impact of relative advantage has been established (Frewer et al., 1998; Joseph et al., 2015). From a business standpoint, according to Larasatie & Frost (2018), neglecting consumer preconceptions when designing modern traditional meals can lead to market failure. Furthermore, from a cultural point of view, continuous development without a proper understanding of consumer perceptions of traditional foods increases the risk of cultural loss regarding food knowledge and diversity in the long run.

DISCUSSION & RECOMMENDATION

Based on this research, the researcher examined the effect of consumer acceptance toward Malay traditional food innovation. These studies had shown that the variables, consumer acceptance as the dependent variable and attitude, perceived authenticity and perception as the independent variable, were significantly correlated with the dependent variable. It is also having a positive correlation and negative correlation relationship. The Pearson's Correlation value (r value) are 0.599, 0.578 and -0.178.

As the recommendations for future studies, the researcher suggests that future research improve collecting data. For instance, future research can give the questionnaires to professionals such as chefs or hospitality students. So, it can help the researcher to collect more data about Malay traditional food innovation by giving it a long period ofcollect more data about Malay traditional food innovation by giving it a long time to answer a given survey. Therefore, it also will help the researcher to be able to get more accurate data and even more convenient in answering the questionnaire and help the researcher to find more respondents to filling out the questionnaire.

Furthermore, in the following recommendations for future research, the researcher suggests using the qualitative method by open interview. So, the data collected can help the researcher get a richer understanding gleaned from personal interaction. Therefore, if the researcher has open-ended questions, it can help to increase the opportunity for respondents to share their points of view and additional specific answers. Further, the interview method allows in-depth investigation of issues from fewer people and produces descriptions of situations, events, people, interactions and observed behaviour.

As a suggestion for future research, the researcher suggested that future researchers conduct research among the millennial generation. This is said because this generation has the potential to move the economy in terms of food production innovation to Malay traditional food. Through this matter, the researcher is confident that it can help the community increase their knowledge to recognize the innovations made to traditional Malay food. At the same time, it can open the eyes of the community not only to focus on innovation in food from other countries such as Korea and Thailand.

Moreover, the research should also be to collect the data in a specific location, especially on people who live in rural or village areas. Indirectly, it is ideal for helping the researcher to introduce the Malay traditional food innovation to all ages where it can save preparation time, human labour, and the uniqueness of the taste of the innovative food.

CONLUSIONS

This research examined the factors of consumer acceptance towards innovation in Malay traditional food. Overall, the results show that perceived authenticity and perception have a low

relationship to innovation in Malay traditional food. Although most respondents agreed that consumer attitude contributes the most to Malay traditional food innovation, the evidence that the relationship between consumer attitude and Malay traditional food innovation is modest because consumers today do not consider Malay traditional food a widespread matter. The study also proves that although the determinants are still far from reaching the maximum level, consumer acceptance of innovation in Malay traditional food should be continued to ensure that the position of Malay traditional food is not forgotten. This is because of various types of food innovations from other countries that can challenge the position of Malay traditional food. Therefore, the objectives of this study were achieved.

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3. To identify the relationship between quality value toward local food consumption among domestic tourists in Kota Bharu, Kelantan.

3. To determine the relationship between quality value toward local food consumption among domestic tourists in Kota Bharu, Kelantan.

Significant of Study

Tourism Industry

This research is important to the tourism industry because local food consumption has become one of the choices for tourists to travel. The factors influencing local food consumption should make the tourism industry more understand what reasons tourists consume local food in a destination. Hence, the tourism industry should be able to improve the travel plan provided to domestic or foreign tourists.

To Domestic Tourist

Domestic tourism encourages people to travel within their own countries. This is important at major tourist attractions so that visitors feel safe and satisfied, and tourists may stay longer and visit more places. Tourists can also sample the uniqueness of local cuisine in a variety of various settings.

To Researcher

The highlights point here is the benefit of this research paper to all future researchers. This is because future researchers can use this article to learn about domestic tourist behaviour toward local food consumption. Researchers are also allowed to take an important part of some greatest point on this report to improve their ideas and writing skills.

Local Food Restaurant

The local food restaurant owner in Kota Bharu also will benefit from this research. This is because can find the strategy on how to attract the domestic tourists around Malaysia to come to restaurant and identify what type of local food can give domestic tourists more satisfaction. Thus restaurants generate revenue from selling the local food and do some good marketing to promote the local food in Kelantan.

LITERATURE REVIEW

Eating Local Food

According to Mkono et al. (2013), the typology of the visitor experience in terms of food consumption has been examined. Due to the employment of food tourism as a destination marketing technique, the effects of food on the culinary travel experience, tourist satisfaction, and choice of local food have been actively explored (Kim et al., 2013).

Local food acts as a primary channel for tourists to enjoy a destination's culture and evaluate their cultural capital, known as epistemic value (Alom et al., 2019). People that relocate to other regions or countries will maintain their traditional eating habits, tastes of their local food, and local food cooking methods. In Malaysia, Nasi Lemak, Rendang, Nasi Ayam, Laksa, and various other dishes are among the most well-known (Raji et al., 2017). In Malaysia, rice is a staple food and, more specifically, among the Malays. Kamaruzaman et el. (2020) mentioned that rice and its products are widely employed in numerous local meals.

Emotional Value

There one of the factors influencing Kelantan's local food consumption among domestic tourists in Kota Bharu Kelantan is emotional value. Thomson et al. (2005) state that attachment emotions must be distinguished from other constructs associated with it, such as attitude, satisfaction, and brand engagement attitudes and experience is different from the concept of motivation, brand attachment, or customer pleasure. If the experience exceeds expectations, positive emotions will arise and vice versa if the experience does not match the expected level of service. More communication and interaction can strengthen the community.

Emotional value is the affective or emotional benefit that products can provide customers, such as enjoyment, satisfaction, and so on. According to Nambisan & Baron (2010), customer emotional value experience is interactive and relative, and customer emotional experience value is a significant result obtained by customers participating in online community activities. Neural emotional bonding occurs after emotional awakening, in which our brain and nervous system become more active when we are motivated by the experience. As a result, emotionally charged events will last longer in our memory. The brain will remember the emotional component of an experience better than other aspects.

Epistemic Value

One factor that influences Kelantan's local food consumption among domestic tourist in Kota Bharu Kelantan which is epistemic value. Epistemic means the extent that a cognitive process can provide accurate knowledge. Thus, epistemic value is the specific attribute of a theory or cognitive process to provide knowledge. This is because epistemic value has had a positive effect on tourists' healthier eating choices and also gave a positive impact on positively impacted tourist's attitude towards Kelantan local food too (Raza et al., 2021).

Tourists receive epistemic value when tasting Kelantan local food, so they can search for the recommended street food in multiple areas, fulfilling their curiosity to experience the taste and get a closer look at the famous street food at its place of origin and tourist also can know that real Kelantan's cuisine is not same in other's place, especially the place which is not in Kelantan. Thus, by that experience the tourist will know that Kelantan's cuisine in other places is not original, and there are a lot of differences from the real recipe.

Quality Value

The quality value factor also influences Kelantan local food consumption among domestic tourists in Kota Bharu Kelantan. The relationship between expectations and quality could indicate that a consumer's perception of quality is influenced by familiarity and knowledge with the suggestion that if domestic tourists are given more information about local food, they will have more reasonable expectations, resulting in a higher perception of quality. Tourists see restaurants as an important feature of a tourist destination, as places where the food quality, service and physical atmosphere may display local customs and culture, shaping the domestic tourist local food experience (Klag at el., 2003).

Meanwhile, according to Yan et al. (2015), meal quality and service quality were antecedents of a customer's inclination to return to a restaurant serving local food. Nevertheless, Wu et al. (2018) found that the overall quality of the experience impacted domestic tourists' desire to eat local food, especially the desire to revise. As the primary product of commercial food service, food quality plays a significant role in the dining experience and the success of restaurants in tourist areas. According to Uehara & Assarut (2020), in Japan, the perceived quality of the restaurant in Japan on serving local Japanese food is influenced by the authenticity of dishes and ingredients. This shows the food quality on authenticity, price, nutritious and fresher and the aspects that researchers can take to be measured to domestic tourists who eat local Kelantan food.

Research Hypothesis

According to the literature review, independent variables such as emotional, epistemic, and quality value influence Kelantan local cuisine consumption among domestic tourists in Kota Bharu, Kelantan. As a result, the study intended to examine the effect level between these variables. The hypotheses of this study were summarised in the following manner based on the literature discussed:

H_1 There is the relationship between emotional value toward local food consumption among domestic tourists in Kota Bharu, Kelantan.

H_2 There is the relationship between epistemic value toward local food consumption among domestic tourists in Kota Bharu, Kelantan.

H₃ There is the relationship between quality value toward local food consumption among domestic tourists in Kota Bharu, Kelantan.

Research Framework

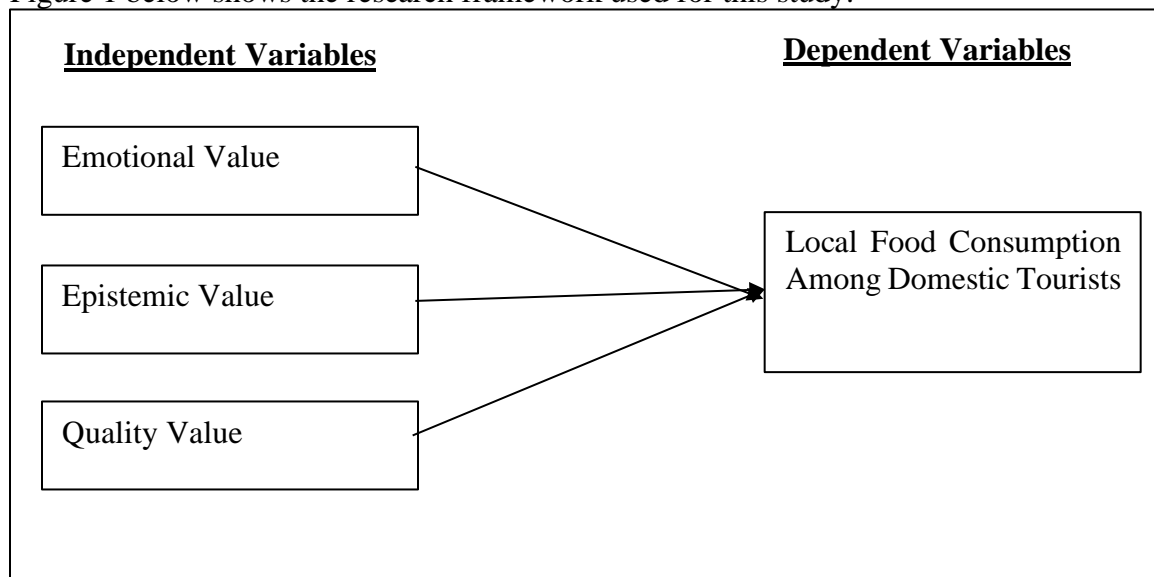Figure 1 below shows the research framework used for this study.

Figure 1: Research Framework

METHODOLOGY

Research Design

This research was conducted quantitatively, which is a structured way of collecting and analyzing data obtained from different sources (SIS International, 2018). The target population in this research was people who had visited Kelantan. There were 385 respondents contributed to the questionnaire, but the data was collected from only 362 respondents who had visited Kelantan.

This questionnaire used the format of multiple choices and 5-point Likert Scales of Agreement. Moreover, the questionnaire was divided into 4 sections which are: screening questions, demographic section, independent variables section and dependent variable section. For screening section the questionnaire requested for filtering the respondents who had beenthe screening section, the questionnaire requested to filter the respondents who had visited Kelantan. For the demographic section, the questionnaire was requested general information such as gender, age group, races, education level, occupation and marital status. While the independent and dependent variable section, the questionnaire was elaborated such as emotional value, epistemic value and quality value which were examined in this research.

Data Collection

The data collection was conducted using a questionnaire using the Google Form application. The questionnaire link was posted on social media such as WhatsApp, Facebook and Instagram. It was easy and minimized cost way to collect the data.

Sampling

In this study, the convenience sampling was used, one of non-probability sampling due to this sampling technique being quick and simple and there are plenty of things to choose from (Etikan, 2016). This sampling method helped researchers to focus on domestic tourists that have experience eating local food in Kota Bharu, Kelantan. By using convenience sampling, the respondents that the researcher selects will be selected randomly from any Malaysian domestic tourist who has experience visiting Kota Bharu, Kelantan and could answer the questionnaire given.

Data Analysis

In this research, the data analysis used descriptive analysis for screening questions and demographic, a reliability test for independent and dependent variables and Pearson Correlation analysis for the relationship between independent and dependent variables. The data were analyzed by using SPSS version 26.

FINDINGS

Result of Frequency Analysis

Table 1: Frequency Analysis

Characteristics	Frequency	Percentage
Reason		
Travel	90	24.9
Study	220	60.8
Work	19	5.2
Others	33	9.1
Frequency Visited Kelantan		
Every day	106	44.2
Twice Per Month	8	2.2
Once In Several Month	38	10.5
Once Per Year	48	13.3
Uncertainty	98	27.1
Others	10	2.8
State		
Perlis	14	3.9
Pulau Pinang	23	6.4
Kedah	38	10.5
Kelantan	64	17.7
Terengganu	26	7.2
Pahang	17	4.7
Perak	35	9.7
Negeri Sembilan	12	3.3
Selangor	38	10.5
Melaka	7	1.9
Johor	32	8.8
Wilayah Persekutuan	11	3.0
Sabah	25	6.9
Sarawak	20	5.5
Gender		
Male	168	46.4
Female	194	53.6
Age Group		
18-20	48	13.3
21-25	266	73.5
26-30	25	6.9
31-40	20	5.5
41 and above	3	0.8
Income Level		
Less Than RM 1,000	84	23.2
RM 1,001 To RM 3,000	53	14.6
RM 3,001 To RM 5,000	26	7.2

RM 5,001 To RM 8,000	3	0.8
RM 8,001 And Above	3	0.8
No Income	193	53.3
Race		
Malay	271	74.9
Chinese	51	14.1
Indian	9	2.5
Bumiputera Sarawak	14	3.9
Bumiputera Sabah	16	4.4
Others	1	0.3
Occupation		
Student	283	78.2
Private Sector	29	8.0
Government Sector	39	10.8
Others	11	3.0
Status		
Single	323	89.2
Married	39	10.8

The table showed a high frequency with 220 (60.8%) respondents visiting Kelantan because of study due to there being two public universities in Kelantan. There are 90 (24.9%) respondents who have visited Kelantan because of travel, while there is the lowest frequency with 19 (9.1%) respondents visiting Kelantan because of work. The highest frequency and percentage of respondents who visited Kelantan was 160 (44.2%) respondents who visit Kelantan every day, while the lowest frequency was 8 (2.2%) respondents who visited Kelantan twice per month.

Next, the highest frequency state respondents were Kelantan with 64 (17.7%) respondents, while the lowest frequency state respondents were Melaka with 7 (1.9%) respondents. The frequency and percentage of women is 194 respondents, and the overall percentage is 53.6%. While the frequency of men is 168 respondents, and the overall percentage is 46.4%. In addition, the frequency and percentage of the age group of respondents showed the highest frequency of the respondents is 21-25 years with 266 (73.5%) respondents. Then, the lowest frequency was aged 41 years and above, with 3 (0.8%) respondents. The highest income level was no income with 193 (53.3%) respondents, and the lowest frequency was RM 5,001 to RM 8,000 and RM 8,000 and above with 3 (0.8%) respondents. While the highest frequency of respondents' race was Malays with 271 (74.9%) respondents, there were one respondent from others.

For the frequency and percentage of respondents' occupations, the highest frequency respondent's occupation was a student with 283 (78.2%) respondents. The lowest frequency was others with 11 (3.0%) respondents, including housewives or self-employed. Lastly, it showed the frequency and percentage of respondents' marital status. The highest frequency of respondents' marital status was single, with 323 (89.2%) respondents, while the lowest frequency was married to 39 (10.8%) respondents.

Result of Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Emotional Value	I think that eating Kelantan food make me feel happy.	4.43	0.73
	I think that eating Kelantan food gives me pleasure.	4.40	0.75
	I think that eating Kelantan food changes my mood positively.	4.29	0.83
	I think that I am fascinated by Kelantan food.	4.41	0.77
	I think that Kelantan food makes me crave it.	4.39	0.78
	I think that eating Kelantan food make me feel excited.	4.38	0.77
Epistemic Value	I think that I want to seek out more information about Kelantan food.	4.23	0.82
	I think that I am more curious about Kelantan food.	4.26	0.82
	I think that eating Kelantan food is a good opportunity for me to learn new.	4.33	0.75
	I think that I want to try more diverse Kelantan food.	4.34	0.74
	I think that my knowledge of Kelantan culture has increased.	4.30	0.75
	I think that I learned 4 dining habits through my Kelantan food experiences (Example: How to eat the food, and how to use utensils).	4.27	0.83
Quality Value	I think that Kelantan food provides a variety of ingredients.	4.45	0.67
	I think that Kelantan food provides appealing flavours.	4.45	0.73
	I think that Kelantan food provides good quality ingredients.	4.36	0.74
	I think that Kelantan food is tasty.	4.48	0.68
	I think that Kelantan food provides a high standard of quality	4.36	0.78
Local Food Consumption Among Domestic Tourists	I love Kelantan food based on the quality.	4.37	0.70
	I love Kelantan food based on my good knowledge about Kelantan food.	4.24	0.77
	I love Kelantan food based on my emotions to eat.	4.27	0.85
	I have eaten Kelantan food before.	4.59	0.68
	Local food in Kelantan is delicious.	4.52	0.73
	I think Kelantan food is good.	4.48	0.72

The mean values for the independent variable, emotional value, were displayed in the table. The item with the highest mean value of 4.43 and the most substantial level of agreement is "I think that eating Kelantan food makes me feel happy." It reveals that the majority of

respondents agree that emotional value has a significant impact on domestic tourist food consumption. Consuming Kelantan cuisine makes you joyful, excited, and in a good mood.

The mean value of independent value and epistemic value were also shown. The item "I think that I want to try more diverse Kelantan food" had the highest mean value of 4.34, indicating a strong level of agreement. It demonstrates that respondents were fascinated by the history of Kelantan food and also wanted to understand the culture when they ate Kelantan food.

The independent variable's mean value, quality, was shown the lowest mean value of 4.36 for two items, "I think that Kelantan food provides good quality ingredients" and "I think that Kelantan food provides a high standard of quality" strongly agrees. Respondents valued taste, quality ingredients, and cleanliness in Kelantan meals.

The mean value of the dependent variable, local food consumption among domestic tourists, is likewise shown the item "I had eaten Kelantan food before" received the highest mean value of 4.59, for "Local food in Kelantan is delicious" It demonstrates how domestic tourists consume native Kelantan food based on quality, sentiment, and epistemic considerations.

Result of Reliability Test

Table 3: Reliability Test

Variable	Number of Items	Cronbach Alpha
Emotional Value	6	0.937
Epistemic Value	6	0.921
Quality Value	5	0.925
Local Food Consumption Among Domentic Tourists	6	0.868

Table 4.18 showed the reliability analysis results by Cronbach's Alpha for each independent and dependent variable. The first one, emotional value, had a total of 6 items under it with a Cronbach's Alpha value of 0.937 with the reliability level of excellent (≥ 0.90). The next independent variable is the epistemic value with 6 items. The Cronbach's Alpha value for this variable is 0.921. This value falls under the reliability level of excellent (≥ 0.90).

The third independent variable used in this study is quality value, which had 5 items to test, and Cronbach's Alpha value is 0.925. This value is under the reliability level of excellent (≥ 0.90).

The dependent variable, the local food consumption among domestic tourists, had 6 items, the Cronbach's Alpha result for this variable is 0.868, which is under the reliability level of good (0.80-0.89).

Result of Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H$_1$: There is a significant relationship between emotional value toward local food consumption among domestic tourists in Kota Bharu, Kelantan.	0.825	H$_1$ is supported/
H$_2$: There is a significant relationship between epistemic value toward local food consumption among domestic tourists in Kota Bharu, Kelantan.	0.706	H$_2$ is supported
H$_3$: There is a significant relationship between quality value toward local food	0.826	H$_3$ is supported.

consumption among domestic tourists in Kota Bharu, Kelantan.		

Table 4 above shows the Pearson Correlation Analysis. Hypothesis one showing a correlation of 0.825, a strong positive correlation between emotional value and local food consumption among domestic tourists. Besides that, hypothesis two showed a correlation of 0.706, a strong positive correlation between epistemic value and local food consumption among domestic tourists. Then, hypothesis three showed 0.826, a strong positive correlation between quality value and local food consumption among domestic tourists.

DISCUSSION AND RECOMMENDATION

Discussions are aimed at solving questions and addressing hypotheses, as mentioned in the first chapter of this study. Based on the study, several recommendations are provided for future researchers: change the methodology sampling from convenient to purposive sampling. Due to purposive sampling, also known as judgement sampling, a participant's purposeful selection based on their characteristics (Ilker Etikan, 2016). It is commonly used in qualitative research to find and pick the most information-rich examples to make the best use of available resources (Patton et al., 2002).

Besides that, future researchers should be concerned with more independent variables other than this study, such as health value, prestige value, price value, and interaction value. This would help gather more information and complete research on factors influencing local food consumption among domestic tourists in Kota Bharu, Kelantan.

CONCLUSION

In conclusion, this research aimed to determine the factor influencing local food consumption among domestic tourists in Kota Bharu, Kelantan. Emotional value, epistemic value and quality were chosen as independent factors to investigate their correlations with the dependent variable, which is the factor influencing local food consumption among domestic tourists in Kota Bharu, Kelantan. 362 respondents aged 18 and up were chosen from all Malaysian states to assess their local food knowledge. Overall, according to Pearson's correlation analysis, the emotional value element received a score of *0.825, followed by epistemic value with *0.706 and quality value with *0.826.

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Interpersonal Relationship, Workload Pressure, Work Environment, and Job Stress among Hospitality Internship Students

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ABSTRACT

Job stress is a type of stress that is induced by work situations that negatively impact an individual's performance and physical well-being. Internships are crucial in all businesses, but in the hospitality industry, the more experience students can gain "serving" customers and guests, the better their chances of promotion. Interpersonal interactions, workload pressure, work environment, and job stress levels are investigated among hospitality internship students in this study. This study aims to discover and examine the link between interpersonal relationships, workload pressure, and work environment and job stress among hospitality internship students. A total of 177 people participated in this study, which was performed using a Google form. This research focused on University Malaysia Kelantan hospitality internship students. The findings revealed that work environment, workload pressure, and interpersonal relationships all play a significant influence in causing workplace stress among hospitality internship students.

Keywords: Hospitality, interpersonal, stress, Internship, Pressure, relationship

INTRODUCTION

An individual who has the stress at the workplace wake weary, unable to meet job requirements, and running out of steam. For the internship student, workplace stress is one of the regular occurrences things for the workplace environment, the workload they received and their ability to handle the work given especially for students in theospitality ((Abu, 2011)). A student in the hospitality industry-, had to work in a kitchen environment which was among the highest tiredness.

In industry hospitality, an individual is involved in labour-intensive with anti-social working hours, intense client contact, and highly emotional labour features in a changing environment. This situation has led to a stress issue for employees and intern students in the hospitality industry. Almost 50% of total employees suffer from depression of overwork, The stress problem that occurred among the internship student was increasing and affected their well-being and health of internship students ((Apuke, 2017)). Naturally, the hospitality industry is fast-paced with lots of pressure.

This study aimed to investigate the relationship factors infusing job stress among the University Malaysian Kelantan (UMK) hospitality internship students. The relationship factors such as interpersonal relationships, workload pressure, and work environment affected job stress for hospitality internship students. There were three research objectives of this study:

1. To determine the relationship between interpersonal relationships and UMK internship student

2. To analyse the relationship between workload pressure and UMK internship students.

3. To analyze the relationship between the work environment and UMK internship students.

Significance of the Study

Researcher

Job stress has been recognized as a major factor in intern students abandoning the hospitality industry along with other considerations such as excessive hours. This research was providing clear information to new researchers. The research also provides new resources, knowledge,

and the latest information on the relationship between workload pressure, interpersonal relationships, and work environment influenced the job stress of internship students.

Student

This study is significant for students because can help them to know a little about the internship in industry hospitality in the future. This study was also significant to the student who was going to the internships. All student needs to undergo an internship to finish their study. Students need to know about internships and how to deal with stress when they intern later.

LITERATURE REVIEW

Overview of Internship

The content of hospitality interns at University Malaysia Kelantan with their internships may play an important influence in determining their direct experience while still in university. Since the hospitality industry is labour-intensive, technology may not be a viable solution for most of the operation. As an outcome, the student has a significant impact on the industry's growth which belongs to exhaustion and having to deal with heavy workload pressures while doing the internship. Furthermore, internship roles are typically scheduled to work, leading to weariness. Thus, the hospitality industry has a higher risk of occupational stress because of the nature of the service sector and the emotional labour involved. Previous research has indicated that even the most committed person may experience burnout due to hospitality and turn to be less dedicated to the industry. ((Abdullah, 2011)). As an outcome, it was being led to a significant impact on the industry growth, which belongs to exhaustion-and must deal with heavy workload compressions to students while doing internships.

Interpersonal Relationship

For people of all ages, the quantity and quality of interpersonal relationships have been determined as one of the most influential factors of happiness and life satisfaction. The development of relationships in the workplace also benefits cooperation and unity in the business to be better (Jehn, 1997). The results of the study also show that friendships at work can improve individual employee attitudes such as job satisfaction and job commitment in their organization ((Ellingwood, 1991)

Failure to manage interpersonal relationships in the workplace resulted in adverse effects on individuals and companies. There are several organizations with no cordial relationships among staff members, subordinates, and superiors. This attitude is very unhealthy for an organization. This situation puts stress on workers. Stress is described as a change in one's mental or physical state as a result of situations (stressors) that offer a challenge or burden ((David S. Krantz, 1985). Stressful employees are more likely to suffer anxiety, anger, and irritability (Arnold, J. 2005), which can impact their ability to maintain interpersonal relationships.

Workload Pressure with Job Stress among Hospitality Internship Students

Workload refers to the concentration of job assignments. It is a cause of mental stress for employees. There are many causes of stress, but workload pressure was a primary cause. A survey by (Mensah, 2020) states that 60% of workers saiwork-related pressure has risen over the years. Workload pressure affects the internship student's performance. Poor mental concentration, lack of sleep, weariness, and psychosomatic issues are typical results of business-related pressure. Most students who do their internships in restaurants are willing to work long hours because of the environment. Students who work more than 8 hours are likely to be infected by tiredness which also affects their mood and behaviour, causing poor mental

focus ((Mensah, 2020)). Representatives with zero power over their work might encounter burnout because of the substantial workload.

Work Environment

The work environment is defined as the environment in which individuals work. The work environment is a scene or a physical workstation environment in which a set of people collaborate to achieve specified objectives. It can involve various factors, such as lighting, workspace design, temperature, and so on ((Robert I, 2017)).

According to (C.Visher, 2007), workplace stress is a feeling of comfort or mismatch between the employees working there with the physical work environment. Employees gain a feeling of mismatch when they discover the wrong environment and find it difficult to adjust and cope with it. Employees' loss of the ability to adapt is related to their ability to complete the job.

Job Stress among the Hospitality Internship Students

Stress is an active state of mind in which a human being faces both an opportunity and limitation (P.Robbins, 2010). Regarding internships, students may have helpless associations with their managers since they are somewhat new in the workplace. Likewise, reports showhat entry-level position understudies are being tormented off (Meulenberg, 2019). Since the internship students are recruited on a restricted time, an internship may give them additional responsibility just to exploit their time with them. The internship students probably won't have the opportunity and assets to play out their work well. This way, this could put them under stress. Factors like actual working conditions, errands (for example managing troublesome customers), and the measure of fulfilmenfrom the actual work are completely included (Tan, 2021).

Research Hypothesis

An experiment uses a hypothesis to define the relationship between two variables. The purpose of a hypothesis is to find the answer to a question. Based on the article that has been reviewed, the hypothesis of this study can be summarized in the following way:

H₁ There is a significant relationship between workplace environments towards job stress levels among hospitality internship students

H₂ There is a significant relationship between interpersonal relationships in the workplace towards job stress levels among hospitality internship students

H₃ There is a significant relationship between workload pressures towards job stress levels among hospitality internship students

Research Framework
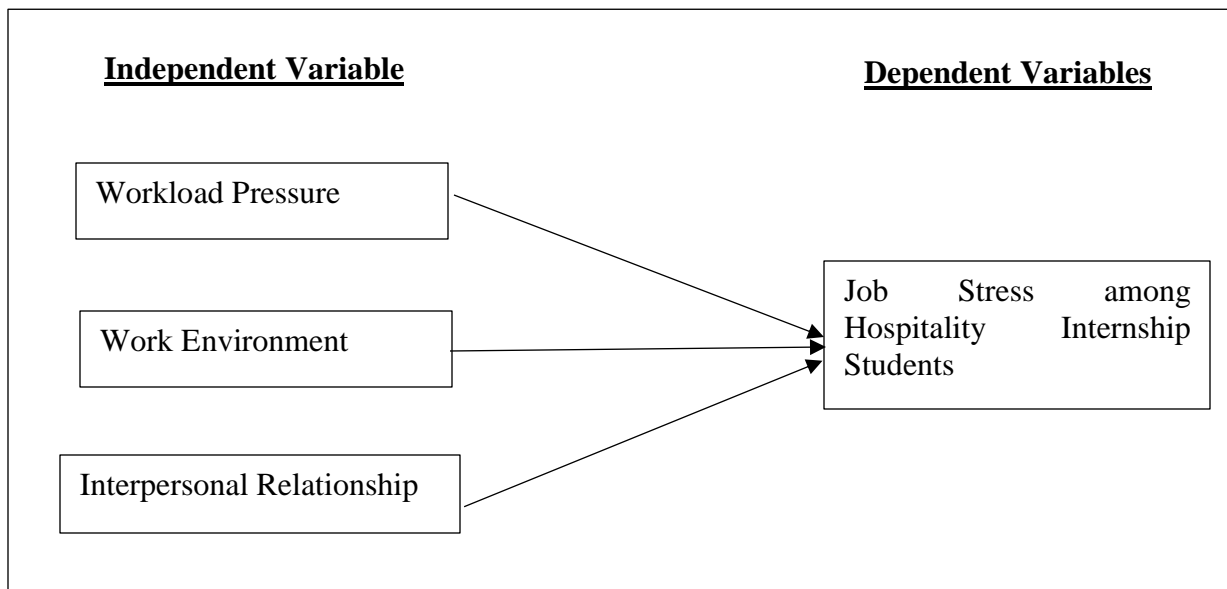
Figure 1 shows the research framework used for the study

Figure 11: Research Framework

METHODOLOGY

Research Design

A research design may be defined as a framework of methods or procedures selected by researchers to integrate various components in a research project. This research discusses job stress levels among hospitality internship students at University Malaysia Kelantan. This research used the quantitative method to gain all the data through a questionnaire. The Quantitative method is the process of collecting and analysing numerical data. The unit analysis is about the independent variable and dependent variable. Second, descriptive research can be used to gain through questionnaires and collect the data from respondents' data.

Data Collection

The questionnaire was used to collect data on the quantitative technique chosen for this project. This type of data collection needs people to respond to research-related questions conducted. This study was adapted from prior studies looking at the interpersonal relationships, workload pressure, work environment, and job stress level among hospitality internship students at University Malaysia Kelantan.

In this research, data collection was collected using Google Forms. This way, looks easy to obtain responses from respondents. The questionnaire was distributed to students undergoing practical training as well as persons who have completed practical training in the hospitality industry. This is because everyone is using a smartphone nowadays. Moreover, we are now in a situation Covid-19 pandemic, which requires that face-to-face contact be limited.

Sampling

In this study, a non-probability sampling technique which is convenience sampling, was selected due to the current situation. Convenience sampling is a technique where samples are selected from the population as it is conveniently available. Most internship students were kept in touch with their juniors, so the respondents were selected randomly as any hospitality internship students from UMK could answer the questionnaire given. The questionnaire is designed using Google Form and distributed throughout social media: WhatsApp, Instagram, Twitter, and Facebook. Using Google Forms and social media, the researchers could get more respondents.

Data Analysis

Researchers utilize the Social Sciences Statistical Program (SSPS) to analyse data for descriptive data. The Statistical Package for Social Sciences (SPSS) version 27 is a program

that uses descriptive analysis and correlation to describe the relationship between independent and dependent variables.

FINDINGS

Result of Frequency Analysis

Table 46:Demography Analysis

Characteristics	Frequency	Percentage (%)
Gender		
Male	96	54.2
Female	81	45.8
Age		
22-23 old	39	22.0
24-26 old	109	61.6
27 and above	29	16.4
Race		
Malay	98	55.4
Chinese	30	16.9
Indian	21	11.9
Others	28	15.8
Internship Year		
2017	16	9.0
2018	31	17.5
2019	26	14.7
2020	65	36.7
2021	27	15.3
2022	12	6.8

Table 1 shows the respondent's demography of the internship student-(1) Gender: 54.2% of the subject were male, and the rest, 45.8% were female. (2) Age: the leading group was 24-26 years old, making up 61.6%, followed by the 22-23 years old, with constituted 22%. (3) Race: Malay student was the leading group, taking up 55.4%, followed by Chinese student, taking up 16.9%. (4) Internship of the year, the year 2020 was the highest student (36.7%) and followed by the year 2018 (17.5%).

Result of Descriptive Analysis

Table 47: Descriptive Analysis

Variables	Items	Mean score	Standard Deviation
Work pressure	I have too much work assigned daily	3.42	0.980
	My work is highly repetitive and monotonous	3.56	1.027
	I feel excessive fatigue and tiredness due to heavy workload	3.56	.987
	I frequently have to work overtime	3.72	0.987

	My company not let me learn everything in the environment	3.52	1.082
Work environment	I always experience bullied in my workload	3.14	1.212
	I always feel uncomfortable in my workplace	3.41	1.120
	I have never been acknowledge and rewarded by the supervisor or management	3.56	1.054
	The staff like to make gossips in the workplace	3.61	1.045
	My workplace is crowded and unorganized	3.61	1.045
	The productivity of employee by work environment	3.77	1.038
Interpersonal Relationship	My colleagues do not show respect to me	3.10	1.088
	There is a lack of effective communication among members in our organization	3.57	.963
	There are lack of cooperative industry training	3.63	1.037
	Good mentor or supervisor make students into comfort zone.	3.67	.914
	There are organization where no friendly relationship among staff members, subordinated and superiors.	3.67	1.084
	Developing positive relationship at work should be rooted in dispositional	3.73	1.149
Job Stress among Hospitality Internship Students	I feel stress due to heavy workload during my internship	3.56	1.117
	I feel stress due to interpersonal relationship issues during my internship	3.77	1.049
	I feel stress due to the negative work environment during my internship	3.63	1.074
	I feel stress during my internship	3.79	1.081

The descriptive statistical analysis provided an understanding of the distribution of the primary attributes of the respondents. Table 2 shows the independent variable of work environment was the lowest mean value, 3.51, while the standard deviation was 1.085. The interpersonal relationship was the highest mean value, 3.56, while the standard deviation was 1.039. The work pressure was scored 3.55 mean value while the standard deviation was 1.010. The mean for the dependent variable of job stress was 3.68 and 1.080 for the standard deviation.

Result of Reliability Analysis

Table 3 below shows the result of the reliability analysis

Table 48: Reliability Analysis

Variable	Number of Items	Cronbach's Alpha (α)
Interpersonal Relationship	5	0.836

Workload Pressure	6	0.829
Work Environment	6	0.919
Job Stress	4	0.917

The results of the reliability analysis are shown in Table 3. To measure the reliability of the questionnaire, Cronbach's alpha was applied to analyse the collected data. The results indicated that the Cronbach's alpha coefficient $\alpha = 0.836$ for interpersonal relationship, $\alpha = 0.829$ for workload pressure, $\alpha = 0.919$ for work environment, and $\alpha = 0.917$ for job stress. The surveys are highly reliable and can continue with the research because the Cronbach's Alpha value for the variables achieved 0.9. The respondents completed the questions satisfactorily, signifying that the questionnaires were acceptable for this study.

Result of Pearson Correlation Analysis

Table 4 shows the Pearson Correlation Analysis

Table 49: Pearson Correlation

Hypothesis	P-value	Result (Supported/Not Supported)
H₁:- There is a significant relationship between workplace environments towards job stress levels among hospitality internship students.	0.594	H₁ is supported
H₂:-There is a significant relationship between interpersonal relationships in the workplace towards job stress levels among hospitality internship students	0.794	H₂ is supported
H₃:-There is a significant relationship between workload pressures towards job stress level among hospitality internship students	0.619	H₃ is supported

Table 4 shows the result of the Pearson correlation analysis. The result indicated a moderate positive relationship between interpersonal relationships and job stress among hospitality internship students, with a coefficient of 0.594. While both significant values are .000. Consequently, hypothesis H1 is accepted. In addition, the study also showed a moderate positive relationship between workload pressure and job stress among hospitality internship students with a correlation coefficient is 0.619 while both significant values are .000. Consequently, hypothesis H2 is accepted. Furthermore, the study showed a moderate positive relationship between work environment and job stress among hospitality internship students. The correlation coefficient is 0.794, and both significant values are .000. Consequently, hypothesis H3 is accepted. All the result seems to be consistent that interpersonal relationship, workload pressure, and work environment infused job stress among hospitality internship students.

DISCUSSION AND RECOMMENDATION

This study produces another way by emphasizing research suggestions for how workload pressure, work environment, and interpersonal relationship affect job stress among hospitality internship students. The integrity of the respondent's responses to the questionnaire was challenged, resulting in invalid findings that should be eliminated from the research. Future research is advised to strengthen the study's accuracy by being more creative in obtaining data from respondents, such as in-depth interviews, to get reliable and thorough data. Thus, further study is suggested to explore the additional effects of institutions on internship satisfaction. Therefore, future researchers are encouraged to conduct more research by exploring other considerations such as supervision or academic support, which truly affect job stress levels from professional development and industrial perception.

This implies that ways to improve internship satisfaction may have both indirect and direct effects on student intentions; however, there are very few published studies on the issue. As a result, it is essential to conduct a study investigating the indirect impact of supervision support on internship satisfaction, such as longer intention in the hospitality industry. Thus, this research aims to produce valid data that will allow for more effective assistance from an internship in plans in the future and impact career perception for better contribution to scientific research.

CONCLUSION

In conclusion, this study evaluated how workload pressure, work environment, and interpersonal relationships influence stress among hospitality internship students. Three independent variables, namely workload pressure, work environment, and interpersonal relationships, have been chosen to examine their relationships with the dependent variable:job stress among hospitality internship students. A total of 177 respondents aged 23 years old and above were selected from University Malaysia Kelantan to examine their job stress among hospitality internship students. Based on Pearson's correlation analysis, the food workload pressure scored a value of *0.619, followed by work environment with *0.594, and interpersonal relationship with *0.794.

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The Impact of Modern Technology towards Malay Traditional Foods Preparation and Cooking Processes among Chefs in Malaysia

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ABSTRACT

Ethnicity includes groups that differ by skin colour, language, and religion. Ethnicity is one of many factors that influence food choices. Ethnic foods are defined as foods derived from the traditions and culture of a particular ethnic group. Although modern technology is made chefs' work easy and timely, this research is more to gain the chef's acknowledgement of traditional food preparation. In line with this, therefore the qualitative research approach is used in this research. This research aims to look at the impact of modern cooking technology on traditional food. This study aims to discover the factors that influence modern cooking technology toward traditional food, such as taste, appearance and texture. These factors are vital in making modern cooking technology into traditional food.

Keywords: Modern cooking technology, traditional food, taste, texture and appearance

INTRODUCTION

Malay food has five characteristics: luxury with spices and herbs, one of the main ingredients is coconut milk, food is usually spicy, meat is usually stewed with thick gravy, and seafood is flavoured with turmeric powder. To make Malay traditional food, there is various terminology of cooking methods used in Malay cuisine, which are divided into dry heat method and moist heat method. For example, in the dry heat method, *menyangai* is a process that uses dry ingredients such as peanuts, dry-fried spices, or grated coconut without using oil in a small skillet or skillet over low heat (Ainuddin, 2013). Besides, the moist heat method is *menanak* which is a method of cooking rice in a pot (Alom et al., 2019).

Nowadays, the methods of preparing and cooking traditional Malay food have been transformed due to the introduction of modern cooking appliances, and the majority of chefs are no longer prepare and cook traditionally. On the other hand, traditional cooking utensils are nearly non-existent among chefs nowadays as more people choose to use contemporary cooking equipment like gas and electric stoves (Raji et al., 2017).

According to Kamaruzaman et al. (2020), many people in this day and age have lost the distinctiveness of the cooking skills and practices our forefathers passed down to us in Malay cuisine. Nowadays, the younger generation is giving up traditional Malaysian eating habits and replacing them with ready-made meals. It shows that switching and comprehensive information technology influences food intake and habits. Apart from that, the use of modern techniques helps Malay chefs adapt traditional cooking methods to the modern environment and cook more efficiently. Overall, it may be concluded that chefs' cooking skills in a traditional way may be deteriorating due to their over-reliance on current technologies. At the same time, contemporary technology has gradually supplanted traditional equipment while food preparation is getting significantly faster, more effective, and more efficient.

Therefore, this study aimed to investigate the impact of modern technology on Malay traditional food preparation and cooking processes among chefs in Malaysia. States below the three research objectives for this study:

1. To investigate modern cooking technology's effect on Malay traditional food preparation and cooking process.

2. To examine the differences in cooking methods while using modern cooking technology.

3. To identify the uniqueness of Malay food using modern technology.

Significant of the Study

This research was aimed to provide more precise information, and the reader can see how strong and effective the impact of modern technology can change the Malay traditional food cooking based on devising and cooking techniques.

This research can show modern technology has a good impact and awareness about outcomes based on three-factor: it gives a good effect on the sustainability of traditional Malay food that uses modern technology and can motivate chefs or food sellers to use modern technology to make perfect traditional Malay food, and the uniqueness of food still the same if using modern technology in the cooking process. This is important because it shows how far the effect of modern technology in the world today can make or change the Malay traditional food that chefs in Malaysia cook based on devising and cooking techniques.

Besides, the research can contribute to two main perspectives: academic and practical. These two perspectives are described how the research can give knowledge to students and lectures and affect the institution itself. The research can have a positive effect on the student to be more hard-working and explore more new knowledge. Academic research can also contribute some new ideas about how to overcome this problem based on topics that explain something very realistic nowadays.

Another else, practical knowledge also can contribute many benefits because it can create awareness in industry field such as foods preparation can more save time, the taste of food and beverages also can more delicious because use modern technology it can make various convenience foods plus modern cooking equipment that very needed in the cooking process right now (Raji et al., 2017).

LITERATURE REVIEW
Modern Cooking Technology
This ingenious device thawed, heated, and even cooked some food in a fraction of the time spent in the oven (BuildDirect, 2016). On the other hand, modern cooking techniques are more than just "better and faster heating methods." There are also odour control, smart timer and temperature control, gas and electricity efficiency, and induction stove. Food production and service encompass complicated procedures such as preparation, cooking, distribution, and serving, is undergoing a new revolution. Many of these operations are already routinely performed by robots, and in activities requiring speed, uniformity, cleanliness control, and high levels of repetition, they almost consistently outperform human workers.

Wide range of convenience foods as well as sophisticated cooking equipment can help speed up the cooking process. This is because 15 traditional Malay cuisine featured a variety of cooking methods, including *menumis* and *menyangai*. Those who like a fast and straightforward lifestyle will opt not to make Malay traditional food from scratch, and in the worst-case situation, they may choose not to cook Malay traditional food. "This technology includes additional ovens and ovens, rice cookers, frying pans, steamers, freezers, refrigerators, vents, grinders, food processors, toasters, chopsticks, bowls, pots, etc.". She explicit, "our festival delicacies are becoming easier to prepare".

Taste

Taste is the sensation of flavour perceived in the mouth and throat on contact with a substance. This is steady with (Goffard, 2005), who demonstrated in his book "The Language of East and Southeast Asia" that the Malay are generally provincial individuals who stay alive on fishing, cultivating, and rice creation. As indicated in their review fair and square of modification of ethnic local food in Sarawak, "the adjustment of food had caused many changes in their food tastes, readiness, parts, plans, systemic methodologies, and the surviving eating politeness and other related issues." Besides, (Engler-Stringer, 2010) expressed that globalization impacts changing assembling and handling strategies, the development of prepared handled/arranged food varieties, and an increment in take-out dinners are generally key motivations behind why tastes are changing (Lang and Caraher, 2001).

At the same time, it affirmed that deficient food practical abilities might hinder an individual's ability to deal with essential food tastes. Regardless, food varieties, such as living things, are touchy to changes. This technique concerns the actual supper yet in addition to its flavour. For instance, 'creolization,' which started with one food taste and advanced to at least two food tastes, set up another culture when they showed up in America (Diamond, 1997). Due to our country's bounty of neighbourhood assets, it is practical to make rich, delectable, novel, and remarkable cooking. " They probably won't have the option to differentiate among customary and Western-style blended food." The absence of inventiveness may be ascribed to the development of innovations and underlying changes in the arrangement of conventional Malay culinary preferences for inns

Texture

Texture definition is the feel, appearance, or consistency of a surface or substance. An exploration directed by (Manderson, 1981) on conventional food convictions and life occasions, which focused on the traditions of Malay townspeople in a couple of states in Peninsular Malaysia, found that the Malay individuals in the kampung still clutched customary thoughts and information. (Zahari, 2011), who explored Malay food courses in Malaysia, gave subsidizing to this review. The food practicality thought, which incorporates three viewpoints like, time, actual energy, and mental energy, makes a huge commitment to the change or modifications (Miller et al., 2007).

According to (Li et al., 2004), a couple of conventional food surfaces are on the edge of termination, even though modernizations benefits food businesses, especially in ruined places, and proposes that a more significant amount of them require some change with the current of the contemporary world. Be that as it may, they were thinking at it from the outlook of good eating rehearses. (Devine, 1999) commented on the progressions that have happened in food and beverages, which he viewed as one of the most confounded activities inside the lodging business. They are the method involved with ageing significantly, changing private home constructions, expanded female workforce interest and longer working hours, purchaser thriving and procedures proprietorship, a shift toward better eating, a craving for various disclosures, independence, contracting cooking abilities, the summary of conventional taking care of times, and sensible cost.

Appearance

Appearance is the way that someone or something looks such as the look of the Malay traditional food situation, style of devising the food, and so on that telling us about how the look can make it attractive. The impact on how the change and difference plus a lot of perspective and opinion about the modern technology used. However, the impact of modern technology can make Malay food have something lacking, especially in the aspect of appearance because appearance is essential to Malay traditional food. After all, it shows authenticity and uniqueness, but when convenience food has in hotel or restaurant nowadays it has a lousy effect on the appearance of Malay traditional food because the present day shows

people prefer convenience food compared to Malay traditional food and it because appearance, taste, ingredients, food preparation, cooking process and other else factor. For example, mixer and electronic equipment show in Malay traditional food using traditional equipment because they can give different appearances based on modern technology, cooking skill, and the taste of food.

However, The appearance of Malay food using modern technology is dishes or food that finish cooking can be served in large quantities because modern technology's function is to prepare food not only one person can eat, but more people can taste the dishes. It show the appearance of food that it can eat for small of the group and large of people can eat without waiting a long time. Exposure of the lot of modern technology and modern equipment can make people more demand about processing food. Based on the study from (Engler-Stringer, 2010), this is true because of modern technology and good cooking skill make demand for Malay food still exists today.

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Research Framework

Figure 1 below shows the research framework for this study.

Independent Variables

- Taste
- Texture
- Appearance

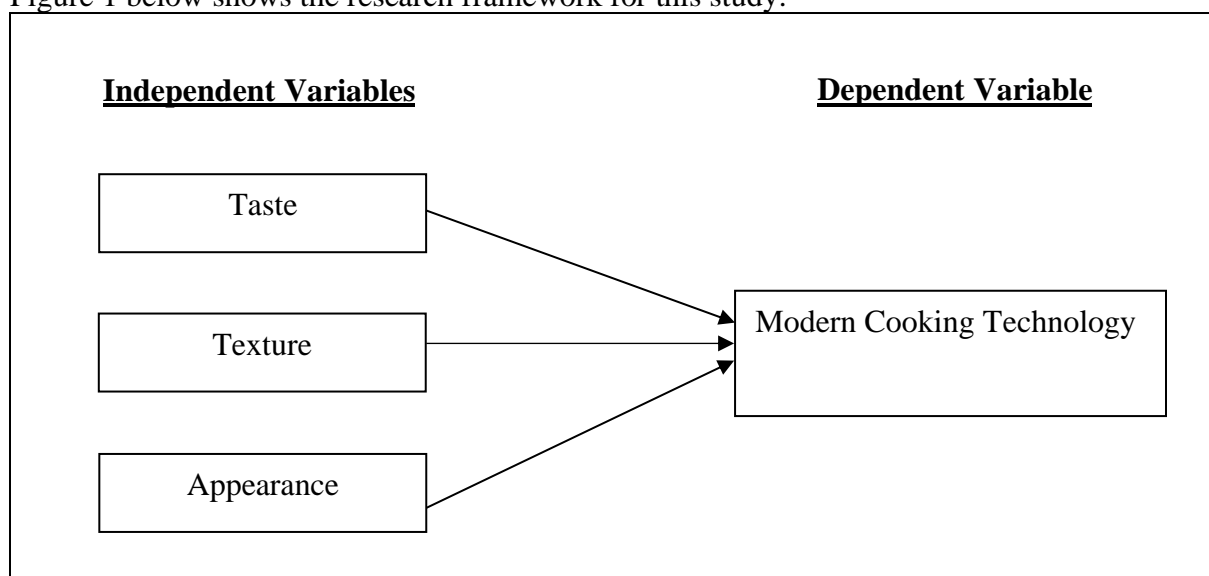**Dependent Variable**

- Modern Cooking Technology

Figure 12: Research Framework

METHODOLOGY

Research Design

Research design is a research program that sets out the methods that researchers must follow to achieve their research objectives or test the hypothesis they have created for their investigations. Study design is important to ensure that evidence obtained from data can clearly and convincingly answer the research question (Vaus, 2001). This study is qualitative and is based on the study of basic theory. Researchers who choose this research design will collect data through interviews, observations, record reviews or a combination of these methods (Norhisham, 2019). As a result, researchers seek to see if modern technology impacts traditional Malay food preparation and the cooking procedure among Malaysian chefs.

Sampling

Critical inspecting is utilized in our exploration to meet with culinary specialists in the inn. In our examination of the effect of present-day innovation on Malay customary food varieties readiness and cooking process among gourmet specialists in Malaysia, we will take meet a couple of respondents to get a little information. Our poll will be founded on our dependent variable, which is the effect of present-day innovation towards autonomous variable, which is taste, surface, and appearances of food sources. The course of our meeting with our respondents

will assist the analyst with getting some information that helped us complete the examination. The poll and the way will do is the method of critical testing and snowball inspecting, which is from the example in non-likelihood.

Data Collection

The research uses primary data for methods of data collection. Primary data is originally collected by researcher from the questionnaires for a project from first-hand sources or specific research purpose through various sources such as experiments, interviews, surveys and so on. The data collection method that suitable and easy to do is face-to-face interview with a hotel chef that prepared and cooked traditional foods. Face-to-face interview is a tool or method used in this research because it is the best way to reach the respondent, minimum cost, budget, safe time, and very accurate result.

A questionnaire is applied to gather information on the taste, texture and appearance based on the independent variable (IV). This questionnaire is based on our topic the effect of modern technology that in world today can make or change the Malay traditional food that chefs in Malaysia cook based on devising and cooking techniques. The questionnaires were distributed through face-to-face interview, collected data on selected chefs in this hotel, recoded the response, and the researcher duplicated manually duplicated the data. This is how to get the information and probably it did not lose the data and noted all the important information to put in the research and the meaning not change with the original meanings.

Data Analysis

Once the information and perspective about the research have been obtained from chefs, the information needs to be analysed to get detailed data about the modern technology that has greatly influenced the preparation and cooking processes of Malay Traditional foods. Since the data collection will be received through the recording of interviews, the first theming analysis is preparing and organizing the data. This process can be worked by transcribing the recordings into written form to facilitate analysis (Bailey, 2008). All audio recordings must be transcribed verbatim, no matter how easy to understand the transcript when it is re-read. Sutton & Austin (2015) stated that after all research interviews have been transcribed, checked, and explored the data, the next step to take is coding. The field notes gathered during the interview might be a great source of additional information to help with the coding process. This is because the period between the interview, transcription, and coding can produce memory bias in nonverbal contextual or environmental difficulties, which can alter data interpretation. Coding generally refers to the researcher's interpretation of subjects, issues, similarities, and contrasts indicated by participants' narratives.

Besides, defining and naming the theme is the next step of the theming analysis. In this step, the researcher needs to finalize the theme and rearrange the final definition to clarify the relationship (Michelle & Varpio, 2020). This procedure entails using the theme's labels and giving the theme a thorough name that reflects the relationship or meaning it conveys. As a result, each topic might be the title of a section in the report or presentation when the findings are collated for presentation. There will be a code for each topic, samples from the transcript and the researcher's assessment of the theme's meaning. Finally, the last step of the theming analysis is the researcher's need to produce a report. For this step, after the theme was defined and named, the qualitative researcher began writing the final report by presenting findings and data interpretations of the study. Braun & Clarke (2006) suggest that researchers need to state the meaning of each theme, the assumptions that support it and the consequences of each theme. Therefore, the final analysis should tell an overall story about what is revealed by the many themes of the research topic.

FINDINGS AND DISCUSSION

In this study the primary investigate is to seek the impact of modern technology on Malay traditional food preparation and cooking processes among Malaysian chefs who have been classified according to their age and occupation. This section is begins by presenting the

informants' profile and general knowledge about the impact of modern technology on Malay traditional foods preparation and cooking processes among Malaysian chefs, prior tobefore answering the study's objectives and questions based on the research findings. For this study, the researcher conducts interviews with a total of six informants. Six (6) informants participate in this study, which further enriched the data and provided additional information for discussion regarding their ethnic traditional food practices. The educational background all informants have finished their secondary level.

The following section describes and discusses general questions about the impact of modern technology towards Malay traditional foods preparation and cooking processes among chefs during the interview session. In this study, the thematic analysis is used, and it is a straightforward method that requires the researcher to examine the transcribed data and report on the themes that emergeemerging themes. As a result, the data in this study were able to determine the theme through the use of inductive reasoning. As a result, the three (3) general questions are as follows:

1. The authenticity of Malay food in restaurants with ready-made items and ingredients used in cooking. The authenticity is still maintained or changed because food like chicken rendang and chilli paste have chemical substances that change the taste of traditional foods. It cannot be called authenticity. What is your opinion, chef?

2. Modern technology cannot compete with the taste and aroma of Malay traditional food because of what? And modern technology in the cooking process and traditional food preparation is what the function to look Malay traditional food taste is still same or change because it more value if chef-prepared and cooked traditionally.

3. This research explains appearance, and based on the topic, the appearance mainly discusses traditional Malay foods look inside and outside, how the Malay traditional foods maintain and sustain their originality, heritage, and authenticity, and the probability of threats that come from modern technology impact. What is your opinion, chef, on how to maintain and sustain it?

The authenticity of Malay food is still maintained or change

The first question was about the authenticity of Malay food is still maintained or changed because of using ready-made items in the cooking process. The authenticity of food is in the way the cook prepares the cooking process. However, each state may have a different way to prepare this traditional dish. By using finished goods in cooking, the originality will change little from using raw materials like the traditional way. It also depends on the person preparing it. The chemicals used in the cooking will not change 100% and certainly do not override the originality of recipes such as rendang and so on.

> *If we use the original recipes and techniques that are traditionally practiced, the rendang cuisine can last for a week and can even last up to 2 weeks. However, if ready-made food items have been placed with preservatives that can affect the taste of Malay food from the original Malay food, then it cannot be called authentic Malay food but fusion. (Informant 1)*

The taste of traditional Malay food is still the same or changed by using modern technology?

The second question is whether modern technology cannot compete with the taste and aroma of Malay traditional food. Clearly, innovation in the production of appliances in the kitchen has many advantages. Among them is helping to ease the kitchen task and shorten cooking time. As a practitioner of Malay cuisine, some traditional recipes take a long time to complete. The way they cooked in ancient times was different. They used to cook using firewood instead of a gas stove like now. Nowadays a lot of processed foods are even easier and simpler to cook.

> *The taste of a dish will not change as long as we use the correct soup or standard operating procedure, which means the right ingredients, and the right taste it also depends on the person who cooks or the chef who uses modern technology. If he gets*

the right taste and aroma, he will not change unless the chef does not follow the original recipe, which means that the food will probably change. For example, nasi biryani will be nasi minyak because it does not follow the original recipe.
(Informant 5)

The way to maintain the heritage and authenticity of Malay traditional food

The questions posed clearly state that ingredients play a big role in ensuring that the authenticity of Malay traditional food can stay maintained. Food ingredients have useful functions in various ways such as flavor, mix, thickening and color, and have played an important role in highlighting the original taste of Malay food. The ingredients form part of the recipe and contribute to the special unique characteristics and taste of the food. Relatively speaking, tTraditional food ingredients are closely linked to tradition and nature and thus reflect a particular cultural identity.

Innovation and technology in cooking can help to simplify the cooking process and reduces time in the kitchen. Besides, using the selected ingredients can promise the production of healthy and safe food and maintain the food's appearance and originality. (Informant 2)

As a chef, use fresh and good ingredients such as garlic, ginger, onion and other items to ensure the food taste is maintained. And make sure the quantity was equal and same for every food that was made. This helps your food taste maintain the same taste as well (Informant 3)

The appearance of Malay traditional foods can sustain until now because of the development of modern technology?

Based on my opinion as a chef, I think the appearance of Malay traditional foods can sustain because of development of modern technology because modern technology can be used to produce or make Malay traditional foods. This is consistent with Redman's (2019) that saying modern technology and income level are something similar. When income level is high, automatically food practices can be the different, and the pattern of food consumption of people can influenced the appearance of Malay traditional foods. (Informant 5)

DISCUSSION AND CONCLUSION

Malay traditional food in the restaurant is done by using ready-made items in cooking. Therefore, the question is to identify whether its authenticity is still maintained or changed because foods such as chicken *rendang* and chilli paste have preservatives that might change the taste of traditional foods.

Authentic food is food (or drink) that does exactly what it describes, and what a person reasonably assumes about its character. Generally, the term authentic is used to describe an item that is not a fake or imitation but is genuine. Sims (2009) found that the authenticity of local food consumption can be three ways which are objective, constructive, and existential.

First, consumers consider local food authentic if it is locally produced or made. Next, the authentic relationship between food consumed and the place is socially built. Consumers feel the food is more authentic when there is unity between their expected typical food experience and their experience at a specific location, including the atmosphere, the environment, the food itself, and the heritage associated with the food. Lastly, working with local food also play an essential role in supporting authenticity by connecting consumers to places and people who make food. In other words, authentic Malay food is food that tastes the same as authentic Malay food. Therefore, the researcher conducts a theme analysis based on the aims and questions of the study to collect the results of these qualitative studies and then discusses them in this part. The first research question, which can be seen shown below, is used to kick off the conversation.

Discussion of Research Question 1

The results in research question 1 have shown that technology is having an effect on traditional Malay cuisine among chefs. In order to create a concept about this topic, the informants' ability to provide instances and descriptions linked to their traditional cuisine is essential. The results show that the chef still strives to prepare the old traditional recipes and ingredients rather than using ready-made goods to make your cuisine taste delicious. Even though the meal is served or available late, it is imperative that it be tasted and that more orders be placed.

Discussion of Research Question 2

Research Question 2 examines how meals prepared in contemporary and traditional ways have distinctively different flavours. Because in addition to that, contemporary technology makes use of a greater variety of chemical components to make traditional foods seem appealing. Because of this, the dish's flavour cannot be compared to the flavor of foods prepared with conventional components. The flavor of dishes prepared using ready-made ingredients may be outdone if we can employ more traditional ingredients in their preparation. Because of the equipment and the ingredients, modern technology will never be able to duplicate the authentic flavour of traditional foods. For instance, traditional cooking involves utilizing wood fire and taking your time.

Discussion of Research Question 3

The results show that the development of modern technology can maintain the appearance of traditional Malay food because the ingredients used to prepare food are the same. So, the appearance of food can also be maintained despite new technology. For example, we can take Nasi Lemak. It's old food and very popular in Malaysia. We can get the food anywhere. Even the modern technology has been made; the food taste remains the same. Not only Nasi Lemak but some other foods like Asam Laksa, all the taste is top-notch when they use more traditional ingredients.

Limitations and recommendations for future research

The first limitation identify is not every chef is using modern technology to produce traditional food. Secondly, some of the informants could not afford it contacted again and not everyone was able to meet face to face. Still, this study focuses on the impact of using modern technology on food among hotel chefs. This allows for a more thorough investigation of the effects of evolution and modern technology on traditional food preparation among chefs.

CONCLUSION

The conclusions based on the main topic that the researcher studied is the impact of modern technology on Malay traditional foods preparation and cooking processes among chefs in Malaysia. The traditional foods are basically from generation to generation, and people can notice it when a lot of information can contribute to making young generations didn't forget their origin. Thus, the research is basically to keep the impact still beneficial to the chef because Malay traditional foods preparation and cooking method actually give a lot of impact to Malay traditional foods and make it different right now because of current condition that makes it change. On the other hand, the researcher expects this study to be a meaningful reference for future studies focusing more on detail related to this topic. There is an abundance of division in the Malay cooking area that has not yet been covered. This study can be helpful to the next researcher because it can be the best reference for them to develop the new data and information and take our study as a reference and use it and do more research for the sake of public information. The development of modern technology is difficult to stop because it is based on trends and the current demand of customers themselves. Research is fun to do because it can get new knowledge and know more people. After all, the informer such as chefs, public people and so on can make a variety of data and use it as an idea to benefit people.

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Malnutrition and its Consequences Among University Malaysia Kelantan City Campus Students: The Qualitative Analysis

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ABSTRACT

This study was conducted to determine the relationship between mental health and malnutrition among University Malaysia Kelantan city campus students. The primary purpose of this research is to investigate the relationship between lack of knowledge and malnutrition among university students in Malaysia Kelantan City Campus. The selected qualitative analysis approach and the data collection method used was a semi-structured personal face-to-face interview. The main source of data used in the data collection method for this research. Using purposive sampling or consideration, about ten students conducted a semi-structured personal interview, and five students were interviewed online, i.e. questionnaire. That way is very easy to distribute and collect data information from respondents. Amount respondents were about 15 students conducted in semi-structured interviews, personal and online surveys such as questionnaires. In this study, data were analyzed thematically. Thus, this study can help other researchers in the future come when they want to investigate the link between lack of knowledge and malnutrition among students of University Malaysia City Campus Kelantan

Keywords: Mental Health, Malnutrition, Lack of Knowledge, Among Student UMK

INTRODUCTION

The first chapter contains the study's background, problem statement, research objectives, research questions, the study's importance, and a summary. The study's backdrop includes the theories, concepts, words, and ideas of a topic or issue. A problem statement is a concise and straightforward statement that defines the symptoms of a specific problem that the researchers intend to investigate. (Mukesh Kumar, Salim Abdul Talib, & Ramayah, 2012). The study objectives are declarations of purpose or intended activities that can be defined as actions to respond to the given questions. Major broad inquiries might be supplemented with exploratory questions regarding research topics (Leon-Abao, 2014). Furthermore, the study's relevance might be described as the amount the researchers contributed to changing a notion, improving knowledge, or introducing a new theory in a particular field of study. The definition includes both independent and dependent variables terms.

Rapid economic growth and development are more common in developing countries. Developing nations, on the other hand, will impact the issue of nutritional status. The country's poverty level will determine this; when the country is poor, children in the city will suffer from malnutrition, but when the country is wealthy, children will almost certainly suffer from overnutrition, leading to obesity. Malaysia is one of the developing nations on the list, according to the International Society of Gynaecological Endocrinology (ISGE) (2018), yet it is a moderate country with malnourished people. People with malnutrition may be at a greater risk of getting coronavirus in Covid-19. Malnourished children still exist in Malaysia, and the country will only be able to meet one of the ten global nutrition objectives by 2025. One in every three Malaysians aged 16 and up have mental illness, according to the 2017 National Health and Morbidity Survey. According to Momina Abid (2018), the study's findings show a strong positive link between malnutrition and psychological discomfort, as well as a significant effect of malnutrition on psychological distress. This is because as the level of psychological discomfort rises, so does the risk of malnutrition. As a result, it impacts students, especially during the Covid-19 pandemic season, which is growing by the day.

The objectives of this research are:

1. To study the link between mental health and malnutrition among University Malaysia Kelantan City Campus Student
2. To explore the link between a lack of knowledge and malnutrition among University Malaysia Kelantan City Campus Student
3. To analyze the link between poor food consumption and malnutrition among University Malaysia Kelantan City Campus Student

Significance of the Study

Researcher

This research will assist a student in avoiding mental health issues, which are often the primary cause of malnutrition in students. Students with poor mental health may find it difficult to concentrate on their studies, leading to worse examinations scores and difficulties finishing theses. As a result, students should always be in a positive environment to counter this problem.

Study

This study intends to contribute to the body of knowledge regarding how malnutrition factors might arise among University Malaysia Kelantan students based on the findings of this research (UMK). Mental health, lack of education, and insufficient food consumption are some of the indicators that might suggest malnutrition among UMK students. As a result, diet is an important part of maintaining good health and avoiding sickness. Because students nowadays are unaware of such a circumstance, this study's findings will contribute to enhancing education in healthy and balanced food consumption. As a result, students are required to have sufficient information to consume a well-balanced diet that includes calories, fat, proteins, vitamins, and sufficient fibre to suit the body's demands.

LITERATURE REVIEW

Factor of Family Property

Family was the main supporter that always supported their child that continue study in finance. As we knew, after entering university life it costs a lot of money that consists of many aspects which also can be said that everything needs money. Examples include eating, writing instruments, college fees, and others. Due to financial problems, parents were not able to give their children, that still study to have healthy food (Azriff Zaim, January 19, 2022). The issue that appears from this matter is micronutrient. Those students with financial problems cannot get enough vitamins and minerals for their body, which may cause disease, and the effect that also may appear is weight loss. This issue critically encounters some students that have financial problems and affect them.

Factor of Knowledge About Nutrition Eating

Alongside in their university life where they only have limited time for their leisure time, many students still didn't take the knowledge of nutritious eating as a serious matter in their daily life. Due to that, they were exposed to the most unhealthy lifestyle which they only ate what they only wanted to survive a single day. As we know, students were more exposed to instant food instead of fresh food. It is where they were more love to eat something like instant noodles, fried chicken and many more. In this matter, it is happening because they have little knowledge about nutritious eating and instead of having a good meal, they only think about how to fill their tummy (Zaim, 2022). This has cause many issues among them like being overweight, which can expose them to heart disease, stroke, diabetes, and cancer. This matter may affect themselves and their daily life for the upcoming time.

The Eating Practice

The effect of unhealthy diet can be seen through the changes of the student body shape because there will be lot of changes that happen to the student's body neither skinny or obesity. Some of student didn't have a good eating practise in their daily life which may give effect tostudents didn't have a good eating practise in their daily life which may affect their body. In this matter, most of student especially girls were racing to have a good-looking body and to achieve that instudents, especially girls, were racing to have a good-looking body and to achieve that instant they were dare enough to take the risk by having a bad diet. For example, they throwing back the food they ate just because scare back the food they ate just to look fat. A bad diet habit can cause some issue where they were easier to get sick, stress, tiredness, depression and other because there was no nutrient that enter insides where they were easier to get sick, stress, tiredness, depression and others because no nutrient entered their body (Hindmarsh Square, 2022).

Food Insecurity Among UMK Students

Food is a requirement of daily human existence. Nowadays, the issue of food insecurity is very important to university students, which is produced from the factory and plays an important role for the public to feel safe by eating the food. As a result, that involved proper packaging methods and procedures in producing something good and safe food to eat. Food security is the availability at all times of the world food of sufficient, nutritious, varied, balanced and moderate basic food ingredients to maintain steady food expansion and balance fluctuations in production and prices.Besides that, food insecurity, or limited or uncertain access to sufficient food because of a lack of economic resources for food, is an underlying cause of poor dietary quality and is associated with acute and chronic health conditions like obesity, cardiovascular disease and diabetes as well as weakened physical health and compromised mental health status (Gundersen, 2018). According to the United States Department of Agriculture (USDA), the limitations or uncertainty of adequate and safe nutritional foods or the limited or uncertain ability to obtain acceptable food in a socially acceptable manner. For example, if a university student is stressed about completing an assignment given by a lecturer, he does not eat safe food because he wants to complete the assignment. In the research on university food insecurity, it is frequently stated that university students' experiences with food poverty differ from those of the broader community. If this is the case, we must assess food insecurity in a way that captures these diverse experiences or at the very least, permits researchers to create comparable food insecurity measures.

However, in 2018, 11.1% or 14.3 million households in the US, were classified as food insecure (Coleman-Jensen A, 2020). Food insecurity encompasses food acquisition problems, poor diet quality, and disrupted eating patterns resulting from a lack of resources (Coleman-Jensen A, 2020). Food insecurity impacts caloric intake and diet quality, as well as other aspects of the overall wellness of an individual.

Food security is more than an absence of hunger; it involves access, availability, and safety of food within the context of social acceptance of the processes for acquiring food. Nearly a billion people are affected by food insecurity around the world. Food security, according to the United States Agency for International Development (USAID), implies having physical and economic access to enough food to meet dietary needs for a productive and healthy life. In that case, we need to put it another way. Households can afford and receive enough nutritious food. A family is a food secure if none of its members is hungry or fearful of becoming hungry. For example, when students live in dormitories and are separated from their families, they will inevitably choose less food than healthy food. This will lead to unsafe food choices such as snacks and unhealthy foods.

Food insecurity is frequently linked to poverty in both the United States and developing countries. Changes in the global economy, such as increases in global food and energy prices, can significantly impact food security worldwide, particularly in low-income countries.

Food security is a worldwide issue as well as a domestic one in the United States. According to the United States Department of Agriculture (USDA), around 14.7 per cent of American families have low or deficient food security. In the United States, this translates to almost 50 million people, with about 17 million children. The Supplemental Nutrition Assistance Program (SNAP) is a federal programme that provides food assistance to low-income households in the United States in response to food insecurity (SNAP). This allows families to get electronic benefits from a debit card that they may use to buy bread, cereals, fruits, vegetables, meat, and dairy goods from recognised retailers. Food insecurity is a complex issue, according to extensive studies. Many people lack the financial means to meet their basic demands, putting their families in danger of food insecurity. Even though food insecurity is directly linked to poverty, not everyone who lives below the poverty line suffers from it, and people who live above the poverty line might also suffer from it. Food insecurity does not exist in a vacuum, as low-income families face a slew of obstacles, including a lack of affordable housing, social isolation, economic/social disadvantage due to systemic racism, chronic or acute health conditions, high medical costs, and poor salaries.

Loss of Appetite Among UMK Students

Firstly, we found that loss of appetite is one of the factors of malnutrition among university students. As we all know, this loss of appetite can happen to everyone regardless of gender, children, teenagers, and the elderly. Everyone will feel it, especially when they have a fever or severe illness. Loss of appetite is one of the things that everyone has ever experienced. But some conditions cause the appetite to disappear over a long period of time, causing complications to the patient. It can also accompany other symptoms such as the body becoming weak and weight loss. Loss of appetite (LOA) or anorexia is a condition of absence of hunger in patients. It can occur due to various reasons such as age, acute or chronic disease conditions, and associated medications. Loss of appetite can cause nutritional deficiency and lead to associated complications that can negatively impact a patient's health, overall well-being, and quality of life (Patel, 2017). Decreased appetite can also be caused by physiological factors, which cause a person to lose appetite for food. A phenomenon in society today is still found in a person who has a decreased appetite. so, others consider this a normal thing that can eventually lead to complications and disorders in the body and even lead to death if it lasts a long time and is not immediately addressed.

However, the mechanism driving these weight loss effects is unknown. Some studies suggest that the primary mechanism is decreased appetite. Limiting food intake to an 8- to 11-hour period during the daytime (Alom et al., 2015) and eating a large breakfast and small dinner decrease appetite and food intake in humans, with only one trial reporting an exception (Wehrens SMT, 2017) . Other studies suggest that the primary mechanism is increased energy expenditure. The many processes/mechanisms that underpin phenotypic behaviour could explain individual variances. The ability to self-regulate appetite, as well as the food choices and amounts connected with it, has the potential tocan alter an individual's response to an intervention. Furthermore, trends in specific population rates of obesity and risk transmission between generations imply that determinants do not occur in isolation, making susceptibility identification based on physiological, psychological, and social/environmental mechanisms critical to weight homeostasis success.

Appetite is the system that regulates energy intake (food consumption) and associated motivational states like hunger. Appetite is influenced by and interacts with energy expenditure. As a result, appetite is best understood in terms of energy expenditure (metabolic and behavioural) and should be regarded as part of an energy-balancing framework. Appetite is an

international academic magazine focusing on the cultural, social, psychological, sensory, and physiological factors of food and beverage choices and consumption. It includes studies of human and non-human animal behaviour toward food and covers both normal and disordered eating and drinking. This may occur because of the diversity of factors influencing appetite and energy intake (A. L. Pilgrim, 2015). Still, differences in individual characteristics and behaviours, including adiposity, sex, and habitual physical activity, may also modulate appetite responses to exercise. Given the importance of appetite and energy intake in energy homeostasis, an improved understanding of the key individual characteristics and behaviours that adjust appetitive measures after exercise has important implications for weight management.

METHODOLOGY

Research design

A qualitative research design method will be used in the research. Qualitative research evaluates complicated problems like people's attitudes, actions, value systems, culture, and way of life. As a result, such research can aid in the construction of comprehensive survey tools and the generation of hypotheses reported by (Hesamedin Askari Mjabadi, 2016) to discuss any correlations that could be investigated further in future quantitative research. A research design may be defined as a framework for conducting any research, and there are several sorts of research designs from which to choose and apply based on the research the researcher is conducting. Descriptive research, exploratory research, evaluation research, and explanatory research are examples of this sort of study design. The best research design that can be utilised and used to complete this research was descriptive research, according to the study, factor malnutrition among University Malaysia Kelantan, City Campus students that the researcher is researching. Descriptive research entails describing the study's population, setting, and phenomena. Descriptive research aims to figure out how, what, when, and where something might happen.

In addition, the researcher employed a questionnaire question method to finish the study on the factor of malnutrition among University Malaysia Kelantan City Campus students. This strategy includes implementing a platform that a researcher can utilise to collect data from other people. This method requires the people who are being picked and those who have the link to answer the question to answer a few questions.

Semi-structured interview

A semi-structured interview is the interview that uses the same question for all the respondents. The answer can be in the experience or the perception from the respondent. It can be collected with the researcher making the interview with the respondent and will collect the data from the fullyconducting the interview with the respondent and will collect the data from the full answer with the explanations and the opinion from the respondent.

Sampling

Sampling is a technique that allows researchers to infer information about a community from the results of a subset of the population without having to look into every single person. It's also known as selecting a subset of the population from which a generalization or inference about the full population is produced. Each of these main categories has a different number of sampling strategies.

The non-probability sampling method will be employed in this study. Purposive sampling or consideration, on the other hand, is an appropriate technique for this study. Purposeful sampling is a type of sampling in which the researcher selects respondents or members of the public to participate in the study based on their assessment. This is because the

study was limited to University Malaysia Kelantan, City Campus students. The student who usually don't take the proper diet in daily life are the among the respondent.

Sample size

The sample size is typically used in research to determine the number of persons participating in a study and can be classified as a population. The number of participants or persons from the population involved in the study is the sample size. The sample size is used to determine the sampling procedure employed in the study. Recently, the number of respondents has been suggested to 15 for theme approaches such as semi-structured personal interviews with closed questions posed to all interviewers, and the survey has been conducted the face-to-face interview. To make this study a success, the questionnaire questions were circulated using one by one to the interviewee.,

FINDING

Analysis of Theme 1

Table 1- Analysis of Mental Condition

Research Question	Respondent Answer	Thematic Analysis
What is the link between mental condition and malnutrition among university Malaysia Kelantan city campus student.	R1: Yes, it very important to human.	Mental Condition
	R2, R3,R4, R6, R7, R8, R11: Yes	
	R5, R9, R10: Very important	

Analysis of Theme 2

Table 2- Analysis of Lack of Knowledge

Research Question	Respondent Answer	Thematic Analysis
What is the link between malnutrition and a lack of knowledge among University Malaysia Kelantan City Campus students?	R11, R6, R2, R8 : Yes	Lack of Knowledge
	R4: NO	
	R7: Not often	
	R9: Yes, balance diet are important	
	R3: Yes, important to for human body	
	R1: Yes, because a balance diet is very important for health	

Finding of Theme 1

Table 3 below shows the result Finding of Theme 1

Table 3-Finding for Theme 1

Finding of Knowledge	Respondent Answer
Mental Condition	'Yes' All 11 respondents think that mental health and mental condition are important.

Finding of Theme 2

Table 4-Finding for Theme 2

Finding of Knowledge	Respondent Answer
Knowledge	'Yes' 9 respondents have knowledge and concern about well balance diet.

DISCUSSION AND RECOMMENDATION

The study recommends that the government give subsidised programmes and healthy food aid to impoverished students, such as food, healthcare, or water, to overcome the problem of student malnutrition. The university's administration should then organise a campaign to promote awareness among students about the necessity of leading a healthy lifestyle. This is because the pupils' health and food care level is very low, which might lead to malnutrition. By providing nutritious meals to students at an affordable price, the surrounding community may establish a better food system. As a result, students experiencing difficulties will not be burdened if the price is acceptable. Finally, students should be concerned about nutritional knowledge and make dietary improvements by choosing a more well-balanced diet that fulfils the body's needs. This is since students are less concerned about their regular diet. It takes a lot of self-control to be a student with an ideal figure.

CONCLUSION

To conclude, the focus of this study was to investigate the causes of malnutrition among students at the University Malaysia City Campus Kota. Furthermore, this work might be utilised as a reference by other students who want to undertake additional research on nutritional issues. As an outcome, it can be inferred that mental health, a lack of understanding, and insufficient food consumption are all contributorsto malnutrition among students at University Malaysia City Campus Kota. As a result, it is expected that all of the material presented throughout this research would assist other researchers in their future research.

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Fast-Food Consumption Among Students in Universiti Malaysia Kelantan (Campus Kota)

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ABSTRACT

Fast food is a mass-produced cuisine intended for commercial resale, with a significant emphasis on "speed of service" over other culinary science-related criteria. The objective of this study is to analyse fast-food consumption patterns and the impact of fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota). This study was conducted using a qualitative research approach. The data collection method used was an in-depth interview which the researcher conducted an interview online with open-ended questions asked to all interviewers through Google Meet. A total of 15 undergraduate students participants participated in this research. In this research, a non-probability sampling method will be used. Purposive or judgmental sampling is an appropriate technique for this research. In this study, the data were analysed by thematic analysis. In the findings, researchers chose respondent 10 for theme one and respondent 13 was chosen for these two.

Keywords: Fast-Food, Consumption, Pattern, Impact, Harmful

INTRODUCTION

Fast food has been gaining popularity and penetration into the food sector since the 1950s. Fast food is produced and served by restaurants or businesses with a significant emphasis on "speed of service" and is presented in well-organized packaging. Aside from that, the trend of needing to dine away from home is growing and becoming more evident. Fast food outlets are being established in more strategic areas, such as universities, medical centres, petrol stations, malls, and terminals (Ismail, 2016). Burgers, pizza, and fries are examples of fast food, as is any meal whichany meal that can be cooked speedily and sold cheaply. Even though practically every consumer is aware of the health risks associated with fast food, they continue to observe customers flocking to fast food outlets in a continuous stream (Alom et al., 2016).

Foods by nationwide fast-food franchises, including McDonald's, Domino's Pizza, Subway, Burger King, Pizza Hut, Kentucky Fried Chicken, and Taco Bell, is referred to as "quick food." However, they can also refer to as dining in. The students attach to fast-food always, additives, obesity, low nutritional value, and high calories. It is currently common sense that fast food is harmful to body fitness among students. A study of "Local Concentration of Fast-Food Outlets Is Associated with Poor Nutrition and Obesity" results that those habits are "at higher risk for adverse consequences of poor nutrition due to the patterns in local fast-food availability, which may restrain the bonanza of nutrition promotion efforts" (Yuchu Song et al., 2016).

The success of fast food is evident in society's deep interest in the consumption of fast food. Based on research conducted, attending by students on their food intake is very important, because it affects the students' physical and mental development, which is regarded as an important asset in advancing human resources. As students' day to day schedule is rather hectic due to packed class schedules and back-to-back assignments, students end up eating on the go than eating clean, opting for fast food as it saves their time and simplifies their lives (De Piero et al., 2015). They can easily infiltrate foreign markets using various ways of globalization strategies.

This chapter begins with an introduction to chapter 1 and then explains the background of the study. Furthermore, chapter 1 also discusses the problem statement in the chosen topic and why this research must be conducted. Besides chapter 1 also explains and discusses the research questions and objectives. Next, this chapter will continue with the scope of the study, the significance of the study and the structure of the report. Lastly, chapter 1 will end with a summary.

This study aims to examine the fast-food consumption pattern and impact of fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota). The objectives of this research are:

1. To analyse the fast-food consumption pattern among students in Universiti Malaysia Kelantan (Campus Kota).

2. To analyse the impact of fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota).

3. To suggest recommendations on food consumption patterns among students in Universiti Malaysia Kelantan (Campus Kota).

Significance of the Study

University Students

This initiative at Universiti Malaysia Kelantan (Campus Kota) aims to improve students' understanding of the impact of fast-food consumption. The significance of a healthy diet in one's mental and physical well-being cannot be overestimated. A balanced diet and regular eating habits should be encouraged in a student's daily life. Even if a student must eat healthy food in a restaurant, they must be aware of food quality and consume a well-balanced diet. This study will guide students in Universiti Malaysia Kelantan (Campus Kota) to know more about the pros and cons of fast-food consumption if taken in excess. This is because students will be more aware of the frequent consequences of eating fast food. This is especially significant for Universiti Malaysia Kelantan (Campus Kota) students, who have a wide variety of fast-food outlets and restaurants close to campus.

LITERATURE REVIEW

Fast Food

Fast food is known to be a frequent choice, easy for customers, delicious, and affordable in price (Xiao Yang & Iqbal, 2018). Fast food is also defined as food that is easily purchased on a self-service basis or runs in a dining place with no waiting service. Fast food is a staple of the American diet and has been linked to excessive calorie consumption and poor diet quality (Fryar et al., 2018). Fast-food consumption has become a global phenomenon. Fast food, such as hamburgers, French fries, and pizza, is often made ready rapidly, ordered in self-service from eateries using precooked components, and provided in original packaging to the consumer for take-away. Fast food became famous in the 1970s in the United States, which now possesses the world's largest fast-food sector.

Fast food is food that is low in nutrients (Jones, 2021). Fast food has a high number of calories, sugar, and fat (Xiao et al., 2018). Furthermore, fast-food items produced with food cooked outside the residence had much more calories, were greater more significant in saturated and trans fats, and they were less in dietary fibre, calcium, and iron than meals cooked at home (Nora A. ALFaris et al., 2015).

Types of Fast-Food

The fast-food industry in Malaysia consists of various fast-food outlets that offer a variety of dishes or meals, from local to international products (Xiao et al., 2018). Fast food products use appropriate marketing to attract buyers. In a developing country like Malaysia, advertising plays a vital role in helping the country's economy (Shari et al., 2016). In Malaysia,

MacDonald's and KFC are high-demand fast food. Fast food is usually referred to as a hamburger, pizza, French fries, noodles, taco, hotdog, or any food that can be prepared and served faster at a low price. Kentucky Fried Chicken (KFC), Pizza Hut, Kenny Rogers Roasters, A&W, McDonald's, Burger King, Domino's Pizza, Secret Recipe, Wendy's, Subway, Taco Bell, and others are included (Bustamam et al., 2021).

Harm Of Fast-Food Consumption

Fast food harms the body's fitness among students (Bustamam et al., 2021). Uncontrolled consumption of fast food will lead to various forms of the disease. The disease can be found in the short term and long term. Fast food expires quickly, causing a rapid increase in blood sugar due to refined carbohydrates and added sugars (Jones, 2021). Fast food causes a huge insulin surge, resulting in a drop in blood sugar. This situation will cause students to get tired quickly and interfere with their learning process (Fuhrman, 2018). Fast food also has a high salt content (Wahab, 2020). The high salt content can produce high blood pressure in the body. Fast food contains a very high-calorie content. If a person eats high calories and does not exercise, it leads to weight gain and is at risk of getting obese (Jones, 2021). At the same time, obesity leads to other body diseases (Saifullah, 2016). Among them are diabetes, heart failure due to obstruction, polycystic ovarian syndrome, impotence, and fatty liver. In addition, fast food causes tooth decay, often consuming foods or drinks that are attached and old to the teeth, such as ice cream, honey, sugar, soda, dried fruit, cakes, biscuits, dried cereals, and chips (Bahari, 2020). According to a survey from Harvard University, young men whose eating patterns are a lot of fast food tend to have fewer sperm counts. It also has the potential to make a man infertile or impotent. This problem will lead to stress for men when it happens to themselves (Matthews, 2019).

METHODOLOGY

Research Design

This research used qualitative research to know the fast-food consumption pattern and impact of fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota). Qualitative research is used to understand better people's viewpoints, ideas, attitudes, and real-life circumstances and to generate theoretical approaches to those personal experiences (Holloway & Galvin, 2016). Applying qualitative research approaches and techniques has several advantages.

Secondly, the phenomenological studies research design was used to know the impact of fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota). Phenomenology is the study of how people perceive their surroundings (Dr. Sadruddin Qutoshi, 2018). Phenomenological studies investigate personal views based on the explanations they give. These would be referred to as "lived experiences" (MaryAnn Demchak et al., 2019). Phenomenological studies research seeks to comprehend issues, concepts, and circumstances from the standpoint of shared comprehension and endurance rather than from the standpoint of disparities.

Data Collection

In this research, the data collection method used is an in-depth interview consistent with open-ended questions asked to all interviewers through Google Meet. In this study, 15 students conducted an in-depth interview. According to M. Rosenthal (2016), in-depth interviews entail using open-ended questions and follow-up inquiries to learn more about the participants' experiences, perspectives, opinions, feelings, and expertise. The questions in the interview guide cover the subject which helps in obtaining fast-food consumption patterns among students in Universiti Malaysia Kelantan (Campus Kota) and the impact of fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota). Because of the Covid-19 pandemic, the approach employs in-depth interviews online in this study.

Researchers utilise in-depth interviews online to lower the danger of Covid-19 because of the pandemic.

Sampling

In this research, a non-probability sampling method will be used. At the same time, purposive or judgmental sampling is an appropriate technique for this research. The purposive sampling technique is sampling in which the researcher relies on judgment when selecting respondents or members of the population to participate in the study (Pernecky, 2016). The data for this study will be collected in the Universiti Malaysia Kelantan (Campus Kota) at Pengkalan Chepa, Kota Bharu, Kelantan. Respondents range in age from the first to the fourth year of study. Next, all the faculty students at Universiti Malaysia Kelantan (Campus Kota) are the target population. The number of respondents was limited to 15 students for the data collection technique in-depth interview, in which the researcher will conduct an online interview with open-ended questions to all interviewers through Google Meet.

Data Analysis

Through in-depth interviews, researchers used thematic analysis to analyse the fast-food consumption pattern and impact of fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota). The researcher collects data through the in-depth interview, which is conducted online with open-ended questions. Theme analysis summarizes and collects general observations and impressions of the subject, along with explanations and text comments to support them (Kimberly A. Neuendorf et al., 2018). The 6-step method (Braun and Clarke, 2006) is used. This was a method for finding, analyzing, organizing, summarizing, and interpreting ideas in a set of data (Braun & Clarke, 2006). In addition, the subject analysis examines four areas. The first area contained demographic questions and was created to gather basic information about respondents, such as their background. Section B describes the fast-food consumption pattern among students in Universiti Malaysia Kelantan. Section C describes the impact of fast-food consumption among students in Universiti Malaysia Kelantan, and Section D describes recommendations on food consumption patterns among students in Universiti Malaysia Kelantan (Campus Kota). The questions were written in a multilingual language to ensure that respondents understood the study questions and responded appropriately.

FINDINGS

Analysis of Theme 1

Table 1 below shows the result Analysis of Theme 1

Table 1: Analysis of Theme 1

Research Question	Respondent	Theme
What do you know about fast-food consumption? And why do you consume fast food (pattern)?	**R1:** Fast food is preferred by people for a variety of reasons, including convenience, flavour, and enjoyment. Fast food is prepared quickly and moderately inexpensive. **R2:** Fast food is usually referred to as a hamburger, pizza, French fries, noodles, taco, hotdog, or any type of food that can be prepared and served faster at a low price. Fast food is easily accessible for customers and delicious.	Fast-food consumption pattern among students.

	R3: Fast foods are simple to prepare, easy to procure, reasonable price, and enjoyed by people of all ages. Fast food is known to be a frequent choice, affordable price and due to the promotion.	
	R4: Fast food that is easily purchased on a self-service basis or runs a dining place with no waiting service. Fast food is inexpensive, convenient, and tastes good.	
	R5: Fast food is any meal that can be cooked speedily and sold cheaply. Fast food is provided in original packaging to the consumer for take-away.	
	R8: Fast food is any meal that can be cooked speedily and sold cheaply. Students choose to consume fast food since it is inexpensive, tasty, and simple to buy and consume. Fast food is known to be a frequent choice, easily accessible for students, delicious and reasonable price.	
	R9: Fast foods are prepared and served faster at a low price. Fast foods are simple to prepare, easy to procure, reasonably priced, and enjoyed by individuals of all ages.	
	R10: Fast food is any meal that can be cooked speedily and sold cheaply. Secondly, fast foods also are simple to prepare, easy to procure, reasonable price, and enjoyed by people of all ages. This could come from various eateries, including those with table service, quick service, takeaway, drive-thru, as well as delivery. Fast food also is known to be a frequent choice and delicious. Students are easily attracted to buying fast food by looking at packages and advertisements before trying the taste through handphones and fast-food applications. Moreover, fast food is provided in original packaging to the consumer for take-away.	

Analysis of Theme 2

Table 2 below shows the result Analysis of Theme 2

Table 2: Analysis of Theme 2

Research Question	Respondent	Theme
What is the impact of fast-food consumption?	R1: Fast food intake will get the risk of getting various forms of diseases such as high blood pressure, obesity, and overweight. Fast food leads to weight gain. Excessive saturated fast-food	Impact of fast-food consumption among students.

| | intake throughout teenage may damage cognitive abilities in maturity.

R2: Fast food is bad for our body because we will get kidney disease and cancer whenever eat more fast food, especially late at night. We get non-alcoholic fatty liver disease. Fast food will impact students to get tired quickly and interfere with their learning process.

R3: Fast food is bad for our body because we will get stroke and cardiovascular diseases whenever consume a lot of fast food regardless of time. We get atherosclerosis diseases such as coronary artery disease. The impact of tooth decay and cavities from fast food will make students less confident when confronted by classmates or they speak in public.

R4: Fast food is bad for our body because we will get chronic diseases such as osteoarthritis. Fast food is harmful to the fitness of the body among students. Students sleep less than 10 hours a day whenever consumed more soda beverages.

R5: Fast food is bad for our body because we will get diseases such as heart failure due to obstruction. Young men whose eating patterns are a lot of fast food tend to have fewer sperm counts. Fast food might harm the developing brain if taken for a longer length of time.

R6: Fast food is bad for our body because we will get diseases such as obesity, diabetes, and polycystic ovarian syndrome. Fast food which high salt content can produce high blood pressure in the body. Fast food can lead to sudden weight gain and risk of obesity and diabetes. Students have this disease; it will disrupt their learning system.

R7: Fast food is bad for our body because we will get the risk of getting various forms of diseases such as heart attack, obesity, and stroke. We get a higher risk of noncommunicable diseases such as hypertension. Fast food can lead to getting stress at a high level and a lack of concentration whenever lecturers teach.

R8: Fast food is bad for our body because we will get various diseases such as allergies, obesity, heart disease, blood pressure and kidney disease. | |

We will get chronic fatigue and insomnia whenever eat a lot of fast food such as burgers, hotdogs, fried chicken, and French Fries. Fast food can lead to getting depression, and anxiety. Students get tired quickly which interferes with their learning process.

R9: Fast food is bad for our body because we will get various diseases such as obesity, cardiovascular diseases, metabolic syndrome, heart attack and cancer. We will get gastrointestinal problems such as constipation, diarrhea, and acid reflux. Fast food can lead to increased headaches and migraine frequency whenever they study. Students have this disease; it will disrupt their learning system.

R10: Fast food is bad for our body because we will get diseases such as for overweight, obesity, several malignancies, heart failure and impotence. We get tooth decay. This is because there is an intake of soda content found in fast food ingredients. The carbohydrates and sugars in fast food can cause tooth decay. It will make students less confident when confronted by classmates, shy and stressed.

R11: Fast food is bad for our body because we will get diseases such as obesity, diabetes, stroke, and cardiovascular diseases. We get a higher risk of metabolic syndrome, non-alcoholic fatty liver disease and heart disease. Fast food intake can reduce students' productivity while studying as excessive saturated fast-food intake throughout teenage may damage cognitive abilities in maturity. It will disrupt their learning system.

R12: Fast food is bad for our body because we will get diseases such as obesity, overweight, cancer, osteoarthritis, heart attack, diabetes, and tooth decay. We get chronic inflammation such as body pain, weight gain, and arthralgia. We will be sleeping and getting the risk of memory problems.

R13: Fast food intake will get the risk of getting various forms of diseases such as high blood pressure, obesity, overweight and diabetes. We get stroke and cardiovascular diseases such as kidney disease, metabolic syndrome, and cancer. We also get diseases such as heart failure due to obstruction, polycystic ovarian syndrome, and impotence. We also get a higher risk of

| | | noncommunicable diseases such as hypertension whenever students frequently eat fast food such as McDonald's. Fast food is also harmful to the fitness of the body among students. Students have this disease; it will disrupt their learning system. Fast food might harm the developing brain if taken for a longer length of time, students get tired quickly and interfere with their learning process. Fast food also can lead to getting depression, anxiety, headache, and migraine frequency whenever we study. We lose our concentration whenever lecturers teach and not finished our assignments. Finally, our exam result scores also will go down.

R14: Fast food intake will get the risk of getting various forms of diseases such as obesity, kidney disease, diabetes, and high blood pressure. We get an atherosclerosis disease, shortness of breath, and angina which means chest pain caused by the reduced blood supply to the heart. Students sleep less than 10 hours a day whenever consumed more soda beverages such as Coca Cola and Sprite. This is because students cannot concentrate in class during lecture teaching so they will sleep.

R15: Fast food is bad for our body because fast food intake will get various diseases such as overweight, obesity, cancer, high blood pressure, teeth will decay and a high risk of heart disease. The body increases the risk of breast cancer, get loss of appetite, digestion, insomnia, and a high risk of sleep disorders. Fast food will cause students to get tired quickly, stressed, and tension. This is because students cannot concentrate in class during lecture teaching so they will sleep and not come to school regularly. | |

Findings of Theme 1

Table 3 below shows the result Findings of Theme 1

Table 3: Findings of Theme 1

No	Findings of Fast-food consumption pattern	Interview's Transcription
1.	Fast-food consumption pattern among students	*Respondent 10, 23 years old, an Indian female from faculty FHPK 3rd year. Yes, I know about fast food consumption. The fast-food consumption pattern among students in Universiti Malaysia Kelantan (Campus Kota) is any meal that can be cooked speedily and sold cheaply. Secondly, fast foods also are simple to prepare, easy to procure, reasonable price, and enjoyed by people of all ages. This could come from various eateries, including those with table*

| | | *service, quick service, takeaway, drive-thru, as well as delivery. I consume fast food (pattern) because fast food also is known to be a frequent choice and delicious. Students are easily attracted to buying fast food by looking at packages and advertisements before trying the taste through handphones and fast-food applications. Moreover, fast food is provided in original packaging to the consumer for take-away. The types of fast food available near the Universiti Malaysia Kelantan (Campus Kota) which I eat frequently are McDonald's, Eddlee Fried Chicken, Secret Recipe and Pizza Hut within 6-8 times per month.*

We chose respondent 10 because this respondent answered the question more accurately and clearly. She knows well a lot about fast food consumption patterns among students and she also answered all questions about this theme with confidence. She's a very clever and brave girl. We gain a better grasp of she's opinion and experiences through in-depth interviews. We are acquiring a deeper understanding of this respondent 10 and learning more from this respondent. That's why we choose this respondent 10 to do the findings. |

Findings of Theme 2

Table 4 below shows the result Findings of Theme 2

Table 4: Findings of Theme 2

No	Findings of Impact of fast-food consumption	Interview's Transcription
1.	Impact of fast-food consumption among students	*Respondent 13, 23 years old, a Malay female from faculty FHPK 3rd year. Fast food is bad for our body because fast food intake will get the risk of getting various forms of diseases such as high blood pressure, obesity, overweight and diabetes. Secondly, we get stroke and cardiovascular diseases such as kidney disease, metabolic syndrome, and cancer. The effect of fast-food consumption on our body is we also get diseases such as heart failure due to obstruction, polycystic ovarian syndrome, and impotence. We also get a higher risk of noncommunicable diseases such as hypertension whenever students frequently eat fast food such as McDonald's. Fast food is also harmful to the fitness of the body among students. Fast food intake can reduce students' productivity while studying as students have this disease; it will disrupt their learning system. Fast food might harm the developing brain if taken for a longer length of time, students get tired quickly and interfere with their learning process. Fast food also can lead to getting depression, anxiety, headache, and migraine frequency whenever we study. We lose our concentration whenever lecturers teach and not finished our assignments. Finally, our exam result scores will go down.* We chose respondent 13 because this respondent answered the question more accurately and clearly. She better understands the impact of fast-food consumption among students in terms of viewpoints students, attitudes, students' real-life circumstances, and personal experiences. She also answered all questions about this theme with confidence. She's a very brilliant girl. We gain a better grasp of she's opinion and experiences through in-depth interviews. We are acquiring a deeper understanding of this respondent 13 and learning more from this respondent. That's why we choose this respondent 13 to do the findings.

LIMITATION AND RECOMMENDATION

Researchers cannot manage specific parts of research due to limitations. Among them, researchers have difficulty conducting face-to-face in-depth interview sessions with respondents because of the COVID-19 pandemic. Due to the pandemic of Covid-19, most students are still studying online learning sessions in their homes. Therefore, the in-depth interview sessions were conducted online using applications such as Google Meet. Some things interfere with the in-depth interview session because some respondents have a poor internet connection. Interference like this makes data or answers challenging to record because the screen display stops, and the voice is not clear. At the same time, limited time is one of the challenges that researchers have faced while conducting this research. In-depth interview

sessions also experienced limited time as researchers and respondents were busy with studies, coursework of each subject and online learning with a tight schedule. This is because it very difficult for researchers to get time from respondents to interview them. Moreover, the lack of previous studies on qualitative methods in fast food consumption among students also caused researchers to have difficulty obtaining additional information.

The recommendations on food consumption patterns for students are first, every day we eat food, we should follow the Malaysian food pyramid 2022. For example, we must consume accordingly Pinggan Sihat Malaysia #SukuSukuSeparuh which contains palm size protein, sufficient size of fresh vegetables and fruits and grip size of carbohydrate. Every day, students must consume more than enough fresh fruits and vegetables. Furthermore, students should consume protein foods, such as fish one serving, chicken/eggs/meat 1-2 servings, legumes (soybeans, lentils, white beans, split peas, and kidney beans) 1 serving, milk and milk products two servings per day. Moreover, students must drink plain water 6 to 8 glasses per day to improve blood circulation.

CONCLUSION

In conclusion, this study has discovered fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota). A total of 15 students from the age of 23 years old were selected from Universiti Malaysia Kelantan (Campus Kota) to analyse fast-food consumption patterns and the impact of fast-food consumption among students in Universiti Malaysia Kelantan (Campus Kota). Researchers conclude that the University can give some proper awareness to students in Universiti Malaysia Kelantan (Campus Kota) about the dangers of consuming fast food frequently. Researchers have explained many fast-food consumptions pattern, the impact of fast-food consumption and recommendations on food consumption patterns in this research. We hope the findings of this study are helpful for future researchers. This will lead to enough sources and ideas for future researchers about this research.

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Misuse Halal Logo in Restaurant in Seremban Negeri Sembilan

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ABSTRACT

This study was conducted to examine the misuse of the halal logo in a restaurant in Seremban, Negeri Sembilan. The misuse of the halal logo happens when there has an irregularity or not by the rules set by halal from the Islamic Development Department (JAKIM). Many issues occur in the misuse of this halal logo among entrepreneurs who open a business. The study conducted has three research objectives which are first to explore halal logo regulation and requirements in Malaysia. The second objective is to identify how far restaurants in Seremban follow the compliance on using halal logo and propose recommendations and suggestions in the future. The researchers choose one data collection method: conducting online survey using semi-structured interviews. The questions prepared in the google form will be sent via WhatsApp to the restaurant. The researcher analysed the data using thematic and related with two themes: knowledge and regulation. Next, the researcher makes a recommendation for the future. In findings, the researcher had chosen two respondents from each theme that had related answers for this research study's research objective. The researcher s implications for conducting the research and collecting the data because facing a limited time, trust issues and limited respondents for this research.

Keyword: Misuse Halal Logo, Halal Logo, Restaurant, Knowledge, Regulation,

INTRODUCTION

The halal logo can provide benefits and positive development for Muslims in Malaysia. Halal certification is a guarantee toguarantees consumers to buy and consume food products (Alom et al., 2019). Many cases involve violations of the halal logo, such as irresponsible managers deliberately using certification by using the halal approval granted by producing products that do not follow the prescribed halal certification rules. The existence of the halal logo causes all matters related to the halal logo to be determined by JAKIM, and this task is given entirely by the community to JAKIM. The knowledge that exists in the community about the importance of the halal logo is still low and not emphasized by the community.

Based on the survey, the main challenge for the halal industry is that the businesses misuse the halal logo. Even though there are still good and accurate law enforcement implemented by JAKIM, there are still some entrepreneurs who misuse the halal logo. Halal logos are victims of counterfeiting and misuse, especially among businesses that want high profits.

The study aimed to analyze the misuse of the halal logo in restaurants in Seremban, Negeri Sembilan. Misuse of halal logos can be identified in several forms, namely forgery of logos, use of unrecognized halal logos, use of expired logos, and several other cases of abuse. Although However, JAKIM has made various ways to provide exposure on to the use of a goodn excellent halal logo. The owner restaurant needs to look at this matter properly as the use of the wrong halal logo will give confusion inrestaurant owner needs to look at this matter properly as using the wrong halal logo will confuse society. They should be more responsible to encounterfor encountering this issue.

There are three objectives of this research:

1- To explore halal logo regulations and requirements in Malaysia.
2- To identify how far restaurants in Seremban follow the compliance on using a halal logo.
3- To propose to recommend and suggest in future.

Significance of the study

Significance This study is about the misuse of halal logos in restaurants in Seremban, Negeri Sembilan. Respondents for this study are entrepreneurs in Seremban who own restaurants. This study was conducted on the owner and staff to answer questions. This research study will also benefit entrepreneurs on the importance of halal logo compliance in the field of food. In addition, this study will help entrepreneurs improve the use of halal logos so as not to get caught up in the misuse of this halal logo. This research study will also help customers not to be easily fooled by the misuse of this halal logo. This is because there have been many misuses of the halal logo. Also, just because there were so many cases of halal abuse at the time, it was difficult for consumers to know whether the food was genuinely halal or not.

LITERATURE REVIEW

Halal

In Arabic, Halal can be defined as legal or permitted (Hasan & Hanif,2017). Two parties handling halal certification in Malaysia which is Jabatan Kemajuan Malaysia (JAKIM) and Jabatan Agama Islam Melaka (JAIM) (as cited in Shafiq et al., 2014) owner business needs to get halal status from JAKIM to ensure their consumer trust to buy the product or food. There is some owner business that do not have a halal certificate, but they print out the fake halal certificate and paste it on the wall. The purpose is to make their customer trust their premises and feel safe eating at their premises.

Halal logo

The halal logo should use for the premises, or food that got the halal certification by JAKIM. In Malaysia, if JAKIM gives a halal logo to the owner business, it means their business complies with the Syariah that has been set out by JAKIM (Hasan & Hanif, 2017). Once the owner business gets the halal logo from JAKIM, it is necessarily displayed on the premise or in food packaging. It also means that the premises can legally use the logo in their premise and packaging products (Majid et al., 2015).

Misuse Halal Logo

Jabatan Kemajuan Islam Malaysia (JAKIM)'s halal logo is one of the symbols of halal compliance known worldwide (Majid et al., 2015). Some issues have related to the misuse halal logo. Jabatan Kemajuan Islam Malaysia (JAKIM) has conducted 740 inspections in restaurants for halal logo compliance, with 308 premises complying and 432 premises failing to meet the requirements of the halal logo (Halim et. al 2019).

These premises are not responsible for halal logo because they did not follow the compliance that need to be followed before opening the premises. Another issue that related to the misuse of the halal logo is premises did not ever apply to the registered halal logo. This will lead 21 the irresponsible owner business to take advantage of the issues arising to produce fake halal logos on the premises or on food packaging.

Restaurant

The restaurant is a place that provides food and beverage to other people, and it will receive many customers in that place. Muslim people need to choose halal restaurants to compare to the non-halal restaurant to buy food. The owner of Halal restaurant should be concerned about halal logo because many Muslim people will choose halal restaurant. There are a lot of issues related to the halal logo and restaurant. This is because some restaurant owners still exploit usage of the halal logo in their premise (Razali et al.,2017).

METHODOLOGY

Research Design

A "deep understanding of the particular" is one of the goals of qualitative traditions (M. Haradhan, 2018). Qualitative research can use data from document extracts and interviews

(Merriam, 2009). Besides, doctrinal methodology refers to a method of legal study that is commonly thought of being standard. The case law and other legal sources will focus on a doctrinal report.

Data Collection

The researcher use an online survey, which is Google form, and the questionnaire will be sent as an attachment on WhatsApp to the respondent. Close-ended and open-ended questions will be used for semi-structure interviews. There are significant differences between open and closed-ended questions, which limit the respondent's options. The researcher will give the open-ended questions to allow the respondent to express their opinion without being influenced by the researcher in part A which is in knowledge theme. Besides, closed-ended question is a limited option choice for the owner and the staff to answer the online survey in part B, which is in part B in regulation theme.

Sampling

The researcher uses non-probability sampling, which is judgement sampling or also known as purposive sampling.

Data Analysis

The researcher used thematic analysis in qualitative analysis. The methods can help researchers understand the scope and purpose of the research method. The researcher divided into three parts: part A, part B and part C. The first theme is knowledge of the halal logo, while part B is regulation. In this section, the researcher examines the extent to which managers implement the use of halal logos in their restaurants. Part C is a recommendation from the researcher in the future.

FINDINGS

Analysis of Theme 1

Table 1 below shows the result analysis of Theme 1.

Table 1: Analysis of Theme 1

Research Question	Respondent	Theme
What is the framework on halal logo regulation in Malaysia?	Respondent 1 : Ya	Knowledge
	Respondent 2 : Ya	
	Respondent 3 : Ya	
	Respondent 4 : Ya	
	Respondent 5 : Ya	
	Respondent 6 : Ya, Faham	
	Respondent 7 : Ya	
	Respondent 8 : Ya	
	Respondent 9 : Ya	
	Respondent 10 : Ya faham, kerana pernah menghadiri kursus tentang logo halal	
	Respondent 11 : Ya	
	Respondent 12 : Ya	
	Respondent 13 : Ya	
	Respondent `4 : Ya	
	Respondent 15 : Faham	

Analysis of Theme 2

Table 2 below shows the result analysis of Theme 2

Table 2: Analysis of Theme 2

Research Question	Respondent Answer	Theme
How far restaurant in Seremban follow the compliance with the terms of using halal logo?	Respondent 1 : Yes	Regulation
	Respondent 2 : No	
	Respondent 3 : No	
	Respondent 4 : No	
	Respondent 5 : No	
	Respondent 6 : Yes	
	Respondent 7 : No	
	Respondent 8 : No	
	Respondent 9 : No	
	Respondent 10 : No	
	Respondent 11 : Yes	
	Respondent 12 : No	
	Respondent 13 : Yes	
	Respondent 14 : No	
	Respondent 15 : No	

Findings of Theme 1

Table 3 below shows the result Findings of Theme 1.

Table 3: Findings for Theme 1

Findings of Theme	Respondent Answer
Knowledge	'Ya faham, kerana pernah menghadiri kursus tentang logo halal' All 15 respondents understood does entrepreneurs deeply understand about halal logo. Out of 15 respondents, the researcher choose respondents 10, namely Mohd Raziz bin Sharim Shukur who is the owner of Ramzia Kitchen New restaurant. The researcher choose him because he had the right answer to meet the researcher's question. He stated that he had attended a halal logo course. This shows that the management attaches great importance to the concept of a halal logo in their business.

Findings of Theme 2

Table 4 below shows the result Findings of Theme 2.

Table 4: Findings for Theme 2

Findings for Theme	Respondent Answer

Regulation	'Ya'
	A total of 15 respondents, 4 respondents said yes this restaurant exploited the halal logo to attract the customers.
	Out of 15 respondents, the researcher choose respondents 11, Mohd Zaidi Bin Abdul Nasir, 28 years old. He is the staff of Restoran Victory. The researcher choose him because his answer was yes for restaurant exploited the halal logo to attract the customers. This indicates that the restaurant is using the halal logo incorrectly to gain customers and profits. This action is wrong and violates the conditions set by JAKIM.

DISCUSSION AND RECOMMENDATION

During the entire study, there was some limitations that came out while conducting this research and collecting data from respondent. This study is focused on Misuse halal logo in a restaurant in Seremban Negeri Sembilan. The researcher has limitation based on three things which are limited time, trust issue and limited respondent. The researcher faces limited time because of time constraints to get feedback from respondents. The researcher also needs to WhatsApp them to remind the restaurant to fill in the google form.

Next, the researcher is facing a trust issue because some respondents thought the researchers were a scammer. Also ,a restaurant does not want to share their business information and personal information because they think their personal information is not safe if they give it to the researcher. The researcher also faces limited respondent because the researcher only put the limited respondent to the owner or staff of the restaurant in Seremban, Negeri Sembilan.

For the recommendation to carry out on this topic of misuse of halal logo in a restaurant, the researcher is the restaurant needs to display the halal logo to gain customers confidence. This is because it is compulsory to display the halal logo after getting the certificate and halal logo from JAKIM.

Next, the JAKIM should tighten the enforcement of the Halal logo in every restaurant. This is because, it wants to improve law and halal related enforcement so that consumers can overcome the problems and issues regarding halal and haram. This shows that law and enforcement are relevant halal conducted in Malaysia with a proper and good foundation but still needs some improvement to strengthen such enforcement further.

CONCLUSION

The purpose of the study was to determine the misuse halal logo in a restaurant in Seremban, Negeri Sembilan. The researcher have found that some restaurants misuse the halal logo in restaurants in Seremban, Negeri Sembilan. The researcher hopes that the restaurant's owner and staff have an obligation towards halal logo in their premises.

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Factors Influencing Customer Perceived Value to Use Food Delivery Apps in Klang Valley, Malaysia

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ABSTRACT

This study examines factors influencing the customer to use food delivery apps in Klang Valley and to find the relationship between convenience, trustworthiness and price on customer perceived value. A survey was conducted using a questionnaire, involving 275 respondents who use food delivery apps. Descriptive and correlation analyses were used to analyse the data obtained. A structured questionnaire will be collected using a Google Form and questionnaire. The data collected will be analysed using Statistical Packages for Social Science Version 12.0 (SPSS Version 12.0) systems, based on descriptive statistics and correlation analysis. In conclusion, all of the independent variables, which are convenience, trustworthiness, and price, that have been studied in this study have a relationship with the dependent variable, customer perceived value, in the use of food delivery apps.

Keywords: food delivery, customer perceived value, convenience, trustworthiness, price

INTRODUCTION

Food delivery refers to a company, store or restaurant that uses a courier or runner service to deliver food to customers (Viktor,2021). The food delivery orders are executed through mobile apps, websites, or telephone. Customers who use food delivery app services searched for a favourite restaurant, chose available items, and provided their delivery address (Alom et al., 2019). As a result of advances in modern technology. The development of internet providers and increasing penetration of smartphones have driven the growth of various food delivery apps such as Food Panda, Swiggy, Zomato, and Uber Eats (Ken, 2018).

According to Baindur and Macário (2013), food delivery apps have existed in India since the 1890s, with services like Mumbai dabbawallas. However, the growth of the various online food delivery services in India came about in the 2010s with the emergence of Food Panda, Swiggy, and Domino. Food delivery apps have grown rapidlyproliferated, and the competitive dynamics of the food delivery app market have reached its global development (Jeong S, 2016). Besides, the idea of food delivery apps has spread from the United Kingdom (UK) to the United States (US), and food delivery has become a new business model worldwide.

Malaysia also has many consumers using food delivery apps service (Abirami D, 2021). According to Spykerman (2013), the internet penetration rate in Malaysia is 67%. In 2014, the Malaysian 100% home delivery market was worth RM253 million and was expected to grow at 11% per year (Rezaei S, 2017). Online food delivery services have hit essential cities in Malaysia since 2017, such as the Klang Valley, Penang, Melaka, Kuching, Ipoh, and Johor Bahru. There are various food ordering platforms on the market, including FoodPanda, Uber Eats, Grab food, Honestbee, Dahmakan, DeliverEat, Running Man Delivery, Food Ninja and LalaFood. Consumers prefer online food delivery services because of their convenience, trustworthiness, and price (Albatat A. et al., 2019).

This study aims to examine the relationship between food delivery apps towards customer perceived value. This study was also conducted to analyse the independent variables regarding convenience, trustworthiness, and price in food delivery services. There are three objectives of this research:

1. To examine the relationship between convenience and customer perceived value on food delivery apps in Klang Valley, Malaysia.
2. To examine the relationship between trustworthiness and customer perceived value on food delivery apps in Klang Valley, Malaysia.
3. To examine the relationship between price and customer perceived value on food delivery apps in Klang Valley, Malaysia.

Significance of the study

Researcher

The research paper helped the researcher understand and understand the known relationship between convenience, trustworthiness and price towards customer perceived value in Klang Valley. In addition, this study assisted in identifying factors influencing food delivery apps that impact customer perceived value, referring to a few previous studies that have focused on this topic. By relating to this research issue, the researcher may be able to provide the greatest solution or suggestion to solve the problem.

Food Service Industry

The owners may be providing better planning to increase their sales and improve their marketing strategy with the advanced technology in the food industry, which uses food delivery apps to encourage customers to place orders through the apps quickly. In addition, with improvements in online systems in the food service industry which use marketing, sales and others, the owner and customers could improve their skills to use the current facilities, making it simple to make reservations to use the food delivery apps provided. The food service industry's operator was able to respond to consumer expectations and establish an attempt to identify customer perceived value in Klang Valley by achieving customer perceived value. This study also assisted the industry and hospitality players in increasing their sales.

Future Customer

The users understood the known relationship between convenience, trustworthiness and price towards customer perceived value in Klang Valley. The researcher used this knowledge in this study to give some kindness to online food delivery apps organization, especially in Malaysia, because through this study, they were assisted get a lot of information to manage good service for customer satisfaction. This might assist the owner in increasing the quality of customer service, which in turn attracts a large number of users to try out the facilities given access through the app's information.

LITERATURE REVIEW

Food Delivery Apps in Malaysia

The foodservice business improved positively as consumer sophistication and income increased, contributing to a rise in Malaysia's food service sales (Euromonitor, 2010). Per the world Retail and Consumer Study, (2004), street stalls or kiosks dominated in terms of transactions, thanks to the recognition of hawker stalls and food stalls, which are found in both urban and rural areas. The food delivery industry is growing and has a good potential in Malaysia and globally now (Alom et al., 2020). Taste, presentation, textures, colour, warmth, portion size, and entrée complexity are all factors in food attraction. Dietary considerations are becoming increasingly significant in food quality, whether it's low-fat, low-carbohydrate, vegetarian, or vegan meals (Siguaw and Enz, 1999).

Food panda, headquartered in Berlin, Germany, is a global online platform for food delivery (Hassan,2020). In other parts of the world, they are known as "hello food.". Ralf Wenzel, Rohit Chadda, Ben Bauer, and Felix Plog established the food panda group in 2012, and it has expanded since. The services work like Grab food, allowing customers to order menus prepared by any restaurant near the delivery location. Food panda is the first app for

food delivery service in Malaysia since 2012, according to Pang (2017), followed by Deliver Eat, Honest bee, Dahmakan, and others. These apps are aggressive in their attempts to provide users with food delivery services. Customers' orders could be easily determined by observing a mobile application or website. According to Maimaiti, Zhao, Jia, Ru, and Zhu (2018), online food delivery is more convenient and user-friendly than the previous approach. Convenience, a more straightforward menu to organize, and significant savings are the benefits of online purchasing and the causes of the expansion of the food delivery app industry (Gloria, 2015)

Convenience

Convenience is the key motivator in their decision regarding how they spend their time and also their money (Parkard, J et al., 2018). Convenience represents a guarantee to access and use top-quality mobile applications (Liu et al., 2017). For example, net food delivery apps' social media platform gives consumers more alternatives and convenience by allowing them to purchase from a large variety of restaurants with just one click of their smartphone. (Hirschberg et al., 2016). Das (2018) discovered that the most attractive elements are doorstep delivery and convenience, and this is because user convenience would prioritize service quality (Chen et al., 2011).

According to He et al. (2019), a significant food delivery app's benefit comes from food options (VFCs). Cho and Park (2001); Cho et al. (2019), when utilizing food delivery apps, customers may choose between different kinds of food and pip out several vendors at various prices. Customers will get to choose from various flavours from a list of food businesses offered within the e-commerce area at any point (Jayadevan et al., 2019). As a result, consumers choose food delivery apps due to the ordering procedure's efficiency, quickness, and easiness (Verma et al., 2009). Convenience may be a significant success factor for online businesses, according to (Jiang et al., 2013). Every day, consumers can choose from many food suppliers represented on the internet at any time and from any location and to enticed to use food delivery apps frequently due to their convenience (Thamaraiselvan et al., 2019).

Trustworthiness

Trust is additionally characterized as customers' contemplations, sentiments, feelings, or practices once they feel they will rely on the provider (Patrick, 2002; Woon, Kee, Hwee, Lee, & Cheng, 2015; Sinaga et al., 2019). According to Al-Msallam and Alhaddad (2016), trust can directly increase consumer loyalty. When compared to other performance characteristics such as convenience and price, the food delivery app's trustworthiness was perhaps the essential factor for the food delivery apps, as it influences customer behaviours, customer perceived value, and purpose to use the service again (Cho, Bonn, & Li, 2018). As a result, trustworthiness benefits technical acceptability, which leads to consumer loyalty (Winnie, 2014).

According to past literature, user-trustworthiness toward mobile apps increases their decision-making for online shopping, resulting in stronger loyalty to utilizing mobile apps (Nilashi et al., 2015). Trustworthiness was the most effective result for a respondent; they are concerned about the services, trust in the merchandise and services, and the up-to-date equipment to feel comfortable when using the benefit of the food delivery apps within the previous researcher (Azizul et al., 2019). Consumers who lack trust could even be hesitant to online shopping or avoid making transactions online altogether (Isa et al., 2016).

Thus, trust is crucial for both the seller and the patron when conducting an internet transaction (Isa et al., 2016). Cho, Bonn, and Li (2018) came to the same conclusion, stating that trust is essential in influencing the perceived value of food delivery apps. To develop trust in food delivery apps, companies must focus on source credibility, webpage structure, safety, and online payments, among other things (Kedah et al., 2015). " User-trustworthiness can play a crucial role in higher cognitive operation for online shopping, as well as increased loyalty for mobile apps," says the researcher (Cho, Bonn, & Li, 2018).

Price

Price is the amount of cash asked in payment for receiving a decent or service, as well as the sum of the qualities that customers trade for its benefits of getting the product or services (Kotler & Armstrong, 2012; El Husseiny, 2018). The quality (monetary or none) a customer should give forward by exchanging goods or commodities is called price, ; a few of the important crucial elements impacting customers' satisfaction is the value-oriented (PSO), which mainly includes promotions and deals offered by merchants (Nagle et al., 2016: Sabilillah et al., 2021). Price is an essential factor in a customer's purchasing decision (Ali, Amin, & Cobanoglu, 2016; Chiang & Jang, 2007; Ryu & Han, 2010).

According to Ray, A., Dhir, A., Bala, P. K., and Kaur (2019), customers will have better experiences if given coupons, discounts, offers, and other monetary discounts. Their study has revealed that the economic incentives engagement mechanism would be ready to improve the reuse intention of the customer on the mobile food delivery apps. Azizul et al. (2019) have also discovered that food prices best impact the customer perceived value. Other studies have also found that monetary incentives like discounts and special promotions are crucial factors in customer satisfaction with food delivery apps (Ali Abdallah Alalwan, 2020; Kalimuthu & Sabari Ajay, 2020).

The recognition of food delivery apps is fast growing due to a range of perks, including food delivery to customers' doorsteps, a variety of payment choices, and appealing promotions, bonuses, and discount coupons are just a few of the features that consumers can search through virtual retail stores to locate the most straightforward deal (Market Watch, 2019). Morganti et al. (2014) said price, product quality, and repair quality influenced customer satisfaction and decision-making. Price-conscious and value-conscious consumers were defined by Jin and Gu Suh (2005). Price is a vital customer factor in other hospitality contexts, including tour operators (Talwar et al., 2020a, Talwar et al., 2020b; Lien et al., 2015; Agag and El-Masry, 2016). One of the reasons why business owners are apprehensive about subcontracting distribution to third-party online shipping companies is customers' willingness to pay delivery fees (See-Kwong et al., 2017).

Customer Perceived Value

Perceived value is the dependent variable that refers to a customer's perception of a product's services or desirability, especially compared to a competitor's product (Carol, 2020). Customer perceived value refers to "a consumer's overall assessment of the utility of a product based on their perceptions of what is received and what is given" (Zethaml, 2016). According to Carol (2020), perceived value is measured by the price the public is willing to pay for a good or service (Carol M., 2020). Perceived value explains the customer's satisfaction with a service such as a food delivery service. According to Fernandez G et al. (2018), perceived value is an equity theory; it expresses the proportion between provider revenue and consumer input. In this study, researchers agree that the price of certain goods and services influences the value of consumers who use food delivery services.

Research Hypothesis

In this study, the three hypotheses tested are:

H$_1$ There is a significant relationship between the convenience of food delivery apps and customer perceived value at Klang Valley

H$_2$ There is a significant relationship between the trustworthiness of food delivery apps and customer perceived value at Klang Valley

H$_3$ There is a significant relationship between the price of food delivery apps and customer perceived value at Klang Valley

Research Framework

Figure 1 below shows the research framework used for this study.
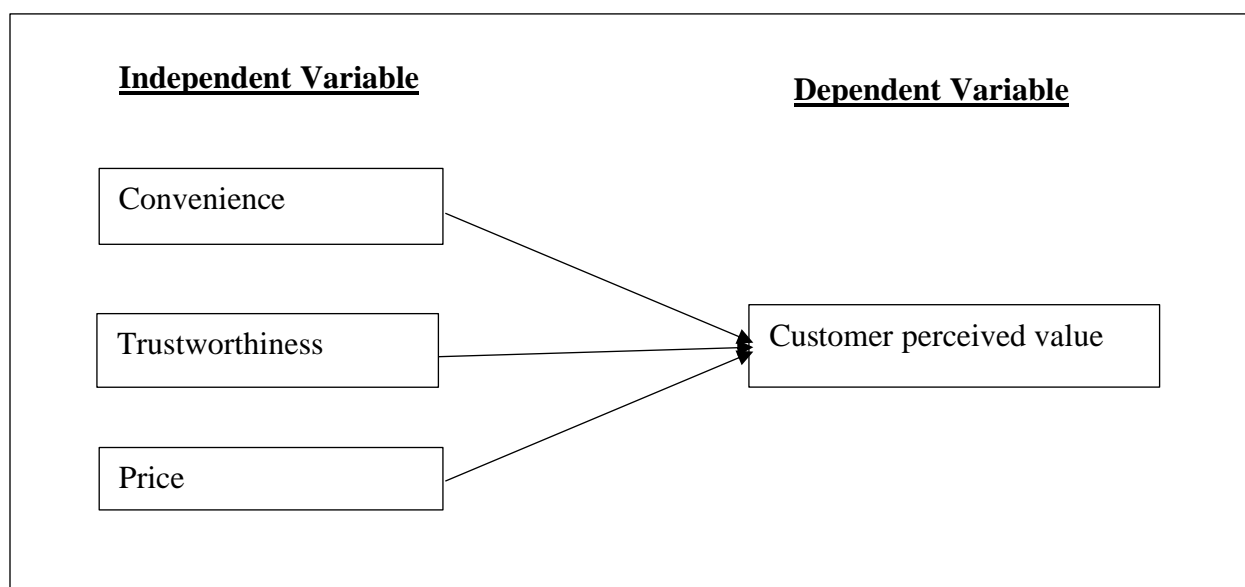

Figure 13: Research Framework

METHODOLOGY

Research Design

The research used a quantitative method to gain data through a questionnaire. The questionnaire was designed in English. There were three sections to the questionnaire: Section A, Section B, and Section C. Section A consists of demographic profile questions such as gender, age, ethnicity, marital status and time a week used food delivery services. Sections B and C on independent variables and dependent variables included 20 items with five-point Likert-scale ranging from 1=strongly disagree to 5=strongly agree. The questions were adopted from previous studies (Vincent et al., (2017), Dr Ahmad AlBattat (2019), Rodney Lim (2021), and Mahmud Hamid (2021)) by measuring customer perceived value to use food delivery apps which include convenience, trustworthiness and price. Therefore, the instrument is considered reliable.

Data Collection

Pilot testing was conducted with 30 respondents in Klang Valley to test the reliability of the study before conducting fieldwork. The fieldwork was then proceeded by distributing questionnaires randomly to 384 target respondents who use food delivery apps in Klang Valley upon consent from respondents. Respondents were required to answer all questions according to the five-point Likert scale. After all, the questionnaire is answered by the respondent; the data is collected. Researchers collected the questionnaires personally from the respondents to secure the information obtained. The final collected questionnaires reported 71.9% of response rate with a total of 276 usable questionnaires.

Sampling

This study was conducted by using simple random sampling as a sampling method to collect the data. It is the simplest form and carrying out without any biasness (Malhotra, 2017). The purpose of simple random sampling is to select the individual sample as the representative of the population. In brief, the sample size would be 384 persons based on the rule of thumb proposed by George& M (2017).

Data Analysis

SPSS statistic version 26.0 was used to analyse the quantitative data collected from the respondent. Frequency analysis is used to analyse the data on respondents' demographic profiles. Descriptive analysis was employed to identify and examine customer perceived value on food delivery apps. Person's Correlation was adopted to examine the relationship between convenience, trustworthiness and price on customer perceived value in the use of food delivery apps. 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.

FINDINGS

Result of Frequency Analysis

Table 50: Frequency Analysis

Characteristic	Frequency	Percentage
Gender		
Male	93	33.7
Female	183	66.3
Status Marital		
Single	204	73.9
Married	72	26.1
Ethnicity		
Malay	151	54.7
Chinese	45	16.3
Indian	38	13.8
Other	42	15.2
Age		
Below 20	42	15.2
20-29	164	59.4
30-39	39	14.1
40-49	26	9.4
50 and above	5	1.8
How many times per week did you order food from a delivery service?		
1-4 times	174	63.0

5-7 times		86	31.2
More than 7 times		16	5.8

Table 1 shows the characterization of respondents. 93 out of 276 respondents are male, representing 33.7%, while 183 respondents are female, representing 66.3%. 73.9% of the respondents were single, and only 26.1% were married. The majority of the respondents were Malay which is 54.7%. While for the Chinese respondents only 16.3%, 13.8% of the respondents were Indian and the other 15.2%. 15.2% aged below 20 years old, 59.4% of the respondents aged between 20 to 29 years old, 14.1%% of the respondents aged between 30 to 39 years old, 9.4% of the respondents aged between 40 to 49 years old and only 1.8% of the respondents were aged 50 years old and above. In addition, 63.0% of the respondents used the delivery app food service 1 to 4 times a week, 31.2% of the respondents used the delivery app 5 to 7 times weekly, while 5.8% of respondents used it more than seven times weekly.

Result of Descriptive Analysis

Table 51: Descriptive Analysis

Variable	Items	Mean Scored	Standard Deviation
Convenience	Using the food delivery apps would be convenient for me.	4.30	1.004
	The food delivery apps would allow me to order food from any place.	4.25	1.019
	Food delivery apps would allow me to order food any time.	4.31	0.983
	I would find it easy to become skilful at navigating through online food delivery services web pages.	4.21	0.946
	I would find interaction through online food delivery services web pages clear and understandable that.	4.20	0.998
Trustworthiness	I trust the food delivery apps.	4.13	1.063
	The information provided by the food delivery apps is reliable.	4.14	0.991
	I felt secure in ordering food through the food delivery apps.	4.12	0.994
	Using food delivery apps presents the information in an appropriate format.	4.21	0.956
	Using food delivery apps provides information at the right level of detail.	4.19	0.985
Price	When I order food through the delivery apps the food is reasonably priced.	4.14	1.077
	When I order food through the food delivery apps, the food is a good product for the price.	3.95	1.002
	I like to search for cheap food deals in different online food retailer's websites.	4.28	1.015
	When I order food through the delivery apps, the food is economical.	4.10	0.986
	Online food retailer offers better value for my money.	4.22	0.945

Customer Perceived Value	Using a food delivery apps is worthy for me to devote my time and efforts.	4.34	0.960
	Compared with conventional food purchasing ways, it is wise to use the food delivery apps.	4.11	0.889
	I feel I am getting good food product with a reasonable price when I use the food delivery apps.	4.20	0.975
	I feel relaxed in receiving delivery service of online purchase.	4.21	0.961

"Convenience" scored the highest (mean = 4.25, SD = 4.404), indicating that convenience determined customer perceived value since respondents agreed with most of the items. Respondents agreed that using the food delivery apps would be convenient for me (mean = 4.30, SD = 1.004). The respondents agreed that the food delivery apps would allow me to order food from any place (mean = 4.25, SD = 1.019), and food delivery apps would allow me to order food at any time (mean = 4.31, SD =0.983). Meanwhile, I would find it easy to become skilful at navigating through online food delivery services web pages (mean = 4.21, SD = 0.946), and I would find interaction through online food delivery services web pages clear and understandable, scoring the lowest (mean= 4.20, SD = 0.998).

"Trustworthiness" scored second (mean = 4.16, SD = 4.395). Respondents agreed using food delivery apps presents the information in an appropriate format and scored the highest (mean = 4.21, SD = 0.956). The respondents agreed that using food delivery apps provides information at the right level of detail (mean = 4.19, SD = 0.985) and information provided by the food delivery apps is reliable (mean = 4.14, SD = 0.991). Meanwhile, I trusted the food delivery apps (mean = 4.13, SD = 1.063), and I felt secure in ordering food through the food delivery apps that were the lowest (mean= 4.12, SD = 0.994).

"Price" scored the lowest among the variables (mean = 4.14, SD = 4.294). Specifically, respondents slightly agreed that when I order food through the delivery apps, the food is reasonably priced (mean = 4.14, SD = 1.077), and when I order food through the food delivery apps, the food is a good product for the price scored the lowest (mean = 3.95, SD = 1.002). Next, the respondent agreed that I like to search for cheap food deals on different online food retailer's websites and scored the highest (mean= 4.28, SD = 1.015). Respondent agreed that when I order food through the delivery apps, the food is economical (mean = 4.10, SD = 0.986), and Online food retailer offers better value for my money (mean =4.22, SD = 0.945).

The dependent variable – customer perceived value scored (mean = 4.22, SD = 4.124). Respondents strongly agreed that Using a food delivery app is worth for me to devote my time and efforts scored the highest (mean = 4.34, SD = 0.960), and the lowest score was compared with conventional food purchasing ways. It is wise to use the food delivery apps (mean = 4.11, SD = 0.889). I feel I am getting good food products at a reasonable price when I use the food delivery apps (mean = 4.20, SD = 0.975), and I feel relaxed in receiving delivery service of online purchase (mean = 4.21, SD = 0.961).

Result of Reliability Analysis

Table 4 below shows the result of the reliability analysis

Table 52: Reliability Analysis

Variables	Number of Item	Cronbach Alpha
Convenience	5	0.934
Trustworthiness	5	0.928
Price	5	0.907
Customer Perceived Value	5	0.923

Table 4 shows the reliability analysis of the three variables of customer perceived value. The reliability Cronbach's alpha coefficient value for convenience (0.934), trustworthiness (0.928) and price (0.907) is scored highest, which indicates a very excellent level of reliability. However, customer perceived value also gained (0.923), which indicates questionable.

Result of Pearson Correlation Analysis

Table 4 shows the result of the Pearson correlation analysis

Table 53: Pearson Correlation Analysis

Hypothesis	P. Value	Result (Supported / Not Supported)
H₁: There is a significant relationship between the convenience of food delivery apps and customer perceived value at Klang Valley.	0.889	H₁ is supported
H₂: There is a significant relationship between the trustworthiness of food delivery apps and customer perceived value at Klang Valley.	0.869	H₂ is supported
H₃: There is a significant relationship between the price of food delivery apps and customer perceived value at Klang Valley.	0.854	H₃ is supported

Table 3 indicates that convenience and customer perceived value 0.889, which indicated a strong linear relationship. Following trustworthiness and customer perceived value showed 0.869, indicating also a strong linear relationship. Meanwhile, price and customer perceived value 0.854, indicating the same strong linear relationship. All three variables positively correlated to customer perceived value and were significant since $p<0.09$.

H1: There is a significant relationship between the convenience of food delivery apps and customer perceived value at Klang Valley.

The current study is similar to previous research that mentioned clients prefer online ordering since it gives them more control and convenience, which leads to increased satisfaction (Jeneefa & Rajalakshmy, 2020). The convenience of online shopping might lower non-monetary costs such as time, energy, and effort spent purchasing goods or services (Zeithaml, 1988).

H2: There is a significant relationship between the trustworthiness of food delivery apps and customer perceived value at Klang Valley.

Previous research supports this assumption from Zhang et.al (2016). The growing practice of manipulating online material threatens the value of online sites by compromising their trustworthiness as a source of essential product and service decision-making. The relationship of confidence and loyalty between consumers and their influencers was observed to have a positive impact on the durability of the relationships between followers and influencers, sales, and brand recognition (Munnuka et al, 2016).

H3: There is a significant relationship between the price of food delivery apps and customer perceived value at Klang Valley.

Here is evidence from previous studies to recalibrate the above statement. According to El-Adly & Eid (2015), customers perceive value as a multidimensional construct focusing only on cost, price, or money. Taxes and different contracts can see as capacities with numerous information sources; the result is a current or future price (Cho et al., 2019)

DISCUSSION AND RECOMMENDATION

Several challenges and limitations faced in the study and to be highlighted for future research purposes. The limitation of the study the limitation encountered in pursuing this study is time constraints because the time given for finishing this study is short. Furthermore, limitations for

this study also make it difficult to find the right time to initially distribute group discussion with the current problem of Covid-19, but also get the proper response from our group members.

Next limitation in this study is the problem for researchers to complete the study as soon as possible and to wait longer to collect information from the respondent. The required number of responders is 384, but the time given is limited because some respondents did not respond or cooperate in answering the questions. Therefore, our group members worked hard to spread the questionnaires through all social media platforms and too many contacts to suffice the required number of respondents.

There are numerous suggestions for future studies that researchers can investigate. Although methodologically challenging, longer-term studies that sought to answer the research question "What is the relationship between the convenience, trustworthiness, and price of food delivery apps and customer perceived value?" would be highly beneficial. The end of this study will benefit the customer's perceived value to use food delivery apps in Klang Valley, Malaysia. According to M. Cho, A. Bonn, J. Li (2019), another recent study emphasized the significance of improving a vital set of smartphone app performance criteria able to represent 'convenience,' 'design,' and 'trustworthiness' in order to improve user-friendliness. Three factors influence customers to use a food delivery app: convenience, trustworthiness and price. As a result, if all customer expectations for this application are met, they will continue to use it, influencing other customers to do the same.

CONCLUSION

This final chapter has had the entire decision and mentions the findings of factors influencing the value of customer perception to use food delivery applications in Klang Valley, Malaysia. Once the data was collected, the study's objectives were met, the research questions were answered, and the hypotheses were validated and accepted in this study based on an analysis of 276 usable questionnaires. Ultimately, the relationships between convenience, trustworthiness, and price on food delivery apps in Klang Valley are incredibly positive and strong. The relationship between convenience and food delivery app was positively significant, the highest compared to trustworthiness and price. Even though the significant relationship between price on food delivery app was lowest, but the result was also being the positive strong relationship. The study successfully found that more than half of respondents regarded convenience as the most important factor influencing customers' perceived value of using food delivery apps. At the same time, price played the least important role in determining the influence customers' perceived value of using food delivery apps.

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The influence of service quality towards Airbnb customer satisfaction in Klang Valley,Malaysia

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ABSTRACT

The study examines customer satisfaction towards Airbnb in Klang Valley and finds out the relationship between reliability, assurance, tangible responsiveness and empathy on customer satisfaction with Airbnb. Descriptive and correlation analysis were used to analyse the data obtained. Finding revealed that the five variables are significantly related to customer satisfaction with tangible showed the strongest relationship while reliability was the weakest relationship on customer satisfaction. The results are in line with previous research whereby assurance, responsiveness and empathy are essential determinants affecting customer satisfaction. Implications and recommendations were provided for future researchers in line with the study.

 Keywords: customer satisfaction, assurance, tangible, reliability, responsiveness and empathy

INTRODUCTION

The accommodation industry is a crucial component of tourism. (AJ Veal et al., 2015). Tourists desire to receive a local cultural experience that they cannot get from superficial tour packages. Hence homestay has always been considered immersive tourism rather than merely visiting a destination (N.A. Ahmed et al., 2014), (Sin, 2009). One of the accommodations nowadays is Airbnb trends has growth in Malaysia. Over the previous decade, the sharing economy has become increasingly important globally. Since its launch in 2008, Airbnb significantly impacted the hotel business (Ert et al., 2016; Oskam & Boswijl, 2016). Airbnb now operates in over 5,600,000 places worldwide (Brian Chesky, 2021), with over 1 billion tourists staying in Airbnb accommodations in 2021, about 22% more than Hilton Worldwide (Price Waterhouse Coopers, 2021).

Malaysia is where the progressive spread of internet booking is a trend in the tourism industry (Bhatiasevi & Yoopetch, 2015). Travellers from 78 countries have used Airbnb to book rooms in Malaysia, according to Razli et al. (2017). The population of Malaysia is 147 million people (Malaysia Department of Statistics, 2021). In 2010, about 20% of all international visitors were under the age of 20. Malaysia's National Youth Development Policy, passed in 1997, applies to people aged 15 to 40. (2020) Azhar et al.

Airbnb rental platform is a brand that has emerged in recent years due to technological advancements that have disrupted the old way of people reserving accommodations. Airbnb is often regarded as the most successful peer-to-peer model for the two hotel businesses, owing to its excellent reputation worldwide. (S. Q. Liu and A. S. Matilla, Int. J. 2017). With around 32,000 daily listings, Airbnb climbed by over 137% in Malaysia throughout the year, making it the most in the Asian region (The Star Online, 2018).

Popular tourist destinations such as Kuala Lumpur, Penang, Port Dickson, and Ipoh all have Airbnb. (2020, Al Sadat Zyed et al.) Airbnb is a service provider. Service quality is a critical aspect of an organization's success since it is highly linked to customer happiness, especially in the service business. Service quality is described as how well a service meets a customer's satisfaction and criteria, demonstrating the term's versatility, which is highly reliant on the context (Alom et al., 2019). In a market where competition is fierce, service quality is one of the most critical requirements for hoteliers to preserve their competitive advantage and acquire

consumers' trust (Chen and Chen, 2014). Since the 1980s, various scholars have been interested in analysing service quality because of its importance to organisational effectiveness (Greenrooms, 1982; Zeithaml et al., 1993). This study aims to provide insight into customer satisfaction with Airbnb in Klang Valley. Those study findings are important since Airbnb is growing in the cities. However, this study emphasizes the determinants influencing customer satisfaction to Airbnb in the scope of selected areas in Kuala Lumpur. There are five objectives of this research:

       1. To examine the relationship between reliability and customer satisfaction Airbnb service quality

       2. To examine the relationship assurance and customer satisfaction on Airbnb service quality

       3. To examine the relationship between tangible and customer satisfaction on Airbnb service quality

       4. To examine the relationship between empathy and customer satisfaction on Airbnb service quality.

       5. To examine the relationship between responsiveness and customer satisfaction on Airbnb service quality.

Significance of the Study

Researcher

The paper helped the researchers explore and discover critical aspects on how reliability, assurance, tangible , responsiveness and empathy determine customer satisfaction on Airbnb in Klang Valley ,Kuala Lumpur that past research have not discovered. Future scholars may provide ideas and assumptions to fix this challenge by referring to this research issue.

Hospitality industry

The research paper provides insights into the industry on customer satisfaction with Airbnb in Kuala Lumpur. The hospitality manager will change service quality to further strengthen and improve service quality of reliability, assurance, tangible, responsiveness and empathy to more strategic and good.

To future customer

Customers have complete control over their data, which they may access at any time and from any location. The increased internet usage to shop, research, and make purchases 13 emphasizes the importance of speed and connectivity in consumer satisfaction and service expectations. Consumers are growing savvier, with the gap between the skilled seller and the knowledgeable buyer narrowing. Hotel visitors return to the same hotel and suggest it to others, depending on their degree of happiness, resulting in a rise in revenue for the hotel. As a result, any study should focus on service quality, as practically all businesses strive to improve their service quality to increase customer satisfaction.

LITERATURE REVIEW

Overview of acommendation Industry in Malaysia

Any tourism product's key component is accommodation (AJ Veal et al., 2015). The quality of available lodging is a central deciding element in choosing a trip. While typical lodgings such as hotels provide a consistent experience regardless of location, a Homestay gives individualized services with an authentic local' touch (Gunasekaran N, 2012). Homestay is a type of tourism that allows visitors to better understand the destination's culture and lifestyle (Biswakarma, 2015). According to Beard (2014), various arguments are utilized to highlight the importance of customer satisfaction since a satisfied client has a higher probability of repurchasing. According to Radder and Yi (2006), guesthouses are cheaper than hotels. The services of a guesthouse include a kitchen, a sitting room and washing and drying facilities (Malhotra, 2014). One of the accommodations nowadays is Airbnb trends has growth in Malaysia. Airbnb (Guttentag, 2015) is one of the most well-known and much-debated examples

of this phenomenon, with over 3 million listings in 65,000 cities across 191 countries, facilitating an average of 500,000 stays per night and having been used by over 150 million guests since its founding in 2008. Trustworthy persons to be allowed permission to book (Karlsson et al., 2017). Indeed, depending on their location and apartment type, Airbnb hosts can make a lot of money by renting out a shared room, a private room, or their entire apartment for a few days, weeks, or even months (Jung et al., 2016). The ability of hosts to generate income is dependent on how much demand they can attract at a given price. Trust is, therefore, essential in order to convert an interested user's attention into a concrete booking request (Gebbia, 2016; Hawlitschek, Teubner, and Weinhardt, 2016).

Assurance

Assurance of service quality is described as whether or not the service providers have awareness and civility when providing faith and self-belief services to their potential clients (Bharwana et al., 2013). Competence, courtesy, credibility, and security are the four components of assurance (Bharwana et al., 2013) .According to Francais (2012), assurance relates to how service providers may create trust and confidence in their clients while providing services. To increase overall customer satisfaction in the Airbnb industry, service providers must have a variety of skills, including providing courteous service, having a broad range of relevant knowledge about Airbnb,and the ability to make guests feel safe and secure while staying in the Airbnb(Ahmad et Al,2018).As a result, manager Airbnb must provide proper training to all service providers to ensure their credibility and believability to entice guests to return.(Eshetie et al,2016).When using Airbnb's many services, customers must feel safe and secure and want to feel safe during their stay (Anwar & Louis,2017). Staff at Airbnb must be consistently pleasant and friendly with customers. The Airbnb provides a safe environment to stay in; Airbnb also keeps customers up to date on service quality(Bayad Jamal Ali,2021).

Tangible

Tangibility, according to (Abdullah et al.2017), refers to the cleanliness of the rooms, restaurants, and other locations, as well as the clean and proper uniforms worn by personnel, the use of disposable gloves, and so on. The look of physical factors such as the apparatus and facilities given by a service firm are is characterised as tangibility of service excellence. It also refers to the service providers' appearance when serving potential customers (Alhkami & Alarussi, 2016). The visual appearance of the customer service workers is also considered tangibility (Mukhles Al 24 Ababneh, 2016). In reality, Airbnb managers must nurture tangible service quality traits to ensure that the dimension of tangibility enables them to meet or even surpass clients' expectations (Rao & Sahu, 2013). The AIRBNB features modern-looking equipment, clean and comfy rooms, a swimming pool, sauna, health club, and fire safety facilities and instructions, to name a few practical examples (Bayad Jamal Ali et al.). Because service providers commonly use tangibles to reinforce their reputation, provide consistency, and convey quality to clients, most businesses combine tangibles with other tangibles to build a service quality strategy for the company (Anwar & Balcioglu) 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 with higher disposable income as well as higher income families waste more than poorer households. In contrast, 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 incomes that tend to be indifferent and also have an attitude of extravagant buying. instead, people living in rural areas are more concerned and have awareness about food waste which is help them to produce less food waste.

Reliability

The ability of service providers to provide and deliver the proper and appropriate services promptly is referred to as service quality reliability (Bharwana, Bashir & Mohsin,2013). According to Bucak (2014),reliability is also known as trustworthiness, and it indicates the trustworthy and correct services that a services organization provides to its potential clients. The definition of reliability is the stability of measurement instruments; different measurements produce the same results (Janet mc coll- Kennedy & Ursula Schneider, 2000). The Airbnb policies must be improved to ensure that service providers can consistently provide the promised service to potential clients while visiting the Airbnb (Wang'ombe & Ngige, 2016).In reality, reliability is linked to customer satisfaction because it is an efficient strategy to boost customer happiness when service providers are dependable in providing relevant solutions constantly (Eshetic et al., 2016).

Responsiveness

The responsiveness of a service provider to rapidly assist its potential customers demonstrates the responsiveness of service quality (Alhkami & Alarussi, 2016). It is an important factor that will negatively impact customer satisfaction because most customers prefer quick service over sluggish service (Virgillito, 2016).In general, responsiveness focuses on how service providers enable customers' complaints and problems to be resolved quickly (Chamber 2014). In the Airbnb industry, service providers should always be found and available to provide personalized or individualized attention to each guest as much as possible; they should also be required to have enough knowledge and abilities to provide relevant information to guest whenever they are needed.(Ahmad & Papastathopoulos).Responsiveness is one of the most important service quality factors closely associated with service providers because they can tell whether a service company succeeds or fails when solving a customer's problem or query.

Empathy

Empathy is paying close attention to consumers to provide compassionate and distinctive service (MM Kobiruzzaman,2015).Accessibility, communication, and understanding of the clients are three different components of empathy in service quality (Lovelock & Wirtz,2011). Service providers develop their attempts to recognize consumers' requests and requirements is related to customer comprehension (Jasinskas, Streimikiene, Svagzdiene & Simanavicius, 2016). Then, the manager of Airbnb should organize specific courses for their service providers to ensure that they can improve their communication skills when dealing with clients (Rau & Sahu, 2013). As a result, discovered that to achieve high customer satisfaction, hotels must strategically choose their location, train their service providers to deliver an effective communication process, and ensure they are wellequipped to understand and fulfil the customers' needs and wants.

Customer satisfaction

Customer satisfaction is sometimes regarded as a critical issue that every organisation, particularly those in the service industry, should carefully consider because it indicates an effective strategy for improving service quality and sustaining customer loyalty in today's highly competitive analysis (Awwad,2012; Alhkami & Alarussi,2016).In today's sector, winning entails more than just creating goods; it also entails providing more excellent value to target customers than competitors.Customer feedback on the satisfaction they obtain from consuming the products will determine if a business provides quality services or not Because better levels of quality lead to increased consumer satisfaction(Kotler & Keller,2009).

Research Hypothesis

The literature review highlighted that independent variables like attitude and value of awareness do affect household food waste in Malaysia. Therefore, the study planned to examine 114 the level of effect among these variables. Based on the literature discussed, the hypotheses of this study were summarized in the following manner:

H_1	There is significant relationship between Assurance and customer satisfaction.
H_2	There is significant relationship between reliability and customer satisfaction.
H_3	There is significant relationship between responsiveness and customer satisfaction.
H_4	There is significant relationship between tangible and customer satisfaction.
H_5	There is significant relationship between empathy and customer satisfaction.

Research Framework

Figure 1 below shows the research framework used for this study
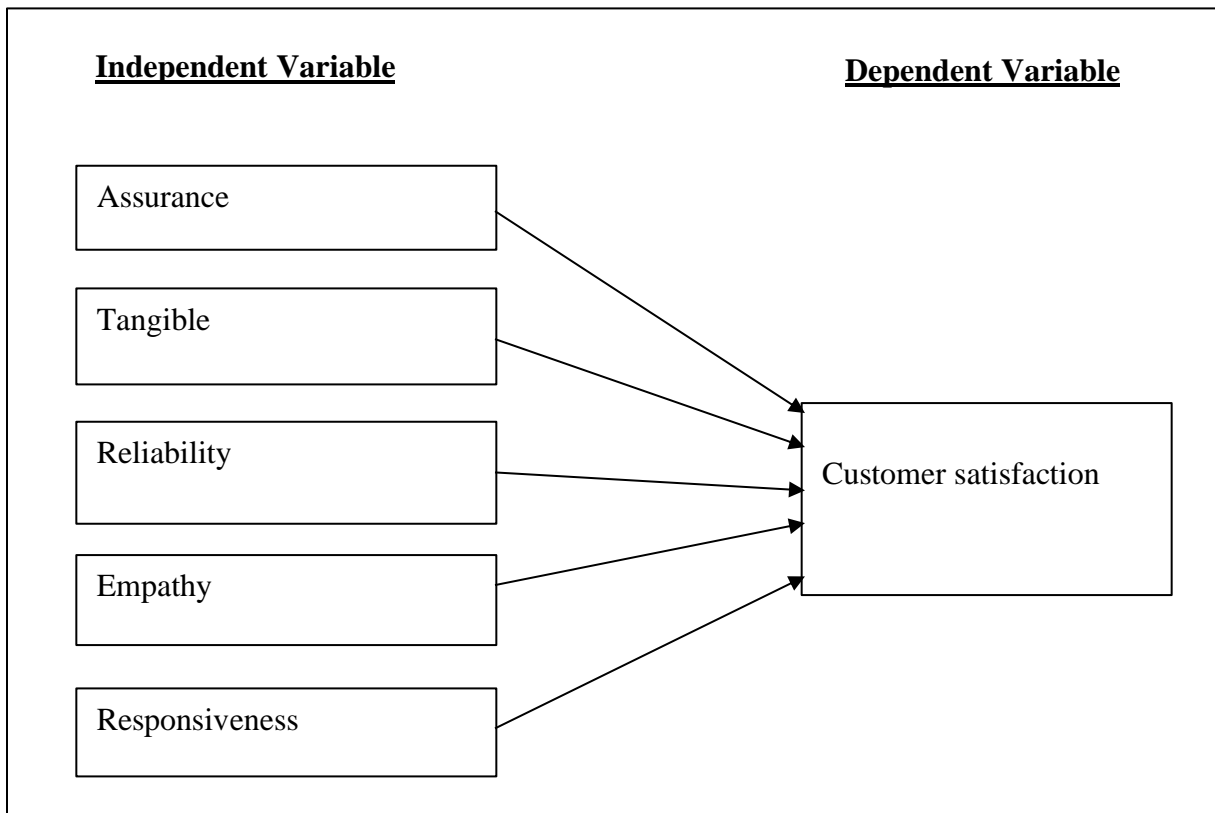
Figure 1: Research Framework adopted from Bayad Jamal Ali et.al (2021)

METHODOLOGY

Research Design

In this research, the survey will conduct by online internet survey. The advantages of internet online survey are cost saving, easy editing/ analysis, faster transmission time and access to unique populations (Kevin B.wright, 2006). The questionnaire contains a demographic section with multiple choices answers. The respondents must have to choose the determinant choices. On the google form, several sections are related to the impact on individuals and companies, Factors, and so on that need to be answered by the selected Airbnb customers. The google form has one to five options for answers. The first is firmly disagree until five, which is strongly agree. The selected employee only needs to choose one answer. The questions given are straightforward to understand, and concise.

Data Collection

The researcher will collect this study using a questionnaire and secondary data. A questionnaire is a set of questions or prompts used to gather information from a respondent (Kumar, Talib & Ramayah, 2013). The survey will be divided into three sections: section a, section B, and section C. All information will be given to Airbnb customers in Malaysia. The respondents will be given the questionnaire in English and Malay. Before distributing the questionnaire, the researcher would go throughout Kuala Lumpur collecting data by first obtaining consent from the target respondent. The data will be collected after the respondent has completed all 25 questions on the questionnaire.

Sampling

In this study, a non-probability sampling technique which is convenience sampling, was selected due to the current situation. Convenience sampling is a technique where samples are selected from the population as it is conveniently available (Khalid et al., 2012). Respondents in the target group are Malaysians who use Airbnb. The questionnaire was designed using Google Forms and distributed across social media, namely WhatsApp, Instagram, Twitter, and Facebook. By using Google Forms and social media, researchers can get more respondents.

Data Analysis

The quantitative data collected from respondents were analysed using SPSS version 26.0. The data on the demographic profile of respondents is being analysed using frequency analysis. Customer satisfaction with Airbnb service quality was identified and examined using descriptive analysis, and Pearson's Correlation was used to investigate the relationship between food reliability, assurance, palpability, empathy, and responsiveness to customer happiness on Airbnb service quality. Findings with a p-value less than or equal to 0.05 were considered statistically significant, and the hypotheses were accepted.

FINDINGS

Result of Frequency Analysis

Table 1: Demographic Respondent

Respondent profile	Classification	Frequency n=365	Percentage (%)
Gender	Female	222	60.8
	Male	143	39.2
Age	Below 20	43	11.8
	21-30	308	84.4
	31-40	12	3.3
	Above 40	2	0.5
Race	Malay	336	92.1
	Chinese	15	4.1
	Indian	12	3.3
	Other	2	0.5
Status	Student	249	68.2
	Employee	100	27.4
	Unemployed	16	4.4
Income	Below RM1000	275	75.3
	RM1001-RM2000	63	17.3
	RM2001-RM3000	27	7.4

Table 1 shows the characterization of respondents. 143 out of 365 respondents are male, represented 39.2%, while 143 respondents are female, representing 60.8%. Next, 11.89% of the respondents are below 20 years old, 84.4% of the respondents are between 21 to 30 years old, 3.3% of the respondents are between 31 to 40 years old, and only 0.5% of the respondents were aged 40 years old and above. The most famous race of respondents is Malay with 92.1%, followed by Chinese with 4.1%, Indian with 3.3% and others with 0.5%. 68.2% of the total respondents were student students remaining represented by both employees and non-employees. In addition, most respondents earned below RM1,000 monthly 75.3%, followed by the income of RM1001-RM2,000 with 17.3%, and RM2,001-RM3,000 with 7.4%.

Result of Descriptive Analysis

Table 2: Descriptive Analysis

Variables	Statement	n	mean	SD
Assurance	The property and its facilities have operating hours convenient to all their guest.	365	5.8521	1.02712
	It is easy to access to the property (transportation, car parking area, etc).	365	5.7205	1.06840
	Staff at the Airbnb are consistently courteous and friendly with customer.	365	5.7041	1.02180
	Airbnb area providing a safe and secure place.	365	5.6795	1.07863
	The capability of service providers to provide and deliver the relevant and correct service within a promised way	365	5.7699	1.06217
Tangible	The atmosphere and equipment are comfortable and appropriate for purpose to stay (beds, chair, room, etc, comfortable, clean and tranquil)	365	5.8521	1.02712
	The equipment of the property works properly without causing breakdowns.	365	5.7205	1.06840
	The Airbnb host provides the services.	365	5.7041	1.02180
	The Airbnb host provides the services at the time it promises to do so.	365	5.6795	1.07863
	Food and beverage served are hygienic. Adequate and sufficient. (Soap, shampoo, towel etc).	365	5.7699	1.06217
Reliability	Staff of the hotel able to provide service as promised.	365	5.5863	1.07485
	Staff of the hotel are dependable in handling customers' service problem.	365	5.5260	1.14475

	The hotel keeps customers informed of the performance of service.	365	5.4411	1.24696
	The service providers enable to consistently deliver a promised to its potential guests while visiting the Airbnb.	365	5.5562	1.09957
	The service providers are trustworthy to provide relevant responses consistently	365	5.5671	1.11632
Empathy	The Airbnb gives its customers individualized attention.	365	5.6438	1.05312
	Staff of the Airbnb understand the specific needs of them customers.	365	5.6521	1.04673
	Staff of the Airbnb have customers' best interest at heart.	365	5.6000	1.05299
	Staff understand customer need or try to understand it	365	5.6164	1.05391
	Staff is very cooperative to provide customer the request service.	365	5.6877	1.00054
Responsiveness	Staff at the Airbnb are ready to respond to customers' requests.	365	5.7315	1.06607
	Staff at the Airbnb are always willing to help customers.	365	5.7233	1.06783
	Staff is never being too busy to respond customer queries.	365	5.4767	1.15198
	Staff treat all customers equally regardless of whether they know someone in the Airbnb	365	5.6000	1.14546
	Does your service provider is willing to resolve your complaint?	365	5.6438	1.06608
Customer satisfaction	Your overall experience as a Guest?	365	5.6959	1.02341
	Customer satisfaction refers to a person's satisfaction with a product, a service, or a supplier	365	5.7589	1.02279
	Service quality is an important element of customer satisfaction.	365	5.7808	1.09503
	Customer satisfaction is taken as a yardstick for measuring the quality of service and providing excellent Customer service that decides the	365	5.08082	1.06464

	effectiveness of delivery process			
	Customer satisfaction has significant implications for the economic performance of firms	365	5.8137	1.03421

Table 2 shows the mean and standard deviation for 32 statements under five independent variables under the dependent variable based on the survey involving 365 respondents. The highest mean value for the effects of assurance and tangible was obtained by question 1 with 5.8521. The respondents agreed that the property and its facilities have operating hours convenient to all their guests for assurance. The atmosphere and equipment are comfortable and appropriate for the purpose of staying (beds, chairs, room, comfortable, clean and tranquil) for tangible. The lowest mean value of assurance and tangible was question 4 with 5.6795, where the respondents agreed that the Airbnb area provides a safe and secure place and the Airbnb host provides the services at the time it promises to do so.

As for types of reliability, the highest mean value was obtained by question 1 with 5.5863, where the respondents agreed that the Staff of the hotel is able to provide service as promised. The lowest mean value belongs to question 3 with 5.4411, where the respondents agreed that the hotel keeps customers informed of service performance. Meanwhile, the highest mean value for empathy was obtained by question 5 with 5.6877, where the respondents agreed and they know that the staff is very cooperative in providing the customer with the requested service taking. The lowest mean value belongs to question 6 with 5.600, where the respondents agreed that staff of the Airbnb have customers' best interest at heart. While for responsiveness, the highest mean value was obtained by question 1 with 5.7315, where the respondent agreed that Staff at Airbnb is ready to respond to customers' requests. Next, the highest mean value for the dependent variable of customer satisfaction on Airbnb service quality was obtained by question 5 with 5.8137, where the respondents agreed that Customer satisfaction has significant implications for the economic performance of firms. The lowest mean value belongs to question 4 with 5.08082, where the respondents agreed that customer satisfaction is a yardstick for measuring the quality of service and providing excellent Customer service that decides the effectiveness of the service delivery process.

Pearson's correlation between Assurances, tangible, reliability, empathy and responsiveness on customer satisfaction on Airbnb service quality.

Result of Reliability Analysis

The below shows the result of the reliability analysis

Table 3: Reliability Analysis

Variable	Number of items	Cronbach Alpha
Reliability	6	0.950
Assurance	6	0.942
Tangibles	6	0.941
Empathy	6	0.940
Responsiveness	6	0.941
Customer satisfaction	6	0.944

Following the pilot reliability test, the usable questionnaires, which include the selected 365 respondents, will be subjected to a real reliability test. Table 4.4 shows the reliability analysis of the five service quality variables toward Airbnb customer satisfaction. The reliability Cronbach's alpha coefficient value for reliability was 0.950, indicating excellent reliability. While reliability Cronbach's alpha coefficient value for assurance is 0.942 and for tangibles 0. 941 indicates good, customer satisfaction toward Airbnb gained only 0.944, which indicates questionable.

Result of Pearson Correlation Analysis

The below shows the Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	Significant (p-value)	Decision
H_1: There is significant relationship between assurance and customer satisfaction on Airbnb service quality in Lembah Klang.	3.3167	H_1 is supported.
H_2: There is significant relationship between tangible and customer satisfaction on Airbnb service quality in Lembah Klang.	2.8544	H_2 is supported
H_3: There is significant relationship between reliability and customer satisfaction on Airbnb service quality in Lembah Klang.	1.2192	H_3 is supported
H_4 : There is significant relationship between empathy and customer satisfaction on Airbnb service quality in Lembah Klang.	6.5893	H_4 is supported
H_5: There is significant relationship between responsiveness and customer satisfaction on Airbnb service quality in Lembah Klang.	6.5893	H_5 is supported

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

DISCUSSION AND RECOMMENDATION

The study experienced some specific issues and limits, which the influence of service quality on Airbnb customer satisfaction in Klang Valley, Malaysia, will highlight for future research. Respondents' survey responses cast doubt on the truth, resulting in incorrect findings that service quality should eliminate from the study. Future research is encouraged to be more creative and original in gathering respondents' data using qualitative methods such as in-depth interviews to obtain more reliable and detailed data. Second, due to eliminating unsuitable data, researchers confront restrictions in the accuracy of interpretive data. The researchers alone covered five determinants in this study. However, other crucial criteria may play a part in deciding the researcher's propensity to revisit consumers who were left behind. As a result, future researchers should perform additional research into other characteristics such as location, atmosphere, and proper facilities to accurately identify a customer's propensity to return to Airbnb. Customers may have varied opinions based on customer satisfaction; thus, future studies should examine new ones to perform surveys. A comparative study for Airbnb in different states in Malaysia might be undertaken by widening the sampling framework to include Kuala Lumpur and Selangor as a benchmark of customer revisit intentions.

CONCLUSION

This research examines the factors of service quality that influence customer satisfaction with Airbnb in the Klang Valley. The findings revealed that reliability, certainty, responsiveness, and empathy moderately affect customer satisfaction with Airbnb. Although most respondents agreed that tangibility was the most important factor in service quality when it came to Airbnb customer satisfaction, service quality discovered that the relationship between tangible and customer satisfaction is significantly weaker now that customers expect Airbnb to be more than just a place to work. Due to its popularity among millennials and locals, the study found that even though the factors are still far from achieving their optimum level, customers will return to Airbnb in Klang Valley in Kuala Lumpur. As a result, the study's goals have been completed.

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The Effect Of Online Restaurant Menus On Consumers' Purhase Intentions In Klang Valley Malaysia

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ABSTRACT

The study investigates the impact of online restaurant menus on consumers' purchase intentions in Klang Valley, Malaysia, to determine the relationship between menu visual appeal, menu informativeness, and food desire on consumers' purchase intentions. The online restaurant menus faced problems during COVID-19 and associated with the customers purchased. Hence, there are strong indications that digital or online menus will be around long after the pandemic ends, for the simple reason that many customers enjoy using them. The study's objectives areo examine the effect of menus visual appeal, menu informativeness and desire for food on consumers' purchase intentions. A questionnaire-based survey of 279 people who had previously used online menus at Klang Valley restaurants was conducted. The data were analysed using descriptive and correlation analysis. The findings demonstrate that the three variables are highly related to consumers' purchase intention, with the most vital relationships being visual menu appeal, menu informativeness, and desire for food. Following the findings, future researchers were given implications and recommendations. The implications of this research study supplied all of the necessary facts, particularly on how visual menu appeal, menu informativeness, and desire for food influence consumers' purchase intentions. This research may also help future consumers better understand the elements that influence their purchase intention.

Keywords: Klang Valley, consumers' purchase intentions, menu visual appeal, menu informativeness, desire for food

INTRODUCTION

In 2020, the coronavirus (COVID-19) was declared a pandemic, causing significant economic damage worldwide. As a result of the pandemic, policymakers all around the world have encouraged individuals to restrict their face-to-face interactions. People heard demands from the news and social media daily such as social distancing, self-quarantining, and isolation. For example, after the White House advised individuals to avoid mass gatherings and personal interactions to aid limit COVID-19 transmissions, most Americans (approximately 9 out of 10) stayed at home (Balz and Guskin, 2020).

Most restaurants were required to halt dine-in services during the first wave of the pandemic, which began in mid-March 2020, and only takeout, drive-thru, or delivery services were allowed. According to studies conducted by the National Restaurants Association (2020), the restaurant business lost more than $120 billion in sales by May 2020, and 8 million people were put off or furloughed. According to estimates, the pandemic might cost up to $240 billion by the end of the year (National Restaurant Association, 2020). Even though restaurants in every state were eventually authorized to reopen, restaurant owners still needed vital health information to reduce the chance of COVID-19 spreading.

Restaurant menus on the internet are frequently an afterthought. However, they are more significant than you may believe (Katherine Pendrill, 25 June 2021). An online restaurant menu is a list of various foods and beverages that are displayed on the owners' websites. It didn't simply look at foods and drinks; the information was presented in various ways, including pictures, titles, and formats. At the time of publication, all pricing and information were correct. Most people used to choose where to eat by looking at the menu in the window of any restaurant or asking a friend for a recommendation.

Online food delivery is defined as "the process by which food ordered online is prepared and delivered to the consumer" (Li et al., 2020). Food safety and hygiene are a challenge for online food delivery services because food delivered through online food delivery services can be contaminated due to the addition of delivery processes to the traditional restaurant business model (Alom et al., 2019). Additional concerns with online food ordering services include temperature control, packaging, and appropriate food containers during the delivery process (Maimaiti et al., 2018). As a result, customers who use online food delivery may have a higher food safety risk perception because they cannot observe the restaurants' and employees' hygiene in person, which may affect online restaurant menus on consumers' purchase intentions.

This study aims to provide insight into online restaurant menus on consumers' purchase intention in Klang valley. The findings of this study are essential since online restaurant menus are growing since covid-19 starts. However, this study emphasizes the determinants influencing consumers' purchase intention to online restaurant menus in the Klang Valley.

There are three objectives of this research:

1. To examine the effect of menus' visual appeal on consumers' purchase intentions in Klang Valley, Malaysia.
2. To examine the effect of menus and menu informativeness on consumers' purchase intentions in Klang Valley, Malaysia.
3. To examine the effect of menus and the desire for food on consumers' purchase intentions in Klang Valley, Malaysia.

SIGNIFICANCE OF THE STUDY
Researcher
The research paper assisted the researchers in exploring and discovering critical aspects of how visual menu appeal, menu informativeness, and consumer purchase intention in online restaurant menus in Klang valley that previous research had not discovered. By referring to the title of this research paper, future researchers will most likely be able to define what is required.

Food and Beverage Industry
In the Klang Valley, the study paper offers insights into consumer purchase intentions for online restaurant menus. Operators and marketers will be able to adapt to consumer intention and match customer demand. The sector will be able to obtain competitive advantages through better decision-making, resulting in increased profit.

LITERATURE REVIEW
Customer purchase Intention
Purchase intent is an important factor for consumers to consider when evaluating a product. Purchase intention, according to a previous study, refers to a customer's intention to buy a product or service. To put it another way, purchase intention refers to the likelihood of a consumer purchasing a product after considering it. Customers who have motives to buy a given product are said to have purchase intention. Acquire intention, according to Morwitz (2012),cording to Morwitz (2012), acquire intention is a sort of consumer behavior that appears in reaction to objects that suggest a person's desire to purchase something.

Menu visual appeal, menu informativeness, and food desire are all factors that strongly influence customer buy intent. In a prior study, a menu's aesthetic appeal and informativeness were proven to have a significant impact on client purchase intent. In a restaurant, bar, or hotel, a digital menu is displayed on a screen rather than printed on paper (Scott Schulfer, 2021). Menus describe the characteristics of the cuisine served in a restaurant, and each menu has its description. Menus are a powerful marketing tool that can affect consumers' purchasing decisions and their enjoyment of the meal served.

Menu visual appeal

Menu visual appeal relates to menu selection, graphics, and background colours that help to improve the overall appearance of menus on the website and in other smartphone applications (Van van Heijden, Verhagen, & Creemers, 2003).In contrast, the visual appeal of the food on the menu is just as significant as the tasting experience. Using design in plating raises the dining experience above just eating and enjoying it to a work of art and artistry. Form, texture, and colour are used to tell the story to create emotions and feelings (McCall and Lynn, 2008). Although many of these efforts have been successful in raising consumers' purchasing intentions and behaviours, little study has been done on how menus' aesthetic appeal and informativeness have influenced consumers' intermediate states and purchase intentions (Hou et al., 2017).

Tonkin et al. (2019), the appeal of menus influenced how consumers felt about their purchased food. According to Choi et al. (2010), menus can psychologically engage consumers' senses when they make food choices. Much of the research on this topic has focused on using the visual appeal of menus to increase revenue from food purchases (i.e., Brewer & Sebby, 2021). Menu visual appeal has been linked to perceived food quality because menus serve as a benchmark for establishing customers' expectations for their dining experience (Lin et al., 2015). Verma et al. (1999) discovered that diners from certain cultures prefer more visual stimulation in their menus than others to encourage them to purchase a menu item.

Menu informativeness

The informativeness of menus has also been investigated and used to increase revenue from food purchases (Brewer & Sebby, 2021). While the visuals on menus are essential in piquing customers' curiosity and intention to purchase (Wyer et al., 2008), the descriptions of meals on menus can also influence customers' purchase behaviour (Peters & Remaud, 2020). According to Tuorila et al. (1994), how menus present information can influence an individual's willingness to try new foods.

Several studies have found that customers expect a menu with nutritional information, ingredients, and food preparation methods (Mills and Thomas, 2008; Peters and Remaud, 2020). According to other research, detailed descriptions of menu items influence customers' food choices and increase restaurant sales (McCall and Lynn, 2008). (Wansink and colleagues, 2001) The researcher examined that an online restaurant menu that attracts consumers to buy online restaurant menus should have descriptive names, ingredients, and food preparation methods for the current study.

Desire for food

The term "desire for food" refers to a strong desire to consume food (Pelchat et al., 2004). Hunger, seeing images of food in the media, and watching others eat all influence the desire to eat food (Burger et al., 2011). Furthermore, hunger can sometimes contribute to negative emotions, but once satisfied, people feel better (McCormack and Lindquist, 2019). When people are stressed, they eat to try to alleviate their feelings (Cardi et al., 2015; Van Strien and Ouwens, 2007), and higher food intake occurs in response to negative emotions (Van Strien and Ouwens, 2007).

Food craving is another term for the desire for food. A problematic term for food addictions is "food craving." Physiol Behav. 2016, Rogers PJ, Brunstrom JM. Appetite and energy balancing. However, food craving can also refer to a desire for a specific food. Not yet going to the store, but already imagining how the food's appearance, taste, and attractiveness exaggerates the feeling of desire for the food. Wageningen Academic Publishers, Wageningen, 2014.

Research Hypothesis

The literature review highlighted that the independent variables like menu visual appeal, menu informativeness, and desire for food affect the online restaurant menus in Klang valley. Based

on the literature discussed, the hypotheses of this study were summarized in the following manner:

H₁ There is a significant relationship between menu visual appeal and purchase intention.

H₂ There is a significant relationship between menu informativeness and customers' purchase intention.

H₃ There is a significant relationship between the desire for food and customers' purchase intention.

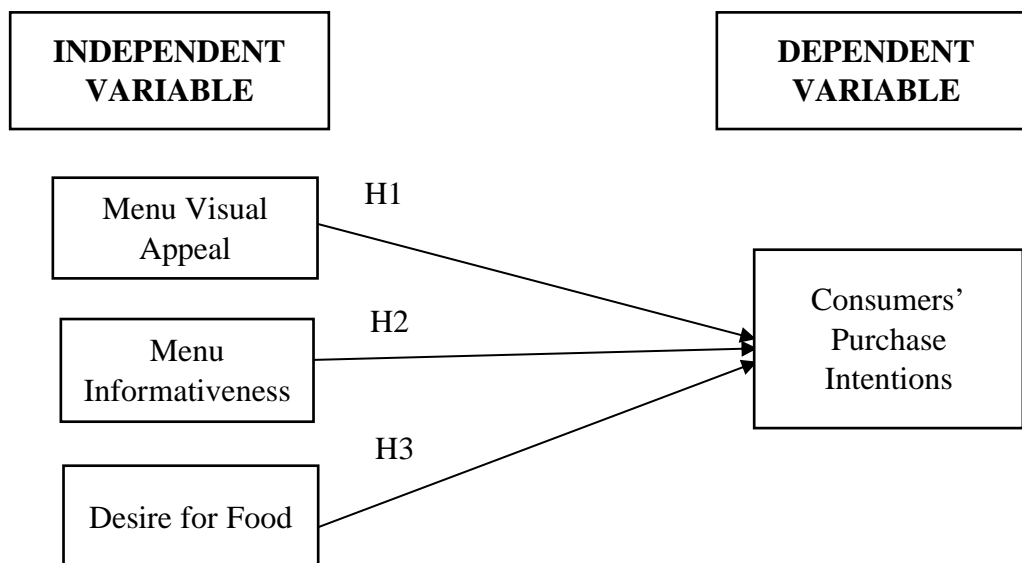**Research Framework**

Figure 1 below shows the research framework used for this study.

Figure 1.1: Conceptual Framework
Source: Framework adopted from Yusof (2016)

METHODOLOGY

Research Design

A questionnaire is used in this study to collect data in a quantitative method. The questionnaire is available in two languages, which are English and Malay. The survey had three sections with a total of 25 questions. Five multiple-choice questions were included in the first segment, which is a demographic profile. Twenty items with menu visual appeal, menu informativeness, and desire for food on consumers' purchase intentions in Klang Valley, Malaysia were included in the second and third sections on independent and dependent variables. The questionnaire uses a 6-point Likert scale for simplicity and ease of administration. The Likert scale ranges from 1 to 6, with 1 representing "Strongly Disagree" and 6 representing "Strongly Agree." The questions were adapted from previous research (P. Brewer and A.G. Sebby) that measured consumers' purchase intentions in the Klang Valley, Malaysia. They included visual menu appeal, menu informativeness, and desire for food. As a result, the instrument is regarded as trustworthy.

Data Collection

Before fieldwork, pilot testing was undertaken with 30 respondents in the Klang Valley to ensure the study's reliability. The fieldwork was subsequently conducted by randomly distributing questionnaires to 384 target respondents who consented to return to Klang Valley restaurants. Respondents were expected to use the six-point Likert scale to answer all questions. The data is collected once the respondent has completed all of the questionnaires. To protect the information obtained, researchers personally collected questionnaires from respondents. The final questionnaires revealed a 72.6 % response rate with a total of 279 usable questionnaires.

Sampling

The data for this study were collected using convenience sampling as a sample method. The goal of convenience sampling is to find individuals who live nearby and are willing to participate in the study. In brief, the sample size would be 384 persons based on the rule of thumb proposed by Krejcie & Morgan (1970).

Data Analysis

The quantitative data collected from respondents were analysed using SPSS version 24.0. The data on the demographic profiles of the respondents are being analysed using frequency analysis. Descriptive analysis was used to identify and investigate consumers' purchase intentions in Klang Valley restaurants, and Pearson's Correlation was used to investigate the relationship between menu visual appeal, menu informativeness, and desire for food in consumers' purchase intentions in Klang Valley restaurants. Findings with a p-value less than or equal to 0.05 were considered statistically significant, and the hypotheses could be accepted.

FINDINGS

Result of Frequency Analysis

Table 1

Demographic Profile (n=279).

Characteristics	Frequency	Percentage (%)
Gender		
Male	71	25.2
Female	211	74.8
Marital Status		
Single	235	83.3
Married	47	16.7
Religion		
Muslim	266	94.3
Christian	4	1.4
Buddha	8	2.8
Other	4	1.4
Ethnic		
Malay	262	92.2
Chinese	8	2.8
Indian	9	3.2
Other	3	1.1
Age		
18-20	227	80.5
20-29	18	6.4
30-39	6	2.1
40-49	1	0.4
50 and above	30	10.6

Elaboration: The characteristics of respodents are gender, marital status, religion, ethnicity, and age.

Result of Descriptive Analysis

Table 2
Mean, Standard deviation (SD) of items and variables (n=279).

Variable	Items	Mean Score	Standard Deviation
Menu Visual Appeal	The way this restaurant displays its online menu is attractive	5.0645	0.95367
	The online menu is visually appealing	5.1254	0.89886
	This online menu has a nice look and feel to it	4.9427	1.05101
	This online menu's design appeals to me	5.0717	0.99381
	This online menu's graphics appeal to me	5.1075	0.97223
Menu Informativeness	This restaurant's online menu is well presented and helpful	5.0323	0.98680
	The food on the menu is well described	4.9355	1.02283
	The menu lists all of the ingredients as well as the procedures used to prepare the cuisine	4.7204	1.34939
	The menu gives potential diners a complete image of the cuisine available	4.8925	1.07083
	The menu gives me enough information to determine whether the cuisine on offer is appropriate for my appetite	4.9211	1.12567
Desire For Food	The menu made my mouth water	5.0609	0.9994
	The menu whetted my appetite	5.0753	0.97342
	I feel hungry after looking the restaurants menu	4.9498	1.09166
	I felt compelled to grab and eat the meal when I saw the menu	4.9749	1.05398
	When I viewed the menu, I had and overwhelming desire to eat everything	4.8674	1.15381

Result of Reliability Analysis
Table 3

Variable	Number of Items	Cronbach Alpha
Menu Visual Appeal	5	0.921
Menu Informativeness	5	0.935
Desire For Food	5	0.935

Elaboration: Menu visual appeal is lowest than menu informativeness and desire for food, according to Cronbach Alpha.

Result of Pearson Correlation Analysis
Table 4
Pearson's Correlation between menu visual appeal, menu informativeness and desire for food on consumers' purchase intentions.

Hypothesis	P-Value	Result (Supported/Not Supported)
H₁: There is significant relationship between menu visual appeal and customers' purchase intentions	0.821	H1 is supported
H₂: There is a significant relationship between menu informativeness, and customers' purchase intentions	0.831	H2 is supported
H₃: There is significant relationship between the desire for food and customers purchase intentions	0.867	H3 is supported

Elaboration: All three hypothesis are supported for the P-Value.

DISCUSSION & RECOMMENDATION
Recapitulation of the Findings
Menu Visual Appeal

RO1   To examine the effect of the menu's visual appeal on consumers' purchase intentions in Klang Valley, Malaysia.

RQ1   What is the relationship between menu visual appeals and consumer purchase intentions in Klang Valley, Malaysia?

H1   There is a significant relationship between menu visual appeal and customer purchase intention in Klang Valley, Malaysia.

The Pearson's Correlation value (r-value) of menu visual appeal on customer purchase intention is strong (0.821), whereby the p-value is 0.000 ($p < 0.05$). This indicates that visual menu appeal is significant and positively related to customer purchase intention but is the lowest among the three variables. The average mean score for menu visual appeal is the highest reported at 5.0624. The respondents agreed that the menu's visual appeal is authentic and stimulates purchase incentives. Therefore, menu visual appeal facilities customers to choose their favourite food to purchase. Thus, the hypothesis is accepted whereby the relationship between menu visual appeal and customer purchase intention in Klang Valley is significant. As a result, the findings have met the first research objective, answered the first research question, and fully supported the first research hypothesis.

Menu Informativeness

RO2   To examine the effect of menus and menu informativeness on consumer's purchase intentions in Klang Valley, Malaysia

RQ2   What is the relationship between online restaurant menus and menu informativeness in Klang Valley, Malaysia?

H2   There is a significant relationship between menu informativeness and customer purchase intention in Klang Valley. Malaysia

The Pearson's Correlation value (r-value) of menu informativeness is 0.831, indicating a positive, strong relationship in determining customer purchase intention in Klang Valley, Malaysia. Since the p-value is less than 0.05 (0.000), the relationship between menu informativeness and customer purchase intention is significant, supporting the study's hypothesis. On the other hand, the average means for menu informativeness is the lowest reported at 4.9004.

The menu is borrowing techniques from the retailing industry that make items stand out as if to say, "Buy me." (David V. Pavesic, 2009). Proper menu informativeness can direct the diner's attention to specific items and increase the likelihood that those items will be ordered. It made researchers realize that menu informativeness is key to business success. As a result, the findings have met the second research objective, answered the second question, and fully supported the second research hypothesis.

Desire for Food

RO3	To examine the effect of menus and the desire for food on consumers' purchase intention in Klang Valley, Malaysia
RQ3	What are the relationships between online restaurant menus and the desire for food in Klang Valley, Malaysia?
H3	There is a significant relationship between the desire for food and customer purchase intention in Klang Valley, Malaysia

Pearson's Correlation value (r-value) was reported at 0.867, which indicates a positive, strong relationship. Meanwhile, the p-value is below 0.05 (0.000), showing a significant relationship between the desire for food and customer purchase intention. Hence the hypothesis is accepted. The average mean score for the desire for food is 4.9857. The desire to taste the food is a customer's behaviour to decide whether to buy or not. As a result, the findings have met the third research objective, answered the third research question, and fully supported the third research hypothesis.

Implication of the Study

The purpose of this study was to look at the factors that influence the effect of online restaurant menus on consumers' purchase intentions in Malaysia's Klang Valley. Th, the food and beverage business, and future clients of Klang Valley restaurants were among those who benefited from the consumers' purchase intentions in Klang Valley, Malaysia. The researcher will concentrate on the relationship between the dependent variable, which is consumers' purchase intentions, and the independent variables, which include menu visual appeal, menu informativeness, and desire for food, throughout this studyroughout this study, the researcher will concentrate on the relationship between the dependent variable, which is consumers' purchase intentions, and the independent variables, which include menu visual appeal, menu informativeness, and desire for food.

Firstly, for the new researcher or entrepreneur interested in this topic, this research study supplied all of the necessary facts, particularly on how visual menu appeal, menu informativeness, and desire for food influence consumers' purchase intention. This information will help the researcher determine what factors impact consumers' purchase intentions in Klang Valley, Malaysia. Furthermore, this research enabled the new researcher to identify crucial variables that have yet to be examined but can influence the consumers' purchase intention. Due to the findings of this study, future researchers may be able to select research findings that have a higher chance of being efficient in this research area. In fact, by referring to this research report, future researchers may develop an instinct for conducting research. Additionally, this research report could serve as a model for future literature reviews.

Second, the food and beverage industry benefits from this research because it provides information on the factors that influence the effect of online restaurant menus on consumers' purchase intention in Klang Valley, Malaysia. By responding to customer expectations about

menu visual appeal, menu informativeness, and the desire for food, restaurant operators can determine the effect of an online restaurant menu on consumers' purchase intention. As a result, restaurant operators must perform significant research about consumers' purchase intention, especially those who frequently return to restaurants, to completely satisfy the consumer's desire. As a result, the food and beverage industries can gain competitive advantages and profit by making more intelligent decisions.

Finally, by influencing online restaurant menus' effect on consumers' purchase intention in Klang Valley, Malaysia, the analysis of these findings benefits future customers. This research may also help future consumers better understand the elements that influence their purchase intention. This study explains the factors to consider when consumers plan to return to a restaurant to determine what factors influenced their intention. Because the true purchasing intention of the restaurant is proven in this research, future consumers will know what they want when they browse online restaurant menus.

Limitation of the Study

Several challenges and limitations were encountered in this research study, which should be highlighted for future research purposes. Firstly, researchers have faced challenges, such as time constraints, insufficient respondents, accessibilities, and communication barriers. The questionnaire was open to anyone with experience using online food delivery services. Besides, respondents are also limited to only those who used online food delivery or about online food delivery.

Secondly, the primary data for the study was collected via an online questionnaire; however, researchers were unable to determine the truthfulness of the respondent while answering the questionnaire using this method. This eventually led to invalid findings that had to be excluded from the study. This questionnaire may also be answered by others if distributed outside Malaysia if they have external contacts and may exceed the target respondents studied by the researcher.

After that, aside from the three independent variables (visual menu appeal, menu informativeness, and desire for food) that were included in the study, there was still a slew of additional factors that could influence consumer purchase intention. However, because the researchers only have a limited amount of time to explore more variables, this study primarily focuses on three primary independent variables. It comprises food characteristics, food prices, and the ease with which food may be purchased.

Finally, this study is limited to those with previous experience with online food delivery in the Klang Valley. As a result, the study's findings may not be representative of the entire community, particularly customers from other states in Malaysia who may not share the same views on their consumers 'purchasing intentions.

Recommendations for Future Research

Some of the challenges and limitations encountered in the study and some recommendations will be highlighted for future research purposes. In this study, the researchers only made coverage in the Klang Valley that may influence customers 'purchase intentions of online restaurant menus. Future research should consider the survey's location, as customers from different states in Malaysia may have different opinions due to differences in demographic profiles. This is because some places will not be affected to buy after seeing the online restaurant menu ads. This is because they have been exposed to online restaurant menu ads.

Furthermore, another study is proposed to study specifically on adults, one of the restaurant's regular customers. This is because this group often does not have time to cook at home due to busy work and lack of time. The advancement of technology and the problem of preparing online restaurants provides a solution faced by today's adults. Moreover, this study only focused on the consumer's point of view. Future research may examine these factors from a restaurant perspective to better understand the impact of online restaurant menus on customers 'buying intentions. This is because restaurants play an essential role in ensuring the best service to customers primarily through online restaurants.

CONCLUSION

The purpose of this study was to look at the factors that influence the effect of online restaurant menus on consumers' purchase intentions in Klang Valley, Malaysia. The findings revealed that the three variables are substantially related to consumers' purchase intentions, with visual menu appeal, menu informativeness, and desire for food having the strongest relationships. Although most respondents felt that their desire for food influenced their restaurant's purchase intentions the most, it was discovered that the relationship between menu visual appeal and menu informativeness has a substantial impact on consumers' purchase intentions. According to the study findings, consumers will buy through the online menu in Klang Valley restaurants based on the study variables, which include menu visual appeal, menu informativeness, and demand for food. As a result, the research objectives were achieved.

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Individual Perceived Security and Privacy of Mobile Application in Hospitality Industry

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ABSTRACT

Mobile applications are digitally crucial to customers because of advances in mobile technology, mobile access to high-speed internet, and the interactivity of mobile phone interfaces. The mobile applications experience is critical in the the hospitality industry, but the mechanism of customer intention development is still unknown. This study aims to examine the relationship between interactivity, functionality and perceived ease to use of mobile applications to perceived security and privacy. There are 335 respondents from Universiti Malaysia Kelantan (UMK) Pengkalan Chepa of FHPK students involved to answer the questionnaires conducted by the researcher. Google Forms was used to distribute the questionnaire and collect the data. The data collected through questionnaire surveys and SPSS software were used for the decision analysis. Descriptive analysis, reliability test and inferential analysis, which is Pearson correlation, were performed in this study. The findings showed that the interactivity, functionality, and perceived ease to use have a relationship with a p-value less than 0.001. The result indicates a significant relationship between interactivity, functionality and perceived ease to use of mobile applications to perceived security and privacy. The researchers have proposed a few recommendations related to the study.

Keywords: Mobile Applications, Interactivity, Functionality, Perceived Ease to Use, Hospitality Industry, Digitally

INTRODUCTION

Mobile applications have become an inseparable part of our daily lives. Mobile applications are digitally crucial to customers because of advances in mobile technology, mobile access to high-speed internet, and the interactivity of mobile phone interfaces. From communicating to funny, mobile applications provide some key activities that cause customers to spend a lot of time using them (Reychav, 2019). Every day, new mobile applications are released in the app store to meet customer demand for online shopping, gaming, financial management and other services that may be performed using mobile applications (Balapour, Reychav, Sabherwal, & Azuri, 2019).

The subject of the research is to explain the issues arising in mobile application interaction. In the hospitality business, mobile applications are divided into various application areas. Mobile applications are divided into opportunities and potential issues to strengthen customer security from irresponsible parties gaining access to specific personal data (Alom et al., 2019). These issues have been categorised to be addressed, and they have been discussed to improve people's impressions of the security and privacy of mobile applications in the hospitality business. Furthermore, customers who perceive privacy threats will be unwilling to register and refuse to disclose personal information to the company due to this issue.

Significance of the Study

Hotel Industry

Mobile applications can influence the customer experience in the hotel business. Because of the improved and unmatched comfort throughout their stay, mobile applications play a vital role in attracting new hotel customers and retaining existing ones. Due to the advent of mobile

applications, the quality of the visitor experience has improved dramatically, and the customer database has grown tremendously. The hotel may attract more customer attention and appeal to a bigger audience by establishing a mobile application that makes it easier for hotel customers to access services.

Customers

Mobile applications that offer self-service features and gather customer data can also help to improve hotel staff efficiency. Customers want to be able to choose how they interact with hotel staff and services. For example, many people would prefer to check in on their mobile applications rather than wait in line at the front desk. For customers who want to use their devices to organise their hotel experience, there can be fewer direct interaction points with staff, meaning there is more opportunity to allocate labour to other operational areas. Furthermore, many services that currently require staff to manually complete tasks, such as book reservations and valet requests, can be handled via mobile applications. As already mentioned, data gathered from a customer using the app can also help inform where and when more resources need to be allocated.

Travellers

Many hospitality companies launched mobile applications to reach out to potential customers. For example, Southwest Airlines allows its customers to reserve, change, cancel flights and check in using its mobile application (Southwest Airlines Co., 2015). In the traveller, mobile applications could do much more than simply provide information about specific locations or recommend places and itineraries based on the user's location. Travellers may use their mobile applications to purchase any service, like ordering an airline ticket, a hotel, a cab, or even creating a complete travel plan. Furthermore, carrying a smartphone everywhere is more convenient than carrying a lot of tourist guidebooks, documentation, and plans. Furthermore, the traveller may share their experiences with others regarding the service quality, cost, and experience while using any service, from plane tickets to rail tickets to hotel reservations.

LITERATURE REVIEW

Interactivity

Interactivity defines deals with the influence of engagement, interest, and appeal that may be an intrinsic characteristic in technology-mediated groups (Barreda, 2016). In this definition, interactivity is an essential high-tech capability to establish long-term relationships with its users (Neelotpaul, 2015) and the primary determinant of building an online brand (Voorveld, 2017). It allows reciprocal communication with other systems and users. Interactivity also deals with mobile applications designed as human attempts to structure the environment and create interaction between people. Interactivity also refers to emphasis on application interaction by bringing out user interactions (Sundar, 2010).

Interactivity can also be seen as a two-way communication flow that allows customers to respond, synchronise, and control. Two-way communication is conceptualized as a two-way information flow that allows the customers to respond (Kim, 2016). Interactivity has also been embraced, and scholars in the subject of interaction are very interested in seeing how well customers can participate in real-time changes in shape and content environments (Mollen & Wilson, 2017). Another critical aspect of the interactivity construct is controllability or customer control. Customer input and choice capacity (Yoo, 2015) is conceptualized as the ability of customers to determine the timing, topic, and sequencing of communications (Dholakia, Zhao, Dholakia, & Fortin, 2017).

Functionality

Functionality refers to the extent to which technology or system can aid customers in completing their intended goals (Wong, 2018). The ability of a computer programme or application to do a specific task or the number of operations it can carry out (Collins, 2017). The goal of functional mobile app design is to promote client satisfaction. For example, style and functionality, should ideally work together to make it easy for customers to explore mobile applications and access the most essential functionalities without being distracted by too many options (Ewen, 2019).

Several hotels have adopted a mobile-first strategy. They recognised that mobile applications are an excellent way to encourage potential customers to book rooms, check availability, learn about hotel services, read reviews, browse hotel images, and more (Chiang, 2017). Similarly, mobile applications are a great way to give customers a quick booking experience while keeping them updated about special discounts, events, and other information through regular mobile applications notifications (Jang, 2017). Hotels may also employ mobile applications to market their resorts and services to a far bigger audience in a fun and engaging ways. Customers may enjoy a seamless browsing experience on their smart devices due to the adoption of mobile applications without having to wait for a desktop computer (Linton, 2015).

Perceived Ease of Use

In the sphere of electronic banking, the relevance of perceived utility has long been acknowledged (Guriting and Ndubisi, 2006). Perceived ease of use (PEOU) is considered as the central element of technology adoption and technologythe central element of technology adoption and utilization behaviour. Perceived ease of use (PEOU) could be described as, a point where a person accepts that the application of a detailed system will be liberated of exertion, and simple to comprehend or utilize (Davis, Jen & Hung 2015). The technology acceptance model (TAM) was used to understand consumers' sustainability label usage behaviour for apparel products (Davis et al. 1989). The TAM depicts the relationships between perceived ease of use (PEOU), perceived usefulness (PU), and attitudes with behavioural intention (BI).

In hospitality and tourism information systems research, Perceived ease of use (PEOU) is a critical aspect of technology acceptance and utilisation (Bilgihan, Barreda, Okumus, & Nusair, 2016). PEOU is a widely used concept that refers to a customer's evaluation of the effort required to complete a technological task (Venkatesh, 2017). The desire to utilise mobile applications is positively influenced by perceived ease of use (PEOU) (Okumus & Bilgihan, 2015). PEOU denotes the degree to which customers believe the technology is simple to use, whereas PU denotes the degree to which customers believe the technology is useful (Davis et al. 1989). TAM theorises that PEOU and PU influence the formation of favourable associated with the use of technology, which, when paired with PU, leads to people's enhanced BI to use it. PEOU is also expected to positively influence people's perceptions of the technology's utility (Davis, 1989).

Perceived Security and Privacy

Perceived security and privacy refer to the degree to which users believe that a mobile application platform is secure regarding both financial aspects and personal information (Hartono, Holsapple, Kim, Na & Simpson, 2014). Perceived security and privacy refers to using mobile applications that appear to have specific security and privacy sensitivities to customers, particularly social networks, online banking and data customers (Fife, 2015). Concerning the diversity of definitions, people's perceptions of security and privacy on mobile applications are subjective variables. Hartono, Holsapple, Kim, Na & Simpson (2014) defined the notion of security and privacy as the ability of customers to trust that their data will not be disclosed at will by hotel owners who will take good care of customers' personal information. Perceived

security and privacy should not be taken lightly as it is the perception of customers that should be emphasized towards a hotel when they use mobile applications.

To deliver hospitality services highly, hospitality services companies must track customers' preferences, behaviours, and whereabouts (Kansakar, 2019). Hospitality service companies must ensure that customer data is managed and preserved appropriately to safeguard customers' data from physical, economic, and societal threats. The system that interacts with customers is the most susceptible in a hotel. This technology should ensure that customer interaction are safe and confidential by applying thorough security measures to avoid data leakage and theft (Munir, & Shabani, 2019). This will impact how customers react to perceived security and privacy when using mobile applications (Zhang, 2019).

Research Hypothesis

In this study, the following three hypotheses have been demonstrated based on the objectives of the study:

H₁ There is a positive relationship between interactivity of perceived security and privacy.

H₂ There is a positive relationship between functionality with perceived security and privacy.

H₃ There is a positive relationship between perceived ease to use of perceived security and privacy.

Research Framework

The framework has to identify the factor of perceived security and privacy as the independent variables (IV), such as interactivity, functionality and perceived ease to use and perceived security and privacy as the dependent variable (DV). The framework is used to study the direct effects of the relationship between interactivity, functionality and perceived ease to use.
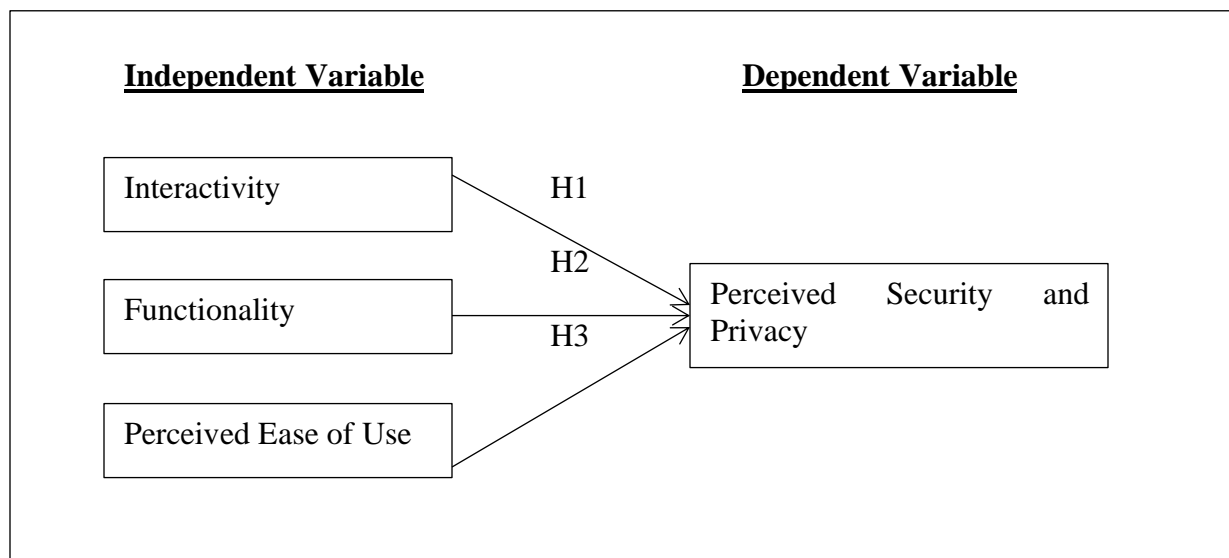

Figure 14: Research Framework

METHODOLOGY

Research Design

The research design refers to the overall strategy utilized to carry out research that defines a concise, and logical plan to tackle established research questions through the collection, interpretation, analysis, and discussion of data. This study focused on descriptive research. This study used the quantitative research to collect data on perceived security and privacy on

interactivity, functionality and perceived ease to use mobile applications. Quantitative research is the process of collecting and analysing numerical data. It can be used to find the patterns and averages, make predictions, test causal relationships and generalize results to broader populations. This is because quantitative research strategy means there will be continuous and distinct numeric data.

Data Collection

Data collection is a method for assembling and measuring data from a variety of sources to obtain comprehensive and accurate data. Data collecting allows an individual or organization to answer relevant questions, evaluate results, and make predictions about future probability and trends. The researchers will conduct and distribute the questionnaire online to students from the course Hospitality, Tourism and Wellness, which are from year 1 until year 4 at University Malaysia Kelantan (UMK).

Sampling

In this research, the researchers selected a non-probability sampling technique, which is snowball sampling. Non-probability is a sampling technique in which the researcher chooses samples from the subjective assessment of the researcher instead of from a random point of view. Snowball sampling is a technique in which samples are taken from a sampling frame.

Data Analysis

The tool used in analyzing the data is a statistical tool, or Statistical Package Social Science (SPSS), programmed version 25 computer software. The SPSS software helps the researcher determine the best statistical technique to use. SPSS data will interpret into statistics such as good percentage and cumulative percentage.

FINDINGS

Result of Frequency Analysis

The table 1 shows the result of frequency analysis.

Table 54: Frequency Analysis

Characteristics	Frequency	Percentage
Gender		
Male	151	45.1
Female	184	54.9
Age		
18 – 20 years old	64	19.1
21 – 23 years old	238	70.0
24 – 26 years old	33	9.9
Race		
Malay	144	43.0
Chinese	100	29.9
Indian	86	25.7
Other	5	1.4
Are You a User of Mobile Applications?		
Yes	335	100.0
No	0	0

What Mobile Applications Do You Usually Use To Find A Hotel Online?		
Trivago	112	33.4
Agoda	102	30.4
Bookings	94	28.1
Others	27	8.1
How Do You Check-In The Hotel?		
Mobile apps	142	42.4
Self-check-in	133	39.7
Counter	60	17.9
How Do You Manage Your Online Booking?		
Mobile apps	148	44.2
Self-check-in	90	26.9
Counter	97	29.0

Table 1 shows the frequency analysis characterization of respondents. 151 out of 335 respondents are male, which represents 45.1% of the total the sample, while 184 respondents are female, representing 54.9% of the total sample. There were 64 (19.1%) respondents aged 18 - 20 years old, while the majority of respondents were in the age range of 21 - 23 years old, which are 238 (70.0%) respondents and only 33 (9.9%) respondents were reported in the age of 24 – 26 years old. Next, the majority of respondents are Malay, with 144 (43.0%), followed by Chinese, with 100 (29.9%) respondents. There were also Indian with 86 (25.7%) respondents, and other races, namely Kadazan, Iban, and Sikh, represented 5 (1.4%) of total respondents. Besides, all respondents answered yes, which is 335 (100.0%) respondents to the question you are a user of mobile applications. Next, the majority of respondents who answer this question use Trivago, with 112 (33.4%), followed by Agoda, which is 102 (30.4%) respondents. From mobile applications of Bookings with 94 (28.1%) respondents and others in this part, namely, OYO represented 27 (8.1%) of total respondents. Besides, the majority of respondents in this part use Mobile apps with 142 (42.4%), followed by Self-check-in with 133 (39.7%) respondents, and Counter with 60 (17.9%) respondents. Lastly, the majority of respondents answered this question from the Mobile application with 148 (44.2%), followed by Self-check-in with 90 (26.9%) respondents and Counter with 97 (29.0%) respondents.

Result of Descriptive Analysis

Table 2 below shows the result of the descriptive analysis.

Table 55: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Interactivity	I believe mobile applications can be interactivity to customers in terms of perspective.	5.34	0.969
	I believe interactivity is two-way communication and becomes an important feature of mobile applications.	5.41	0.924
	I am confident that interactive contact can be done either with other customers or with other online organizations.	5.46	0.959
	I am sure that interactivity is also focused on the other consistently which is receiving and	5.36	1.034

	replying to its messages on the mobile applications.		
	I believe interactivity is an important feature for customers in order to help improve their efficiency.	5.44	0.974
	I aware the mobile application is smooth and easy to understand for the customers when interact with others.	5.41	0.940
	I am confident that interactivity can be achieved when they use the mobile application.	5.39	0.925
Functionality	Mobile applications provide information that is simple to understand and use for customers.	5.47	0.921
	The functionality mobile applications help a lot of customer to booking their hotel.	5.46	0.917
	Mobile applications can help customers check in faster and save their time.	5.39	0.915
	Mobile applications fulfil my expectations and meet my requirements.	5.37	0.957
	I am satisfied with mobile applications when I use throughout the trip.	5.42	0.947
Perceived Ease of Use	For me, learning to operate a mobile applications is ease to use.	5.50	0.935
	It would be easy for me to become skilled when using the mobile applications.	5.49	0.909
	I found that mobile applications to do what I want it to do is easy.	5.51	0.875
	By using mobile applications, my interaction would be clear and understandable.	5.41	0.946
	I would found that the mobile applications to be flexible to interact with.	5.55	0.894
	I would find that mobile applications easy to use.	5.47	0.908
Perceived Security and Privacy	I am aware that, the hotel has a clear security policy about "bring your own device" at the hotel.	5.43	0.945
	I have sufficient knowledge about the hotel's security policy regarding corporate communication conducted on mobile applications.	5.54	0.857
	I know that the hotel has implemented appropriate steps to secure mobile applications I use in the hotel.	5.64	0.829
	I am aware that the hotel has a clear policy regarding disaster recovery plan in case I experience security breach on mobile devices I use in the hotel.	5.54	0.904
	I am aware of the hotel's deployed Mobile Device Management that secures, monitors,	5.60	0.899

	manages, and supports the protection of data on mobile applications.		
	I'm aware that the hotel places limitations on corporate data that workers can access on their personal mobile applications.	5.50	0.975
	I'm aware that the hotel has a good handle on enforcing security and privacy measures to access sensitive or confidential data.	5.66	0.904
	I'm aware that security software on all mobile applications used in the hotel is updated on a regular basis.	5.62	0.917

Table 2 shows the descriptive analysis of the individuals' perceived security and privacy of mobile applications in the hospitality industry. The mean range for the interactivity is from 5.34 – 5.46, and the standard deviation is from 0.924 - 1.034. Eight (7) questions were measured with the highest mean of 5.46 agree for question number 3 on the statement 'I am confident that interactive contact can be done either with other customers or with other online organizations'. Meanwhile, the lowest mean with 5.34 was for question number 1, which agrees with the statement that 'I believe mobile applications can be interactivity to customers in terms of perspective'. The mean values for the other five (5) questions for numbers 2, 4, 5, 6 and 7 were 5.41, 5.36, 5.44, 5.41, and 5.39, respectively.

Next, the mean range for the functionality is from 5.37 – 5.47, and the standard deviation is from 0.915 – 0.957. Five (5) questions were measured with the highest mean of 5.47 agree for question number 1 on the statement 'Mobile applications provide information that is simple to understand and use for customers'. Meanwhile, the lowest mean ,5.37 was for question number 4 agrees with the statement that 'Mobile applications fulfil my expectations and meet my requirements. The mean values for the other three (3) questions for numbers 2, 3 and 5 were 5.46, 5.39 and 5.42, respectively.

Besides, the mean range for the perceived ease of use is from 5.41 – 5.55, and the standard deviation is from 0.875 – 0.946. Six (6) questions were measured with the highest mean of 5.55 agree for question number 5 on the statement 'I would found that the mobile applications to be flexible to interact with'. Meanwhile, the lowest mean, with 5.41, was for question number 4, which agrees with the statement that 'By using mobile applications, my interaction would be clear and understandable. The mean values for the other four (4) questions for numbers 1, 2, 3 and 6 were 5.50, 5.49, 5.51, and 5.47, respectively.

Lastly, the mean range for perceived security and privacy is from 5.43 – 5.66, and the standard deviation is from 0.829 – 0.975. Eight (8) questions were measured with the highest mean of 5.66 agree for question number 7 on the statement 'I'm aware that the hotel has a good handle on enforcing security and privacy measures to access sensitive or confidential data'. Meanwhile, the lowest mean, with 5.43, was for question number 1, agreeing with the statement that 'I am aware that the hotel has a clear security policy about "bring your own device" at the hotel'. The mean values for the other six (6) questions for numbers 2, 3, 4, 5, 6 and 8 were 5.54, 5.64, 5.54, 5.60, 5.50 and 5.62, respectively.

Result of Reliability Analysis

Table 3 below shows the result of the reliability analysis.

Table 56: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Interactivity	7	0.885
Functionality	5	0.836
Perceived Ease of Use	6	0.861
Perceived Security and Privacy	8	0.884

Table 3 shows the reliability analysis of the individuals' perceived security and privacy of mobile applications in the hospitality industry. The Cronbach's Alpha values of the variables questionnaire were above the acceptance level (i.e. 0.70), with the value range between 0.836 - 0.885. The first independent variable, Interactivity, was found to be good reliable (7 items; α = 0.885). The second independent variable, Functionality, showed good reliability (5 items; α = 0.836). The third independent variable, Perceived Ease to Use, showed a good reliability (6 items; α = 0.861) and the dependent variable, Perceived Security and Privacy, was found to be good reliability (8 items; α = 0.884). As a result, the data was considered suitable for further analysis.

Result of Pearson Correlation Analysis

Table 4 below shows the result of Pearson correlation analysis.

Table 57: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported / Not Supported
H₁: There is a positive relationship between interactivity of perceived security and privacy.	0.748	H₁ is supported
H₂: There is a positive relationship between functionality with perceived security and privacy.	0.779	H₂ is supported
H₃: There is a positive relationship between perceived ease to use of perceived security and privacy.	0.790	H3 is supported

Table 4 shows the Pearson correlation analysis of the individuals' perceived security and privacy of mobile applications in the hospitality industry. There is a significant high positive relationship between perceived security and privacy interactivity with 0.748. Next, there is a significantly high positive relationship between the functionality of perceived security and privacy with 0.779. Lastly, there is a significantly high positive relationship between perceived ease of use of perceived security and privacy with 0.790. All the significant positive relationships indicated that respondents are well- accepted the individuals perceived security and privacy of mobile applications in the hospitality industry.

DISCUSSION AND RECOMMENDATION

This study only discusses some factors on the relationship between individual perceived security and privacy of mobile applications in hospitality. Therefore, researchers studied factors such as interactivity, functionality and perceived ease to use. The results of the analysis of the study can show the number of university students who experience using mobile applications while booking their hotel. For suggestions, future studies could use other variables to reduce the problem while booking the hotel. For example, mobile room key. There are a couple of advantages to having a mobile room key. First, the obvious one is the convenience of it. The second, which is less discussed, is the security part of it. Traditional hotel room key cards can be lost and can also be hacked wirelessly, causing security issues for guests. In the case of mobile room keys, even if you lose your phone, it's theoretically more challenging for someone to hack into your phone than a standard room key for an experienced thief. (Terri Miller, 2018).

Future researchers could use this topic to create future studies to show the relationship between interactivity, functionality and perceived ease of use with perceived security and privacy. Researchers hope that future studies will maintain the method in collecting data quantitatively from the intended respondents. This is because researchers have selected the population among university students at UMK as many as 335 students and located in Kelantan. Therefore, the data were collected using an online questionnaire method to prevent the spread of the Covid-19 outbreak. Research done in the future is highly encouraged to use this method because researchers have now successfully conducted this study. Throughout the data collection, the researchers found that respondents were more inclined to fill out online questionnaires than written ones. This is because most researchers only use English and Malay to conduct the questionnaire. In addition, researchers can also use various languages such as Mandarin and Tamil in future questionnaires. This can make it easier for the Chinese and Indians to understand better the questions and not cause stress when answering the questionnaire by the respondents. Indirectly, researchers can further increase the level of foreign languages to make it easier to communicate between races.

CONCLUSION

The primary purpose of this research is to examine the relationship between interactivity, functionality and perceived ease of use with perceived security and privacy. According to the result, interactivity, functionality, and perceived ease of use are independent variables, and it is caused by influences on the dependent variable, which is perceived security and privacy. The Chapter 3 also mentions the total number of 335 respondents administered among the university students in UMK. The population of respondent were focused on students from the faculty of Hospitality, Tourism and Wellness. Next, in Chapter 4 ,the findings of results from the questionnaire survey that analyzed using descriptive and inferential analysis. The data obtained from the questionnaire has been evaluated by a software program using Statistical Package for the Social Science (SPSS). Lastly, Chapter 5 summarises the results based on data analysis. Thus, all hypotheses such as H1, H2, and H3 stated are accepted. In addition, limitations and recommendations when carried out this research also include that can be used for further studies.

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Factors Influencing Students' Satisfaction in Using E-Learning for Hospitality and Tourism Practical-Based Coursses

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ABSTRACT

E-learning has evolved into an educational tool, much like technology has evolved and improved over time. Major changes in their environments have presented significant challenges to higher education institutions, including hospitality and tourism programmes. Students face some problems or technical difficulties when using these systems, and this causes dissatisfaction among the students. This study aims to examine the factors influencing student's satisfaction in using e-learning. The researchers used a quantitative technique and questionnaires by Google Forms to conduct this survey. Statistical Package Social Science (SPSS) version 26.0 are used as a tool for analysing the data. The findings showed the strongest correlation would be the online interaction factor, followed by the system quality factor, and the lowest correlation will be the system quality factor. In this regard, the learning management system should be enhanced to boost online interaction. Collaboration between students and instructors should be the foundation for improved interaction.

Keywords: E-learning, Information Quality, System Quality, Online Interaction, Students' Satisfaction

INTRODUCTION

The government began privatising higher education in the 1980s in order to increase public access to higher education while reducing reliance on the public sector. As a result, Malaysia's private higher education sector is seeing exceptional and unprecedented expansion (Chai & Mei, 2009). In response to the wave of privatisation of higher education, a growing number of educational institutions are beginning to offer tourism and hospitality courses at the diploma, bachelor's degree, and even learning experience levels to meet the demand for skilled employment in the tourism and hospitality sector. By converting theory into practical learning, hospitality management education seeks to enrich students with technically oriented learning.

An e-learning system is now an essential tool for students to improve their learning processes. It's one of the systems that has significantly contributed to the IT industry (Mokhtar, Omar & Yuki, 2020). Learning is now regarded from a more significant viewpoint in general, with the use of technology, particularly the internet, in learning becoming increasingly popular at all levels of education, including schools and higher education institutions. Students today have grown up with access to the internet and digital devices.

Higher education institutions, especially hospitality and tourism programmes, have faced substantial problems as a result of huge changes in their respective settings. When students use these systems, they encounter issues or technological challenges, leading to discontent. Students behave differently than prior generations. As a result, educational practitioners and designers must recognise these distinctions and construct educational offers that are tailored to individual learning patterns, features, and behaviours (Song, 2010).

Quality instructor information is critical for students to comprehend each subject they study (Alom et al.,2019). This study aimed to investigate the influence of students' satisfaction in using e-learning for hospitality and tourism practical-based courses. Educators and academics are interested in students' perspectives and satisfaction with online learning courses. The dominating power result predicting student satisfaction with online courses is interaction-

driven quality rather than information-and-system-driven quality (Mokhtar et al., 2020). There were objectives of this research:

  1. To identify the relationship between information quality and students' satisfaction in using e-learning.

  2. To determine the relationship between technology and system quality and students' satisfaction in using e-learning.

  3. To examine the relationship between online interaction and student's satisfaction in using e-learning.

Significance of the Study

The study looked into the elements influencing student satisfaction with e-learning for practical-based hospitality and tourism courses. According to Cox (2012), as e-learning resources have become more widely available to educators, researchers have focused their efforts on an increasing number of points of view, with many assumptions and limitations surrounding research methodologies used and the subsequent interpretation of findings. Future researchers who want to perform a similar experimental study or any other study involving student satisfaction with e-learning can use the findings as a guide and reference. This requires researchers to thoroughly understand past evidence, theories, and practises to establish what they should be assessing.

  Furthermore, the study's findings will benefit students, professors, lecturers, and the general public. Students appear to benefit from and appreciate online courses that are detailed, logical, and user-friendly (Eom et al., 2006). When the course learning objectives are more specified, students have a better knowledge of the expectations for success and learning in the course. Student research e-learning course benefits show that interactive qualities appear to be crucial in influencing course quality as judged by student performance, grades, and course satisfaction. According to Roblyer and Ekhaml (2001), students do far better in online courses due to the flexibility and reactivity of e-learning.

LITERATURE REVIEW

Overview of E-learning

E-learning is introduced to students enrolled in open and distance learning (ODL) programmes. (Ali, 2004). It's critical to define exactly what e-learning means here. Learning providers can use e-learning applications to help them organise, deliver, and track the overall learning and teaching process. An e-learning system is a substantial reservoir of information because of its accessibility (accessible everywhere at any time), low cost, ease of use, and interactive nature. This emphasises the importance of being clear about what the term "e-learning" means anymore (Almaiah, Al-Khasawneh & Althunibat, 2020). Students can download instructional information onto mobile devices, connecting to mobile networks or local wireless networks. This definition emphasises that e-learning has evolved into a teaching tool, similar to how technology has evolved and developed over time. Surprisingly, there is currently a greater emphasis on technical innovation than on understanding the needs and cognitive strategies of different students and course design. The internet and online learning have advanced dramatically (Tham & Werner, 2005).

  E-learning should always offer current and relevant content. Learners need access to available professionals, the best sources, promptly responding instructors, and quick solution providers through e-learning. In addition, good learning requires effective and engaging learning content (Nagy, 2005). Intensive collaboration is required to exchange critical knowledge and information among partners, specialists, and professional colleagues (Nagy, 2005). As a result, e-learning must move away from a teaching-centred paradigm that encourages great knowledge dissemination by academics and toward a continuing-to-learn strategy. Students are becoming knowledge creators and builders. Aside from that, universities have traditionally had a wide range of instructional methods to choose from. However, given the scope and diversity of having to invent e-learning within universities, which usually

necessitates a strategic and academy methodology for its deployment, they may begin to exert more control over their education. (Knight & Trowler, 2001).

Information Quality

Information quality is defined as how customers perceive and use information, which can be described as useful outputs for business users (Gorla, Somers & Wong, 2010; Miller, 1996). There have been several definitions of information quality offered. Information quality is defined by Cheng (2012) as the accuracy, completeness, currency, efficiency, relevance, scope, and timeliness of information generated by an information system, with aspects such as information accuracy, completeness, currency, efficiency, relevance, scope, and timeliness being assessed.

Students will use the same interactive notes provided by this university because information quality is crucial for receiving accurate and correct information about the course (Adeela, Diana, Fadilah, Huda, Ismail, Jaafar Mokhtar, Rashidah, Sukiman Tahar, Zamani & Zuriati, 2013). The notes are also written by the appointed professors, making them more reliable to be used by students throughout the system (Adeela et al., 2013). Information quality positively impacts use and user satisfaction, which is consistent with findings on the success of e-learning systems (Aparicio, Cidral, Felice & Oliveira, 2017).

Information quality is vital in e-learning systems since the system course comprises the students' learning grounds, and content positively impacts learner satisfaction (Aparicio et al., 2017). The study's participants were all enrolled in university programmes. In contrast, the other study sample included students from various levels of education, and the findings support predictions that information quality has a positive impact on the use and user happiness, which is consistent with similar findings on the success of e-learning systems (Aparicio et al., 2017).

Technology Related and System Quality

System quality is a term used in the automobile industry to describe how far an industry has identified a set of desirable attributes that should be applied to a system in order to improve the product's overall lifecycle performance (Dubey, 2012). In this context, it is critical to specify exactly what system accessibility means. Accessibility, adaptability, simplicity of access, reliability, and response time are all aspects that can be used to assess system quality. (Bayraktaroglu et al., 2014). The success of technology designed to expand organisational knowledge and effectively execute technologies that assist organisational learning is dependent on the success of the technology.

Two critical drivers that promote technology usage are an applicant of information technology in task completion and finds turned into information, as well as perceived simplicity of use (Lee & Lee, 2008; Parka, Roman, Leec, & Chungd, 2009; Roca et al., 2006). Individuals are also motivated to use e-learning when they receive high-quality e-learning services to assist them in overcoming barriers. The quality of an e-learning system's service has been linked to a beneficial impact on technology adoption (Wang & Wu, 2007). End-users become more interested in learning and, as a result, happier when an e-learning system provides useful valuable knowledge for their job duties (Roca et al., 2006).

Furthermore, previous research has demonstrated the effects of perceived quality on learning satisfaction in three different areas of study, as previously indicated in the literature. Each of these has been examined further. User happiness, service support and quality, and the existing system are all considered (Baharudin, Hoon & Tajuddin, 2013). In e-learning contexts, perceived efficacy and anticipation have been proven to be critical. Assume the user had fewer opportunities and achieved greater success with the e-learning system, resulting in increased total user satisfaction. In e-learning, being satisfied with the system's operation leads to higher learning satisfaction, which may help to preserve the system (McKinney et al., 2002).

Online Interaction

Barnes (2000) examines online interactions in terms of affordances and opportunities for action, as well as the appropriate medium for boosting learning, and warns against their drawbacks. A communication-based framework defines the sender and receiver of three types of interactions in online education: learner-content, learner-instructor, and learner–learner (Reeves & Woo, 2007). Online contact is a new type of communication that is neither written nor spoken (Sher, 2009). Like face-to-face communication, computer-mediated communication (CMC) is a real-time interaction in which individuals negotiate meaning by modifying their input and output (Lee & Lina, 2001).

Allowances are a component of online interaction. The term "affordance" was coined by Day and Lloyd (2007) to describe how various technologies support learning by providing structures and opportunities for involvement. Lloyd (2010), for example, discussed how forums and wikis facilitate teacher-student collaboration in the generation of new information and reflective learning, because the capacity to record online exchanges allows for revisiting the experience, which encourages reflection.

A previous study demonstrated a beneficial association between online interaction and student satisfaction with e-learning. Richardson and Swan (2003) found that student satisfaction was influenced by online contact between learner and learner, learner and content, and peer interaction. They feel that emphasising the link between students and educators is vital. Weinert's (2001) research also found that whether or not students engage in meaningful engagement influences the quality of an online encounter. As a result, it is envisaged that peer interaction would influence learning results and satisfaction.

Student's Satisfaction

A person's state of mind after receiving a performance or outcome that satisfies his or her expectations is referred to as "satisfaction." Satisfaction is determined by the relative degree of expectations and how performance is viewed (Ilias, Rahman & Razak, 2008). Student satisfaction with an e-learning system was described by Mokhtar et al. (2020) as "success in the prescribed assignment."

Student satisfaction plays an essential role when teachers, their course programmes, and the overall quality of educational programmes are evaluated (Fernandez et al., 2015). In the context of the e-learning system, students' satisfaction with the quality of the e-learning system is crucial. As a result, various studies have highlighted the relevance of user satisfaction in determining the success of an e-learning system (Samarasinghe, 2012). Satisfaction increases students' motivation as a key "intermediate outcome," and motivation has long been considered one of the most important psychological aspects of academic performance (Babar, Gondal, Qadri & Zaheer, 2015). Peer engagement, student-faculty connection, and a sense of academic inspiration among both the student and the student's peers all have a significant influence on student satisfaction, according to Powers and Rossman (1985). Students' perceptions of online courses can be influenced by a positive attitude and expectations about curricular goals and activities to be achieved (Fernandez et al., 2015).

Research Hypothesis

The hypothesis for this research is to see if there are any significant differences between the independent variable and dependent variable:

H_1 There is a significant relationship between information quality and students' satisfaction in using e-learning.

H_2 There is a significant relationship between technology and system quality and students' satisfaction in using e-learning

H_3 There is a significant relationship between online interaction and student's satisfaction in using e-learning.

Research Framework

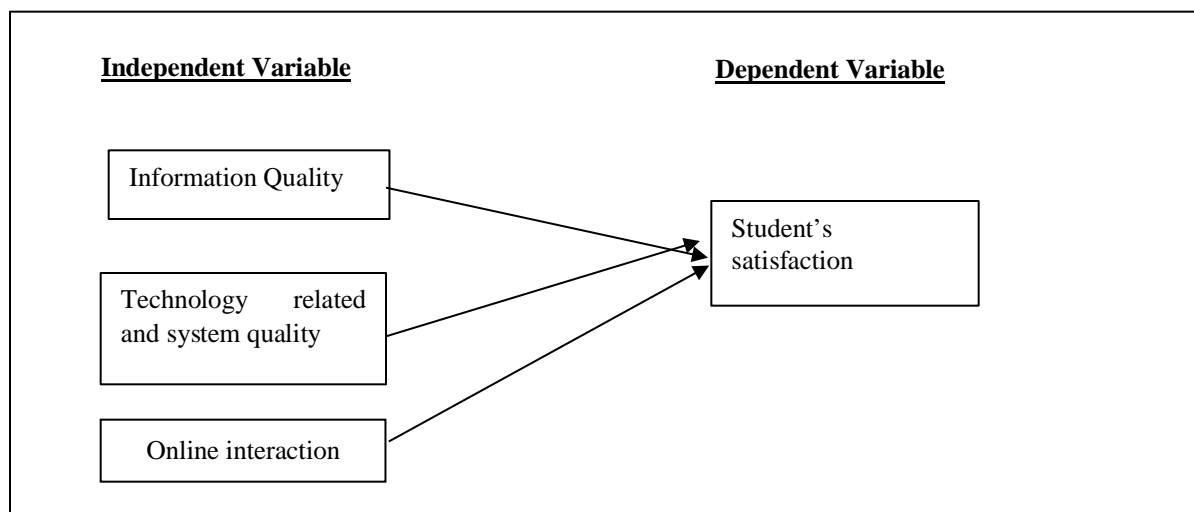Figure 1 below shows the research framework used for this study

Figure 1: Research Framework

METHODOLOGY

Research Design

This research used a quantitative method, with questionnaires delivered to 309 students at the University Malaysia Kelantan. This research's target population comprises UMK students majoring in tourism, hospitality, and wellness practical courses. According to the Faculty of Hospitality, Tourism, and Wellness, there are 1,191 students enrolled in practical courses related to hospitality, tourism, and wellness.

This research aims at the link between information quality, technology and system quality, online interaction as independent variables, and student satisfaction with e-learning as a dependent variable. A survey questionnaire will be used to collect data for this study. Each research subject will be given a personality questionnaire. For the study, the questionnaire will be divided into five sections: A, B, and C. Section A contains demographic data about the respondent, such as gender, age, year, and registered programmes at UMK. Section B will cover the independent variables that influence the student. Meanwhile, section D will concentrate on dependent variables, such as student satisfaction with e-learning for hospitality and tourism.

Data Collection

The data collection was conducted using questionnaires. The researcher addressed the class leader to seek for help passing the questionnaire in the WhatsApp group, which was offered through various platforms such as a WhatsApp group. The online form will be created using Google Forms. Will give the questionnaire to any hospitality, tourism, or wellness faculty member. The researcher would request assistance in disseminating to members of the same faculty or students currently enrolled in hospitality and tourism programmes at the University Malaysia Kelantan (UMK).

Sampling

In this research, the non-probability sampling approach was applied. Non-probability sampling is a method of selecting samples dependent on the researcher's variable instead of random selection. The Snowball sampling technique was employed as a basic sample method by the researchers. Inside this research, researchers will focus on respondents who have used e-learning and are UMK students. To identify the appropriate number of study participants.

Data Analysis

The Statistical Package for the Social Sciences (SPSS) researchers collected and analysed data from the questionnaire form distributed to the respondents. Data analysis may also be divided into descriptive statistics, reliability testing analysis, and correlation analysis.

FINDINGS

Result of Reliability Analysis

Table 1 below shows the result of the reliability analysis

Table 1: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Information Quality	5	0.805
Technology Related and System Quality	5	0.836
Online Interaction	6	0.866
Student's Satisfaction	5	0.824

The Cronbach's Alpha values for the questionnaire were very good (0.8) to excellent (0.9) in Table 4.2. (0.9). The first independent variable, information quality, was determined to be very good and dependable in terms of the degree of correlation (5 items: a = 0.8), as were the technology-related and system quality variables. The last independent variable, online interaction, was similarly determined to be very good and dependable in terms of Correlation strength (6 items: a = 0.8). The dependent variable, student satisfaction, was determined to be very good and trustworthy in terms of correlation strength (5 items: a = 0.8). The overall variables have remained with twenty-one (21) items as the current Cronbach's Alpha result is already above the excellent level. Therefore, the data were considered suitable for further analysis.

Result of Frequency Analysis

The distribution of the respondents in terms of their background characteristics was analysed using descriptive statistics involving frequency and percentage. Table 2 shows the result of the frequency analysis:

Table 2: Frequency Analysis

Characteristics	Frequency	Percentage
Gender		
Male	97	31.4
Female	212	68.6
Age		
17 -19	19	6.1
20-22	111	35.9
23-25	179	57.9
Program		
Hospitality	123	39.8
Tourism	112	36.2
Wellness	74	23.9
Year		

1		41	13.3
2		48	15.5
3		178	57.6
4		42	13.6

Table 2 shows the gender distributions of of 309 respondents collected from data collection. Table 2 shows that female respondents made up 68.9 percent (n=212) of the total, while male respondents made up 31.4 percent (n=97). Because university students are more feminine than males, female respondents outnumber male respondents. The total number of responders by age was shown. Ranging in age from 17 to 19, 20 to 22, and 23 to 25 years old. According to the table, the age group with the biggest number of respondents is 23-25 years old, with 179 respondents and 57 percent. Second, responders aged 20-22 made up 111 people, accounting for 35.9 percent of the total. Finally, the lowest age group of respondents was 17-19 years old, with 19 respondents and a value of 6.1 percent.

Other than that, based on the table shows the total respondents by the program at University Malaysia Kelantan (UMK) in Faculty Hospitality, Tourism and Wellness (FHPK). According to the table, Hospitality received the most responses, with 123 people responding for 39.8 percent. Tourism came in second with 112 respondents and a 36.2 percent response rate. Then came Wellness, which had 74 responses and a value of 23.9 percent.

For the years, the table above clearly reveals that year 3 respondents accounted for the biggest number of respondents, with 178 totalling 57.6 percent. The second year had 48 responses and a value of 15.5 percent. Meanwhile, the number of respondents in year 4 is 42, with a value of 13.6 percent. Year 1 had the lowest number of respondents, with 41 people responding for a value of 13.3 percent.

Result of Descriptive Analysis

Table 3: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Information quality	I agree the information provided by UMK e-learning system is useful.	4.28	0.705
	I agree the information provided by UMK e-learning system is understandable.	4.29	0.738
	I agree the information provided by UMK e-learning system is interesting.	4.25	0.784
	I agree that the information at my university online course website is relevant.	4.27	0.745
	I believe the online course website at my university is always willing to help students get information.	4.23	0.824
Technology related and system quality	I believe the e-learning system provided by UMK has an attractive appearance.	4.19	0.843
	I agree that the e-learning system provided by UMK has a stability.	4.17	0.853
	I agree that the e-learning system provided by UMK is easy to access.	4.09	0.847
	I believe the e-learning system provided by UMK is easy to find the content of user needed.	4.18	0.849

	I agree that the e-learning system provided by UMK is up to date.	4.23	0.798
Online interaction	I agree that my instructor responded promptly when students ask questions.	4.33	0.785
	I believe that I contributed to the learning environment by responding to my peers**.**	4.29	0.743
	I agree that my instructor encourages students to ask questions.	4.40	0.717
	I agree my instructor provided me feedback on my work through comments.	4.29	0.742
	I believe that I regularly communicated with my instructor of the course.	4.12	0.840
	I agree that increased contact with fellow students helped me more out of this course.	4.39	0.734
Student's satisfaction	I believe using an online learning service can help me learn more effectively.	4.30	0.758
	I believe online learning in our faculty is better than another faculty.	4.16	0.818
	I am generally satisfied with the online class arrangement.	4.21	0.818
	I am satisfied with the faculty members' alternative assessment plans.	4.23	0.792
	I agree that online learning service have a beneficial for me.	4.33	0.747

Table 3 shows the mean and standard deviation of information quality, which could determine students' satisfaction with e-learning. The respondents agreed (mean= 4.23, standard deviation= 0.824) that students believe the online course website at their university is always willing to help students get information. Meanwhile, the respondents also agreed (mean= 4.29, standard deviation= 0.738) that the information provided by the UMK e-learning system is understandable.

Regarding technology-related and system quality, the respondents agreed (mean= 4.09, standard deviation= 0.847) that the e-learning system provided by UMK is easy to access. While the respondents agreed (mean= 4.23, standard deviation= 0.798) that the e-learning system provided by UMK is up to date.

The lowest mean that respondents agree that they regularly communicated with their instructor of the course (mean= 4.12, standard deviation= 0.840). Meanwhile, the highest mean that the respondents totally agree is that their instructor encourages students to ask questions (mean= 4.40, standard deviation= 0.717). Other than that, online interaction might be the factor influencing student's satisfaction in using e-learning.

After that, as for the student's satisfaction as a dependent variable that influences respondents in using e-learning for hospitality and tourism practical-based courses, the respondents agreed (mean= 4.16, standard deviation= 0.818) that online learning in their faculty is better than other faculty. Meanwhile, the respondents agreed (mean= 4.33, standard deviation= 0.747) that online learning services are beneficial for them.

Result of Pearson Correlation Analysis

Table 4 below shows the Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis		Correlation Coefficient (r) + Strength	P-value	Result (Supported/Not Supported)
H^1: There is a significant relationship between information quality and students' satisfaction in using e-learning.	Information Quality ▼ Student's Satisfaction	0.749 + High Positive	< 0.01	H_1 is supported
H^2: There is a significant relationship between technology and system quality and students' satisfaction in using e-learning.	System Quality ▼ Student's Satisfaction	0.717 + High Positive	< 0.01	H_2 is supported
H^3: There is a significant relationship between online interaction and student's satisfaction in using e-learning.	Online Interaction ▼ Student's Satisfaction	0.786 + High Positive	< 0.01	H3 is supported

The Pearson correlation coefficient and significant value are shown in Table 4. For each variable, the p-value was less than a significant level of 0.0. 309 respondents who have utilised e-learning for hospitality and tourism practical-based courses found a significant relationship between student satisfaction and information quality. The independent variable is information quality, while the dependent variable is student satisfaction. The correlation coefficient is 0.749, indicating that the dependent variable and the interpretation of information quality have a high positive correlation in Table 4.4.

Meanwhile, the relationship between student satisfaction and technology-related and system quality among 309 respondents who participated in the questionnaire has shown the result correlation of that indicates 0.717 and online interaction shows the result correlation of that indicates 0.786. In that case, the technology-related variable and system quality and online interaction also showed the same result as information quality, where the interpretation of it has a high positive correlation between the student's satisfaction. The index of both values shows information quality and system quality at between 0.70 and 0.90 significant levels.

Therefore, based on the results, all hypothesis is supported and became a factor in students' satisfaction with using e-learning.

DISCUSSION AND RECOMMENDATION

The research study's objective is to examine the relationship between information quality, technology related and system quality and online interaction towards student's satisfaction in using e-learning among student Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan. The data result shows a significant relationship between the independent variables and the dependent variable. Similarly, an earlier study has discovered a link between information quality, system quality, online interaction and student satisfaction. In addition, online interaction has the strongest correlation compared to information quality and system

quality based on the Pearson Correlation values, followed by information quality and system quality represented by the correlation (0.786 > 0.749 > 0.717).

Based on the study's findings, the current study would provide several recommendations for future research to include new variables that have a more significant influence or lead to the student's satisfaction in using e-learning. Future research should aim to broaden the scope of the study to include more fields and levels. Researchers should consider how perceived interaction quality influences output variables such as access, teacher satisfaction, student learning, and cost-effectiveness. It will be fascinating to learn more about how learning process variables affect faculty satisfaction.

Furthermore, students' social skills, such as communication, reasoning, and practical abilities, will be diversified through interactive learning activities during the online learning process. As a result, professors should play a role in offering online learning that includes activities that can improve students' knowledge and excite and develop crucial social skills.

CONCLUSION

In conclusion, this study has discovered the factors influencing students' satisfaction in using e-learning for practical courses in hospitality and tourism. Four independent variables, information quality, technology-related and system quality and online interaction, have been chosen to examine their relationships with the dependent variable, which is the students' satisfaction in using e-learning for hospitality and tourism practical-based courses. A total of 309 respondents aged 17 years old and above were selected from UMK students who majored in tourism, hospitality and wellness practice based courses. Overall, online interaction has the strongest correlation compared to information quality and system quality based on the Pearson Correlation values, followed by information quality and system quality represented by the correlation (0.786 > 0.749 > 0.717).

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Perception of Health and Safety Precautions for Post-Pandemic Malaysia Domestic Travelling Decision

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ABSTRACT

Covid-19 has produced conditions that impact all countries and individuals worldwide, causing society to adjust their political, economic, and social behaviour on an unprecedented scale in the contemporary age. The researchers wanted to research whether the independent variable (destination choice, accommodation hygiene, and group size) and the dependent variable (decision-making) were related. 384 questionnaires were distributed to those travelling during the post-pandemic era. The researcher conducted questionnaires through social media such as WhatsApp, Instagram and Twitter. Descriptive analysis was used to describe the respondent's demographic and to study the relationship between Independent Variables (IV) and Dependent Variable (DV) by using Pearson correlation. A pilot study was used to measuring the reliability of the questionnaire. The researcher conducted a pilot study with 30 respondents before conducting the questionnaire. Data for pilot tests were conducted using Cronbach's Alpha analysis to ensure the internal reliability of the information. This research will also benefit future research to further studies related to this topic.

 Keywords: Destination choice, Accommodation hygiene, Group size, Decision making.

INTRODUCTION

The spread of the Covid-19 pandemic has affected the entire world and, at the same time, forced a change in political, economic and social behaviour in society. This change is a large-scale and unprecedented change in today's modern era. Due to that, some countries are tourist havens feeling the effects of the Covid-19 epidemic. Among them are the U.S.A., United Kingdom, France, Spain, Belgium, South Africa, Norway, Italy and Sweden. Since travel is required for tourism activities, any factors that hinder travel may profoundly impact the tourism industry (Verma et al., 2020). The Covid-19 epidemic has changed many aspects of human life, and business, including tourism management, as almost half of the global population adopts movement restrictions on a large scale (Rahman, Gazi, Bhuiyan, & Rahaman, 2021).

Safety and health measures are a priority when travelling. Safety and health precautions can protect individuals from the threat of disease or danger that can invite harm. Every tourist has risks in terms of health, especially children, pregnant women and the elderly, due to having weakened immunity. Therefore, the Ministry of Tourism, Art and Culture Malaysia (MOTAC) and the Ministry of Malaysia must provide health accreditation programs to the tourism industry covering the aviation, hotel, transportation and shipping operations sectors (Idris, 2020). Through this accreditation, the tourism sector that passes the assessment from the Ministry of Health MOTAC is given a special badge as a health and safety certification. With this assessment, individuals with weak immunizations can travel safely during the post-outbreak.

The destination is the main thing in making vacation planning. Therefore, before planning a vacation, individuals need to make the right destination selection so that the intended destination is safe from Covid-19 infection during the vacation. Tourism destination decision-making has been extensively explored, and many variables have been recognized as explanatory variables of destination choice (Alom et al., 2019). For destination selection, tourists prefer destinations that are not crowded with other tourists to avoid congestion (Rahman, Gazi, Bhuiyan, & Rahaman, 2021). In addition, accommodation hygiene is the

second thing in making holiday planning. This is because the cleanliness of the accommodation is essential during the holiday so that tourists feel comfortable, and safe and do not worry about the epidemic infection. The Covid-19 infection rate is low when the accommodation is clean because of frequent cleaning.

Moreover, tourists will seek safe accommodation with proper social spacing and sanitation as a precaution (Awan, Shamim, & Ahnn, 2020). Once travel decisions have been made, group size is also an essential element during a post-pandemic vacation. Traveling in a small group can prevent the transmission of Covid-19 infection because there are not many at once. Therefore, tourists can keep their distance from other tourists. Traveling in larger groups is prone to infection and complicates the situation when miscommunication and schedule conflicts occur (Su, Cheng, & Huang, 2021). Decision-making also influences tourists to decide to travel.

This study examines the perception of health and safety precautions regarding post-pandemic Malaysia domestic travelling decisions. Decision-making also influences tourists to decide to travel. Tourists do not want to risk of traveling during the post-pandemic because of safety and health concerns. Therefore, industry players in tourism need to adhere to prevention protocols and Standard Operating Procedures (SOPs) and SOP compliance to tourists to curb the spread of Covid-19 infection. There are three objectives in this research:

1. To identify the relationship between destination choice and the post-pandemic Malaysia domestic travelling decision.

2. To examine the relationship between accommodation hygiene and the post-pandemic Malaysia domestic travelling decision.

3. To determine the relationship between group size and the post-pandemic Malaysia domestic travelling decision.

Significance of the Study

Academic

This study focuses on the perception of health and safety precautions regarding post-pandemic Malaysia domestic travelling decisions. The findings from this study can help future researchers in making studies related to taking health and safety measures when travelling during the post-pandemic. The ideas presented or future researchers can use the findings from this study as reference data in conducting new research or in testing the validity of other relevant findings. This study will also be a cross-reference to future researchers who will provide background or an overview of the perception of health and safety precautions for post-pandemic Malaysia domestic travelling decisions. Future researchers may also be interested in this study. It can be a guide for future researchers to gather information, and that information can be a building block to have a more extensive study.

Practical

The findings of this study will benefit the community, namely tourists and the tourism industry, such as travel agencies, hospitality establishments and MOTAC organisations. This is because this study focuses on selecting tourism destinations that prioritize health and safety during the post-pandemic. Therefore, the relevant tourism industry can benefit from this study by prioritizing health and safety measures to the destination choice and accommodation hygiene when travelling the post-pandemic. This is to attract tourists because destinations that prioritize health and safety features are the leading choice of tourists in the post-pandemic to protect themselves from the threat of disease and danger.

LITERATURE REVIEW

Safety and Health

Several countries' regulations and travel restrictions have impacted the perception of tourist tourism during and after a pandemic (Wachyuni & Kusumaningrum, 2020). Whereas travel was once considered a personal option, it is now restricted by government regulations regarding access, promotion, safety, immigration, customs, disease prevention, and even foreign policy (Richter,1999). COVID-19's global pandemic has disrupted not only entire socio-economic institutions but has also presented a threat to globalisation and enterprise global operations.

According to another study, tourists' views of safety and health concerns can influence their perceptions of tourist locations, making them more likely to seek out tourist destinations with the quantity and quality of facilities that correspond to the required health regulations (Wachyuni & Kusumaningrum, 2020). Tourists will indeed conduct a safety and health examination of the tourist attraction. Tourists desire as much information as possible about the destination where they plan to spend their vacation to avoid risk and uncertainty about service quality and safety. Tourists gather information about destinations, modes of transportation, and lodging options, compare prices and services, and see photographs and videos from these locations.

Destination Choice

A tourist destination is where people or groups travel to visit (Rashid, 2013). According to Saito and Strehlau (2018), the individual's location selection is influenced by four factors: internal, external, nature, and travel experience. Apart from that, choosing a tourist destination is indeed a difficult task because there are so many variables to consider while making a decision (Karl, Reintinger, & Schmude, 2015).

Since the COVID-19 crisis, tourism operators have been fighting hard to get tourists back to travel. According to Garci, Juaneda, Raya, and Sastre (2015), there is a link between destination choice and post-pandemic travel decisions. Furthermore, behaviour in determining which tourist destination to visit is always linked to the risk of travel; for now, COVID-19 is considered the biggest travel risk (Garg, 2015). Therefore, the post-pandemic of Covid-19 is expected to significantly impact tourists' perceptions of health risks and may alter travel patterns in the long run (Karl, Muskat, & Ritchie, 2020).

Accommodation Hygiene

Accommodation, according to Ramyar, Zaheer, Halim, and Ghasemi (2020), is an establishment that provides travellers with rooms or a place to stay while on vacation. According to Nutsugbodo (2016), tourist accommodation provides a psychological platform for travellers who are temporarily away from home. The accommodation facility's cleanliness standards and customer health protection are the components that attract travellers to stay during the pandemic.

Besides, Riestyaningrum, Ferdaos, and Bayramov (2020) discovered a significant partial association between hygiene and safety on travel intention due to COVID-19. Therefore, the customers' lodging preferences will impact their overall trip plans (Pappas and Glyptou, 2021). A previous study also discovered that accommodations had a largely favourable impact

on traveller satisfaction, and satisfaction has a strong positive association with the intention to revisit the same accommodation (Abdullah & Lui, 2018; Handriana & Putra, 2019).

Group Size

Group size influences group decision-making in the tourist business. For example, group size influences trip mobility patterns, tourism product choices, and expenditures (Su et al., 2021). According to Su, Cheng, and Huang (2021), group size influences group decision-making in the tourist business, ; for example, trip mobility patterns, tourism product choices, and expenditures are all influenced by group size (Su et al., 2021).

Furthermore, Su, Cheng, and Huang (2021) stated that larger groups frequently experience coordination issues such as miscommunications and scheduling obstacles, as opposed to small groups, which have fewer concerns because travel is more accessible, and it is easier to oversee every movement of the group members. The size of a group can have a favourable impact on the closeness and collaboration amongst members of a travel group, which is significant in tourists' evaluations of tourism experiences (Su et al., 2021).

Decision Making

Decision-making is the process through which an individual, group, or organisation decides what future activities to pursue given a set of objectives and resource constraints (Schoemaker et al.,2014). Internal reasons such as stress and panic, fear of being contaminated, or dread of catching an illness by finding oneself in a crowd, surrounded by countless people whose health status is unknown, are reasons for oneself to avoid travelling (Chebli, Amina & Ben, 2020).

Besides, travelling to less-congested regions, as the results demonstrate, maybe the next trend (Shamshiripour et al., 2020). Then, on the future trip, the tourist will be more concerned about the cleanliness of airports, public spaces, hotels, restaurants, tourist attractions, and everyday requirements, as well as the location's accessibility and quality of care (Allam et al.,2014). Other than that, Metro Online (2021) reported that Malaysians would continue the desire to travel in small groups with family and friends for a more relaxing vacation and to visit rare natural areas.

Research Hypothesis

The literature review highlighted that the independent variables, destination choice, accommodation hygiene and group size, affect the post-pandemic Malaysia domestic traveling decision. Therefore, the study planned to examine the effect level among these variables. Therefore, the hypotheses of this study were represented in the following manner based on the literature discussed:

H₁   There is a significant relationship between destination choice and post-pandemic Malaysia domestic travelling decisions.

H₂   There is a significant partial relationship between accommodation hygiene and post-pandemic Malaysia domestic travelling decision.

H₃   There is a significant relationship between group size and post-pandemic Malaysia domestic travelling decisions.

Research Framework

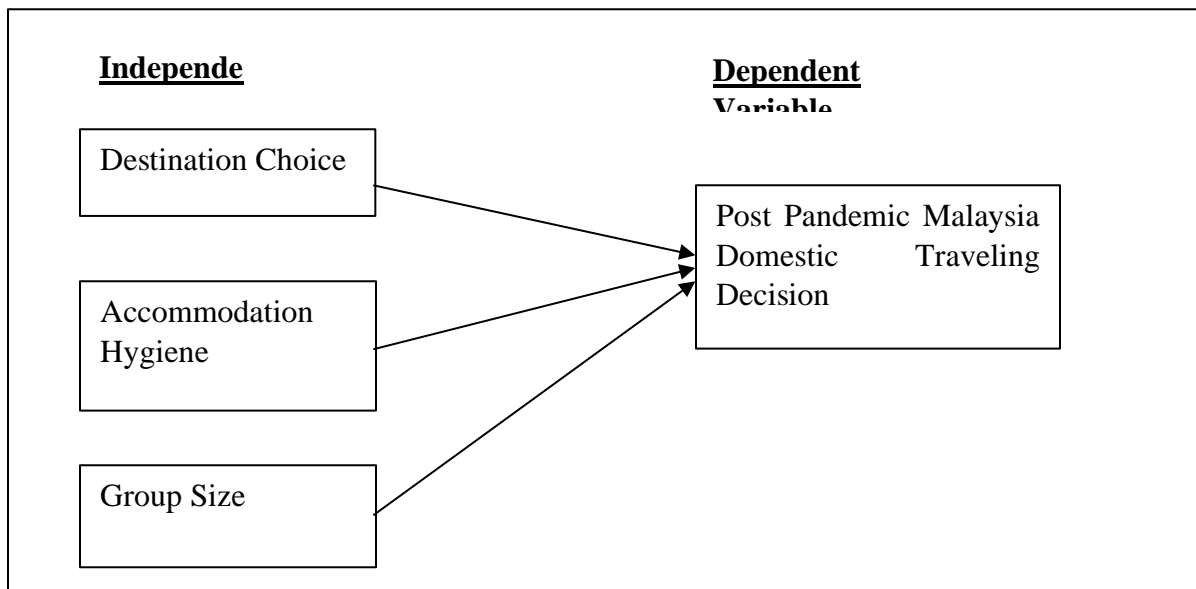Figure 1 below shows the research framework used for this study

Figure 1: Research Framework

METHODOLOGY

Research Design

The research design describes the type of study to be conducted and the expected outcome of the project. The main objective of research design is to guarantee that the information obtained throughout the research answers the research questions. The relationship between destination choice, accommodation hygiene, group size as independent variables, and perception of health and safety precautions toward post-pandemic Malaysia domestic travel decision as a dependent variable, is conducted in this study. The researchers use quantitative to study the respondents involved in Malaysian domestic travel decisions during the Covid-19 pandemic. This is because the result is numerical and measurable.

Data Collection

Pilot study was used to measure the reliability of the questionnaire. The researcher conducted a pilot study with 30 respondents before conducting the actual questionnaire. Data for this pilot test were conducted using Cronbach's Alpha analysis to ensure the internal reliability of the information.

An online questionnaire is used to collect data for this study. The research utilizes Google Forms because it is simpler to reach respondents all around Malaysia due to the rapid rise of social media. Furthermore, the fact that the total number of samples is 384 is one reason why the researchers cannot employ other methodologies such as surveys due to the large sample size. Then, the researchers will distribute the complete questionnaire via social media such as WhatsApp and Instagram to reach out to the respondents for this research. The questionnaire is likely to be distributed in 2022. The researchers use the Google Form because it is a free web tool that enables the rapid and easy data capture. Moreover, the researchers can create surveys in minutes with Google Forms to collect information from clients or collaborators about products or services.

Sampling

In this research, the researchers used non-probability sampling. Non-probability sampling is a method of collecting samples based on the researcher's subjective judgement rather than random selection. As a result, the researchers decided to conduct this study using purposive sampling to investigate the phenomenon of post-pandemic Malaysia domestic travel decisions among the study's population. Judgmental, selective, or subjective sampling are all terms used to describe sampling techniques. As a result, for a member of the population to participate in the survey, the researchers have provided some requirements. Only individuals who meet those

criteria can then fill out the questionnaire. Furthermore, by setting certain judgments on public members, the researchers will be able to achieve their research objectives.

Data Analysis

The data analysis used for this research is descriptive, reliability test and Pearson correlation analysis. The researchers used the statistical Package for the Social Sciences (SPSS) application to analyse the data obtained from the questionnaires.

FINDINGS

Result of Reliability Analysis

Table 1 below shows the result of the reliability analysis.

Table 1: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Destination Choice	5	0.883
Accommodation Hygiene	5	0.842
Group Size	5	0.955
Decision Making	5	0.920

According to Table 1, the Cronbach's alpha coefficient for destination choice is 0.883, which indicates well. Cronbach's alpha coefficient for accommodation hygiene is 0.842, indicating good reliability, while the group size is 0.955, indicating excellent reliability. Meanwhile, Cronbach's alpha coefficient for decision-making for the dependent variable is 0.920, which is excellent. Because Cronbach's alpha was more than 0.8, the questionnaire was reliable and the respondent understood each item well.

Result of Frequency Analysis

Table 2 below shows the result of the frequency analysis.

Table 2: Frequency Analysis

Characteristics	Frequency	Percentage
Gender		
Male	120	31.3
Female	264	68.8
Age		
Below 21 years old	46	12.0
22 to 31 years old	255	66.4
32 to 41 years old	60	15.6
42 to 50 years old	23	6.0
Race		
Malay	307	79.9
Chinese	52	13.5
Indian	24	6.3
Others	1	0.3
Marital Status		
Single	253	65.9
Married	126	32.8
Others	5	1.3
Income		
Less than RM 2000	345	89.8
RM 2000-RM3999	32	8.3

RM4000-RM5999	6	1.6
RM6000-RM6999	1	0.3
Education Background		
High school	80	20.8
Certificate/ Diploma	116	30.2
Bachelor Degree	176	45.8
Master	6	1.6
Others	6	1.6

This study gathered data from 384 people. Based on Table 2, females accounted for 68.8% (n = 264) of the respondents, while male accounted for 31.3 percent (n = 120). 66.4 percent (n = 255) of those who responded were between the ages of 22 and 31. With 15.6 percent (n = 60) of respondents, those between the ages of 32 and 41 are the second most frequent. Followed by the age below 20 years old with 12 percent (n = 46). At the same time, the lowest number of respondents are from 42 to 50 years old, with 6 percent (n = 23). According to the result for the race, more of the respondents were Malay, with 79.9 percent (n = 307). For marital status, a total of 65.9 percent (n = 258) reported that the respondents were single. At the same time, the remaining total of respondents, 32.8 percent (n = 126), were reported married at the time of the survey. The respondents for others with 1.3 percent (n = 5). The highest income among respondents was below RM2000 with 89.8 percent (n = 345). The lowest income group were RM 6000 to RM 6999 with 3 percent (n = 1). The majority of the respondents were Bachelor's Degree which contained 45.8 percent (n = 176).

Result of Descriptive Analysis

Table 3 below shows the result of the descriptive analysis.

Table 3: Result of Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Destination Choice	I agree that post pandemic Covid-19 will affect my destination choice	4.63	0.71
	My destination choice will be cancelled because of post-pandemic Covid-19.	4.44	0.80
	I agree to travel domestically rather than abroad because of Covid-19.	4.57	0.65
	I agree that travelling domestically is safer in the future.	4.52	0.68
	I think most people prefer to select destination with previous experience of hygiene or health safety	4.58	0.62
Accommodation Hygiene	I require the Covid-19 specific safety or security concerns of the hotels to take care of property during a pandemic.	4.50	0.66
	I need hotel rooms, private areas or public areas that are clean or sanitized.	4.58	0.60
	The automation or contactless service systems attract me for booking post pandemic.	4.48	0.63
	I require the hotel to show the cleaning or sanitizing standard of the hotel through a 360' video view.	4.44	0.68

	I need the safety or security of the hotels is maintained with CCTV surveillance	4.54	0.62	
Group Size	I agree that group size effects to tourist's movement patterns while travelling.	4.51	0.65	
	I think most people travel with family members and close friends when considering group travel.	4.49	0.63	
	I believe the risk for Covid-19 infection is greater when travelling in a larger group compared to travelling in a small group.	4.57	0.67	
	I agree the group travel choices are determined by activity, cost, travel timing, transportation, safety or travel distance.	4.54	0.66	
	I believe travelling in a small group has a higher value of travel satisfaction compared to travelling in a larger group.	4.55	0.69	
Decision Making	I will avoid travelling in large groups due to the Covid-19 pandemic.	4.63	0.60	
	I will avoid unnecessary interaction with crowds in public spaces.	4.55	0.65	
	I will avoid overpopulated destinations because of Covid-19.	4.54	0.66	
	I will select a destination with no Covid-19 deaths.	4.48	0.69	
	I will avoid travelling in areas that do not emphasize safety or hygiene.	4.57	0.65	

Table 3 shows the data for the mean and standard deviation for each item in each variable. The highest mean of decision-making is 4.63 (std. Deviation= 0.71) for item question 1. Otherwise, the lowest mean, 4.44 (std. Deviation= 0.80), was for item question 2. The highest mean for accommodation hygiene is 4.58 (std. Deviation= 0.60) for question 2. The highest mean for group size is 4.57 (std. Deviation= 0.67) for question 3. The highest mean for dependent variable (decision making) is 4.63 (std. Deviation= 0.60) for question 1.

Result of Pearson Correlation Analysis

Table 4 below shows the Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	Independent Variables	Correlation Coefficient (r)	P-Value	Result (Supported/Not Supported)
H₁: There is a significant relationship between destination choice and post pandemic Malaysia domestic traveling decision.	Destination choice▼ Decision making	0.736 (High positive correlation)	<0.01	H₁ is supported

H$_2$: There is a significant partial relationship between accommodation hygiene and post pandemic Malaysia domestic traveling decision	Accommodation hygiene▼ Decision making	0.740 (High positive correlation)	<0.01	H$_2$ is supported
H$_3$: There is a significant relationship between group size and post pandemic Malaysia domestic traveling decision.	Group size ▼ Decision making	0.736 (High positive correlation)	<0.01	H$_3$ is supported

Based on Table 4, the p-value for each independent variable is less than the significant level of 0.01. As a result, the independent variables (destination choice, accommodation hygiene, and group size) and the dependent variable (post-pandemic Malaysia domestic travelling decision) have a relationship. All independent variables have a high positive correlation, and all the hypotheses are supported.

DISCUSSION AND RECOMMENDATION

The discussion aims to resolve the questions and address the hypotheses as stated in the first chapter of this study. This study has extensively examined the perception of health and safety precautions regarding post-pandemic Malaysia domestic travelling decisions. Based on the findings of this study, the current study will provide some suggestions for future researchers further to expand the scope of this study to international tourists. Apart from that, some suggestions are also given to industry players to provide the best service to tourists.

The recommendation of this study is to conduct more research on the perception of health and safety precautions towards post-pandemic because this study only focused on the decision to travel domestically during the post-pandemic. The second recommendation of this study is that future researchers will not only focus on the field of hospitality alone. This study researcher discussed only the perception of safety and health precautions towards post-pandemic Malaysia domestic travelling decisions in the hospitality field. The third recommendation of this study is that future researchers may need to expand the scope of the study for international tourists to see their perception of travelling in post-pandemic Malaysia.

The other recommendations are through industry players on the perception of health and safety precautions towards post-pandemic Malaysia domestic travelling decisions. The study findings show that accommodation hygiene has a greater correlation with travelling decisions compared to other independent variables. Therefore, the tourism industry that provides accommodation services such as hotels, motels, hostels, homestays and others need to provide good Standard Operating Procedure (SOP) to protect tourists' well-being. The other recommendations are industry players need to limit the number of tourists in a place so that tourists believe that the destination is safe from crowded areas. The other recommendations are that industry players need to provide family vacation packages suitable for all ages.

CONCLUSION

In conclusion, this study has been accomplished to discover the perception of health and safety precautions regarding post-pandemic Malaysia domestic travelling decisions. Three independent variables, namely destination choice, accommodation hygiene, and group size, have been chosen to examine their relationship with the dependent variable, which is decision-making for the perception of health and safety precautions towards post-pandemic Malaysia travelling decisions. Overall, based on Pearson correlation analysis, the correlation coefficient,

destination choice and group size have the same value of 0.736. For accommodation hygiene, the correlation coefficient value is 0.740. Therefore, destination choice, accommodation hygiene and group size significantly correlate with the post-pandemic Malaysia domestic travelling decision.

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The Influence of Motivation Factors Towards Post-Pandemic Screen Tourism

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ABSTRACT

This research focuses on the influence of motivation factors on post-pandemic screen tourism. This research examines the relationship between destination image, the actor's character and trend of post-pandemic screen tourism. A quantitative methodology was used to complete this research. Respondents aged 18 to 50 years old and above who engage in post-pandemic screen tourism are the target audience for this study. In screen tourism, the majority of the age groups are involved. The survey received 300 responses, and the findings were collected. Descriptive analysis, reliability test and Pearson correlation were used to analyse all data. The results support all variables. This research contributes to understanding the influence of motivation factors on post-pandemic screen tourism. This research and data can be used as reference material for future research.

Keywords: Post-pandemic screen tourism, Destination image, Character of the actor, Trend

INTRODUCTION

Tourism refers to people who travelled and stayed in places other than their usual surroundings for less than a year for leisure, business, or other reasons (John, 2018). With the flow of time, however, this perception has changed. Travel and tours, transportation, hotel, food and beverage, amusement, souvenirs, and other industries have benefited from the growth of tourism. The tourism industry makes money by selling unforgettable experiences (Kim, 2010). Because tourism businesses prioritise customer satisfaction, safety, and enjoyment, it is a dynamic and competitive industry that requires the ability to consistently reflect current clients' needs and wants (John, 2018).

Rising number of the film-maker in the film and tourism industries are collaborating to promote film production while also profiting from the publicity that results. This study examines the capability of film-induced tourism and how it could be converted into a location promotion strategy based on the theoretical literature on cinema tourism (Juskelyte, 2021). Film tourism is gaining popularity all around the world. As a result, tourists are increasingly visiting locations featured in films unrelated to tourism promotion. (Sahoo et al., 2010).

Everything happened rapidly and had an impact on the tourism business today. A pandemic is a disease that spreads worldwide, and COVID-19, which has been classified as was first found in Wuhan, China, in 2019. (Vasishta et al., 2021). COVID-19 instils fear among the public, leading to a decrease in tourism demand. This is one of the effects of disease spreading and the present lockdown method. As a result of this condition, the client demand rate dropped (Bakar et al., 2020). The COVID-19 outbreak has created significant challenges for the tourism industry.

Technological improvements have a significant impact on tourism growth around the world. One of these promising properties is Instagram. Instagram has received international fame as a platform that may significantly boost goods sales and tourism site visits. Following a pandemic, tourism promotion movies significantly increase visitor visitation (Sinulingga, 2021). Not only that, the moment of engagement in a film in which a well-known actor or actress plays a character role (Bioglio, 2018). Each actor's personalities positively affect travellers who want to visit new destinations or places around the world. The location where a film or television series is made piques tourists' attention in terms of writing, storyline, culture, and heritage (Gjorgievski, 2012). Moreover, as worldwide experts promoting the film business among

people worldwide, viral trends in on-screen tourism, such as social media, played an important role. Beyond a film, viewers' perceptions of a site might be positively or negatively influenced (Jewell & McKinnon, 2008). There were objectives of this research:

      1. To investigate the relationship between destination images on post-pandemic screen tourism.

      2. To investigate the relationship between the character of the actor on post-pandemic screen tourism.

      3. To investigate the relationship between trends in post-pandemic screen tourism.

Significance of the Study

Academic

With this study, the researchers can better understand the influence of motivation factors on post-pandemic screen tourism. Researchers can also see what elements will influence post-pandemic tourist motivation. This research aids academics in determining the impact of incentive variables on post-pandemic movie tourism. Through this study, a clearer picture of the relationships between the destination image, the actor's character, and the tourists' inclination toward post-pandemic screen tourism may be shown. Furthermore, little research has been done on post-pandemic screen tourism. This research could address a need in post-pandemic screen tourism research, particularly the presence of tourists and studies on screening tourism.

Practical

This research aims to uncover the aspects that motivational factors may influence in post-pandemic screen tourism. The cognitive component is concerned with thoughts and information about the physical location, whereas the emotional construct is concerned with the affective quality of feelings about the rates and their surroundings. This study could help researchers figure out why people visit areas they've seen on TV or in movies. Furthermore, this study will emphasize destination visuals in advertising a location, particularly to important essential authorities such as tour operators. This research could also provide them with further knowledge about the impact of motivating variables on post-pandemic screen tourism.

LITERATURE REVIEW

Destination Image

The image is a critical component in the advertising of tourism destinations since what makes one destination different from another is critical to its success (Carballo et al., 2015). A destination image is a collection of people's perceptions and interpretations about a specific region, country, or destination (Juskelyte, 2016). Heritage, architecture, recreation, and attributes contribute to the destination image, which might encourage tourists to visit. The image of a destination is vital in affecting tourists' behavioural intentions and choices.

      According to Huete et al., (2019), enhanced international tourism in previous decades and increased competition among destinations have prompted interest in building, monitoring, and presenting a significant destination image. Furthermore, tourism industries demand the development of a particular destination image for each destination to stay ahead of the competition (Im et al., 2011). Moreover, establishing a distinct destination image has become critical for striking out in today's competitive global market. According to tourism studies, a destination's image significantly impacts tourist motivation (Carballo et al., 2015).

Character of the Actors

People currently would like to travel based on the characteristics that attract to them when viewing dramas and films. Every character in the movie will affect the audience since they will equally encourage and make the audience feel as if they are in the film (Nistoreanu & Tucle, 2011). Interactions with celebrities enhance people's perceptions of tourism destinations

(destination image, popularity, and visitation intention). A celebrity's involvement positively affected familiarity and willingness to visit (Lee et al., 2008).

The COVID-19 infection turned out to be a pandemic with impacts on producers and consumers on a large scale. Many celebrities suffer stress and despair when a pandemic like COVID-19 hits, however, they refuse to talk about it. They are ashamed of their feelings and reflect a terrible self-image, which causes them to suffer much more (Preeti, 2019). Celebrities lack the potential to promote post-pandemic film tourism as artists. That really signifies that actors cannot depend just on one medium, such as a movie. Actors can promote screen tourism in various ways, including via social media marketing, marketing and sales relating to tourism films, and so on. COVID-19 is transforming the world. Production films and actors should get a better understanding of client requirements; this is advised. In the current situation, it is suggested that the tourism and film industries generate digital content and communicate with clients (Abena et al., 2020).

Trend

People use social media platforms to market and promote their enterprises, educational institutions, sporting, arts, tourism sector, and other personal interests, making the viral phenomenon one of the world's unpaid commercials. A growing trend, especially among millennia's, who, inspired by movies and television series, take advantage of the opportunity to visit filmmaking locations and spend time with nature and open spaces. This term has evolved to describe how ideas, information, and travel spread throughout a human group (Tony et al., 2012).

According to Alom et al., (2019), film and tourism were philosophically and historically intertwined throughout the post-industrial era. Literature, music, and poetry were formerly essential parts of how information was communicatedcommunicating information (Beeton, 2016). Only a restricted local group of individuals had access to printed materials prior tobefore the creation of cinema and television (Beeton, 2016). Screen tourism is always evolving, adopting new tactics, dismissing antiquated fads, and resurrecting older ones.

Post-pandemic Screen Tourism

In this study, the phrase screen tourism is used to refer to tourism generated by television series, videos, DVDs, and films, which includes both small and large screen productions (but not TV programmes designed primarily to promote tourist destinations, such as holiday shows). The researcher believes that the term screen tourism Evans (2008) undervalues the role of television in driving tourism and that screen tourism is a better approach to describe the phenomena.

Beeton (2009) points out, that screen tourism is better defined as a journey that lasts a long time, especially in the case of broadcast drama. Indeed, while film (particularly film rather than television) tourism activity peaks shortly after a film's release, the enduring features of some film and television productions often draw visitors for years after their release (Riley et al. 2010) or the conclusion of a TV series.

Research Hypothesis

The hypotheses in the study are the statement about the possible relationship between independent variables and dependent variables based on observation. Therefore, the hypotheses for this study are:

H₁   There is a significant relationship between the destination image and post-pandemic screen tourism.

H₂   There is a significant relationship between the character of the actor and post-pandemic screen tourism.

H₃   There is a significant relationship between the trend and post-pandemic screen tourism.

Research Framework

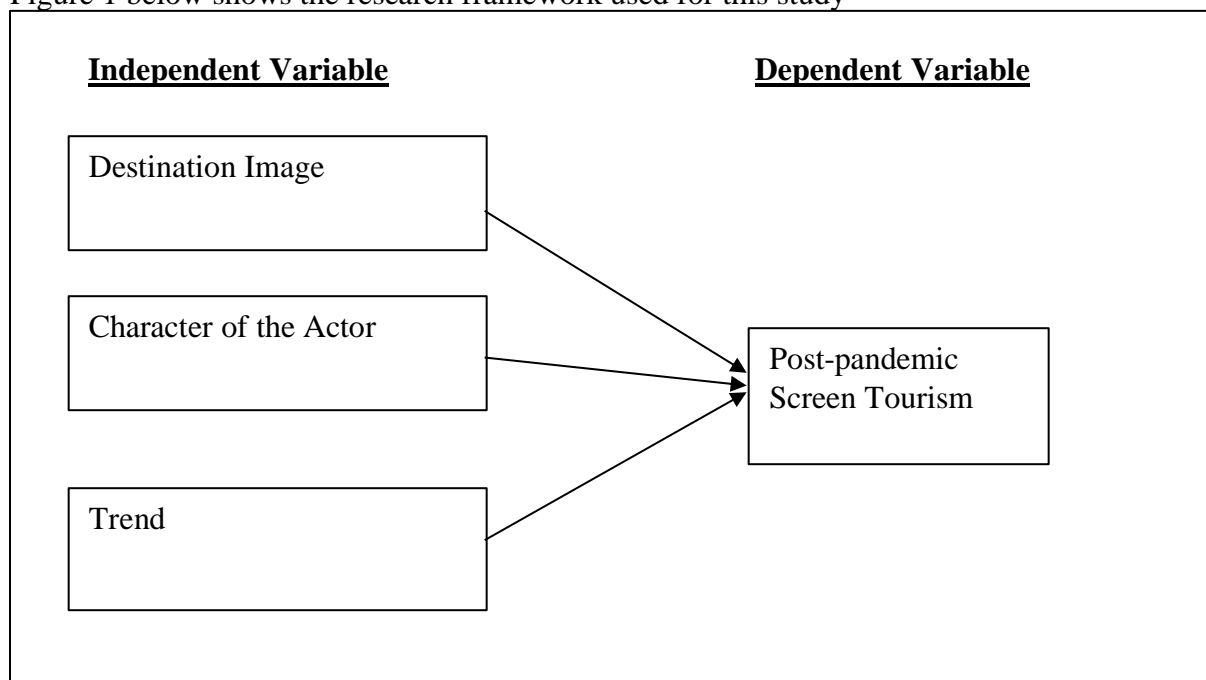Figure 1 below shows the research framework used for this study

Figure 1: Research Framework

METHODOLGY

Research Design

The method adopted for this study was one of many procedures utilized by many tourism researchers to analyse the study. This study used the quantitative method where online questionnaires were distributed to 300 respondents from Malaysia that tend to travel. In this research, the target populations chosen were Malaysian citizens who tend to travel after watching on-screen films. The research design also specifies the sort of study that will be conducted and the intended outcome of the project. The primary goal of research design is to guarantee that the data acquired throughout the study answer the research questions. The link between the destination image, the character of the actors, the trend as independent variables, and post-pandemic screen tourism as a dependent variable, is investigated in this study.

Moreover, a set of online questionnaires was distributed to the population to collect the data: individuals tend to travel after watching on-screen media. This questionnaire used the format of multiple choices and 5-point Likert scales of agreement. The researcher divided questionnaire into 5 parts which arethe questionnaire into 5 parts: Part A, B, C, D and E. For Section A, the questionnaire requested for the general information about the respondents' demographics, such as the gender, age, race, education level, socioeconomic status and marital status. For Sections B, C, D and E, the questions elaborated more on the independent variables and dependent which were (IV1) Destination Image, (IV2) The Character of the Actor, (IV3) Trend and (DV) Post-Pandemic Screen Tourism that were examined in the survey.

Data Collection

The data collection was conducted using questionnaires. The surveys were distributed using the Google Forms application in this study. The questionnaire was distributed via the internet, social media, and to possible respondents on Facebook, including My Malaysia Travel Group and Kaki Travel Malaysia, and data was collected from Malaysians. The main benefit of online surveys for researchers is that they increase productivity by reducing effort.

Sampling

Because the majority of people nowadays have seen movies and films, researchers have a variety of options for selecting respondents for their studies. The researchers used a non-

probability heterogeneous purposive sampling method in this investigation. Purposive sampling was used for this study because it offers several advantages, including the ability to pick a small sample size, reduce bias, and gather data in a realistic mannerrealistically gather data.

Data Analysis

This study used three methods for data analysis: descriptive analysis, reliability testing, and Pearson correlation analysis. SPSS version 27 was used to analyse the collected data. To make it easier for respondents to answer the questions, they are divided into three sections, each bilingual (English and Malay).

FINDINGS

Result of Reliability Analysis

Table 1: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Destination Image	5	0.793
The Character of The Actor	5	0.881
Trend	5	0.871
Post-Pandemic Screen Tourism	5	0.853

The Cronbach's Alpha values for the questionnaire were in the range of good (0.7-0.8) to very good (0.8-0.9) in table 4.2.1. The first independent variable, destination image, was determined to be good and dependable regarding the degree of correlation (5 items: a = 0.7). The second independent variable, the character of the actor, was determined to be very good and dependable in terms of the degree of correlation (5 items: a = 0.8), as were the trend variables. The dependent variable, post-pandemic screen tourism, was determined to be very good and trustworthy in terms of correlation strength (5 items: a = 0.8). The overall variables result on Cronbach's Alpha is at a good level. Therefore, the data that were considered can be used for future research.

Result of Frequency Analysis

The distribution of the respondents in terms of their background characteristics was analysed using descriptive statistics involving frequency and percentage. Table 2 shows the result of the frequency analysis:

Table 2: Frequency Analysis

Characteristics	Frequency	Percentage
Gender		
Male	132	44.1
Female	167	55.9
Age		
18 to 25	191	63.7
26 to 39	60	20.0
40 to 59	28	9.3
60 and above	21	7.0
Race		
Malay	185	61.7
Chinese	56	18.7
Indian	36	12.0
Others	23	7.7
Education level		
SPM	24	8.0
Diploma or STPM or Matriculation	60	20.0
Degree	133	44.3

Postgraduate	46	15.3	
Others	37	12.3	
Socioeconomic status			
Below RM 4,850	189	63.0	
RM 4,851 to RM 10,970	87	29.0	
Exceeds RM 10,971	24	8.0	
Marital status			
Single	200	66.7	
Married	59	19.7	
Divorced	21	7.0	
Others	20	6.7	

Result of frequency analysis is used to explain the demographic profiles in section A of the questionnaire, as well as the frequency and percentage. With this summary, the data gathered can be put into context and turned into usable information, allowing the study to be better understood.

Result of Descriptive Analysis

Table 3: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Destination Image	I agree that the inclusion of a destination images in movies or television films can induce screen-tourism.	4.66	0.647
	I agree that destination images on screen can lead to altered perceptions of a destination.	4.60	0.611
	I can become more familiar with that destination images after watch on-screen films.	4.51	0.719
	I believe that different destination had different perspectives of destination image.	4.56	0.707
	The positive image of destination through pop-culture made me desire to visit the destination for a future trip.	4.56	0.674
Character of the Actor	I believe that celebrity involvement will have intentions me to visit destinations that celebrities signify.	4.29	0.940
	The actor's characteristics in a particular film will affect my attitude or behaviour as a fan.	4.18	0.902
	I believe that celebrity involvement plays an important role in enhancing the value perceptions of me as a fan or traveller.	4.20	0.907
	I believed that the character of the actor has the power to influence my perception through the familiarity of destination or intention visitation.	4.19	0.944
	I feel very close to my idols when I visit the idol-related places.	4.03	1.087
Trend	I agree that I can make travel decisions through the influence of social media.	4.35	0.834

	I agree social media is a trend that most people use during the post-trip stages to reflect on and share travel experiences.	4.39	0.761
	I believe social media is a popular trend and platform when travellers are looking for a destination to visit.	4.40	0.759
	I agree that exploring social media for attractions before and during travel is again one of the frequent trends that travellers do.	4.39	0.795
	I believe the use of social media has become a habit in people's daily lives.	4.46	0.750
Post-Pandemic Screen Tourism	I agree by seeing a screen tourism destination in a TV series makes me interested in this destination.	4.48	0.724
	I agree when I am watching a TV series, I pay attention to the place where it was filmed.	4.33	0.831
	I agree that when I watch a season of a TV series, I become interested in elements related to it, or sometimes search for additional information in order to further connect with the series.	4.31	0.842
	I constantly compare images or icons I have in my mind from watching the TV series with the reality of the filming location.	4.38	0.819
	I agree that the existence of other tourism products or attractions such as seaside tourism, nature tourism, food tourism in some destinations that are attracting tourists to come to the screen tourism spot.	4.55	0.670

Table 3 shows the mean and standard deviation for the items used to measure the destination image. Five questions were measured with the highest mean of (mean= 4.66, standard deviation= 0.647) for the statement "I agree that the inclusion of a destination image in movies or television films can induce screen-tourism.". Otherwise, the lowest mean (mean= 4.51, standard deviation= 0.719) was for the statement, "I can become more familiar with that destination images after watching on-screen films.". The mean values for the other three statements are "I agree that destination images on the screen can lead to altered perceptions of a destination" (mean= 4.60, standard deviation= 0.611). At the same time, "I believe that different destinations had different perspectives of destination image" (mean= 4.56, standard deviation= 0.707 and lastly "The positive image of destination through pop-culture made me desire to visit the destination for a future trip" (mean= 4.56, standard deviation= 0.674) respectively.

Table 3 presents the mean and standard deviation for the items used to measure the character of the actors. Five (5) questions were measured with the highest mean of (mean= 4.29, standard deviation= 0.940) for the statement 'I believe that celebrity involvement will have intentions me to visit destinations that celebrity signify'. Besides the second highest mean of (mean= 4.20, standard deviation= 0.907) for the statement 'I believe that celebrity involvement plays an important role in enhancing my value perceptions as a fan or traveller'. The moderate mean value was (mean= 4.19, standard deviation= 0.944) and (mean= 4.18,

standard deviation= 0.902) on the statement 'I believed that the character of the actor has the power to influence my perception through the familiarity of destination or intention visitation' and 'The actor's characteristics in a particular film will affect my attitude or behaviour as a fan. The lowest mean of (mean= 4.03, standard deviation= 1.087) for the statement 'I feel very close to my idols when I visit the idol-related places'.

Table 3 shows the mean and standard deviation for the items used to measure the trend of standard deviation. There were five (5) questions measured with the highest mean of (mean= 4.46, standard deviation= 0.750) for the statement "I believe the use of social media has become a habit in people's daily lives". Besides the second highest mean (mean= 4.40, standard deviation= 0.759) for the statement "I believe social media is a popular trend and platform when travellers are looking for a destination to visit". The moderate mean value was (mean= 4.39, standard deviation= 0.761) on the statement "I agree social media is a trend that most people use during the post-trip stages to reflect on and share travel experiences" and "I agree that exploring social media for attractions before and during travel is again one of the frequent trends that travellers do" (mean= 4.39, standard deviation= 0.795). The lowest mean (mean= 4.35, standard deviation= 0.834) for the statement "I agree that I can make travel decisions through the influence of social media".

Table 3 describes the mean and standard deviation for the items used to measure the post-pandemic screen tourism of standard deviation. There were five (5) questions measured with the highest mean of (mean= 4.55, standard deviation= 0.670) for the statement 'I agree that the existence of other tourism products or attractions such as seaside tourism, nature tourism, food tourism in some destinations that are attracting tourists to come to the screen tourism spot'. Besides, the second highest mean (mean= 4.48, standard deviation= 0.724) for the statement 'I agree by seeing a screen tourism destination in a TV series makes me interested in this destination. The mean value of (mean= 4.38, standard deviation= 0.819) on the statement 'I constantly compare images or icons I have in my mind from watching the TV series with the reality of the filming location'. The second lowest mean (mean= 4.33, standard deviation= 0.831) for the statement 'I agree when I am watching a TV series, I pay attention to the place where it was filmed. The mean value for the statement "I agree that when I watch a season of a TV series, I become interested in elements related to it, or sometimes search for additional information to further connect with the series" (mean= 4.31, standard deviation= 0.842) presented as the lowest mean, respectively.

Result of Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	Significant (p value)	Result (Supported/Not Supported)
H₁: There is a significant relationship between the destination image and post-pandemic screen tourism.	r= 0.592, p<0.01	H₁ is supported
H₂: There is a significant relationship between the character of the actor and post-pandemic screen tourism	r=0.591, p<0.01	H₂ is supported
H₃: There is a significant relationship between the trend and post-pandemic screen tourism.	r= 0.641, p<0.01	H₃ is supported

Based on Table 4, Pearson's correlation analysis was used to test the relationship between hypothesis on a sign which is destination image, the character of actor, and trend with the

relationship between post-pandemic screen tourism. The result shows all the hypothesis started were accepted at a 0.01 significance level.

DISCUSSION AND RECOMMENDATION

The research study's objective is to examine the relationship between destination image, character of the actor, and trend towards post-pandemic screen tourism. The data result shows a significant relationship between the independent variables and the dependent variable. Similarly, earlier study has discovered a link between destination image, actor character, trend, and post-pandemic screen tourism. In addition, trend has the strongest relationships compared to the destination image and the actor's character. Independent variables of correlation were represented (0.614> 0.534> 0.461).

The current study makes various recommendations for future research, including new variables that are critical determinants that play an essential part in evaluating the influence of motivating factors on post-pandemic screen tourism that the researchers have omitted. Qualitative methods will be required to obtain data from respondents in the future. If qualitative data collection methods are used, future researchers will acquire relevant, reliable, and able results to communicate bilaterally with respondents. In addition, the questionnaire should be distributed to groups that have participated in screen tourism. Future researchers who seek to examine screen tourism in Malaysia will be aided by having more accurate, reliable data and the support of more respondents. As a result, destination marketers, travel companies, and celebrities play a critical role in ensuring that Malaysian screen tourism reaches many tourists.

CONCLUSION

In conclusion, the research on the influence of motivation factors towards post-pandemic screen tourism has been finalised and analysed. In this research, based on an examination of a total of 300 respondents, which are from 18 years old and 60 years old, the research objectives have been achieved, research questions were answered, and a hypothesis is supported.

Overall, hypothesis independent and dependent variables revealed the positively related relationship. The association between the destination image, the character of the actor, and the trend on the influence of motivation factors is strongly indicated as moderate to very good. Furthermore, according to the Pearson Correlation values table, the actor's character scored a value of 0.881, followed by trend with value 0.871, destination image with value 0.793 and decision to go for post-pandemic screen tourism with value 0.853. This research and data can be used as reference material for future research.

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Examine the Factors of Satisfaction in Mobile Food Delivery Applications Among Generation Z in Malaysia

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ABSTRACT

This research focuses on the factors of satisfaction in mobile food delivery applications among generation Z in Malaysia. This research examines the relationship between promotion and discount, perceived price, convenience motivation and food quality in satisfaction mobile food delivery applications. A quantitative methodology was used to complete this research. Respondents aged 10 to 27 years old and above who engage in generation z are the target audience for this study. Generation z, the majority of the age group are, involved in this research. The survey received 361 responses, and the findings were collected. Descriptive analysis, reliability test and pearson correlation were used to analyse all data. The results support all variables. This research contributes to understanding the factors of satisfaction in mobile food delivery applications among Generation Z in Malaysia. This research and data can be used as reference material for future research.

Keywords: Promotion and Discount, Perceived Price, Convenience Motivation, Food Quality, Consumer Satisfaction

INTRODUCTION

In today's world, the widespread adoption of the internet has resulted in many online business platforms for services and products. With programmes built to perform certain identical services from computing devices, mobile applications have risen significantly in the digital media business. One of its focus areas is services in online mobile food delivery applications (Wang et al., 2019). Lau and Ng (2018), there is room for growth in the Southeast Asian internet meal delivery market, particularly in Malaysia. However, the COVID-19 outbreak that struck Malaysia in early 2020 boosted demand for using mobile food application services within the country. Das (2017) revealed that customers choose electronic food ordering because of the accuracy of the order. This is because the COVID-19 outbreak has impacted everyone's daily lives, prompting the Malaysian government to enact measures such as the Movement Control Order (MCO) across the country to address the disease. The epidemic has also resulted in a new food and beverage consumption trend among Malaysians. To stay safe, many use mobile food delivery application service to order food. As a result of this phenomenon, many food and beverage companies have decided to go online. During this era of digitalisation, people have moved from the standard ordering method to online ordering because it is easy, error-free, quick, and completely transparent (Alom et al., 2019).

Therefore, because many people use mobile food delivery applications to order food, the number of mobile food applications has expanded. Foodpanda, GrabFood, Food Ninja, and other applications were used. Foodpanda and GrabFood are the most widely used applications among all of these (Müller, 2021). During the COVID-19 pandemic, when all Malaysians were required to maintain social distance and adhere to Standard Operating Procedures (SOPs), these mobile food delivery applications got a lot of attention and increased more than ever. As a result, people use the available resources to place meal orders using these applications. The internet mobile food delivery applications market has become quite competitive. Customer satisfaction is a critical factor in marketing that plays a part in acquiring a competitive advantage because it has a significant impact on retaining former customers and attracting new ones).

Positive experiences can positively impact the online food and beverage industry. The use of this application takes only a few seconds to download, and the process of ordering as well as purchasing only takes a few minutes. Gupta (2019) argue that food applications nowadays are the only way to order from various restaurants, as this has also started to change customers' mindsets. The online food ordering system will provide an online food menu with the support of an innovative mobile food application and deliver the expected food items to the consumer's entrance. Customers can place food orders via smartphones, which is a key benefit of online mobile food applications. Customers will find ordering food through mobile food delivery applications to be faster, easier and more convenient. Consumer preferences have also changed as technology has driven them to buy everything online, including getting raw materials, cooked food and other items delivered to their homes (Kwong, 2017).

This study aimed to provide an overview of the satisfaction with mobile food delivery applications among Generation Z in Malaysia. This study's findings are important as mobile food delivery applications are growing in Malaysia. However, this study emphasizes the determinants that influence the satisfaction of customers using this application. There are four objectives of this research:

1. To identify the relationship between promotion, discount, and satisfaction in mobile food delivery applications among Generation Z in Malaysia.

2. To identify the relationship between perceived price and satisfaction in mobile food delivery applications among Generation Z in Malaysia.

3. To identify the relationship between convenience motivation and satisfaction in mobile food delivery applications among Generation Z in Malaysia

4. To identify the relationship between food quality and satisfaction in mobile food delivery applications among Generation Z in Malaysia.

Significance of the Study

Researcher

The research finding will provide benefits and advantages for anyone who wants to examine the mobile food delivery application in more depth because there is already a finding from the previous study on mobile food delivery application that can make new researchers gain a lot of knowledge about mobile food delivery application. Thus, this study can be used as a basis of information and be a factor that affects the continuity of mobile food delivery applications in Malaysia.

Industry

This research proposal provides wisdom into the digital industry (mobile food delivery applications) on its use among generation z. Operators and marketers will want to adjust to customer's aims and fulfil customer needs; the industry can accomplish upper hand through better dynamics which helps the industry in acquiring higher benefits.

LITERATURE REVIEW

Mobile Food Delivery Applications

The internet has given a window of opportunity for individuals worldwide to contact one other without regard to time or geography, allowing anyone to conduct viable and direct commercial opportunities through a virtual platform (Kian et al., 2018. Smart technology and mobile application software have become an integral part of our daily lives and a critical channel for organisations seeking to improve consumer interactions. A food delivery application is an online platform where customers can order meals to be delivered to them at their preferred time and location. Besides, according to Moriarty (2018), food delivery applications have steadily changed the food and beverage business, owing to the expanding potential of delivery services to assure employee efficiency, delivery order accuracy, and client database generation. In Malaysia, Foodpanda is the first food delivery company established in Malaysia. Based on Mainuddin (2018), Foodpanda has partnered with over 45,000 restaurants worldwide and continues to expand quickly, because it operates on an online-to-offline business strategy and has a platform service supply chain.

Consumer Satisfaction

Many researchers have looked inside the importance of consumer satisfaction. According to Kotler (2000) reported consumers, consumer satisfaction is a state of mind that results from a customer's comparison on their expectation before a purchase and performance perceptions after. According to this definition, if a customercustomers' mobile food ordering application usage experience surpasses the assumptions, they are more likely to be satisfied and motivated to use the application more. Satisfaction as "someone feeling happy or disappointed as the result of comparing a product perceived achievement or result in a relationship according to his expectations". Homburg & Giering (2001) said that consumer satisfaction exists and poses an important problem in marketing because happy consumers can change to reliable consumers who guarantee the seller's profit. This is very important for most businesses. Besides, satisfaction assesses the number of service providers that can meet or exceed customer expectations (Levy & Weitz, 2007). Customer satisfaction has a positive effect on the profitability of an organization. Therefore, customer satisfaction is the foundation of a successful business since it leads to repeat purchases, customer loyalty, and positive word of mouth (Hoyer & MacInnis, 2001).

Promotion and Discount

Promotions and discounts are creating communication tools that want to stimulate results. The attractiveness of promotions and discounts can temporarily affect consumer purchasing decisions (Shaddy & Lee, 2020). Besides, it is a plan to increase sales of a product or service in the short term, which it helps stimulate as well as encourage customers to decide to buy a product or service in the market Pi & Huang (2011) research found that promotion can maintain customer loyalty by improving consumer satisfaction, trust and commitment (Clow et al., 2010). Promotion is a type of marketing communication that involves sharing information, influencing, and enhancing the target market of organisations and products so that they will accept, buy, and be loyal to the items given by linked businesses. Besides, a discount is a reduction in the regular price of a product or service to obtain or increase those sales. Mujiyana& Ingge Elissa (2013) mentioned this online purchase is in demand because it is very convenient, time-saving and cost-effective when compared to shopping outside.

Perceived Price

Al-msallam (2015) indicated that price is an essential factor in generating consumer satisfaction because customers always evaluate the value of services based on their prices Price has been considered a significant component in explaining consumer behaviour. According to Kotler & Armstrong (2010), Price is the amount of money demanded in exchange for receiving a good or service and the sum of the values that customers exchange for the benefits of possessing the goods or services. Jeneefa & Rajalakshmy's (2020) research shows customers like online ordering because it gives them more control and convenience, which leads to increased satisfaction. However, Korda & Snoj (2007) state this concept of price is fundamental because many other elements might influence a customer's real perception of what is sacrificed. Therefore, Martin-Consuegra et al. (2003) state that perceived is directly affected by consumer satisfaction with judgement. Customers do not always recall or know the exact price of a product, instead, they subjectively encode pricing as "expensive" or "cheap." As a result, it implies that a customer's price impression may differ from the objective price (Zeithaml, 1998).

Convenience Motivation

Motivation is the term used to describe the motivations for voluntary and intentional behaviour. Motivation results from a complex web of ideas, perceptions, values, interests, and behaviours (Emily. R, 2011). Radon (2015) stated convenience motivation is a lifestyle, and business models have been influenced by the digital age. Convenience items were created to save consumers time and energy while purchasing and owning them. A comprehensive assessment of the literature on consumer convenience in the service economy defines service convenience as customers' views of the time and effort associated with purchasing or utilising a service (J. Mark. 2002). Customers can easily place orders over the phone. People prefer to employ technology supplied by the country because it saves time, simplifies tasks, and allows them to accomplish something quickly.

Food Quality

Food quality is a vital component of a customer's eating experience because it refers to a restaurant's overall success in meeting customer needs (Sulek et al., 2004). Menu, presentation, size, and variety were utilised as indices of meal quality by (Liu et al., 2017). As we all know, food quality is at the core of meeting the needs of restaurant customers, which can achieve loyal customers and repeat purchases (Rozekhi, Hussin, Siddiqe, Rashid, & Salmi, 2016; Kannan (2019) also found that food quality fundamentally affects consumer satisfaction and behavioural intentions.). According to Sulek & Hensley (2004), attractiveness, safety, and nutritional factors are characteristics commonly used by consumers to determine food quality. The exceptions analysing the effect of food quality on consumer experience and services supplied through online meal delivery using the criteria flavour, nutrition, and diversity (Ha & Jang 2010). Liu & colleagues (2017) confirmed that food quality factors primarily determine customers restaurant choices. That food quality is a crucial determinant of customer satisfaction. Besides that, food quality focuses on the relationship between quality, safety, and traceability, as traceability can influence customer views of both food safety and quality food (European General Food Law EC Directive, 2002).

Research Hypothesis

The literature review highlighted that the independent variables like promotion and discount, perceived price, convenience motivation and food quality caused satisfaction in mobile food delivery among generation z in Malaysia. Based on the literature discussed, the hypotheses of this study were summarized in the following manner:

H1   There is a significant relationship between promotion and discount and satisfaction in mobile food delivery applications among Generation Z in Malaysia.

H2   There is a significant relationship between perceived price and satisfaction in mobile food delivery applications among Generation Z in Malaysia.

H₃   There is a significant relationship between convenience motivation and satisfaction in mobile food delivery applications among Generation Z in Malaysia.

H₄   There is a significant relationship between food quality and satisfaction in mobile food delivery applications among Generation Z in Malaysia.

Research Framework

The following conceptual model describes the relationship between promotion and discount, perceived price, convenience motivation and food quality and satisfaction in mobile food delivery applications among Generation Z in Malaysia.
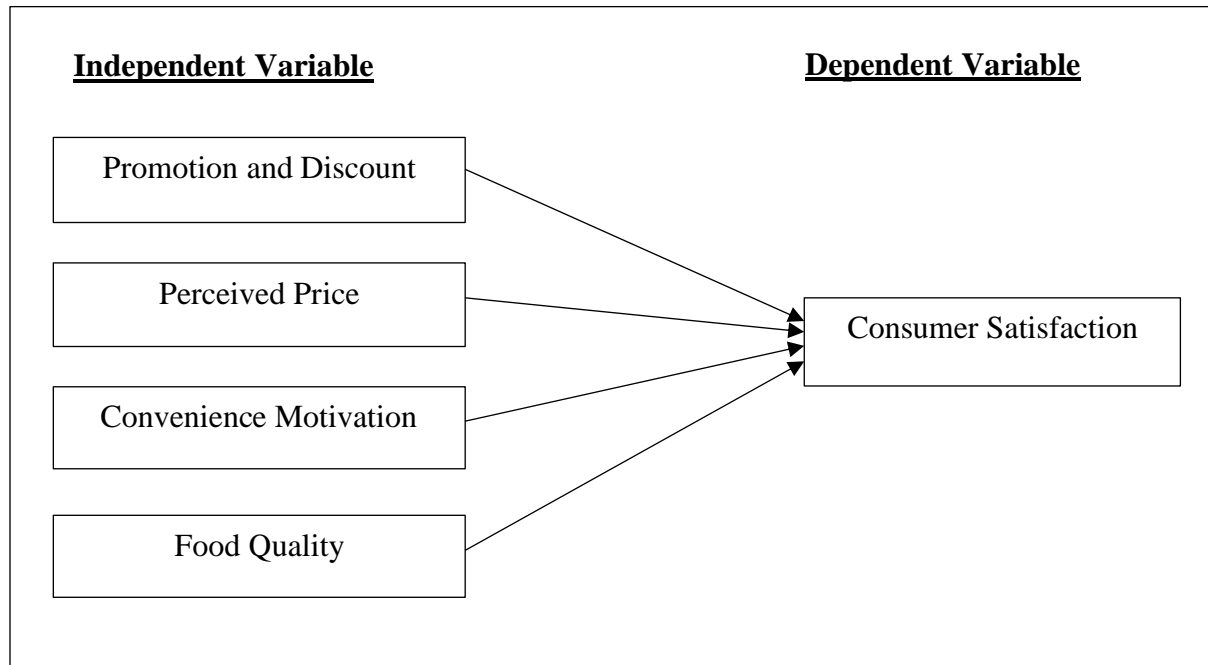
Figure 15:Research Framework

METHODOLOGY

Research Design

This research used a quantitative approach because it allows the researcher to confirm ideas by testing assumptions that have already been formed. On the other hand, quantitative research is the approach used in this study to obtain data and analyse the research). Furthermore, the quantitative research method used data from closed-ended questions to explore connections between variables C and D, the questions elaborated more on the dependent, and independent variables, which were (i) Promotion and Discount, (ii) Perceived Price, (iii) Convenience Motivation and (iv) Food Quality that were examined in the survey.

Moreover, a set of Questionnaires was distributed to the population to collect the data, which are generation z using mobile food delivery applications in Malaysia. This questionnaire used the format of multiple choices and 5-point Likert scales of agreement. The researcher divided questionnaire into 5 sections which arethe questionnaire into 5 sections: Section A, B, C, D and E. For Section A, the questionnaire requested for the general information about the Malaysian generation z demographics such as age, gender, marital status, education level and race of demographic information. For Sections B, C, D and E, the questions elaborated more on the dependent and independent variables, which were (i) Promotion and Discount, (ii) Perceived Motivation, (iii) Convenience Motivation and (iv) Food Quality that were was examined in the survey.

Data Collection

The data collection was conducted using questionnaires. This study chose to distribute the questionnaires using the Google form application. The link to the Google form was distributed to all consumer satisfaction in mobile food delivery applications among generation z on social

media such as Instagram, WhatsApp and others. It was very convenient to minimize cost and save time and significantly applicable during this pandemic outbreak.

Sampling

The sampling method used in this study was non-probability sampling which was convenience sampling. The study used this method because questionnaires were prepared and distributed online or posted on social media pages to gather information from the respondents. The questionnaire was distributed to the respondents who are among the generation z in Malaysia when using mobile food delivery applications through online and social media.

Data Analysis

Four types of data analysis were used in this study: frequency analysis, descriptive analysis, reliability analysis and Pearson Correlation analysis. The data obtained was analysed by using SPSS version 2.5.

FINDINGS

Result of Frequency Analysis

Table 58:Frequency Analysis

Variable	Categories	Frequency n=361	Percentage (%)
Gender	Male	90	24.9
	Female	271	75.1
Age	10-15	9	2.5
	16-20	50	13.9
	21-25	257	71.2
	26-27	45	12.5
Race	Malay	333	92.2
	Chinese	11	3.0
	Indian	8	2.2
	Others	9	2.5
Marital Status	Single	308	85.3
	Married	53	14.7
Education Level	School	46	12.7
	Diploma	63	17.5
	Degree	228	63.2
	Master	11	3.0
	Others	13	3.6

Table 1 shows the age of 361 respondents. Age is divided into 4 categories. There were 9 (2.5 %) respondents aged 10-15 years old. Next, the respondents are in the age range of 16-20 years old, 50 (13.9%) respondents. In contrast, the majorities respondent is 21-25 years old, 257(71.2 %). And last category for age is 26 – 27 years old 45 (12.5%). Next the race of the respondent. The categories is, Malay respondent 333 and (92.2%) for Chinese 11 respondent

(3.0%). The next categories are Indian 8 respondents (2.2%) and last also for other categories 9 and (2.5%). Overall, this survey is also accompanied by the question of marital status, for this marital status is also divided into two only, namely single and married. For singles, 308 (85.3%) and 53 (14.7%) married. Besides that, education is also divided into five categories, and the first is schools have 46 respondents (12.7%). Next is the diploma, have 63 respondents (17.5%) and also for degree category have 228 respondent (63.2%) the master categories have 11 respondent (3.0%), and the last other categories have 13 respondent (3.6%).

Result of Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Promotion and Discount	I feel that discount provided encourages me to use mobile food delivery application services.	3.94	0.963
	Terms and conditions of promotion are important to me before I use mobile food delivery application services.	4.00	0.920
	I think that promotion expiry date influences me in making an order.	3.88	1.027
Perceived Price	I think delivery price of mobile food delivery application services is reasonable	3.48	1.046
	I think that tax price in using mobile food delivery application services is reasonable.	3.34	1.135
	I feel that mobile food delivery application services overall price is affordable.	3.49	1.038
	At the current price, mobile food delivery order apps provide a good value.	3.60	1.017
Convenience Motivation	I would find doing online shopping and web-based online transactions on mobile food delivery application services web pages easy	3.80	0.926
	I would find interaction through mobile food delivery application services web pages clear and understandable.	3.83	0.914
	I would find it easy to become skillful at navigating through mobile food delivery application services web pages.	3.79	0.915
	Overall, in using mobile food delivery application services, online shopping or transaction would be easy for me.	3.97	0.909
Food Quality	The food smells good.	3.91	0.801
	The food is delicious.	3.95	0.799
	The food is fresh.	3.78	0.849
	The food looks attractive to me.	3.96	0.832
Consumer Satisfaction	I am overall satisfied with the delivery applications I am currently using	3.93	0.797

	I am satisfied with the food or service ordered through the delivery applications.	3.94	0.830
	I will continue to use the delivery applications I am currently using.	3.91	0.837
	I am satisfied with the way that mobile food order applications have carried out transactions.	4.00	0.837

"Descriptive Analysis" means respondents' reaction to the promotion and discount went from 3.8 to 4.0. Respondents agreed that "I feel that discount provided encourages me to use mobile food delivery application services, " which means 3.94 (SD = 0.963). Meanwhile, "Terms and conditions of the promotion are important to me before I use mobile food delivery application services" scored the highest mean, which is 4.00 (SD = 0.920). The respondent agreed, "I think that promotion expiry date influences me in making an order"; the mean is 3.88 (SD = 1.027).

Besides that, the mean of respondents' reactions to the perceived price went from 3.3 to 3.6. The lowest mean at 3.34 (SD = 1.135) which is "I think that tax price in using mobile food delivery application services is reasonable" while the highest mean is "At the current price, mobile food delivery order apps provide a good value" has 3.60 (SD = 1.017). Meanwhile, for the first item, which is "I think the delivery price of mobile food delivery application services is reasonable" it has 3.48 (SD = 1.046) for the mean. The last one is item number three, which is "I feel that mobile food delivery application services overall price is affordable" has 3.49 (SD = 1.038) for mean.

Other than that, the mean of respondents' reactions to the convenience motivation went from 3.7 to 3.9. The lowest mean at 3.79 (SD = 0.915), which is "I would find it easy to become skilful at navigating through mobile food delivery application services web pages in the third item". In contrast, the highest mean go to the last item, that is "Overall, in using mobile food delivery application services, online shopping or transaction would be easy for me", has 3.97 (SD = 0.909). Meanwhile, for the first item, which is "I would find doing online shopping and web-based online transactions on mobile food delivery application services web pages easy", it has 3.80 (SD = 0.926) for the mean. The last one is item number two, which is "I would find interaction through mobile food delivery application services web pages clear and understandable" has 3.83 (SD = 0.914) for mean.

After that, for food quality, the mean score of four items starts from 3.7 to 3.9. The highest mean go to the last item, which is "The food looks attractive to me", at 3.96 (SD = 0.832) and followed by the second item ", The food is delicious", at 3.95 (SD = 0.799) for mean. Next, the first item, "The food smells good", scored 3.91 (SD = 0.801) for the mean, and the lowest mean goes to the third item, which is "The food is fresh", at 3.78 (SD = 0.849).

Lastly, for consumer satisfaction, the mean score of four items begins from 3.9 to 4.0. The highest score among others goes to the last item, which is "I am satisfied with the way that mobile food order applications have carried out transactions", at 4.00 (SD = 0.837), followed by the second item which is "I am satisfied with the food or service ordered through the delivery applications" at 3.94 (SD = 0.830). Meanwhile, the first item scored a mean of 3.93 (SD = 0.797): "I am overall satisfied with the delivery applications I am currently using". Lastly, the lowest mean goes to the third item, "I will continue to use the delivery applications I am currently using" at 3.91 (SD = 0.837).

Result of Reliability Analysis

Table 3 below shows the Reliability Analysis

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Promotion and discount	3	0.845

Perceived price	4	0.937
Convenience motivation	4	0.937
Food Quality	4	0.653
Consumer satisfaction	4	0.929

The reliability of Cronbach's alpha value for promotion and discount is 0.845, which indicates well. While the price, perceived and convenience motivation is the same value and scored highest, which was 0.937. Food, quality is 0.653, which indicates well. However, consumer satisfaction in mobile food delivery applications is 0.929 and showed reasonable satisfaction.

Result of Pearson Correlation Analysis

Table 4 below shows the Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	Significant (p value)	Decision
H₁: There is significant relationship between promotion and discount and satisfaction in mobile food delivery application among generation Z in Malaysia.	r=0.560, p< 0.01	H₁ is supported
H₂: There is significant relationship between perceived price and satisfaction in mobile food delivery application among generation Z in Malaysia.	r= 0.576, p<0.01	H₂ is supported
H₃: There is significant relationship between convenience motivation and satisfaction in mobile food delivery application among generation Z in Malaysia.	r= 0.614, p<0.01	H₃ is supported
H₄: There is significant relationship between food quality and satisfaction in mobile food delivery application among generation Z in Malaysia.	r= 0.583, p<0.01	H₄ is supported

DISCUSSION AND RECOMMENDATION

Several challenges and limitations faced in the study will be highlighted for future research purposes. The surveys have a challenge in obtaining information for the overall success, resulting in invalid findings that should be excluded from the study. Future research is to increase the amount of information and reading materials, whether physical or digital, in the library, especially no matter where the library's location is either in urban or rural areas. Secondly, the study data were collected using an online questionnaire however, by using this method, the researcher could not identify the truth of the target respondent while answering the questionnaire. Therefore, in future research is researcher should be aware and cautious of the target respondent to be given to answer the questionnaire. This is because although the focused researcher is generation Z who are 10 to 27 years old, nowadays mobile phones are also given to children by their parents so that sometimes they have accidentally touched and damaged essential things found in the mobile phone; that is why the researcher must constantly monitor and be sensitive to each respondent who fills out the questionnaire so that it does not cause problems for researchers to key in and compile data on the next day. The last problem is the survey conducted also aims to identify suitable respondents for this study. Nevertheless, there

are many generations nowadays, but our questionnaire only focuses on generation Z. Future research can be conducted by using another generation X and above, as the target respondents. As we all know, users of mobile food delivery applications are not focused on generation Z because primarily those who use these applications are working adults who do not have enough time to cook and buy food.

CONCLUSION

In conclusion, this study has been accomplished to examine the factors of satisfaction in mobile food delivery applications among Generation Z in Malaysia. Four independent variables, namely promotion and discount, perceived price, convenience motivation and food quality, have been chosen to examine their relationships with the dependent variable, which is to examine the factors of satisfaction in mobile food delivery applications among generation z in Malaysia. A total of 361 respondents from the age of 10 years old and above were selected at 27 years old in Malaysia to examine the factors of satisfaction in mobile food delivery applications among generation z in Malaysia. Overall, based on Pearson's correlation analysis, the promotion and discount factor scored a value of *0.560, followed by perceived price with *0.576, convenience motivation with *0.614, and food quality with *0.583.

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The Acceptance Towards the Use Of E-Wallet in Restaurants from Gen Z Perspectives

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ABSTRACT

Electronic wallets or e-wallets/e-wallets allow users to make electronic buying and selling transactions quickly and easily. E-wallets are intended to replace physical wallets so that consumers do not have to carry wallets or handbags anywhere travelling and buying indirectly; the security aspects of consumers are enhanced, avoiding the risk of robbery or money dropped. Electronic wallets work just like pocket wallets. Electronic wallets were first recognized as a method of storing money in electronic form. Still, they later became known for their suitability in buying and selling transactions for internet users to store and use shopping information (online). The Malaysian government and foreign countries also accept and practice this method in buying and selling, tourism and business. Electronic Wallet is an electronic service to store payment instrument data to make payment transactions via smartphone by debit. The development of the increasingly advanced internet world is driving the use of electronic wallets as a more efficient transaction tool. This is evidenced by the number of e-commerce websites that use electronic wallets as a transaction tool. Several electronic wallet services are now widely used in online transactions, including PayPal, the most widely used electronic wallet. And other pioneers of electronic wallet services have emerged, such as Perfect Money, Skrill, Liberty Reserve, Neteller, Payza, OKpay, Egopay, Solid Trust, and others.

Keywords: E-wallet, perceived ease towards intention to use, perceived ease of use, and E-wallet adoption

INTRODUCTION

This chapter focuses on the research's background, problem statement, research question, research purpose, research hypothesis, and study significance. In addition, this chapter discusses the chapter's limits. Ever since the emergence of modern technology, which is used worldwide, there has been a wave of technology applications, one of which is the E-wallet. Compared to the traditional wallet that men and women use in their daily lives, the program has recently been dubbed a digital wallet (Uduji, Okolo-Obasi & Asongu, 2019). Furthermore, due to the simplicity of connecting to the internet, it cannot be denied that the usage of mobile phones has become prevalent in our everyday lives in this day and age.

Technology is developing very fast and making many changes worldwide, including digital technology, such as e-commerce and digital payment. As people become more familiar with digital technology, they also go online for other services, such as financial technology and entertainment services. The software substitutes the so-called analogy of buying things with physical currency with the new wave of the cashless economy that is currently gaining popularity worldwide. People are getting more familiar with technology, especially money transfer and payment services, such as mobile payments (PricewaterhouseCoopers, 2019). Acceptance of mobile payment services is increasing significantly in emerging markets. All of these technological advancements are accompanied by the widespread use of the internet, which allows for electronic cashless payment in the twenty-first century. The e-wallet system has unique payment qualities that allow a buyer to use their phone to make online transactions without having to use actual cash, and it can be done with just a single tap on their phone. Due to a surge in its usage, is now the preferred method of payment among consumers, particularly

among consumers of various age groups, the majority of whom are young people who are most familiar with the current wave of technology (Yaokumah, Kumah & Okai, 2017).

Nowadays, eating out has become part of regular social activities among Malaysians, whereby they meet friends, families, colleagues, and business partners to build relationships. The use of the e-wallet service has increased dramatically due to the apparent benefits of embracing a cashless economy. Of course, other factors include security concerns and the fact that it saves both the buyer and the consumer time when doing transactions (Nizam, Hwang & Valaei, 2018). Furthermore, this payment method provides consumers with convenience (Liebana-Cabanillas et al., 2014), as well as ease and speed in its use and operation (Alom et al., 2019). An E-wallet, also called a mobile wallet or digital wallet, refers to an online prepaid technology used to store money and conduct transactions online via smartphone. Currently, e-wallet is already an alternative and are slowly beginning to substitute traditional cash payment systems. It has tremendous potential to substitute other payment methods and become the most popular method to process transaction in the coming years (Cocosila & Trabelsi, 2016).

The type of digital transactions that e-wallet advancements function with the consistent use of a quick-response code (QR) code created by the vendor for the buyer to utilize throughout transactions. Boost, Alipay, Grab pay, Touch n Go, Big Pay, Fave pay, and other e-wallets that use QR codes in Malaysia include Boost, Alipay, Grab pay, Touch n Go, Big Pay, Fave pay, and several others that use a smartphone app available for download from the Google Play Store for Android users and the Apple Store for iOS users. Moreover, Touch n Go e-wallet is the fastest growing e-wallet app in Malaysia which currently has 9 billion registered users and over 135,000 merchants on its platforms (Fintech News Malaysia, 2020). Furthermore, Boost, introduced in 2017, remains one of the most prominent e-wallets in Malaysia. Boost has 135,000 merchant partners and over 5.1 million users (Bernama, 2020). Those e-wallet services have done an excellent job of transitioning the country into a cashless economy, with most points of sale no longer requiring real cash.

There are three objectives of this research:
1. To examine the relationship between perceived usefulness and e-wallet intention.
2. To examine the relationship between perceived ease of use and e-wallet intention to use.
3. To examine the relationship between E-wallet adoption toward payment in restaurants.

Significance of the study
Researcher
The research concentrates on perceived usefulness concerning e-wallet intention, perceived ease of use about e-wallet intention, and E-wallet intention to use about e-wallet adoption. The study's participants are Gen-Z from Malaysia who has used e-wallets that have done financial transactions before.
Generation Z
The generational cohort that follows Millennials and before Generation Alpha. According to Merriam-Webstar. October (2021), Generation Z, or Gen Z for short, is also known as zoomers. According to researchers and popular media, beginning birth years are the mid-to-late 1990s, and ending birth years are the early 2010s. The majority of Generation Z individuals are Generation X kids. Generation Z is known as the I-generation since they grew up with technology and the internet (Mohammed, 2018).
LITERATURE REVIEW
Perceived Usefulness
The degree to which an individual believes that adopting a specific application or technology can improve their performance experience is defined as perceived usefulness (Redzuan et al., 2016). The perceived utility immediately impacts information system behaviour intentions, assisting in the generation of actual conduct. The Technology Acceptance Model emphasized the importance of perceived belief and utilitarian perception in influencing technology usage,

such as system design quality and attributes. The aspects of information quality comprised relevance, accuracy, and timeliness, and such utilitarian values are required to modify their efficiency (Lederer et al., 2000). Suppose a technology or information system's perceived usefulness is strong. In that case, it leads to a positive usage relationship in which consumers will use it again and prefer it to other payment methods or possibilities (Aristovnik et al., 2016). Continuance intentions are a type of intention. Cheung and Chan (2003) defined postadoption behaviour as "continuance intention." It is a metric of possible intention or behaviour that may be used to forecast whether or not an individual will continue to utilize mobile payment services in the future (Limayem & Cheung, 2011. The goal of Park, Jun, and Park (2017) was to determine which factors influence the long-term desire to use a mobile payment system. Perceived usefulness has a strong, substantial positive link with satisfaction and continued use intention, according to the findings of this study. Furthermore, Devaraj, Fan, and Kohli (2002) discovered that in the context of eCommerce, the perceived utility significantly impacted satisfaction.

Furthermore, according to Recker (2016), perceived usefulness significantly impacts continuation intention. Users' comprehensive evaluations of the use of an e-wallet they already use could be a crucial factor in establishing their trust in the e-wallet. Researchers must analyze users' continued usage behaviour following initial acceptance in such studies (Kim and Son, 2009). Such research is much more relevant in the current research context since mobile payment markets are still developing, and it's challenging to keep people using the mobile payment app and not migrating to another service provider. It's crucial to look into the components that go into keeping a client relationship going because continuity intention entails deliberate and rational use, necessitating a long-term partnership (Bhattacherjee, Limayem & Cheung,2012).

Perceived Ease of Use

An e-wallet is a gadget or online service that allows people to make electronic transactions. This involves purchasing products on the internet using a computer or a smartphone. Individual accounts can be linked to the e-wallet as well. (Bennet, 2021). The development of increasingly sophisticated technology makes it easier for consumers to create purchases. An example, payment transactions previously made using cash, bank transfer, or check are replaced by e-wallet or e-wallet applications. The use of smartphones and internet networks also makes it easy for users to induce what they require. An announcement from Prihatin Spanco 2020, consumers who use the e-wallet as a payment tool can transfer money anytime and buy goods anywhere using a smartphone.

Additionally, consumers do not need to carry huge sums of money, reducing the risk of theft or loss (Nelson, 2020). Payments made with e-wallets provide convenience, speed and a sense of security, and comfort in transactions made anywhere and at any time (Liébana-Cabanillas et al., 2014). Digital transactions could even be safer because they can reduce the possibility of fraud as user information is well-tracked. Verification has got to be done before making a payment. This implies that if your smartphone is stolen, it'll still not be ready to access your e-wallet (AIA, 2020. Both parties must have this application and register on the identical banking system. For more details, e-wallets are intended to interchange with the physical wallet. According to Thomassen (2019), E-wallet payments had a beneficial impact on his firm. This could be because e-wallet payments are faster to process than credit card purchases, and customers prefer the e-wallet payment alternatives accessible in my store.

Payments made through e-wallets are easier and faster than payments made through traditional banking systems since they save time and money (Blockchains, 2018). Additionally, using these e-wallets can speed up the checkout process and improve overall consumer happiness. Most e-wallets have identical functionality. The user enters the credit or open account credit details within the app first, afterward, when desirous of making a payment within the shop, the user just has to use the app and scan a specific code on the cashier or the machine.

The user's smartphone will function as a card replacement. This way, the payment process isn't any more complicated as users don't must count money or the difficulty of saving the remaining money after completing the payment. This online or internet-based payment system is commonly utilized for transactions and payments, and it is done using mobile smartphone applications since users find it convenient (Gokilavani et al., 2018).

E-wallet Adoption

E-wallet adoption is defined as consumers' use of mobile payment services through e-wallets (Liebana-Cabanillas et al., 2018). It was found that the adoption rate of mobile payment was significantly influenced by several factors: usefulness, trust, and security (Sharmaa, Manglaa, Luthraa & Al-Salti, 2018). Usefulness is described as consumers' belief that using e-wallets is more advantageous than using the current payment method (Marinkovic, Milinillo & Liebana-Cabanillas, 2019). Promotional campaigns enhanced consumers' usage by stressing the usefulness of e-wallets (Oliveira, Thomas, Baptista & Campos, 2016). Then, trust is described as the degree to which consumers believe e-wallet services are feasible and valuable (Verkijika, 2018). Authors justified those past experiences affected consumers' trust in using e-wallet services (Hillman & Neustaedter, 2017). Security also explained that the perceived privacy risk and concerns occurred in e-wallet services (Wang, Luo, Yang & Qiao, 2019). Mobile payment technology has faced high-profile security breaches in the past and thus causing consumers' low confidence in security (Johnson, Kiser, Washington & Torres, 2018). Ease of use is described as the consumer's perception of an e-wallet as a feasible and convenient tool. Users favoured new technology when the services provided were easily accessible (Boden, Maeir & Wilken, 2020). Traditional payment approaches, which were debit cards, credit cards, and cash, could be substituted by e-wallets only when it was more convenient for users (Johnson et al., 2018).

Research Hypothesis

In this study, the three hypotheses tested are:

> H1: Perceived usefulness is significantly related to e-wallet
> intention to use
> H2: Perceived ease of use is significantly related to e-wallet
> intention to use
> H3: E-wallet adoption toward payment in restaurants.

Research Framework

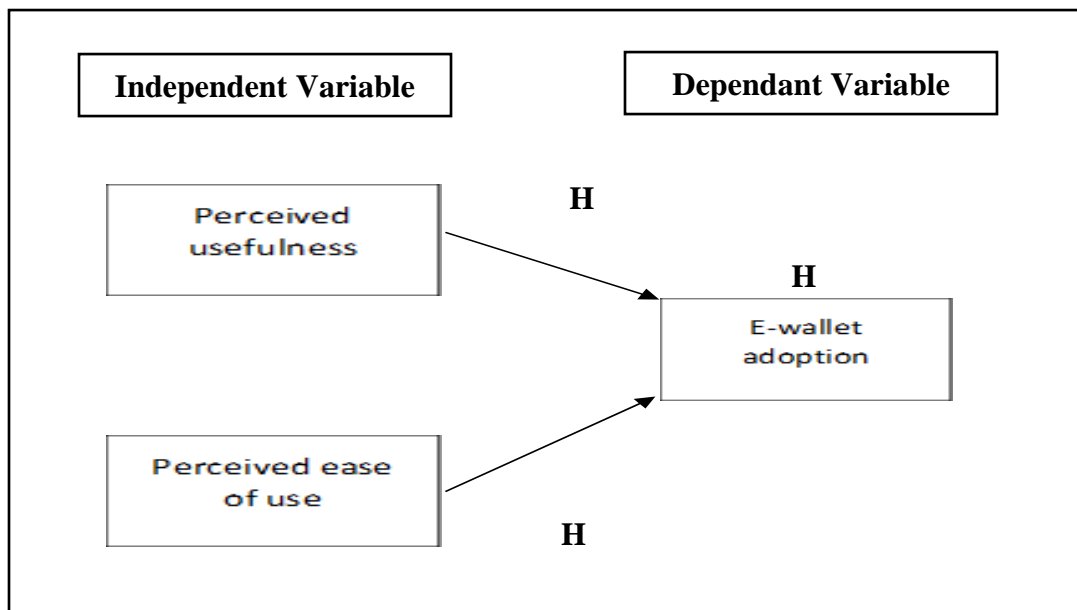Figure 1: Research Framework adopted from Yang, M, Mamun, A. A, Mohiuddin, M, Nawi N.C., & Zainol, N.R (2021) and (Fred Davis, 1986)

METHODOLOGY

Research Design

The research design is also a construction of research and is an instrument that constitutes the research study with the combination of all the critical components Akthar (2016). It is a comprehensive strategy used by researchers to rationally and reasonably combine multiple study components to attain the research objectives (Burns and Bush, 2010). Research design is the crucial part of the research as it includes all four important considerations: the strategy, the conceptual framework, the identification of whom and what to study on the tools and procedures to collect and analyse data. The research design is divided into several types, for example, qualitative research and quantitative research (Holmes R et al., A Guide to Research in the Social Sciences (Malaysia: Pearson, 2005),18.

According to Kothari (2004), research might be either a quantitative single-stage or multi-stage design. The closed-ended questions provided data for the quantitative research method, which was used to evaluate the relationship between variables. The quantitative research approach was employed in this study because it allows the researcher to test hypotheses by analyzing the established hypothesis. The quantitative research method analyzed the relevant data using statistical procedures and numerical coding, providing in-depth insight into the phenomena of interest. Furthermore, according to Sekaran and Bougie (2016), the quantitative research approach can aid in defining the properties of observed occurrences and investigating potential relationships between variables. To acquire the required data from the intended respondents, a collection of questionnaires, including a series of closed-ended questions, would be circulated.

Furthermore, conclusive research may be divided into two types: descriptive research and casual research. Descriptive research aims to better understand phenomena, gain new insights, and formulate a more concrete research problem or hypothesis. Casual research, on the other hand, is intended to examine the cause-and-effect relationships between variables. In addition, descriptive research is divided into two types: cross-sectional and longitudinal designs. The cross-sectional design is a one-time data collection technique that assists the

researchers in identifying the commonness of research findings in specific time points (Levin, 2006).

Data Collection

Before completing the survey in greater depth, a pilot test with 30 respondents from generation Z was undertaken to ensure the study's dependability. Fieldwork was continued by randomly sending surveys to 384 target respondents through Google Forms on their acceptability of using e-wallets at restaurants upon consent from respondents. Respondents were expected to use a five-point Likert scale to answer all questions. The data was obtained once the respondents had completed all of the surveys. To verify the information received, researchers personally collected surveys from respondents. With a total of 243 valid surveys, the final questionnaire gathered had a response rate of 63.28 percent.

Sampling

The researchers used convenience sampling as a non-probability sampling approach for their investigation. Convenience sampling is a sort of sampling in which the study relies solely on the first available primary data source. To put it another way, this sample strategy entails gathering people wherever they are, usually the most convenient area. Before selecting participants for inconvenience sampling, no inclusion criteria were established.

Data Analysis

The population of this research paper is the number of local tourists in Malaysia, and the sample size is determined from the table of Krejcie & Morgan (1970). Thus, the sample size for this research paper is 243 respondents; independent variables and dependent variables are distributed to local tourists in Malaysia to collect data. The data collected from respondents proceeded with the statistical package for the social science (SPSS). Data analysis included the reliability analysis, frequency analysis, descriptive analysis, and Pearson's Correlation analysis.

FINDINGS

Profile Sample

Table 1: Demographic Profile

Respondent Profile	Classification	Frequency N=243	Percentage (%)
Age	16 – 18	38	15.6
	19 – 21	81	33.3
	22 – 24	124	52
Gender	Male	94	38.7
	Female	149	61.3
Race	Malay	137	56.4
	Chinese	66	27.2
	India	38	15.6
	Bajau	2	0.8
Status	Single	160	65.8
	Married	63	25.9
	Divorce	20	8.2
Occupation	Student	116	47.7
	Self-employed	43	17.7
	Not-employed	21	8.6
	Government	38	15.6
	Private sector	25	10.3
Income Level	Less than RM1,000	140	57.6
	RM1,001 – RM1,500	21	8.6
	RM1,501 – RM2,000	35	14.4
	RM2,001 – RM2,500	24	9.9
	RM2,501 and above	23	9.5

Educational Level	High School	59	24.3
	Diploma	52	21.4
	Degree	132	54.3

Table 1 shows the characterization of respondents.15.6% of the respondents were aged 16- 18 years old, 33.3% of the respondents were aged between 19-21 years old, and lastly, 51% of the respondents were aged between 22-24 years old. 94 out of 243 respondents are male, representing 38.7%, while 149 are female, representing 61.3%. For Chinese and Indian, there were 66 27.2% respondents and 38 15.6% respondents, respectively. Most of the respondents were reported to be Malay, summing up to 137, 56.4% of respondents. Meanwhile, only 20 of 8% of respondents are reported to be of other races instead of Malay, Chinese or Indian. Next, most of the respondents were single, making up 160 65.8% of respondents.

On the other hand, married and divorced status represented 63, 25.9% respondents and 20, 8.25% respondents, respectively. The occupation of 243 respondents is divided into 5 categories. There were students, self-employed, not-employed, government and private sector. Most respondents were from student categories which are 116 47.7%. Next, self-employed and not-employed represented 43, 17.7% and 21, 8.6%. For the government, the sector shows 38, 15.6% of respondents, and the private sector shows 25, 10.3%. Then, respondents earning less than RM1,000 per month were the highest, which stands at 140 (6%).

The second highest group is represented by respondents who earn between RM1,501-RM2,000 per month, representing 35 (14.4%) respondents. There were 23 (9.5%) respondents earning above RM2,501 per month. The group of respondents, who earn between RM1,001 - RM1,500 and RM2,001 - RM2,500 per month, represented by 21 (8.6%) respondents and 24 (9.9%) respondents. There were 59 (24.3%) respondents from high school, and 52 (21.4%) respondents from diploma education. Lastly, the highest number of respondents for the educational level part is from degree students who are 132 (54.3%) respondents.

Result of Descriptive Analysis

Table 2: Descriptive Analysis

Variables	Statement	N	Mean	SD
Perceived Usefulness	Using an e-wallet might help me be more efficient while making payments	243	3.80	1.053
	Using an e-wallet might help me perform better in terms of financial transactions.	243	3.71	0.996
	I have more control over my payment activity with an e-wallet.	243	3.84	1.037
	Using an e-wallet allows me to do a lot of things more quickly	243	3.78	0.986
	Overall, I find an e-wallet to be beneficial.	243	3.79	1.048
Perceived Ease of Use	If I have enough time, I can complete my transactions with an e-wallet.	243	3.70	1.123
	Even if no one is around to assist me, I can use my e-wallet to complete my transactions	243	3.93	0.964

	I can use an e-wallet to conduct my transactions utilizing simply a short manual or online guidance as a guide	243	3.70	0.998
E-Wallet Adoption	I am familiar with e-wallet technology	243	3.73	1.045
	The e-wallet provider's level of service exceeded my expectations.	243	3.65	1.185
	My experience with utilizing an e-wallet exceeded my expectations.	243	4.00	0.990
	I prefer to utilize an e-wallet rather than any other payment option	243	3.60	1.000
	I intend to continue to use e-wallet services regularly.	243	3.74	1.070
	I will strongly advise others to utilize an electronic wallet	243	3.64	1.057

The descriptive analysis of Perceived Usefulness. It shows the mean of respondents' responses on the Perceived Usefulness variable according to the five-Likert Scale. The mean score for five (5) items in Perceived Usefulness ranges from 4.5 to 4.8. To elaborate, the mean for the first item is the highest, which is Using an e-wallet might help me be more efficient while making payments, scoring 3.80 (SD = 1.035). The mean score for the fourth item, which is Using an e-wallet might help me perform better in financial transactions, scored the same as the first item, which is 3.71(SD = 0.996). The mean score for the second item, which is I have more control over my payment activity with an e-wallet, reported at 3.84(SD =1.037). The mean score for the third item, which is Using an e-wallet allows me to do a lot of things more quickly, was 3.78 (SD = 0.986). Lastly, the mean score for the fifth item, were using an e-wallet allows me to do a lot of things more quickly. Overall, I find an e-wallet beneficial was 3.79 (SD = 1.048).

Secondly, the descriptive analysis for Perceived ease of use. The mean score of the five items in Perceived ease of use ranges from 4.3 to 4.8. To elaborate, the mean score for the last item, which is if I have enough time, I can complete my transactions with an e-wallet" showed the highest score at 3.70 (SD = 1.123), Even if no one is around to assist me, I can use my e-wallet to complete my transactions follow by Even if no one is around to assist me, I can use an e-wallet to conduct my transactions utilizing simply a short manual or online guidance as a guide scored 3.93(SD = 0.964), I can use an e-wallet to conduct my transactions utilizing simply a short manual or online guidance as a guide scored 3.70 (SD = 0.998), and lastly the item "I am familiar with e-wallet technology." scored the lowest at 3.73 (SD= 1.045).

Thirdly, the descriptive analysis for dependent variable-wallet adoption. It shows the mean score of five items ranging from 3.2 to 3.9. To elaborate, the mean score for the last item. "I will strongly advise others to utilize an electronic wallet" scored the highest at 3.64 (SD = 1.057), followed by "I intend to continue to use e-wallet services regularly" which scored 3.74 (SD = 1.070). Next, the item "My experience with utilizing an e-wallet exceeded my expectations" scored 4.00 (SD = 0.990), and the mean score for "I prefer to utilize an e-wallet rather than any other payment option" was reported at 3.60 (SD =1.000). Lastly, the mean score for the item "The e-wallet provider's level of service exceeded my expectations" scored the lowest at 3.65 (SD = 1.185.

Result of Reliability Analysis
The table below shows the result of the reliability analysis

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Perceived Usefulness	3	0.898
Perceived Ease of Use	3	0.865
E-wallet Adoption	3	0.878

Following the Pilot Reliability Test, the usable questionnaire, which includes 243 respondents, will be subjected to a real reliability test. The reliability Cronbach's alpha coefficient value for reliability was 0.898, indicating excellent reliability. In contrast, reliability Cronbach's alpha coefficient value for assurance is 0.878, which indicates well. However, e-wallet adoption gained only 0.944, which indicates questionable.

Result of Pearson Correlation Analysis

The table below shows the Pearson Correlation Analysis result in which we know that hypotheses H1 and H2 have a significant relationship between them and were accepted.

Table 3: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/ Not Supported)
H1: There is a significant relationship between perceived usefulness and e-wallet adoption	0.556	H1 is supported
H2: There is a significant relationship between perceived ease of use and e-wallet adoption	0.569	H2 is supported

Based on the H1 result, there is a positive correlation coefficient of .556** based on the findings, indicating that the association between perceived usefulness and e-wallet intention to use is positively strong. Therefore, perceived usefulness is strongly related to determining the intention to use e-wallets in restaurants all around Malaysia. Meanwhile, the significant level is <.001, which is less than the standard criteria of 0.5, which also indicates a significant relationship. As a result, the hypothesis (H1) that there is a significant correlation between perceived usefulness and e-wallets' intention to use when paying for their meal at restaurants is accepted.

Meanwhile, the correlation coefficient is positive at .569**, indicating a strong association between perceived ease of use and e-wallet intention to use. As a result, perceived ease of use strongly impacts e-wallet intention to use when they are paying in any restaurant that offers that payment method. The significance level of the two variables is <.001, which is less than the conventional criterion of .05, indicating a meaningful relationship, as shown in the table. As a result, hypothesis (H2) is accepted, stating a significant association between perceived ease of use and e-wallet intention to use.

DISCUSSION & RECOMMENDATION

Several challenges and limitations were faced in the study and are to be highlighted for future research purposes. The respondent's behaviour in answering the questionnaire was doubted truthiness which will eventually result in an invalid finding that should be excluded from the study. The researcher has faced challenges such as time constraints in conducting fieldwork, respondent's behaviors and accessibilities, and doing research away from group members. The questionnaire adopted from previous studies is limited to only a single language, whereby researchers must translate and apply at least a bilingual statement (Malay language) to low respondents to answer based on their language preferences. Besides, respondents are also limited to only those who can understand English and Malay. Therefore, future research should consider the survey's locality, as customers from different states in Malaysia may have differing opinions based on their demographic profiles.

CONCLUSION

This study aimed to determine whether gen-z accepts the use of e-wallets in restaurants. Overall, the findings revealed that perceived usefulness and perceived simplicity of use have a moderate negative impact on e-wallet adoption in restaurants from the perspective of Generation Z. Customers will accept the use of e-wallets at restaurants, according to the survey, even though the determinants are still far from reaching their maximum level.

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Customer Awareness towards Muslim Friendly Hotel in Malaysia

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ABSTRACT

Various studies are investigating Customer Awareness of Muslim Friendly Hotels in Malaysia. Many people love to travel in Malaysia. However, there is little data on customer awareness of Muslim-friendly hotels in Malaysia. Therefore, research on this topic is an important matter. The aim is to see the relationship between hotel facilities and customer awareness of Muslim - friendly hotels in Malaysia. It also investigates the relationship between room amenities and customer awareness of Muslim-friendly hotels in Malaysia and the relationship between halal food and customer awareness of Muslim-friendly hotels in Malaysia. An online survey will be conducted among Malaysians who love to have a vacation at Muslim-friendly hotels. Respondents will be selected using the non-probability purposive sampling method. The study was to identify the relationship between hotel facilities, room amenities, and halal food in the customer awareness towards a Muslim-friendly hotel in Malaysia. There were 311 participants, and it was done via social media platforms such as Instagram, Facebook, WhatsApp, and Telegram. The questionnaire was divided into four sections; each required prior informed consent. Since every traveller will pay attention to the issue of halal cuisine, the study results show that halal food is an important aspect that must be present in every hotel to attract the attention of Muslim customers.

Keywords: Hotel, Muslim Friendly, Travel, Awareness, and halal food

INTRODUCTION

A Muslim-friendly hotel has Islamic elements such as Qibla direction indicator, prayer materials, halal food, the lack of alcoholic beverages in Islamic hotels and the presence of a mosque in the hotel area. According to Jeaheng, Al-Ansi and Han (2019), a deeper understanding of the precise needs and behaviour of the Muslim customer is required before implementing any service to ensure the most straightforward practices are applied. The Muslim travel sector is rapidly growing and has established itself as an essential segment of the tourism industry. Malaysia is one of the most popular tourist destinations among Muslim tourists, owing to its rich Islamic tradition and values in tourism products and services. Muslim travellers know Malaysia has many Muslim-friendly facilities.

Many people's lifestyles have changed due to modernization, work stress, developments in communication technology, the availability of low-cost airlines, and rising household income, particularly in Islamic countries.. Knowledge, education, business, umrah, and hajj are no longer the only reasons to travel in modern times. The

rise in Muslim travelers has significantly impacted the global hospitality industry's concept. It is time for the tourism industry to consider the new concept of Muslim-friendly hospitality services. Muslim-friendly hospitality is a good deed that involves accepting and meeting the fundamental needs of consumers, such as providing food, drink, and lodging to individuals who are visiting for a short or long period in one location, such as hotels and resorts for leisure or business.

Today, an increasing number of Muslims, particularly those who travel to other nations. When they do, they look for a way of life that is respectful to their religion. Muslim travellers are particularly interested in Muslim-friendly hotels. These hotels cater to halal travellers, who eat the food that is permissible for Muslims to consume. Signs are pointing in the direction of Qibla in the rooms, as well as an alcohol-free eating area and separate spa and swimming sections for men and women.

1.1 To measure customer awareness towards Muslim-friendly hotel in Malaysia.
To identify the attribute of Muslim-friendly hotels in Malaysia.
1.2 To identify the attribute of Muslim-friendly hotels in Malaysia
      1.2.1 To identify the relationship between hotel facilities and customer awareness towards
      Muslim-friendly hotel in Malaysia.
      1.2.2 To identify the relationship between room amenities and customer awareness towards
      Muslim-friendly hotel in Malaysia.
      1.2.3 To identify the relationship between halal food and customer awareness towards
      Muslim-friendly hotel in Malaysia.

SIGNIFICANCE OF THE STUDY

In this study, there are several stakeholders who will get the benefit as follows:

Muslim customer

Muslim means someone involved in the act of movement, acceptance or surrender. Therefore, a Muslim submits to God's will or is a follower of Islam. The word Muslim is used in conversation to qualify or differentiate a person. It can also be defined as a brief description of one's religious beliefs. The client, on the other hand, is a person, a group of people or an organization who receives or may receive goods, services, products or ideas from another person or a corporation in exchange for money or anything of equivalent value.

Non-Muslim customer

Non-Muslim means a person who is not a Muslim or has a belief or religion other than Islam. In many writings, non-Muslims are referred to as infidels. Therefore, non-Muslims or infidels, according to sharia, an attribute of a person who disobeys a law that has been prescribed and mandated by Allah S.W.T. Therefore, Halal ideals can thus be popularized among non-Muslim consumers if the society as a whole is made more aware of issues such as health, cleanliness, safety, the environment, social justice and animal welfare and all of which are accompanied by Halal methods of doing things (Golnaz, Zainalabidin & Nasir, 2012).

Government of Malaysia

The increase of Muslim hotels in Malaysia will greatly impact the government. It is because various benefits will be obtained when the hotel industry, especially Muslim hotels, manage as best as possible their service process throughout the hotel's operation. Therefore, it will help the government attract more customers, especially tourists from abroad who are Muslims. For example, the Ministry of Tourism, Arts and Culture

(MOTAC) will help the hotel industry constantly attract more foreign tourists to the hotels with greater quality services and hospitality.

LITERATURE REVIEW
OVERVIEW OF MUSLIM FRIENDLY HOTEL

Muslim friendly hotel is still considered a new concept in Malaysia's hospitality field. However, many people are still unclear and confused about the concept of the hotel. Most of them think that this hotel is only meant for Muslims. It can lead to misunderstandings and conflicts between hotel operators and customers or guests. One of the reasons why Muslim Friendly Hotel is not well received is because the concept of the hotel is more for Muslims. As a result, it may be complicated due to non-Muslim and Muslim tourists' contrasting reactions.

Furthermore, the primary notion is that non-Muslims regard destinations in some Islamic countries as distinct from those in other "Western" countries (Alom et al., 2019). A Muslim-friendly hotel has Islamic characteristics, such as Qibla direction signs, prayer equipment, halal food preparation or a list of neighboring eateries that serve halal food, and segregation of swimming pools for men and women. It is also included the absence of alcohol and illegal food on the hotel premises. In addition, halal certification is a process in which a government-controlled body or a reputable Islamic organization inspects and certifies that the products comply with the Shariah and that Muslims can consume them legally.

Hotel Facilities

The five daily prayers are an obligation that a Muslim must perform in their life and this can be proven according to Islam-world.net (2011). This is the second pillar of Islamic teachings, according to which a Muslim must pray five times, namely before dawn (Subuh), noon (Zuhur), afternoon (Asar), after sunset (Maghrib), and evening (Isyak). So, it is important for a Muslim to perform their ibadah in a clean and suitable place; for example, a mosque or prayer room should be created in a Muslim hotel to indirectly facilitate the affairs of visitors in performing ibadah. Al-Hamarneh and Steiner (2004) agree that a mosque, which refers to a Muslim's house of worship or prayer room, is one of the most important amenities for Muslims.

Room Amenities

Most the visitors will focus on the position of the bed in this case because in Islam, the position of a person's sleeping body is not recommended to direct both feet facing the Qiblah . After all, it does not respect the Kaaba, the Qiblah for Muslims. However, when Muslims perform ibadah, such as reciting the Quran, taking ablution, and reciting prayers, it is recommended to face the Qibla. In this Muslim hotel, they have provided the Qibla direction which is usually displayed on the coin above the hotel room. This is to make it easier for visitors to perform worship in their rooms. Many Muslim-friendly hotels throughout the world provide amenities like prayer mats, timetables, and prayer attire for ladies. Several hotels also provide a Quran in each guest room and Qibla headings in the rooms. This way makes a guest feel comfortable and do not have to worry about the preparations needed to perform ibadah whenever they travel.

Halal Food

Finding halal food is important for a Muslim as most hotels will serve liquor on one of their menus. Serving alcohol-free drinks in a Muslim hotel is connected with a healthy lifestyle, which is more enticing to everyone. To make this happen, however, Muslim hotels face difficulty in ensuring customer happiness, as well as providing services to these consumers that are wealthy enough to allow competitive comfort and luxury while maintaining the spiritual quality desired by the customer. In addition, these food services and industries still lack knowledge about alcohol which is alcohol sales are immensely profitable and constitute a sizeable portion of revenue for many hotels. So, this shows that this issue is still arguable and

debatable because Islam values are more important for Muslims, and hotels incorporating these values are the ones that best suit their needs.

Hypotheses

H$_1$ There is a relationship between hotel facilities and customer awareness towards Muslim-friendly hotels in Malaysia.

H$_2$ There is a relationship between room amenities and customer awareness towards Muslim-friendly hotels in Malaysia.

H$_3$ There is a relationship between halal food and customer awareness of Muslim-friendly hotels in Malaysia.

Conceptual Framework

Figure 1 below shows the research framework used for this study.
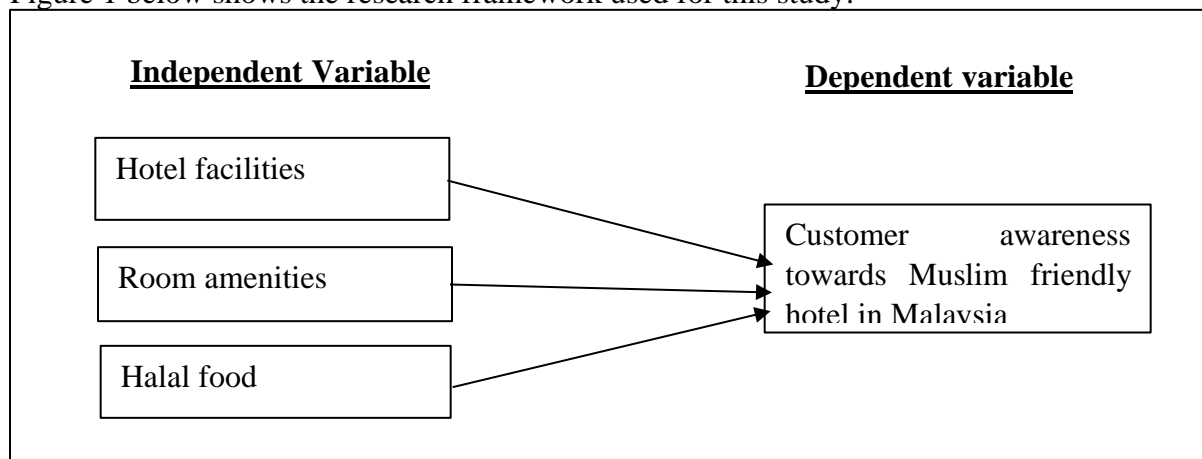
Figure 1: Research Framework

METHODOLOGY

Research Design

Research design ensures that the evidence obtained allows the researcher to effectively address research problems logically and clearly. To shape appropriate research to obtain information relevant to a research problem, researchers must first determine the type of evidence required to test a theory, describe and evaluate the meaning associated with an observable problem, and use the quantitative methodology to investigate similar issues. Quantitative styles are used to understand the process of collecting and analysing numerical data. It can find patterns, test productive connections, and generalize results to a broader population.

Population

Customers in Malaysia were the main target population, consisting of males and females aged 19 and over. To obtain data related to customer awareness of Muslim-friendly hotels as a whole, the researcher will distribute a questionnaire to all customers who have used or have never used the service. The researcher aims to get the respondents who are reached from different demographics, including race, age, and education levels.

Sample Size

Sample size is some persons chosen from the general community to reflect the entire population in a study. Inappropriate, too large, or too small sample sizes affect study quality and accuracy. The number' stands for sample size. The Krejcie and Morgan approach for estimating sample size in research is widely used. The following formula was used by Krejcie and Morgan (1970) to determine the sample size:

$$s = \frac{x^2 N_P (1 - P)}{e^2 (N - 1) + x^2 p (1 - P)}$$

s = required sample size

X2= Table value of chi-square for one degree of freedom at the desired confidence level

N = Population size (assumed to be 1 million)

 P = Population proportion (assumed to be 0.5 or 50%)

D = Degree of accuracy (assumed to be 0.05 or 5%)

Sampling Method

The researcher can utilize one of two sample approaches in this study: probability sampling or non-probability sampling. The critical criterion for probability sampling is that each of the N sampling units has a specific, known probability of selection and that none of the units has a probability of zero. There are a plethora of options within this constraint. The sampling technique will be used is simple random sampling; the probability sampling technique necessitates a general specification of simple random sampling.

Data Collection Method

Data collection is the process of gathering, measuring, and evaluating correct viewpoints for study using recognized, validated procedures. A researcher's hypothesis may be evaluated based on the evidence gathered. In most cases, data collection is the first and most crucial step in the research process. The process of gathering and measuring information regarding variables of interest in a well-established systematic fashion allows one to answer stated research questions, test hypotheses, and assess results.

Primary data is acquired directly from the source of the information and is considered the most basic type of data in research. Primary data is information obtained directly from primary sources such as interviews, surveys, and experiments by researchers. Primary data sources are usually chosen and adjusted to meet the demands or objectives of a particular scientific study. It is vital to figure out what the research's goal is and who the target demographic.

In this study, a questionnaire was used to collect accurate data on customer awareness towards Muslim-friendly hotels in Malaysia. The questionnaire will be created using Google Forms, making it easier for respondents to answer the questions given. Following that, the google form link will be sent via telegram, WhatsApp, and email platforms so that the respondent can answer the question, making it easier for the researcher to get answers quickly and not have to wait a long time for responses from the respondent. Using this method also does not require a strong internet connection, and respondents can also answer whenever they have free time, allowing them to respond in a calm manner without having to rush in giving answers when asked questions at the same time.

Research Instrument

Part A, B, C, and D are the questionnaire's four sections. A self-completed questionnaire will collect the data for this study. This questionnaire is being modified and developed to consider the respondents' different backgrounds. In addition, due to any problems, the researcher also prepared the questionnaire in two languages: English and Malay. This it will make it easier for the respondents to answer the questionnaire.

Closed-ended questions are prevalent in surveys because they yield higher response rates. This is because closed-ended questionnaires do not require as much typing as open-ended questionnaires do, such as "yes" or "no" and questions that may be replied to with a single word or questions in which participants are given options to pick from, such as agree, disagree, or neutral. Closed-ended responses are also simple to examine statistically, which is what most people want to do with survey data. Respondents do not need to think of their own words to write because the researcher has already provided possibilities for them to choose from. This survey does not take long to complete, and all they have to do is to; all they have to do is choose one of the response alternatives.

Therefore, some the respondents do not entirely comprehend the query. Still, as they answer and consider the available response choices, they can gain a better understanding and knowledge of what have being asked. The interval scale aids researchers in performing numerical operations on data collection such as calculating the magnitude of individual preference variations. As previously stated, each of the study's instruments is being adapted and developed into five sections, with the Likert-scale instrument being used to determine the level of agreement (Mas'adeh, 2016).

Data analysis

The most crucial aspect of every study is data analysis. Data analysis is a summary of the information that will be gathered. It also entails the analysis and interpretation of data to establish a pattern, link, or trend using analytical and logical reasoning. Data analysis is also defined as analyzing, organizing, changing, and transforming data to obtain meaningful information. Furthermore, ensuring that the data analysis is carried out responsibly is critical. Aside from that, other processes must be followed when doing a research experiment. In this study, the researchers will collect statistical data using the Statistical Analysis for the Social Science (SPSS) Statistic at version twenty-eight.

FINDINGS

Results of Frequency Analysis

Part A for background information which are about respondents' demographic profile.

Characteristic	Frequency	Percentage
Age		
10-20 years old	51	16.4
21-30 years old	186	59.8
31-40 years old	20	6.4
41-50 years old	43	13.8
50 years above	11	3.5
Marital Status		
Single	221	71.1
Married	88	28.3
Others	2	0.6
Race		
Malay	306	98.4
Chinese	2	0.6
Indian	1	0.3
Education Level		
Bachelor	190	61.1
Spm	61	19.6
Diploma	32	10.3
Stpm	16	5.1
Master	9	2.9
Pondok	1	0.3
Skm	2	0.6
Did you aware about the existence of Muslim Friendly Hotel?		
Yes	273	76.2
No	74	28.3

Do you prefer staying in Muslim Friendly Hotel when travelling?			
Yes	290	93.2	
No	21	6.8	
Have you ever experience staying in Muslim Friendly Hotel?			
Yes	154	49.5	
No	157	50.5	

The question for a demographic profile from the 311 respondents shows that the frequency with the highest age is (F=186) for the 21-30 years old. Then, the highest of marital status is (F=221) for the single. Meanwhile, the highest respondent from the race is (F=306) for Malay and characteristic of education level is Bachelor (F=190), SPM (F=61), Diploma (F=32), STPM (F=16), Master (F=9), Pondok (F=1) and SKM (F=2).

In addition, in the characteristic "Did you aware about the existence of Muslim Friendly Hotel?" the 311 respondents choose yes with (F=273) while the characteristic "Do you prefer staying in Muslim Friendly Hotel when travelling?" the majority of respondents choose yes with (F=290).

Result of Descriptive Analysis

Descriptive analysis is also known as descriptive analytics or descriptive statistics. This is the process of using statistical techniques to describe or summarize information that was conducted based on the data collected from the 311 respondents.

Variable	Items	Mean Score	Standard Deviation
Hotel Facilities	Majority of the hotel staff are Muslim.	4.34	0.78
	The hotel provide the Qibla sign (direction of Makkah)	4.67	0.61
	No place of entertainment.	3.81	1.00
	Decoration and art should not depict the human and animal form	4.40	0.85
	Separated floors for single male, single female and Families are provided.	4.24	0.96
Room Amenities	Al - Quran is placed in the hotel room.	4.28	0.94
	Praying mats are provided in the hotel rooms.	4.53	0.78
	Television broadcasts are selected only that are beneficial to the consumer	4.14	0.97

	The hotel rooms are cleaned daily	4.68	0.61
	Wet clothes are provided in the hotel bathroom.	4.38	0.90
Halal Food	Halal mineral water is provided to consumers	4.76	0.52
	There are non-halal foods like pork.	4.78	0.53
	The cuisine at the compliant shariah hotel is prepared according to shariah requirements.	4.75	0.54
	The hotel will ensure that the snacks provided have the halal logo and emblem	4.76	0.54
	Authorities approved halal certificates with stricter conditions.	4.76	0.50

The question for hotel facilities the majority of the hotel staff are Muslim (m=4.34), the hotel provides the Qibla sign (direction of Makkah) (m=4.67), no place of entertainment (m=3.81), decoration and art should not depict the human and animal form (m=4.40), and separated floors for single male, single female and Families are provided (m=4.24). Next, for the question room amenities, Al - Quran is placed in the hotel room (m=4.28), praying mats are provided in the hotel rooms (m=4.53), television broadcasts are selected only those that are beneficial to the consumer (m=4.14), the hotel rooms are cleaned daily (m=4.68) and wet clothes are provided in the hotel bathroom (m=4.38). Lastly, for the halal food question, halal mineral water is provided to consumers (m=4.76), there are non-halal foods like pork (m=4.78), and the cuisine at the compliant shariah hotel is prepared according to shariah requirements (m=4.75), the hotel will ensure that the snacks provided have the halal logo and emblem (m=4.76) and authorities approved halal certificates with stricter conditions (m=4.76).

Result of Reliability Test
Reliability Analysis is a procedure that calculates various commonly used measures of scale reliability and information about the relationships between individual items on the scale. Estimates of inter-rater reliability can be computed using interclass correlation coefficients. So, using Cronbach's Alpha Coefficient in Statistical Package for the Social Sciences (SPSS) is used for this study.

Variable	Number Of Items	Cronbach Alpha
Hotel Facilities	5	0.694
Room Amenities	5	0.748
Halal Food	5	0.898

Customer Awareness Toward Muslim Friendly Hotel	4	0.521

The result of Cronbach's Alpha values of the questionnaire was in the range of low acceptance level (0.4) to very high acceptance level (0.9). There are five total number questions for each Independent Variables has been tested using reliability Cronbach's Alpha. The number of items is four for the dependent variable is customer awareness towards a Muslim-friendly hotel in Malaysia, and the Cronbach alpha is 0.521. After that, for independent variables is hotel facilities, Cronbach alpha is 0.694. Next, room amenities and the Cronbach alpha is 0.748 and then halal food where is Cronbach alpha is 0.898. For the independent variable in number of items is five.

RECOMMENDATIONS

This research is studied through value and satisfaction based on Muslim customers regarding Muslim-Friendly Tourism in Malaysia. Therefore, this research has shown the variable of Muslim customer satisfaction (dependent variable) and hotel facilities, room amenities, and halal food (independent variable). There were significantly correlated with the dependent. It has a very positive correlation relationship. Future research could also be used by other variables such as hotel facilities and halal food.

First and foremost, hotel facilities should make the customer feel special. This is because using customized welcome messages, such as "Welcome back" if the guest has previously stayed, is what it means to make it unique. There's also the chance to promote special discounts, new features, and hotel services.

Furthermore, the recommendation can provide exclusive deals based on room amenities. These exclusive deals are intended to make guests happy and excited. This is an exclusive call because the deals are not available everywhere else. Furthermore, the hotel administration can offer discounts and packages based on their interests, such as vouchers and tickets that can be utilized at restaurants or retailers affiliated with the hotel.

Finally, for Muslim Friendly Hotels, the proposal for halal food is to strengthen the halal food supply chain. Every Muslim-Friendly Hotel should serve halal food to all of its customers. This is because Muslims place a high value on religion. As a result, they can only use halal products. Furthermore, all food served and searched by hotel management must bear the halal logo and be designated halal to ensure that all Muslims can enjoy it.

CONCLUSION

This research was conducted on customer awareness of Muslim -friendly hotels in Malaysia. Throughout this research, researchers have studied the relationship between independent variables and dependent variables. The parties benefiting from this research are the owners and employee of food and beverage, customers and future researchers.

There are certain limits to this research. The researcher's concern is the data gathering procedure, which is the first constraint. Data can be missing, incorrect, invalid, or incomplete at times. Because specific questions in Google Forms can be marked or answered several times, this is the case. Researchers can solve the challenge by redoing their work and being more diligent in obtaining accurate results. There are certain limits to this research. Furthermore, online surveys were used in this study, which were was distributed via Google forms. Respondents are unable tocannot express a minor opinion using this method because the questionnaire only has multiple choice questions for them to answer. Furthermore, online surveys were used in this study, which was distributed via Google forms. Respondents cannot express a minor opinion using this method because the questionnaire only contains multiple choice questions.

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Customer Satisfaction Towards Usage Of Food Delivery
Applications During Covid-19: Malaysia Outlook

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ABSTRACT

This study is about Customer Satisfaction with the usage of Food Delivery Applications during Covid-19 in Malaysia. Coronavirus 2019, also known as Covid-19, is an infectious disease caused by a virus that causes respiratory infection in humans. Food delivery service is sending food to a customer after placing an order through online applications. The consumer can now choose from a diverse range of food providers listed on the internet at any time and location. High technology alters people's lifestyles by providing a variety of applications to assist them, such as an online delivery application. This study relates to convenience, time savings, and perceived value. Use a quantitative method to complete this research. Google Forms was used to distribute 384 questionnaires. The result is based on descriptive analysis, reliability test, and Inferential Analysis (Pearson's correlation analysis.

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

INTRODUCTION

A customer makes an order through applications; the restaurant needs to prepare food and give it to a delivery driver. Customers must simply wait at home for their meals. It is because delivery service has many benefits to the user such as food delivery service is easy to use, time-saving, various food and price. When there is a lockdown, online food delivery increases and has become the new normal for people today.

Customer demand for OFD services has risen dramatically in recent years and will continue to rise consistently (Hong, Choi, Choi & Joung, 2021). Food delivery service has many advantages for users, such as its ease of use, time savings, variety of foods, and low prices. The advancement of internet technology and the increased use of smartphones have prompted the establishment of several OFD ordering service system start-ups. Online service delivery is on the rise because it is simple and convenient, especially for busy people with multiple responsibilities and little time to go out and buy food. Food Panda, Grab Food, Food Ninja, and others are popular online delivery apps in Malaysia.

Covid-19 is transmitted from one person to another by the air or by direct or indirect contact. During the movement control order, the government has ordered all sectors, including restaurant operations, to close (MCO). Aside from that, the government encourages social distancing, and consumers are not permitted to eat in restaurants to prevent the virus from spreading. They use an online delivery service to their new normal during COVID-19 pandemic and are mostly safe from disease transmission from other people.

Food delivery is a courier service in which restaurant or third part application of food delivery toward the mobile applications (Viktor, 2021). Customers were prohibited from eating in stores after the pandemic of Covid-19 a year ago. It is to prevent customers from congregating in a confined space. It is difficult for them to get food. Customers can order food through the application based on their preferences. This application provides a list of restaurants in a specific area. This study aimed at the customer satisfaction level towards using food delivery applications during covid-19. The relationship between convenience, time-saving, perceived value, and customer satisfaction towards food delivery applications during Covid-19. There were two objectives of this research:

1. To measure customer satisfaction towards using food delivery applications during Covid-19.

2. To identify the relationship between food delivery application attributes and customer satisfaction towards using food delivery applications during Covid-19.

    i.   To identify the relationship between convenience and customer satisfaction towards using food delivery applications during Covid-19.

    ii.   To identify the relationship between time-saving and customer satisfaction towards using food delivery applications during Covid-19.

    iii.   To identify the relationship between perceived value and customer satisfaction towards using food delivery applications during Covid-19.

SIGNIFICANCE OF STUDY

In this study, there are several stakeholders who will get the benefit as follows:

Restaurant Operator

All restaurants are allowed to reopen during the Covid-19 pandemic. However, orders must be placed as takeout. To reduce disease risk, every restaurant operator should have essential health information. The restaurant owner must develop innovative online marketing methods. By improving their restaurant website or online food ordering application can be a strategy to get more sales. Therefore, it can improve their service to open the restaurant during the pandemic and enhance their relationship with the food rider.

Food Rider

A food rider is someone who works to take orders through a food delivery app. Nowadays, customers always use a food delivery app to place an order, so the food rider acts as a middleman between the restaurant and the customer. Rider service is fast and on time because they chase customer orders. Service from the rider is very fast and on time because they chase orders from the customer. The more food order received, the higher the profit they earned.

Customer in Food and Beverages Outlet

Customers who do not want to go out will use a food delivery app to place an order. There are numerous advantages to using the food delivery application, such as time savings. Customers do not need to waste time going to the restaurant. During this pandemic, it is preferable to use a food delivery applications where the customer simply waits for the food rider to send their order. This makes it easier for customers to purchase food online, while food riders profit more from customer orders, and the restaurant surroundings are less crowded, reducing the risk of Covid-19.

LITERATURE REVIEW

Food Delivery Applications in Malaysia

Mobile food delivery applications (MFDAs) refer to smartphone-based applications used to contact restaurants, search for foods, order food for delivery, and provide payments without physical interaction with restaurant personnel (Alom et al., 2019). Online food delivery services (OFD) are trending in electronic commerce. But at the same time, according to Alalwan (2020), online food ordering applications consist of various innovative characteristics that help both customers and restaurants override problems like long waiting times, traffic, miscommunication, delayed delivery, or dealing with customer complaints.

The Mobile Food Delivery Applications (MFDAs) seem to have been a blessing for many people during the COVID-19 pandemic (Al Amin et al., 2021). It can be said that because of COVID-19 pandemic, the market demand for online food delivery applications has increased. Due to pandemic Covid-19, many places need to follow the movement control order (MCO), including the restaurant and Café. People cannot go out without specific reasons, and to avoid being infected with a virus, the consumer can use the online food application to make

an order if they want to buy something. Due to the mandate to stay at home or prefer to stay at home, food delivery services are the preferred means of purchasing foods (Marcellus, 2020). Nonetheless, given that food sold through online food delivery services is primarily prepared in existing food outlet facilities, it may have a similar nutrient profile to food prepared away from home ordered in conventional ways.

Attribute of Food Delivery Applications

An attribute of food delivery applications in this study is the convenience of the customer when using an application, time-saving to customer, and perceived value makes customer using food delivery applications. Convenience is a vital service attribute that positively impacts consumer satisfaction and behavioural response in electronic banking and online shopping (Kok, Wee & Kim, 2021). Food delivery service application gives convenience when it is easy for customers to use and user friendly. Perceived value also can make people choose a food delivery application. Besides that, in terms of attribute importance, food delivery application users are likely to pay attention to food riders, reviews and time-saving dimensions (Fakfare, 2021). According to Chai and Yat (2019) time-saving factor would be an essential element in motivating customers to use the OFD services.

Convenience

High technology gives people more convenience, like a mobile phone can be used for many functions for connecting with others. Mobile phones can also be used for online services like food delivery online in applications. It shows a growing technology gives more convenience to the user. According to Yeo, Goh and Rezaei (2017), convenience is the amount of effort one must make to be able to use a new system or technology. People will choose something with less effort and easy to do, and they will try to avoid something complicated like in a COVID-19 pandemic; people prefer to use online food delivery because they want to avoid going out to the risky place.

Moreover, convenience can be viewed in terms of accessibility of use, ease of payment methods, variety of food and restaurants, delivery schedule and time, customer service, etc. (Norshita & Khairul, 2020). The online food ordering system will set up an online food menu with the support of intelligent mobile applications and deliver the expected food items to the user's doorway. An easy use and make people prefer to use an online delivery service. It is easy because the customer can make an order at any time or at any place when using a food delivery online. The customer does not need to go to the restaurant to make an order and payment. With just a click and via a cashless payment system, food will be ready quickly, providing consumers with a great deal of convenience (Tan, Lim & Yeo, 2021).

Time Saving

One of the factors is online delivery can save time. Customer can save time by not going and back from the restaurant because they can avoid heavy traffic and avoid queuing to buy food. When an increase in Covid-19 cases in Malaysia government gives an order to the restaurant that cannot allow a customer to eat at a restaurant and only can use a takeaway service. When the consumer can save time, their perception turns positive, and as a result, their attitude toward OFDS also becomes favourable (Tan, Lim & Yeo, 2021). It shows when a customer uses an online food delivery application to save time.

Many customers choose the online delivery application to help save their time, especially busy people like office workers and students. They do not have more time to go out to buy food because work from home and online classes make them chase time. Consumers will have perceptions that the more an application can save their time or be used as quickly as possible (Hooi, Leong & Yee, 2021).

Perceived Value

Perceived value refers to the consumer's assessment of the benefits versus the costs when shopping online. Consumers who wish to shop online will prefer a vendor who offers them the

most value and benefits (Shah et al., 2019). The term perceived value is a relative comparison between benefits and sacrifices associated with the product or service offering. The perceived value's importance in online business is because customers can easily compare product features and prices (Suhartanto et al., 2019).

Mobile applications might fit the customer need and preferences and bring the positive side to customers who purchased food using an online application. Customers will feel that perceived value will satisfy their needs when they purchased an online food delivery. This is because the delivery person will give their best service while sending the food item to the customer, and the item will safely arrive to them as a guarantee.

Customer Satisfaction towards Usage of Food Delivery Applications

Customer satisfaction of home delivery service depends on the service quality of the delivery personnel, the perceived value of the service and customers' trust in the service (Hossain et al., 2021). It could also be argued that customers are more likely to be affected by those around them when judging their experience (satisfaction or dissatisfaction) of using MFOAs.

Online food delivery services have an essential and significant role in customers' experience. To achieve maximum customer satisfaction, the service providers need to focus on the quality of service and the definitive goal of food delivery services should have maximum customer satisfaction and not just a profit (Nicolaides, 2008). The service provided in food delivery applications must concentrate on the quality and the primary purpose of food delivery service to achieve customer satisfaction because they not only focus on the profit but on the many aspects to achieve the satisfaction among the customers.

Research Hypotheses

The literature review highlighted the independent variables like convenience, time-saving and perceived value of customer satisfaction towards usage of food delivery applications: Malaysia outlook. Based on the literature discussed, the hypothesis of this study was summarized in the following manner:

H_1	:	There is a relationship between convenience and customer satisfaction towards using food delivery applications during Covid-19.
H_2	:	There is a relationship between time-saving and customer satisfaction towards usage of food delivery applications during Covid-19.
H_3	:	There is a relationship between perceived value and customer satisfaction towards using food delivery applications during Covid-19.

Research Framework

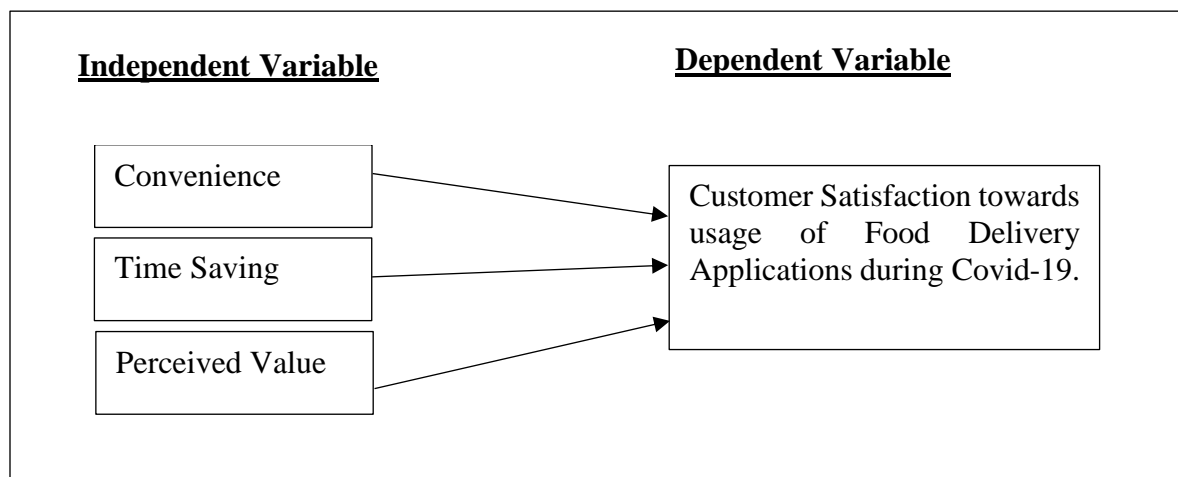Figure 1 below shows the research framework for this study.

Figure 16: Research Framework

METHODOLOGY

Research Design

This study used the quantitative approach, where questionnaires were distributed. A quantitative approach is a study that uses a statistical method to collect quantitative data in the research study. The advantages of quantitative research are collecting reliable and accurate, quick data collection and big scope of data analysis. Quantitative using a sampling method, online survey, online polls, and questionnaires to collect the data. In this study, the researcher used a questionnaire for the data method. The sample was chosen from adult people in Malaysia that use the food delivery application. The questionnaire will have a section A, section B, section C and section D. The questions were multiple choice and respondents needed to choose 1 from 4 answers in the questionnaire. Besides, the questionnaire will be on a scale in which a respondent can choose either strongly disagree, disagree, neutral, agree or strongly agree.

Data Collection

The data collection was conducted using questionnaires. This study chose to distribute the questionnaires using the Google form application. The link to the Google form was distributed to all Customers through the online methods to all students, families and every individual who is a user of online food delivery services through Instagram, Facebook, WhatsApp, E-mail and others. It was very convenient to minimize cost, save time and significantly applicable during this global pandemic outbreak. In this research, the researcher will use primary data where the researcher is the first user. Primary data is the new data collected explicitly in a research based on the questionnaire. The data collection method that using in this research is the quantitative data Questionnaire the tools that were used in this research through the google form that were created by the researcher based on the title of the research. This questionnaire was created to collect some information that is important regarding the convenience, time-saving and perceived value that was attributed to customer satisfaction toward the usage of food delivery applications during Covid-19 in the Malaysian outlook. This questionnaire was distributed through the online methods to all students, families and every individual who is a user of online food delivery services because this research is among studies for Malaysian Outlook.

Sampling

The sample size is an essential part of a study because it can help researchers to obtain reliable data. The sample sizes used in research studies were 30 to 500 of the most suitable types (Rosceo, 1975). Whereas Krejcie and Morgan (1970) approached by using a table sample size formula to shorten the process of determining the sample size for a finite population. The formula is shown below:

$$s = \frac{x^2 Np(1\text{-}P)}{e^2(N\text{-}1) + x^2 p(1\text{-}p)}$$

n= sample size
N= population size
e = the degree of accuracy expressed as proportion (0.05)
$x2$ = chi-square of degree of freedom 1 and confidence 95% (3.841)
p = proportion of population (if unknown, 0.5)

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—N is population size.   S is sample size.

Source: Krejcie & Morgan, 1970

Data Analysis

Data analysis is the essential component of research. Data analysis is rearranging, modifying, inspecting and data transformation. Analyse data analysis is a method for changing data into different information to make data quality more understandable and valuable to solve the problem, especially for those who do research. Data Analysis will be obtained through primary and secondary data methods. The Statistical Package for Social Sciences (SPSS) system analyses the result of the questionnaire. SPSS is a program-based window that can be used to create tables and pie charts for data entry and analysis. The advantages of using SPSS include the ability to better analyze and comprehend your data and the ability to solve complicated business and examination challenges using a user-friendly interface.

FINDINGS

Table 2 below shows the frequency analysis for this study.

Frequency Analysis

Characteristic	Frequency	Percentage
Gender		
Male	123	32.0
Female	261	68.0
Age		
18-20 years old	48	12.5
21-30 years old	276	17.9
31-40 years old	51	13.3
41 years old and above	9	2.3
Material Status		
Single	308	80.2
Married	74	19.3

Other	2	5
Race		
Malay	326	87.5
Chinese	23	6.0
Indian	21	5.5
Other	4	1.0
Education level		
PhD	5	1.3
Master	20	5.2
Degree	212	55.2
Diploma	104	27.1
Other	43	11.2
How frequent do you use food delivery service in a week?		
1-3 times	193	50.3
More than 3 times	131	34.1
Not at all	55	14.3
Do not know how to use the application	5	1.3
Which food delivery applications do you always use to order the food when making the online ordering?		
Foodpanda	203	52.9
Garbfood	92	24.0
Delivery food	20	5.2
Shopee food	24	6.3
Others	45	11.7
How do you know about this food delivery application?		
Friend	128	33.3
Family	85	22.1
Social media	171	44.5

Descriptive Analysis

Variable	Items	Mean score	Standard Deviation
Convenience	Using food delivery applications would be convenient for me due to Covid-19 pandemic.	**4.45**	**0.680**

	Using food delivery applications would help me in deciding on the appropriate food selection.	**4.24**	**0.813**
	The food delivery applications are easy to make a choice and making a new order.	**4.31**	**0.779**
	By using the food delivery applications, it can help my daily routine.	**4.33**	**0.799**
Time Saving	By using the food delivery applications would allow me to order food anytime.	**4.43**	**0.730**
	By using food delivery applications can save time from saving a traffic jammed.	**4.47**	**0.692**
	When using a food delivery service application, I can have more time to do other work.	**4.48**	**0.646**
Perceived Value	I use food delivery applications because it has a display appearance this is very attractive.	**4.20**	**0.846**
	The price that was shown in the applications influence the customer to buy that food from online purchase.	**4.27**	**0.852**
	I use the food delivery applications because of the design is comfortable and easy to use through mobile application to order or buy a food.	**4.30**	**0.808**
	I use the food delivery applications based on the customer feedback that give the best review before using it.	**4.27**	**0.785**
	I use the food delivery applications because the online food order will get the priority from the restaurant.	**4.17**	**0.855**
	By using the food delivery applications, it will give me more benefits through it.	**4.31**	**0.771**

Reliability Analysis

Variable	Number Of Items	Cronbach Alpha
Convenience	**4**	**0.687**
Time Saving	**3**	**0.671**
Perceived Value	**6**	**0.817**
Customer satisfaction toward usage of food delivery application during Covid-19	**6**	**0.812**

Pearson Correlation Analysis

The timetable below shows the Pearson Correlation Analysis:

Hypothesis	Correlation Coefficient (r)	P-Value	Result (Supported or Not Supported)
H1: There is a relationship between convenience and customer satisfaction towards usage of food delivery applications during Covid-19. **H1o**: There is no relationship between convenience and customer satisfaction towards usage of food delivery applications during Covid-19.	0.655	0.01	Supported
H2: There is a relationship between time saving and customer satisfaction towards usage of food delivery applications during Covid-19. **H2o**: There is no relationship between time saving and customer satisfaction towards usage of food delivery applications during Covid-19.	0.522	0.01	Supported
H3: There is a relationship between perceived value and customer satisfaction towards usage of food delivery applications during Covid-19. **H3o**: There is no relationship between perceived value and customer satisfaction towards usage of food delivery applications during Covid-19.	0.684	0.001	Supported

DISCUSSION AND RECOMMENDATION

Discussions are aimed at solving hypotheses, as mentioned in the first chapter of this study. In general, this study discovered customer satisfaction towards using food delivery applications during Covid-19 in Malaysia outlook. The study is conducted based on the quantitative design where the questionnaire was distributed to 384 respondents to investigate customer satisfaction towards usage of food delivery applications during Covid-19.
The questionnaire was given through google.

Online food delivery service is more convenient and user-friendly than the traditional system because orders placed by customers can be easily viewed and recorded through mobile applications or websites (Hooi, Leong & Yee, (2021). According to Tan, Lim and Yeo (2021), consumers are eager to use OFDS because they can save significant time from menu selection to preparation. Online food delivery service providers must fully understand how the customer perceives this online service, and such understanding requires measuring the OFD service quality according to Yusra and Agus (2020).

The highest value of mean for customer satisfaction toward the usage of food delivery applications during Covid-19. If viewed from an angle independent variable, most of the respondents agreed that the perceived value shows the mean score (3.556); is the highest value for customer satisfaction toward the usage of food delivery applications during Covid-19. This answers the question of the impact of perceived value on usage of food delivery applications during Covid-19. The lowest mean value is time saving, which shows a mean score (1.608). Respondents slightly disagree that time saving is the main factor that will affect customer satisfaction toward the usage of food delivery applications during Covid-19. The hypothesis was analysed to explain the relationship between convenience, time-saving and perceived value towards customer satisfaction toward the usage of food delivery applications during Covid-19.

The recommendation of the study is faster and more effective food preparation when traders have time to prepare or dedicate such preparation. This helps both parties to save time in food delivery. Preparing these foods in times of pandemic is a much better thing. And the way to use food delivery is significant to the elderly. From research studies, some elderly people are less skilled in food delivery. The elderly mostly under-used devices because they do not understand the latest technological systems. When teaching them, they will better understand the consumption

CONCLUSION

In conclusion, this study discovers Customer Satisfaction towards using Food Delivery Applications during Covid-19 in Malaysia. Three independent variables, convenience, time saving and perceived value, have been chosen to examine the relationship with the dependent variable, customer satisfaction towards usage of food delivery application during Covid-19. The data was taken from 384 respondents in the google form. The respondent from the variation of the race like Malay, Chinese, Indian and others. The age was used from 18 years old and above to be a respondent in this study. The convenience score from the Pearson Correlation value is *0.001, followed by time-saving with a score of *0.533, and perceived value with a score of *0.684.

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Customer Perception Towards Artificial Intelligence in Malaysia Hospitality Industry

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ABSTRACT

This study examines the customer perception towards Artificial Intelligence in Malaysia Hospitality Industry. The study focuses on hotels, so that the Artificial Intelligent becomes integrated with CRM solutions, facilitating the hotels and the customers to gather information from a single source. Customers fail to understand the concept of automated procedures in other hospitality industry sectors, such as restaurants, due to a lack of exposure to highly automated systems. One of the most significant issues is that many hospitality consumers still do not realize artificial intelligence and how it can affect the industry's future. Adult customers are more open to using technology and expect technology to be involved in at least one aspect of each service provided in the last example. However, most customers expect hotel services to be provided by staff, lacking knowledge of how technology can function as a personal caregiver.

Keyword: Artificial Intelligence, Hospitality Industry, Technology, Customers

INTRODUCTION

Artificial Intelligence (AI) is a technology that augments human intelligence via computer science and machine learning. Early AI researchers and academics focused on how to programme human experiences to solve problems. Recently, empirical data obtained from big data was used to develop a collection of algorithms capable of coping with more complex and service-oriented difficulties on their own. These techniques are becoming more widespread in the real-world commercial context as the amount of data that can be learned expands and the technology that can manage it improves. Many areas, such as banking, logistics, and education, have only recently begun aggressively employing AI for service.

Artificial Intelligence in the hospitality industry has the potential to change everything from tourist trip design to discovery, selection, reservation, and tourism experience. Typical services include chatbots, robots, travel aides, product suggestions, prediction algorithms and service personalization. Besides hotels, restaurants, events, and travel agencies are embracing and integrating technologies such as service automation and robotics, beginning with kiosks.

In the hotel sector, Artificial Intelligence is employed for revenue management, guest experience, and the automation of daily operations. To apply AI in hotels, management must assess where their investment will have the most considerable impact depending on available budget, guest feedback, and future expansion goals, as new technologies enter the market virtually every day.

Because of its ability to execute traditionally human functions at any time of day, Artificial Intelligence is becoming increasingly important in hotel management. This can save hotel owners a lot of money while also reducing human error and providing better service. Customer service, in particular, is an essential component of the travel industry, with hotels routinely thriving and dying based on how well they treat their customers. The possibilities for improving this aspect using Artificial Intelligence are practically unlimited, ranging from enhanced personalisation to personalised recommendations. One of the most demanding customer service challenges for hotels is responding to client concerns quickly and Artificial Intelligence now presents an additional alternative for tackling this issue. Furthermore, it may

help with tasks such as data processing and, by gathering data, can effectively "learn" and adapt to customer interactions. There are research objectives of this research:

1. To measure the customer perception towards artificial intelligence in the Malaysian hospitality industry.

2. To identify the factors influencing customer perception towards artificial intelligence in the Malaysian hospitality industry.

i. To identify the relationship between ease of use and customer perception towards artificial intelligence in the Malaysian hospitality industry.

ii. To identify the relationship between usefulness and customer perception of artificial intelligence in the Malaysian hospitality industry.

iii. To identify the relationship between innovativeness and customer perception towards artificial intelligence in the Malaysian hospitality industry.

iv. To identify the relationship between readiness to change and customer perception towards artificial intelligence in the Malaysian hospitality industry.

Significance of the Study

In-person customer service
The development of Artificial Intelligence (AI) to give personalized service is an example of Artificial Intelligence (AI) technology in the hotel business. Researchers already see the creation of robots with artificial intelligence, and the technology's potential for advancement is vast and complex. It is capable of dealing with the most common client problems. The finest example is Hilton's adoption of an AI robot named 'Connie.' Customers who engage with either robotic can get services for tourists from it. Its ability to learn from human speech and adapt to people is particularly astounding. In the end, the worse the clients who communicate with him, the better (Refvine, 2021).

Chatbots and messaging
Employees and consumers, as in the hotel industry, may leverage Artificial Intelligence (AI) technology for forward customer service, which might be the most apparent application. This technology has proven to be particularly useful for direct messaging and online chat services, which may be used to answer simple queries or requests. In social networks, such instance, artificial robots were developed to enable users to ask questions and receive replies virtually quickly, 24 hours a day, seven days a week. This is highly beneficial to the hotel since it allows for reaction times that are nearly difficult to achieve with human-to-human engagement (Refvine, 2021).

Online reputation management
The hotel sector thrives on its good name. They give information on how customers feel about the brand. Hotels may now use Classification Techniques or AI to assess online comments from varied clients across several social media platforms and other review sites. Positive feedback will improve the brand's image, while negative feedback will give a chance to better serve the client (Qualetics Team, 2020).

Hotel operator
Inside the hotel industry, hotel operators deploy service robots. Technology has disrupted practically all sectors worldwide as it becomes more sophisticated. The hotel business is one of the sectors where technological advancements have positively influenced how the industry runs and performs today. Countless hoteliers are increasingly relying on one specific tool in their establishments to improve personalization and exceed customer expectations; computer vision (artificially intelligent) is a term used to describe artificial intelligence (Alom et al., 2019). As a result, hotel executives must think about where and how robotization might be used to strike a balance between operational efficiency and consumer expectations. To gain benefits of the

robot revolution, moral management is needed (Stienmetz, 2020). The findings highlight the management and marketing tactics employed to provide cutting-edge automated services. They also give an up-to-date understanding of the many functions that robotic technology plays in hospitality service interactions.

Customer in hospitality industry

AI has influenced the hotel industry via the use of big data, in addition to increasing customer support using robots or personal robots. The information gathered from visitor spending is then used to analyze each guest's specific attributes and habits to customize more information to their preferences. Casino Entertainment's Total Rewards Loyalty Program not just reinforces customers' satisfaction, but also establishes itself as a great customer service of the ability to gather, transform such as the information into customer observational data, then use those findings achieve a customer satisfaction completely unique. Hotel owners should start controlling the equilibrium among both human and Artificial Intelligence (AI), especially hotels such as Alibaba's FlyZoo Hotel based on Artificial Intelligence robotics with machine learning based technologies (Zhou, 2019).

Besides, reducing human error is a human error that occurs as a result of making mistakes. However, if a computer is built efficiently, this would lessen the likelihood of making mistakes. Findings could be obtained through earlier data by applying Artificial Intelligence Technology and a particular set of algorithms (Pew Research Center, 2018). As a result, errors are lowered, and the possibility of reaching accuracy with a greater degree of precision is increased. For instance, they have decreased the complexity of human uncertainty for weather forecasting by implementing Artificial Intelligence Technology (AI). Second, digital assistance is that some sophisticated firms employ digital assistants to engage with people, reducing the need for human resources. Many websites utilise digital assistants to deliver consumers' services. For instance, suppose the company does have a customer service staff that is also responsible for answering client questions and concerns. Corporations may use AI to create Voice bots or Virtual assistants that could also assist customers with all of their questions (Schwab, 2016). Many firms have already begun to use it on their websites and mobile applications.

Future researcher

This research can be used as a resource for future scholars. This idea might be the second tool that leverages various sorts of techniques throughout the hospitality industry, and the strong need for robotics technology exists. Investigators must learn, investigate, and have a deeper understanding of organizational robotics which will improve in hotel industry (Pew Research Center, 2018). Future researchers can use this study to compare to other research to see whether there is a difference in visitor perception of robotics technology in the hotel business (Ivanov et al., 2019).

LITERATURE REVIEW

Definition

Artificial Intelligence (AI) is a technology that augments human intelligence via computer science and machine learning. Early AI researchers and academics focused on how to programme human experiences to solve problems. Artificial Intelligence in the hospitality industry has the potential to change everything from tourist trip design to discovery, selection, reservation, and tourism experience. In the hotel sector, Artificial Intelligence is employed for revenue management, guest experience, and the automation of daily operations. Typical services include chatbots, service robots, travel aides, product suggestions, prediction algorithms and service personalization. Apart fromBesides hotels, restaurants, events, and travel agencies are embracing and integrating technologies such as service automation and robotics, beginning with kiosks. To apply AI in hotels, management must assess where their

investment will have the most significant impact depending on available budget, guest feedback, and future expansion goals, as new technologies enter the market virtually every day.

Customer Perception

Artificial Intelligence is one of the most brilliant ideas that has transformed a variety of sectors all over the world. The development of computer systems that can execute jobs and activities that need human intelligence (Russell & Norvig, 2016) is known as artificial intelligence (AI). In fact, existing smart technologies can be adapted to new technologies to simplify existing customers' lives. For example, knowledge-based or case-based reasoning can help robots create recommendation systems by providing technological support. The emergence of intelligent humanoid robots can bring new prospects to the industry. Furthermore, utilising new technology allows businesses to adapt to changing circumstances and increase their competitiveness (Kim, Jang (2016).

Humanoid intelligent robots that can replace human services can increase service quality by using technology to deal with enormous data that people cannot handle. Because the development of humanoid robots has reduced the need for managers, the exploration of appropriate technical tools has become a key problem. Furthermore, due to the global population's ageing, several countries and areas are experiencing a labour shortage.

Ease of Use

In a study conducted by Bowen and Morosan (2018), most robotics and AI tools have been created for business usage. However, various systems based on robotics and AI have been employed by customers to help them make better economic decisions and engage in a seamless hospitality experience examples are shopping assistants, chatbots, etc., over the last 10–15 years. Some have physical manifestations (robots), while others may be AI-enabled software programmes on their personal computer. Similar approaches are likely to emerge in the future, as consumers will have intelligent agents at their disposal who can make decisions for them. Apps, for example, can synchronise consumers' calendars, send reminders, make payments, and eventually learn guests' travel routines to better respond to the variety of sub-decisions that are inherent in hospitality; these sub-decisions are integral to newer, interactive approaches to services that are designed using service-dominant logic principles (Zhang et al., 2018).

Furthermore, users' own hardware and software will be integrated, resulting in an environment characterised by continuous human-machine interaction and learning. By 2030, a growing number of travel products will be reserved and purchased by machines representing both the traveller and the travel industry company, without human involvement. Machines and AI software representing the guest and the hospitality firm will cocreate the trip offering; both systems will comprehend their clients' demands.

Usefulness

Artificial intelligence is intelligent performance generated through robots' services to help facilitate human work management. Artificial Intelligence is also defined in various ways, however, it generally refers to machines and robotics. Its usefulness is to achieve goals, assist human tasks, and improve and enhance the operational efficiency of an organization. The usefulness of these robot services are of various types and brands of robots; among them is Chatbot which is powerful to help customers get more information, room service, order a taxi, and Chatbot is also used to help customers check in and check out. In addition, the Chatbot service is also used to carry customers' luggage to the room, is used to greet guests and can greet in multiple languages. It is also used in large restaurants to order and deliver food. The usefulness of this Chatbot service is quite popular in the hospitality industry.

Meanwhile, the Concierge robot can be used to help customers check-in and manage customer questions. The Concierge robot is also voice-activated with a calling card to make it easier for

customers to interact with it. Next, Savioke's Relay robots are used to perform the task of delivering food to the guest room. This Relay robot is equipped with cameras and sensors that can identify room numbers, move in crowded spaces and ride elevators without colliding with anything and anyone. The usefulness of these robotic services in the hospitality industry not only simplifies customer affairs but also eases hospitality workers' tasks.

Innovativeness

Innovativeness is defined as the aptitude and imagination to create new things, which speaks to the dual nature of the quality but only scratches the surface of its significance to corporate growth and sustainability. Among the hotel's innovations is the deployment of AI chatbots on social media channels, allowing clients to ask inquiries and receive near-instantaneous responses 24 hours a day, seven days a week. This is crucial to the hotel because it delivers a level of response time that is nearly hard to achieve through human-to-human connection.

Readiness to Change

The tourism and hospitality sector, by its very nature, is human-centred and service-oriented. As a result, it strives to guarantee that consumers have good opinions of the quality of services that firms supply in this industry, resulting in customer satisfaction and loyalty. Although they will be likely to replace people totally, robotic systems will become well-known in the hotel industry, and the employment of artificial intelligence applications in these fields may attract tourists. However, when this cutting-edge technology gets more widely used in practically every area in the future, some tourist and hospitality industry stakeholders may reject it. Although artificial intelligence and robotic technologies have both beneficial and bad consequences, they continue to clash with the quality of service in the hospitality industry.

The purpose or resolve of an internal stakeholder to make a committed change is referred to as readiness to change. A conviction in a group's collective power to affect change and that the consequences of such implementation are more successful is also referred to as readiness to change. The suggested definitions for artificial intelligence lead to the conclusion that this technology is a sub-discipline of computer engineering (Tussyadiah, 2020). Artificial intelligence is a branch of computer science investigating how robots can think for themselves. Artificial intelligence (AI) is a computer-based system that can solve problems, store information in memory, and interpret human language (Wang, 2004). It is also defined as a system's capacity to properly understand the external data, learn from it, and use what is learned to fulfil specific objectives and tasks through flexible adaptation (Kaplan & Haenlein, 2019). Artificially intelligent definitions are often separated into four categories: thinking humanly, reasoning, acting humanly, or behaving properly (Russell & Norvig, 2016). Natural language processing (for accessible communication), knowledge representation (to store what it knows or hears in memory), automated reasoning (to use the information stored to answer questions and obtain new results), machine learning (to adapt and predict new conditions), computer vision (to detect objects), and robotics (to move artefacts amongst itself) are six characteristics that computers must have had to act humane treatment (Russell & Norvig, 2016).

Research Hypothesis

In this study, there are four major hypotheses that will be tested:

1st Hypothesis

H_0	There is a relationship between ease of use and customer perception towards artificial intelligence in Malaysia hospitality industry.
H_1	There is no relationship between ease of use and customer perception towards artificial intelligence in Malaysia hospitality industry.

2nd Hypothesis

H$_0$	There is a relationship between usefulness and customer perception towards artificial intelligence in Malaysia hospitality industry.
H$_2$	There is no relationship between usefulness and customer perception towards artificial intelligence in Malaysia hospitality industry.

3rd Hypothesis

H$_0$	There is a relationship between innovativeness and customer perception towards artificial intelligence in Malaysia hospitality industry
H$_3$	There is no relationship between innovativeness and customer perception towards artificial intelligence in Malaysia hospitality industry.

4rd Hypothesis

H$_0$	There is a relationship between readiness to change and customer perception towards artificial intelligence in Malaysia hospitality industry.
H$_4$	There is no relationship between readiness to change and customer perception towards artificial intelligence in Malaysia hospitality industry.

Research Framework

The figure 1 below show the research framework use for this study
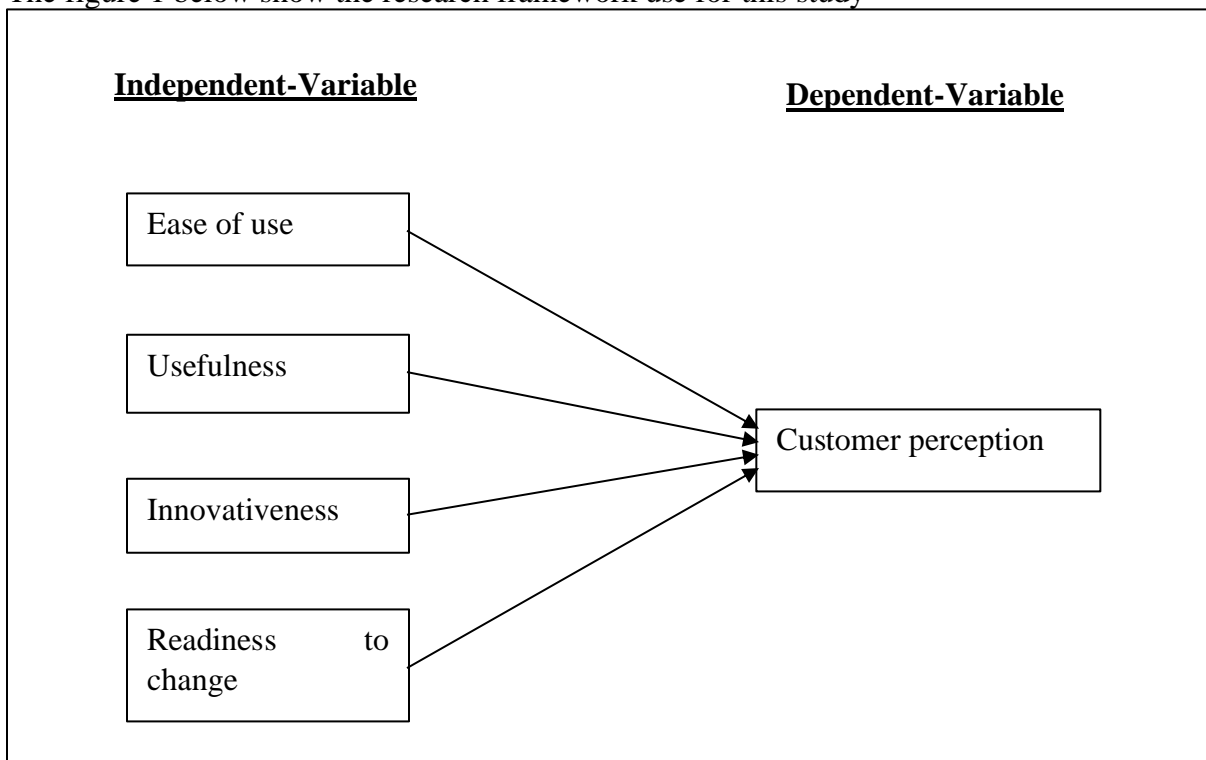
Figure 1: Research Framework

METHODOLOGY

Research Design

The researcher decided on the particular data collection and analysis methodology and procedures needed in this section. As a result, it must be described as a framework for this research since it answers the research topic. This study will be done by using the descriptive research method as the way to get all information. This study will have survey research to obtain the related data. The questionnaire will use as the main instrument to get the variables' information from the respondents. All the data obtained from the respondents will be used as the main information in this study. In this study, the researcher will use quantitative research

by using the descriptive research method as the way to get the data. To obtain the related data, this study will use survey research.

Quantitative approaches focus on objective measurements and statistics, mathematics, or numeric analysis of the data acquired through polls, questionnaires, and surveys, as well as modifying pre-existing statistical data using computing techniques. Quantitative research is concerned with collecting numerical data and generalising it across groups of individuals or explaining a phenomenon.

The benefits of quantitative research are typically applied to systematic data collection and interpretation of the findings of the studies. Because of the consistent data collecting technique and the significant descriptions of abstract ideas, the study may be repeated. Respondents in qualitative research are not asked questions with predetermined answers. Rather, it empowers people to just be individuals by allowing students to express their thoughts and opinions without any restrictions openly. As a result, the likelihood of getting genuine responses is considerable in this study, instead of answering who, what, and when inquiries, qualitative research is frequently intended to address how and 'why' questions. It is more keep to understand why persons behave in the way they do than to calculate their numbers.

Data Collection

Questionnaires will be distributed to respondents online. This questionnaire will be created using google Forms, and the google form link will be distributed using social media such as WhatsApp, Facebook and so on to all respondents. This questionnaire also will be distributed to respondents aged 18 years and above. That way, it can avoid prevent the respondent from answering all the questions in a hurry. This is because the respondent can take the suitable time before answering all the questions provided. Therefore, the data collection can be done easily and quickly.

Pilot study

The pilot study will be intended to evaluate the feasibility of the proposed significant study. The researcher will use members of the public aged 18 and above as respondents. Therefore, the pilot study will help to confirm full-scale implementation. This pilot study will also be very effective in the feasibility and validity of the computational tool. Researchers also used Cronbach's alpha to determine the accuracy of the questionnaire.

Sampling

The sampling method is the procedure of selecting a good base amount from a population. There are two sampling processes which are probability sampling and non-probability sampling. In this study, the researcher chose non-probability sampling; this is because the sample selection was based on the researcher's subjectivity and not from a random sample. This non-probability sampling method involves the selection of a sample from an identified population based on predefined criteria. There are four types of non-probability sampling: convenience sampling, voluntary response sampling, purposive sampling and snowball sampling.

In this study, the researcher will use the convenience sampling method to facilitate data collection. This convenience sampling is based on element availability and ease of obtaining it. The advantages of using this convenience sampling is that this method is quick and easy. The researcher is also independent in determining samples and producing accurate data.

Data Analysis

Data analysis is defined as the process of organizing, summarizing, representing, assessing, and interpreting data using statistical methods to summarise the gathered information is known as data analysis. First and foremost, when conducting the analysis, it is vital to clearly understand the research's aim. It is a review of data or information obtained from respondents to create relevant records. The information can be used in studies, surveys, and other applications. The researcher will employ the quantitative method. The most frequent way to analyse quantitative

data is descriptive analysis, emphasising demographic and financial facts. In addition, inferential analysis is focused on examining and comparing the relationship between the independent and dependent variables in this study.

FINDINGS

Result of Frequency Analysis

Table 1: Frequency Analysis

Characteristics	Frequency	Percentage
Gender		
Male	73	28.5%
Female	183	71.5%
Age		
18-30 Years Old	188	73.4%
31-40 Years Old	26	10.2%
41-50 Years Old	24	9.4%
51 Years Old and Above	18	7%
Race		
Malay	220	85.9%
Chinese	15	5.9%
India	13	5.1%
Other: Asli	8	3.1%
Education Level		
STPM	51	19.9%
Diploma	42	16.4%
Bachelor Degree	156	60.9%
Master or PHD	7	2.7%
Income Level		
RM1,000-2,000	169	66%
RM2,001-RM3,000	37	14.5%
RM3,001-RM4,000	23	9%
RM4,001-RM5,000	15	5.9%
RM5,001 and Above	12	4.7%

Table 1 shows the result of frequency analysis which consists of gender, age, race, education level and income level.

Result of Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Item	Mean Score	Standard Deviation
Ease Of Use	Enterprises that plan and implement the effective use of robotics and AI in their service delivery systems will have a competitive advantage.	4.2578	0.63550

	Robots can learn natural employee privileges, which results in changes in work efficiency during the workday.	4.1445	0.81566
	The capabilities and use of information in a well-managed customer relationship management system is so vast that AI is applied to software applications.	4.1758	0.70597
	Robots that respond to voice commands but can read the user's face to measure a wide range of emotional responses are likely to be seen.	4.0625	0.81409
	It is important for hospitality organizations to understand their customers and the way they will or will not interact with robots as they head toward robotics.	4.1211	0.71742
Usefulness	Robot services can help the consumer such as introducing the hotel or restaurants.	4.4297	0.65300
	The usefulness of robot in the hospitality industry helps customers get more information related to hotels or restaurants.	4.3711	0.70779
	Robot services in the hospitality industry can help ease the task of hotel and restaurant employees	4.3906	0.69434
	The usefulness of robot services helps	4.4102	0.69715

	hotels or restaurants become more productive.		
	The usefulness of robot services in the hospitality industry can provide satisfaction to customers.	4.3750	0.66273
Innovativeness	This Artificial Intelligence (AI) technology can do personalization and profiling to understand a person as a unique individual.	4.1719	0.72609
	Prediction systems is designed to predict stock and currency exchange prices and manage inventory.	4.0898	0.80424
	A conversation system is designed to understand human speech and reply in natural language.	4.1172	0.75792
	Pattern recognition systems tries to find consistent patterns, and then understand what is normal, and what is not.	3.9961	0.75406
	Object identification systems use machine learning to recognize things in the world.	4.1602	0.70969
Readiness To Change	Artificial intelligence (AI) can change old systems based on computer technology in the hotel and restaurant industry.	4.3516	0.60183
	Customer perception of the readiness to change on AI robots can lead to high innovation.	4.3555	0.64672
	Artificial Intelligence (AI)	4.3594	0.64150

	robots could transform the hospitality and restaurant industry in the future.		
	The use of AI robots could transform cutting-edge technology into the hospitality industry.	4.3828	0.65823
	Human acceptance of AI robots can change the existing readiness in the hospitality industry.	4.3750	05.65679
Customer Perception Towards Artificial Intelligence in Malaysian Hospitality Industry	I believe intelligent humanoid robots have been used in the hospitality industry to provide employees with a human-like experience	4.1875	0.79459
	I think that the intelligent robots to the hospitality business able to better attract clients while lowering the cost-of-service employees.	4.1836	0.72591
	I feel that the introduction of new technologies can attract a huge number of potential clients and assist the service business to open up new markets.	4.2383	0.70423
	I prefer to use artificial intelligence to replace human labour and create a unique customer experience which will increase the demand for the use of robots.	4.1641	0.77992
	The robots should be designed to maintain a certain distance	4.3125	0.68313

Item description		
	from humans and that the capacity for robots to actively identify and attract clients should be considered.	

Table 2 shows the result of descriptive analysis, which consists of the independent variable of ease of use, usefulness, innovativeness, and readiness to change. The dependent variable is customer perception towards artificial intelligence in Malaysian hospitality industry.

Result of Reliability Analysis

Table 3: Reliability Analysis

Item description	N	No. of items	Reliability Cronbach's Alpha
Ease of use	256	5	0.854
Usefulness	256	5	0.883
Innovativeness	256	5	0.856
Readiness to change	256	5	0.905
Customer perception	256	5	0.845

Table 3 shows the result of reliability analysis, which consists of the independent variable of ease of use, usefulness, innovativeness, and readiness to change. The dependent variable is customer perception towards artificial intelligence in Malaysian hospitality industry. And as long as the alpha value in our questionnaire is between 0.845 and 0.905, it can be used for the analysis.

Result of Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

		iv1	IV2	IV3	IV4	DV
iv1	Pearson Correlation	1	.649**	.786**	.696**	.710**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	256	256	256	256	256
IV2	Pearson Correlation	.649**	1	.648**	.762**	.582**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	256	256	256	256	256
IV3	Pearson Correlation	.786**	.648**	1	.697**	.720**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	256	256	256	256	256
IV4	Pearson Correlation	.696**	.762**	.697**	1	.679**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	256	256	256	256	256
DV	Pearson Correlation	.710**	.582**	.720**	.679**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	256	256	256	256	256

Table 4 shows that Pearson's correlation analysis was used in testing the relationship between hypotheses on a significant relationship such as ease of use, usefulness, innovativeness, and readiness to change with customer perception's relationship. The result shown all hypotheses stated were accepted at a 0.01 significant level.

DISCUSSION AND RECOMMENDATIONS

These recommendations are highlighted to improve future studies and can also help researchers make future studies more thorough. The recommendations also help researchers increase the number of respondents and facilitate data collection. The first recommendation is a method for data collection. Researchers need to use quantitative methods to collect data for the study. The second recommendation is related to the use of language in the questionnaire that will be distributed to the respondents. Researchers should use language that is easy to understand by all respondents selected to answer the survey, which consists of various races in Malaysia. The following recommendation is related to the search for respondents to answer the survey. Researchers need to find respondents who have knowledge and experience about the study conducted by the researcher. Finally, researchers need to extend the research period to obtain data the most accurate. This can also allow respondents to answer without haste and according to the appropriate time. Therefore, the researchers also can use the method of distributing questionnaires online by using google forms. This can give the respondent time to answer carefully and understandingly.

CONCLUSION

In this chapter, the research methodology is discussed in depth. This chapter begins with a detailed introduction to the analysis, followed by the study design and population from which data are obtained and the method used to collect samples. The researcher designed the basic method and procedure for collecting and analysing the necessary data. And in this research, customer perceptions of artificial intelligence in the hospitality industry were tested. According to the result, all independents variable such as ease of use, usefulness, innovativeness, and readiness to change caused influences on the dependent variable, customer satisfaction. This research also suggested the adoption of other independent variables, using local people as the respondents and the same quantitative method for data collection in future research.

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Factors Influencing Unemployment Rate Among Hospitality Industry Graduates in Malaysia

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ABSTRACT

Unemployment cases among hospitality graduates throughout Malaysia cause economic, social and political harm. The number of students who have graduated has increased year by year. This study aims to determine the relationship between attitudes of graduates and the unemployment rate among hospitality industry graduates. This study was conducted in Malaysia. The total sample size for this study was 384 respondents, who were randomly selected to answer 31 questions. The results show that the dependent variable (unemployment rate among hospitality industry graduates) is influenced by independent variables (attitude of graduate, style of employment and level of interest and commitment). Overall, based on Pearson's correlation analysis, the attitude of graduates scored a value of *0.692, followed by employment style with *0.794, and level of interest and commitment with *0.422. There was a strong positive significant and weak positive significant. The findings of this study can be used as a guide for hospitality operators and academics looking to understand the problem of the unemployment rate among hospitality industry graduates in Malaysia.

INTRODUCTION

The issue at hand is one of the unemployment graduate's hospitality industry in Malaysia. Unemployment is an undesirable problem that can affect any country in the world. As long as the person is employed, they may become unemployed at some point (Razak, M.I.M., Ahmad, I. & De Mello, G. 2014). If the unemployment issue is not resolved, the contribution to the problems of the unemployed graduates, the nation, society and even the country will undoubtedly grow. Furthermore, if the nation's unemployment continues to be severed, riots and insurgency will happen across the country and uncertain the country's trading. A significant loss to the nation will arise due to this dangerous problem (Alom et al., 2019). As a result, it can be seen as a source of unemployment. According to the Malaysia Labour Force Survey, the unemployed are people who are willing to work but unable to find one in a reasonable amount of time.

This study investigates how these elements interact to influence hospitality graduates. It is also solves that problem so that they know the reason why unemployment happens. The finding shows that this study is divided into three categories: attitude of graduates, style of employment and the level of interest and commitment. The research design, population and sample size, sampling procedure, data collecting, research instruments, and data analysis were all described in this study. Validity and reliability are critical in determining if the samples collected are valid and predictable. As a result, the reliability test will be conducted using Cronbach's alpha approach. Additional analysis and exploration of the link between the variables will be conducted using Pearson's correlation test.

The first section explores and highlights the results supporting the analysis's main objective.

1. To determine the relationship between attitude graduates and the hospitality industry graduates' unemployment rate.

2. To determine the relationship between style employment and the unemployment rate among graduates in the hospitality industry.
3. To determine the relationship between the level of interest and commitment to the unemployment rate among hospitality industry graduates in Malaysia.

Researcher

This research aims to provide more precise information and address the entire existence of information to new researchers. Researchers can see that this issue is prevalent in our country. This topic is very synonymous and is a hot topic right now. The conclusions that have been studied also prove that the unemployment rate among the community, especially graduates is very high compared to others. Therefore, the researcher can see that in this study, the emphasis is on the factors that cause a very high unemployment rate and what the impact will be if this issue is not curbed quickly. The policy implications of this case have also proved that it has affected our country in a wave of extremely high unemployment. Finally, it shows that this matter can be more controlled if all play a high role in ensuring that cases and unemployment rates among university graduates can be controlled.

Authority

The further importance of this study is how to handle unemployment in Malaysia. The further importance of this study is how to address unemployment in Malaysia. This study also raises awareness about the occurrence of unemployment among graduates in Malaysia. This research will inform authorities who want to improve or address these unemployment cases. Implementing an appropriate approach for such a scenario can help graduates in a highly competitive market improve various elements such as graduate attitude, job style, level of interest and commitment. The finding shows that this study is divided into three categories: attitude of graduates, style of employment and the level of interest and commitment.

Graduates

This study is also important to graduates. Graduates are influenced by external market changes and their own personal characteristics. Graduates' attributes and unemployment have a strong relationship. Almost all the respondents strongly agreed that they were too picky about the position offered by an organization. It is because the graduates want to live in comfortably life. Furthermore, the fresh graduates are exposed to a high standard of lifestyle, and another reason is the high cost of living.

LITERATURE REVIEW

Attitude of graduates

The attitude of graduates who like to choose jobs is a factor in the unemployment problem among hospitality graduates. The attitude of an individual depends heavily upon different stimuli. This is said so because, Ajzan (1998) consider attitudes as a disputation to respond favourably or unfavourably to an object, person, institution or an event, while attitudes as a hypothetical construct used to explain the direction and persistence of human behaviour. It is said so faucet, they would rather stay at home without doing any work than work not in their field. They are also more willing to be unemployed than working as clerks or in other positions that are felt to be less equal even though they work better than being unemployed. Such thoughts need to be removed from the minds of every graduate as it not only harms them but also harms the sector that needs human resources. Graduates' attributes are the quality or skills that need to be gained by the graduates and need to be developed when they are at higher educational institutions. For graduates' attributes, the focus is channelled on two types of skill: technical and employability skills. Technical skill is an important aspect that should be mastered by graduates, as it is the core that enables them to get jobs. While employability skill refers to the quality and personal insight a graduate should have. This is to help with the graduate's marketability and to help the graduate become a competent and competitive worker.

Style employment

The style of employees is also one of the essential things and should be considered in choosing them to join us in a particular scope of work. Too many examples researcher have seen that many university graduates find it difficult to find a job due to their own attitude of choosing a job too much and not daring to try something challenging. They assume that they will continue to get the desired job with a high certificate. Graduates need to take the example of the community and seniors before venturing into any field of work. Graduates should also not be too spoiled in choosing a job and have a healthy and open mind in choosing a job. One of the factors to job vacancies in a company is the attitude of some employees who are too picky and want to get a good job. Many graduates now consider the tail of their attitude of over -choosing the scope of employment space. Yet it is undeniable that employers are also one factor making it difficult for employees to get the job they want. Employers who are too picky and picky will also cause job shortages and create a lot of unemployment among university graduates.

One factor contributing to graduate unemployment in Malaysia is the quality of graduates. Some employers in the industry make negative comments about graduates, claiming they lack the necessary skills and qualifications.

Level of interest and commitment

Graduates' attributes are the quality or skills that need to be gained by the graduates and need to be developed when they are at higher educational institutions. Qualities acquired by the graduates prepare them for their future undertakings. For graduates' attributes, the focus is channelled on two types of skill: technical and employability skills. Technical skill is an important aspect that should be mastered by graduates, as it is the core that enables them to get jobs. While employability skill refers to the quality and personal insight a graduate should have. This is to help with the graduate's marketability and to help the graduate become a competent and competitive worker. Employability and technical skills should be obtained by graduates, as those are important criteria that can help them get jobs. The study's findings revolve around the technical and employability skills among the graduates that became the factor for the unemployment issue.

Unemployment rate among hospitality industry graduates

The unemployed include persons who were available for work but did not work during a reference period. They could either be actively looking for work or not during the said period. The unemployment rates have been on the rise again, although the increase was not as high as in the mid-1980s. Malaysia experienced several years of rapid growth in the 1990s, which began to slow down at the end of the decade, and it registered its lowest growth rate in 2001. Between 2002 and 2005, the average GDP growth was 5.74%. However, changing the economic structure may cause a rise in unemployment. For many years, manufacturing had been the most substantial sector in the country and the main contributor to employment creation until the financial crisis in mid-1997. From this period onwards, the agriculture sector was progressively replaced by the manufacturing and services sector. The services sector, in particular, requires people who possess the right soft skills such as communication and interpersonal skills but acquiring graduates with those qualities has been quite tricky. First, graduates may only be trained in the right technical knowledge and not soft skills. Secondly, since the official language of Malaysia is Bahasa Malaysia and the teaching of almost all subjects in primary and secondary schools and public universities are not in English, local graduates may find it very difficult to communicate in this language when they go out into the real" world.

Research Hypothesis

The literature review highlighted that the independent variables like the attitude of graduates, style of employment, level of interest and commitment affect the unemployment rate among

hospitality industry graduates in Malaysia. Therefore, the study planned to examine 114 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 relationship between salary and the unemployment rate among hospitality graduates in Malaysia.

H2   There is a relationship between personnel development and the unemployment rate among hospitality graduates in Malaysia.

H3   There is a relationship between working atmosphere and the unemployment rate among hospitality graduates in Malaysia

Research Framework

The Figure 1 below shows the research framework use for this study
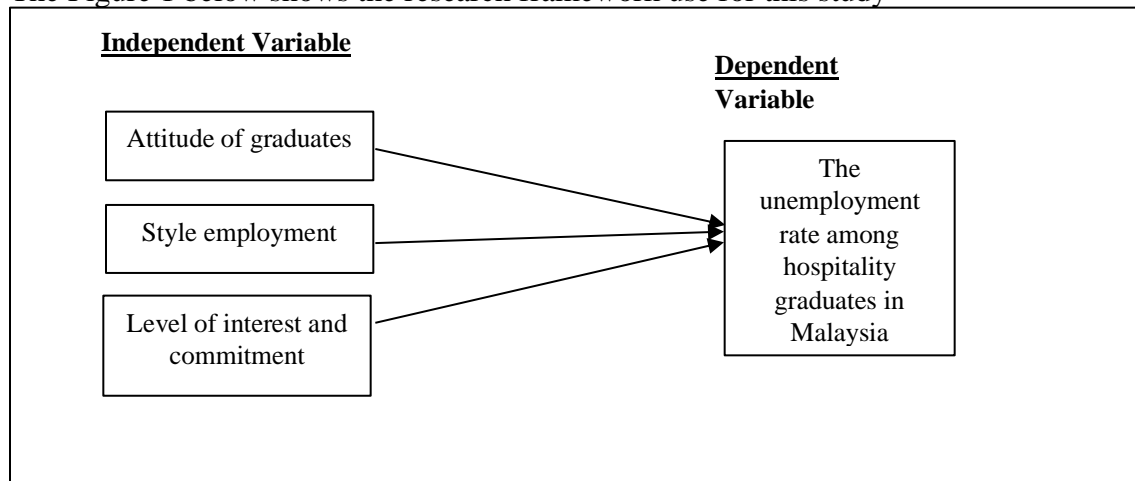
Figure 1: Research Framework

METHODOLOGY

Research Design

This study uses a quantitative method in which a questionnaire was distributed to 384 unemployed respondents. In this study, the selected target population is Malaysian citizens.

In addition, a set of questionnaires were distributed to the population to collect data on unemployed graduates. This questionnaire uses a multiple-choice format and a 5 -point agreement Likert scale. The researcher divided the questionnaire into 4 parts, namely: Part A, B, and C. For Part A, the questionnaire asked for general information on the household demographics of Malaysian citizens, such as the gender, age, race, marital status, education level, and type of place of study. For Sections A, B, and C, the questions elaborate further on the dependent and independent variables, namely (i) attitude of graduates, (ii) style of employment, and (iii) Level of interest and commitment, that have been studied in the survey.

Data Collection

They were collecting and measuring information of gathering and evaluating information from various sources in order to create a complete and accurate picture of a subject. Data collection aids a person or organization answer important questions, evaluate outcomes, and forecast future probability and trends. The purpose of the study, the research objectives and the confidentiality of the data produced by respondents are outlined in the questionnaire. An online for this investigation, a questionnaire will be employed to collect data. An entire survey will be circulated through social media platforms such as Google Forms, WhatsApp, and Facebook. It was very convenient to minimize cost, and save time and significantly applicable during this pandemic outbreak.

Sampling

The sampling method used in this study was non-probability sampling which was convenience sampling. 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. The study used this method because questionnaires were prepared and distributed online or posted them to on social media pages to gather information from the respondents.

$$s = \frac{x^2 Np(1-P)}{e^2(N-1) + x^2 p(1-p)}$$

n= sample size
N= population size
e = the degree of accuracy expressed as proportion (0.05)
$x2$ = chi-square of degree of freedom 1 and confidence 95% (3.841)
p = proportion of population (if unknown, 0.5)

Data Analysis

The range of mean tables is used to measure how likely the respondents would agree or disagree with the statements of the questionnaires. Computers assisted the researchers by reducing the work necessary to gather data and facilitating quantitative analysis. Four types of data analysis were used in this study: frequency analysis, descriptive analysis, reliability test and Pearson correlation analysis. The data obtained was analysed by using SPSS version 26.

FINDINGS

Result of Frequency Analysis

Table 1: Frequency Analysis

Demographic	Frequency	Percentage
Gender		
Male	132	34.4
Female	252	65.6
Race		
Malay	278	72.4
Chinese	75	19.5
Indian	20	5.2
Others	11	2.9
Age		
21-30 years old	257	66.9
31 - 40 years old	114	29.7
41 - 50 years old	12	3.6
51 years old and above	1	0.3
Marital Status		
Single	216	56.3
Married	168	43.8
Education Level		
Diploma	128	33.3
Degree	248	64.6
PhD	8	2.1

Type Place of Study		
Public University	192	50.0
Private University	161	41.9
College of Skills	23	6.0
Others	8	2.1
Total	384	100.0

A total of 384 questionnaire sets were assigned through the online platform. This portion contained the respondents' contextual profiles. This section focuses on the demographic profile and background of the respondents, including gender, race, age, marital status, education levels, and type of place of study. Table 1 shows the summarized demographic results of the respondent's profile. The total number of male respondents is 132, while the total number of female respondents is 252. Male respondents comprised 34.4% of the total 384 respondents, while female respondents made up 65.6%. With 278 responses, the data shows that Malays form most of those who participated in the race (72.4%). Chinese came in second with 12 replies, accounting for about 3.1% of the total. The Indians were next, with 20 replies representing 5.2 percent of the total and 11 respondents representing 2.9 percent of the total from other races.

As shown by table 1, the data revealed that most of those who answered the questionnaire were between the ages of 21-30 years old, with 257 people answering and a response rate of 66.9%. Then came the 31-40 age group, which had 114 responders and a 29.7% response rate. The age group of 41-50 years old had 12 respondents and a response rate of 3.1%. Finally, 1 person in the 51 years old and above group answered the survey, accounting for 0.3% of all respondents. According to the table, the total number of single respondents is 216, while the total number is 168. Single respondents comprised 56.3% of the total 384 respondents, while married respondents made up 43.8%.

At the educational level, most respondents are from the diploma, with 128 respondents and a value of 33.3%. Respondents from the degree with 248 respondents and a value of 64.6%, followed by respondents from the PhD with 8 respondents and a value of 2.1%.

According to the table, the type place of study for the public university has the largest percentage of respondents (50.0%) with 192 respondents. For the private university, 41.9% came in second with 161 replies, College of skills, about 6.0% of the total with 23 replies. The others were next, with 8 replies representing 2.1% of the total.

Furthermore, all 384 respondents have had replied to the sample with 100 percent.

Result of Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Attitude of graduates	I am demanding for higher salary.	4.39	0.768
	I am to choosy about the position offered by an organization.	4.18	0.758
	I am unable to work in a teamwork	4.16	0.760
	I need to choose a job that has a similar employment scope to my greatest level of study.	4.16	0.708

	I have a qualification that does not match the employer's recruitment for admission into the hospitality industry,	4.17	0.702
	The attitude of employers who are too calculating and want employees with cheap wages.	4.17	0.729
Style of employment	I do not have any leadership abilities. .	4.21	0.734
	I have a poor communication skill.	4.18	0.697
	I do not prefer to work overtime.	4.23	0.717
	I am prefer working in structure.	4.32	0.580
	I am prefer working alone.	4.26	0.630
	There are sufficient employees to serve the customers.	4.28	0.582
Level of interest and commitment	I am not very interested in the field or hospitality.	4.22	0.643
	Do you feel you have personally been discriminated against by a potential employer, or not.	4.09	0.811
	I do not understand how to contribute to organization goals	4.16	0.766
	My organization not inspire me to give my best shot at work.	4.13	0.790
	I want to work in the hotel sector, but my command of the English language is limited.	4.13	0.779
	The workplace does not have a pleasant atmosphere.	4.15	0.780
Unemployment rate among hospitality industry graduates	Graduates work in a field that did not match with heir qualification	4.45	0.676
	Growing in a job vacancy are only occupied by selected workers.	4.45	0.632
	The employment demanding for higher salary are to meet the ever-growing cost of living	4.52	0.587
	Lack of work experience in the hospitality field.	4.49	0.638

	4.49	0.613
The employment is too choosy about the company or job offer to them.	4.49	0.613
Unemployment occurs due to lack of communication and English language skills.	4.45	0.738
Employees are less interested in the field of hospitality industry jobs	4.49	0.642

The descriptive analysis that showed independent variables verified a moderate mean score (M = 4.4788, SD = 0.49853). The mean score for all dimensional variables was moderate, with the attitude of graduates at 4.2075 (SD = 0.62715), style of employment at 4.2519 (SD = 0.50115), and level of interest and commitment at 4.1458 (SD = 0.67323). Furthermore, the dependent variable verified the middle mean score (M = 4.4788, SD = 0.49853), with unemployment rate among hospitality industry graduates of 4.4788 (SD = 0.49853) as a sub-variable.

Result of Reliability Analysis

Table 3 below shows the result of the reliability analysis

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Attitude of graduates	6	0.923
Style of employment	7	0.886
Level of interest and commitment	7	0.953
Unemployment rate among hospitality industry graduates	7	0.888

In this variable, the number of items is as follows: attitude of graduates (6), style of employment (7), level of interest and commitment (7), and the unemployment rate among hospitality industry graduates (7). This analysis used the reliability analysis to determine Cronbach's Alpha values for all variables. The values are as follows: attitude of graduates (0.923), style of employment (0.886), level of interest and commitment (0.953), and the unemployment rate among hospitality industry graduates (0.888). All the reliability was above the 0.8 and 0. 9 average, usually considered excellent (Matkar, 2012).

Result of Pearson Correlation Analysis

Table 5 below shows the Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	Result	Findings of Data Analysis
H1:. There is a relationship between salary and the unemployment rate among hospitality graduates in Malaysia.	r = 0. 692, p = 0.000 Strong positive	**H1: Accepted**
H2: There is a relationship between style of employment and the unemployment rate among hospitality graduates in Malaysia	r = 0. 794, p = 0.000 Strong positive	**H2: Accepted**
H3: There is a relationship between working atmosphere and the unemployment rate among hospitality graduates in Malaysia.	r = 0. 422, p = 0.000 Weak positive	**H3: Accepted**

Hypothesis 1 (H1) proposed that the attitude of graduates positively correlates with the unemployment rate among hospitality industry graduates. The finding reported in this study revealed that the attitude of graduates recorded the value of Pearson Correlation, which is r = 0.692, p = 0.000. Thus, the result accepts hypothesis 1 (H1), whereby the attitude of graduates is strong and positively significant to the unemployment rate among hospitality industry graduates.

Hypothesis 2 (H2) proposed that style of employment positively correlates with the unemployment rate among hospitality graduates. The finding reported in this study revealed that the style employment recorded value of Pearson Correlation, which is r = 0.794, p = 0.000. Thus, the result accepts hypothesis 2 (H2), whereby style employment is substantial and positively significant to the unemployment rate among hospitality graduates.

Hypothesis 3 (H3) proposed a level of interest and commitment that positively correlates with the unemployment rate among hospitality graduates. The finding reported in this study revealed that the level of interest and commitment recorded value of Pearson Correlation, which is r = 0.422, p = 0.000. Thus, the result accepts hypothesis 3 (H3), whereby the level of interest and commitment is weak and positively significant to the unemployment rate among hospitality graduates.

DISCUSSION AND RECOMMENDATION

Graduates' attitudes should be obtained, as those are important criteria that can help them get jobs. Through the findings, it is revealed that most of the respondents agreed that most graduates are having problems applying what they learned at the educational institutions in the working places. Besides, most of the graduates are having problems from the aspect of employability skills. This includes problems in communication skill, especially in the English language; the graduates are not well-disciplined and do not have leadership skills.

The study's findings revolve around the technical and employability skills among the graduates that became the factor for the unemployment issue research continuation. Consequently, these graduates are facing problems getting a place in a working world, as they cannot compete and give commitments to work. The Graduate Tracer Study Report in 2009 found that about 81.7% of the unemployed graduates stated that they are in dire need of additional training. These include training in English language skills, career development, ICT skills, communication skills and entrepreneurial skills (Graduates Tracer Study System by Ministry of Higher Education, 2009). Lack of high-levelled skills, especially in technical and employability skills, influence the concept of employability and becomes one of the factors to the unemployment problem amonggraduates (Susima and Sunanda,2003).

For recommendation, Abd Hair et al. (2007) mentioned that technical and employability skills become a determining factor for a graduate to get a job. Therefore, it is important to include technical and employability skills elements in the curriculum for each course or field of study offered in educational institutions. The current world of development in this technological era emphasizes mastering technical skills (hard skills) and employability skills by every graduate. Employers and industry associations commonly associate the lack of soft skills such as a positive work ethic, communication skills, team working, decision-making skills and leadership as a key factor affecting the employability of Malaysian graduates.

CONCLUSION

In conclusion, this study has been accomplished to discover the impact of graduates in the hospitality industry in Malaysia. Four independent variables, namely attitude of graduates, style of employment, and level of interest and commitment been chosen to examine their relationships with the dependent variable, which is the unemployment rate among hospitality industry graduates in Malaysia. A total of 363 respondents from the age of 21 – 30 years old were selected from all states in Malaysia to examine themselves the unemployment rate in the hospitality industry in Malaysia. Overall, based on Pearson's correlation analysis, the attitude of graduates scored a value of *0.924, followed by style of employment with *0.885, and level of interest and commitment with *0.953.

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The Impact of Service Quality on Customer Satisfaction Towards Shell-Out Restaurant in Malaysia

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ABSTRACT

Customers' priority is placed on service quality. The shell-out restaurant setting appears to keep customers happy. As a result, customers that want to have a more in-depth conversation with personnel appear to be denied this opportunity, resulting in customer unhappiness. This study determines the relationship between service quality and customer satisfaction in shell-out restaurants. This study was conducted in Malaysia shell-out restaurants. The total sample size for this study was 384 respondents, who were randomly selected to answer 30 questions. The results show that the dependent variable (customer satisfaction) is influenced by independent variables (reliability, responsiveness, tangibles and empathy). There was a solid significant and positive correlation coefficient between reliability, responsiveness, tangibility, and empathy of influence service quality on customer satisfaction towards shell-out restaurants in Malaysia. The findings of this study can be used as a guide for hospitality operators and academics looking to understand the influence of service quality and customer satisfaction in shell-out restaurants.

Keywords: Service quality, Customer Satisfaction, Reliability, Responsiveness.

INTRODUCTION

The issue at hand concerns service quality in the restaurant hospitality industry. Due to the poor quality of service provided, low quality service will have a negative impact on a restaurant. Service quality problems can be created with some additions or adjustments, as well as doing a good job, possibly resulting in high high-quality service. Thus, customer opinion is important to an organization, and customer satisfaction with quality services should be high. This study aims to determine customer satisfaction with the quality of service a restaurant provides. A conceptual framework and hypothesis will be used further to explain the link between the independent and dependent variables. The summary will wrap up the entire conversation.

This study explains and explores the methodology and procedures used to measure service quality and customer satisfaction at a shell-out restaurant. The research design, population and sample size, sampling procedure, data collecting, research instruments, and data analysis were all described in this study. Validity and reliability are critical in determining if the samples collected are valid and predictable. As a result, the reliability test will be conducted using Cronbach's alpha approach. Additional analysis and exploration of the link between the variables will be conducted using Pearson's correlation test.

The first section explores and highlights the results supporting the analysis's main objective.

1. To determine the relationship between service reliability and customer satisfaction towards shell-out restaurant
2. To determine the relationship between responsiveness and customer satisfaction towards shell-out restaurants.
3. To determine the relationship between service tangibility and customer customer satisfaction towards shell out restaurants.
4. To determine the relationship between empathy and customer satisfaction towards shell out restaurants.

Researcher

This research aims to provide clearer information and address the entire existence of information to new researchers. This research also provides future studies with new sources, knowledge and up-to-date information on customer satisfaction with restaurant services in Malaysia. In Malaysia, for example, service quality and customer satisfaction are the pillars of an organization's effectiveness and profitability. Most organisations compete fiercely to continue to retain customers by highlighting the uniqueness of their respective services in the marketplace.

Authority

The further importance of this study is how service quality affected customer satisfaction at Malaysian take-out restaurants. This research will provide information to the authorities who wants to attract and retain customers must be concerned about service quality. This study also raises awareness of the shortcomings of the shell-out restaurant and makes recommendations to help them improve. The shell-out restaurant will better understand its customers' needs as a result of this research. Implementing approaches suited for the scenario can help restaurants operating in a highly competitive market improve numerous elements such as fairness of service quality, food quality, service tangibility, and service reliability. The findings of this study will give restaurant owners a better knowledge of how restaurant service quality affects customer satisfaction, which in turn influences their behavioural intentions, such as return visits, referrals, and good word-of-mouth.

Consumer

This study is also important to consumers. Since consumers or communities are important contributors to quality service, several studies have examined quality service influencing customer satisfaction. Measuring customer satisfaction is an important element in providing better, more efficient and more service effective (Eboli & Mazzulla, 2015). When customers feel dissatisfied with a service, the service can be identified as ineffective and inefficient (Alom et al., 2019). The study also attracted the community's interest to look at the quality services provided.

LITERATURE REVIEW

Definition of Reliability

Reliability is a significant component of hospitality and leisure. The capacity to "perform the promised service reliably and accurately" or "deliver on its promises" is referred to as reliability. Customers like to do business with companies that follow through on their commitments, which is usually communicated to the firm's customers implicitly (Kassie, 2017). Some businesses, such as restaurants, may make it a point of differentiation in their services. Customer satisfaction might be defined as fresh food supplied at the correct temperature and accurately for the first time in the food and beverage business.

The importance of reliability in goods and services has recently been questioned. For example, where there is significant variation in faults between competing products and customers can distinguish the variation, dependability is likely to drive overall quality. Effective service organisations figure out how to use the inherent flexibility of service production to more than compensate for the difficulties of achieving consistent and predictable service quality.

Responsiveness

Plenty of restaurant problems and their solutions have to do with customer service especially on responsiveness of their staff. The willingness to assist clients and deliver prompt service is referred to ascalled responsiveness (Kassie, 2017). This dimension is concerned with

immediately and carefully responding to customer requests, queries, and complaints. When a company tells its clients how long it will take to acquire answers or have their problems resolvedresolve their problems, it is said to be responsive. Companies must consider responsiveness from the customer's perspective rather than from the company's perspective in order tthe company's perspectiveo be successful (Kassie, 2017). Nowadays, shell-out restaurants are an example of a widely distributed food industry in MalaysiaMalaysia's widely distributed food industry.

According to prior research, responsiveness is the readiness to assist clients and deliver timely service. The theoretical structure, for example, serves as the foundation for all studies. It is a rationally generated, defined, and elaborated association network among variables judged significant to the problem, developed through techniques like observation and literature study.

Tangibility

Tangibles are the physical appearance of facilities, equipment, personnel, and textual documents is, referred to as dimensions. It refers to the appearance and condition of the silverware, dinnerware, staff uniforms, the menu's appearance and design, andestaurant signage and marketing (Kassie, 2017). Firms use tangibleto convey image and signal quality (Kassie, 2017). Customer impressions of tangible service quality can be influenced by facilities such as a well-equipped reception desk or skilled people.

Meanwhile, all tangible aspects of service quality be given special attention because they have an impact on customer loyalty and can result in increased revenues for the company. Nagy (2019), for example, measured five satisfaction assessments toward the facilities supplied at Langkawi Island jetty terminals, including comfort, safety, cleanliness, sufficiency, and functionality.

Empathy

Empathy is described as "the firm's caring, personalised attention to its customers." (Kassie, 2017). The customer is regarded as a one-of-a-kind individual. Empathy can be demonstrated in various ways, including knowing the customer's name, preferences, and needs. The capacity to deliver personalised services is a competitive advantage for many small businesses versus larger corporations (Kassie, 2017). In industries where creating relationships with clients is more important than "transaction marketing," this dimension is also more appropriate.

In the context of fine dining, empathy can be expressed by demonstrating concern in times of service failure and giving service recovery, or by going out of your way to fulfil a customer's unique needs, such as vegetarian food. For example, prompt service customers expect quick service and long lines at the counters, therefore, an empathy restaurant may not be appropriate. In a fine dining establishment, on the other hand, empathy may be necessary to maintain client loyalty because the waiter understands how the customer prefers his or hetheir meal prepared. Some clients, on the other hand,On the other hand, some clients may simply want to be left alone to enjoy their cuisine and do not want excessive attention.

Customer Satisfaction

Customer happiness has been the most crucial factor in corporate success from the beginning of time. Customer satisfaction has been a priority for firms in all market sectors, including the aviation industry, hospitality and tourism industry, and food service sector, hospitality, tourism, and food service sectors, since the twentieth century, according to studies (Anderson & Sullivan, 1993). As a result, customer satisfaction is linked to a person's 155 positive or negative emotions (Kotler and Keller, 2011: 144). So, for any type of business to prosper in the market with their services and products, client happiness is critical, especially for well-known customer service satisfaction such as Shell out restaurant customer service.

Research Hypothesis

The literature review highlighted that independent variables like reliability, responsiveness, tangibility and empathy affect customer satisfaction. Therefore, the study planned to examine 114 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 reliability and customer satisfaction towards the shell-out restaurant.

H2 There is a significant relationship between responsiveness and customer satisfaction towards the shell-out restaurant.

H3 There is a significant relationship between tangibility and customer satisfaction towards the shell-out restaurant.

H4 There is a significant relationship between empathy and customer satisfaction towards the shell-out restaurant.

Research Framework

Figure 1 below shows the research framework used for this study
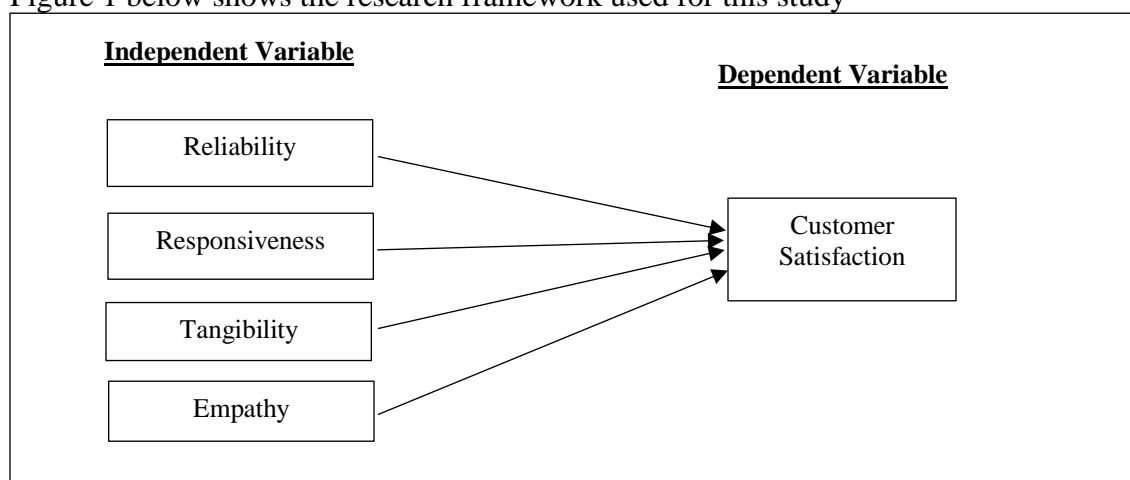
Figure 17: Research Framework

METHODOLOGY

Research Design

This study used the quantitative method where questionnaires were distributed to 384 respondents were had to dine in at the shell-out restaurant. In this research, the target populations chosen were Malaysian citizens.

Moreover, a set of questionnaires was distributed to the population to collect the data: people who dine in at shell-out restaurant. This questionnaire used the format of multiple choices and 5-point Likert scales of agreement. The researcher divided the questionnaire into 4 four 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 Sections B, C and D, the questions elaborated more on the dependent and independent variables, which were (i) Reliability, (ii) Responsiveness, (iii) Tangibility, and (iv) Empathy that were examined in the survey.

Data Collection

Collecting and measuring information of gathering and evaluating information from various sources to create a complete and accurate picture of a subject. Data collection aids a person or organization answer important questions, evaluate outcomes, and forecast future probability and trends. An online for this investigation, a questionnaire will be employed to collect data. An entire survey will be circulated through social media platforms such as Google Forms,

WhatsApp, and Facebook. It was very convenient to minimize cost, save time and significantly applicable during this pandemic outbreak

Sampling

The sampling method used in this study was non-probability sampling which was convenience sampling. 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. The study used this method because questionnaires were prepared and distributed online or posted them to on social media pages to gather information from the respondents.

$$s = \frac{x^2 Np(1 - P)}{e^2(N - 1) + x^2 p(1 - p)}$$

n= sample size
N= population size
e = the degree of accuracy expressed as proportion (0.05)
$x2$ = chi-square of degree of freedom 1 and confidence 95% (3.841)
p = proportion of population (if unknown, 0.5)

Data Analysis

Computers assisted the researchers by reducing the work necessary to gather data and facilitating quantitative analysis. Four types of data analysis were used in this study: frequency analysis, descriptive analysis, reliability test and Pearson correlation analysis. The data obtained was analysed by using SPSS version 26.

FINDINGS

Result of Frequency Analysis

Table 1: Frequency Analysis

Demographic	Frequency	Percentage
Gender		
Female	252	65.6
Male	132	34.4
Race		
Bumiputera Sabah	1	0.3
Chinese	26	6.8
Indian	36	9.4
Malay	321	83.6
Age		
Less than 20 years old	4	1.0
21 - 30 years old	363	94.5
31 - 40 years old	14	3.6
41 - 50 years old	3	0.8
Marital Status		
Married	26	6.8
Single	358	93.2
Education Level		
Certificate	3	0.8
Postgraduate	11	2.9
Secondary	51	13.3

Undergraduate	319	83.1
Occupation		
Employed	61	15.9
Student	321	83.6
Unemployed	2	0.5
Have you ever dined in at the Shell out restaurant?		
Yes	384	100.0

A total of 384 questionnaire sets were assigned through the online platform. This portion contained the respondents' contextual profiles. This section focuses on the demographic profile and background of the respondents, including gender, race, age, marital status, education levels, occupation, and you have ever dined in at the Shell out restaurant. Table 1 shows the summarized demographic results of the respondent's profile. The total number of male respondents is 132, while the total number of female respondents is 252. Male respondents comprised 34.4% of the total 384 respondents, while female respondents made up 65.6%. With 321 responses, the data shows that Malays form most of those who participated in the race (83.6%). Indians came in second with 36 replies, accounting for about 9.4% of the total. The Chinese were next, with 26 replies representing 6.8 percent of the total and one respondent representing 3 percent of the total from other races.

As shown by table 1, the data revealed that most of those who answered the questionnaire were between the ages of 21-30 years old, with 363 people answering and a response rate of 94.5%. Then came the 31-40 age group, with 14 responders and a 3.6% response rate. The age group of 41-50 had 3 respondents and a response rate of 8%. Finally, 4 people in the less than 20 age group answered the survey, accounting for 1% of all respondents.

According to the table, the total number of married respondents is 26, while the total number of single respondents is 358. Married respondents comprised 6.8% of the total 384 respondents, while single respondents made up 93.2%.

At the educational level, most respondents are undergraduate, with 319 respondents and a value of 83.1%. Respondents from the secondary education level came in second with 51 respondents and a value of 13.3%, followed by respondents from the postgraduate with 11 respondents and 2.9%. Finally, the certificate had the lowest response rate, with 3 people responding for a total of 0.8%.

According to the table, student respondents account for the most significant percentage of respondents (83.6%) with 321 respondents. Employed came in second with 61 replies, accounting for about 15.9% of the total. The Unemployed were next, with 2 replies representing 5% of the total.

Furthermore, all 384 respondents had to dine in at the Shell Out restaurant with 100 percent.

Result of Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Service Reliability	The employees are always taking the right order from customers.	4.22	0.717
	Provide service as promised to customers to maintain the quality and reputation of the restaurant.	4.36	0.744

	Provide fast service as promised time to meet customer needs accurately.	4.22	0.725
	Maintain error-free records in order to maintain the good name of a restaurant.	4.34	0.765
	Reliability in dealing with customer service problems in a thoughtful and professional manner.	4.21	0.718
	Maintain service performance to attract more customers.	4.36	0.749
Responsiveness	The restaurant is smart in resolving guest complaints and balancing inconveniences.	4.21	0.708
	Services delivered on time.	4.35	0.751
	The waiting time to be served is acceptable from customer.	4.23	0.725
	The employees are willing to help customers.	4.35	0.746
	Employees have a good understanding of the needs of the customers.	4.21	0.713
	There are sufficient employees to serve the customers.	4.36	0.759
Service Tangibility	The condition of the restaurant is clean, tidy and the staff is dressed appropriately.	4.22	0.718
	Sufficient parking area is available at the restaurant.	4.34	0.761
	The shell out restaurant has a visually attractive dining area.	4.21	0.717
	Has good lighting in every room.	4.34	0.765
	The menu is easy to read, understand and can attract customers.	4.24	0.713
Empathy	The employees are always pay attention to the customer.	4.21	0.716
	The employees can communicate and understand the need of customers.	4.36	0.749
	Employees welcoming customers by greeting and smiles.	4.20	0.722
	The shell out restaurant offers a number of appealing and easily accessible packages and sets.	4.37	0.750
	The employees are always courteous and polite.	4.21	0.706
	Employees know how to deal with difficult	4.35	0.750

	situations such as handling customer complaints professionally.		The
Customer Satisfactio n	I will recommend the restaurant to other people.	4.23	0.728
	I will recommend others about the restaurant experience.	4.35	0.746
	Overall, I am satisfied with the overall experience in shell out restaurant.	4.23	0.727
	I feel employees have the ability perform the services/work expected with trust and responsibility.	4.34	0.755
	I was satisfied with the service provided from the shell out restaurant.	4.23	0.715
	I am quite pleased with the waiter's/ability restaurant's to clearly and thoroughly answer all of my inquiries.	4.36	0.755

descriptive analysis that showed independent variables verified a moderate mean score (M = 4.2904, SD = 0.62671). The mean score for all dimensional variables was moderate, with service reliability at 4.2834 (SD = 0.61662), responsiveness at 4.2852 (SD = 0.61618), service tangibility at 4.2682 (SD = 0.62283), and empathy at 4.2839 (SD = 0.61754). Furthermore, the dependent variable verified the middle mean score (M = 4.2904, SD = 0.62671), with customer satisfaction of 4.2904 (SD = 0.62671) as a sub-variable.

Result of Reliability Analysis
Table 3 below shows the result of the reliability analysis

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Service Reliability	6	0.915
Responsiveness	6	0.916
Service Tangibility	5	0.902
Empathy	6	0.919
Customer Satisfaction	6	0.923

In this variable, the number of items is as follow service reliability (6), responsiveness (6), service tangibility (5), empathy (6), and customer satisfaction (6). This analysis used the reliability analysis to determine Cronbach's Alpha values for all variables. The values are as follows: service reliability (0.915), responsiveness (0.916), service tangibility (0.902), empathy (0.919), and customer satisfaction (0.923). All the reliability was above the 0.9 average, usually considered excellent (Matkar, 2012).

Result of Pearson Correlation Analysis

The Table 5 below shows the Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothes is	Resul t	Findings of Data Analysis

H1: There is a positive relationship between reliability and customer satisfaction.	r = 0. 978, p = 0.000 Very high positive	**H1: Accepted**
H2: There is a positive relationship between responsiveness and customer satisfaction.	r = 0. 980, p = 0.000 Very high positive	**H2: Accepted**
H3: There is a positive relationship between tangibles and customer satisfaction.	r = 0. 967, p = 0.000 Very high positive	**H3: Accepted**
H4: There is a positive relationship between empathy and customer satisfaction.	r = 0. 986, p = 0.000 Very high positive	**H4: Accepted**

Hypothesis 1 (H1) proposed that reliability positively correlates with customer satisfaction. The finding reported in this study revealed that the reliability recorded value of Pearson Correlation, which is r = 0.978, p = 0.000. Thus, the result accepts hypothesis 1 (H1), whereby reliability is positively significant with customer satisfaction.

Hypothesis 2 (H2) proposed that responsiveness positively correlates with customer satisfaction. The finding reported in this study revealed that the responsiveness recorded value of Pearson Correlation, which is r = 0.980, p = 0.000. Thus, the result accepts hypothesis 2 (H2), whereby responsiveness positively impacts customer satisfaction.

Hypothesis 3 (H3) proposed that tangibility positively correlates with customer satisfaction. The finding reported in this study revealed that the tangibility recorded value of Pearson Correlation, which is r = 0.967, p = 0.000. Thus, the result accepts hypothesis 3 (H3), whereby tangibility is positively significant with customer satisfaction.

Hypothesis 4 (H4) proposed that empathy positively correlates with customer satisfaction. The finding reported in this study revealed that the empathy recorded value of Pearson Correlation, which is r = 0.986, p = 0.000. Thus, the result accepts hypothesis 4 (H4), whereby empathy positively impacts customer satisfaction.

DISCUSSION AND RECOMMENDATION

The discussion aims to resolve the questions and address the hypotheses as stated in the first chapter of this study. In general, this study has extensively studied the impact of service reliability, and customer satisfaction towards shell-out restaurants a substantial relationship. Based on the study's findings, the current study would provide several recommendations for SERVQUAL (service quality) to improve all the dimensions of service quality to bring higher perceived service quality and customer satisfaction.

Service quality is low as perceived by consumers in the shell-out restaurant and hence customer satisfaction. Consumers have higher expectations than what they receive from the shell-out restaurant, even though the difference is not wide. To answer our research questions, how customer satisfaction perceives service quality and are satisfied with service offered by shell-out, the gap scores analysis carried out provided answers to these questions. The overall perceived service quality is high as expectations exceed perceptions meaning consumers desired more than what was offered. As a result of this gap, the customer is clearly satisfied.

The research findings are also essential for future research continuation. Thus, it is recommended that future research examines the knowledge of SERVQUAL (service quality) towards customers satisfaction by including more demographic characteristics of the respondents such as ethnicity, religion, monthly income, marital status, occupation, and many more 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 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 impact of service quality on customer satisfaction towards shell-out restaurants in Malaysia. Four independent variables, reliability, responsiveness, tangibility and empathy, were chosen to examine their relationships with the dependent variable, customer satisfaction among customers in Malaysia. A total of 363 respondents from the age of 21 – 30 years old were selected from all states in Malaysia to examine their satisfaction with shell-out restaurants. Overall, based on Pearson's correlation analysis, the reliability scored a value of *0.978, followed by responsiveness with *0.980, tangibles with *0.967, and empathy with *0.986.

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The Importance of English Language Proficiency among Employee in Hospitality Industry

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ABSTRACT

English proficiency in the hospitality industry becoming the most widely spoken language in the world and is an important language in the hospitality industry's services. Different studies have been conducted which focused on English language proficiency in numerous ways. As a result, customers that want to have a more in-depth conversation or ask the question with employees appear to be denied this opportunity, resulting in customer unhappiness. This study determines the relationship between communication skills, language competency, and personal motivation toward English language proficiency. The researchers used a Google Form as a methodology to collect data. The target respondent for this study was 384 respondents. As a result, the reliability test will be conducted using the Cronbach's Alpha approach. Additional analysis and exploration of the link between the variables will be conducted using Pearson's correlation test. The correlations' results answered the research questions of whether there is a relationship between the independent and dependent variables.

Keywords: English Language, Communication Skills, Language Competency, Personal Motivation.

INTRODUCTION

English Language Proficiency in the Hospitality Industry, with English currently being the most commonly spoken language worldwide. Because hospitality business includes travel and tourism, having a common language spoken by all personnel in this industry is critical (Alom et al., 2019). In a non-English speaking nation, someone working in a hotel, restaurant, or travel agency is expected to have a decent command of the English language. Although various nations worldwide have their own distinct tourism riches, they all speak the same language, which makes workers and tourists feel at ease.

English has become a widespread language that has touched every corner of the globe and every business, from technology to marketing to health to teaching. It is a well-known truth that knowing a region's language is quite useful when connecting with its residents. People from different regions can converse in English since English has broken down all geographical borders. The hospitality and tourism sector is immensely diversified since it caters to visitors from all walks of life, each with their language, ethnicity, and cultural norms. The English language has become the international business language. As a result, effective and outstanding communications and acceptable English language ability are important for providing a positive visitor experience. As a result, the English language aids the industry's efficiency, production, and profitability. Because individuals from all over the world are increasingly travelling to even the most remote and exotic corners of the globe, it is critical for hospitality and tourism workers to communicate effectively with visitors and other staff. The advantages of speaking English may be apparent in the professional's career trajectory. Those who do not speak English as their first language and do not study it to advance in their careers will fall behind. Then they suffer due to their lack of knowledge and communication skills, as well as their difficulty comprehending basic instructions and information. This study consists of three objectives:

1. To identify the relationship between communication skills and English language proficiency in the hospitality industry.

2. To identify the relationship between language competency and English language proficiency in the hospitality industry.

3. To identify the relationship between personal motivation and English language proficiency in the hospitality industry.

Significance of Study

The variables that encourage an employee in the hotel business to master English are found in this study. The usage of English as a transitional language is dwindling. If this situation persists, an increasing number of people will be unconcerned. Employees in the hotel business must encounter a variety of hurdles to sustain work performance in acquiring the English language. This research will look at motivating employees to improve their English skills. Few people are interested in enhancing their speaking abilities. 4 Employee motivation to improve English language competence will be boosted by actions that shift their perceptions and mindsets.

Furthermore, individuals in the academic sector will profit from this study since they can acquire early education from school or university to learn more about English language competency, which is nearly unimportant. There are a lot of fascinating and incredible stories concerning English language competency. Because they have mastered English as an intermediate between international visitors and staff, they may feel more secure in their ability to advance in the hospitality sector. When guests inquire about their services, they will be more interested and appreciate a service that makes their lives easier. Employees will be able to increase their English language skills as a result.

Later, this research will aid the hospitality business in attracting tourists from overseas to go on a tour and stay in a location with personnel who are fluent in English and can provide excellent service. Many visitors visit the hotel not only to stay but also to eat in the restaurant and appreciate its beauty and uniqueness. Travel agents promoting hotels and eateries can entice foreign tourists to Malaysia. This will be a unique idea and an opportunity for staff to incorporate English language skills into their activities. Employees who speak English fluently can improve themselves and their workplace. Unique and beautiful employees will improve service quality and enhance the desire for visitors to our country.

Finally, the country will gain from this research. The hospitality business can entice individuals from all over the world to visit our country and spend their money. The government's increased tax collection will increase the country's earnings from this industry. Then, as employees' English proficiency level rises, job prospects will expand, and the unemployment rate will decrease. This will contribute to Malaysia's dignity being elevated. This will also contribute to the public's economic well-being in Malaysia.

LITERATURE REVIEW

Communication Skills

Effective communication with leaders encourages staff to stay motivated and accomplish their tasks effectively (Luthra & Dahiya, 2015). According to Emanuel (2011), good communication skills provide self-assurance by allowing a person to gain control over their lives through acquiring knowledge, conducting effective research, conceptualising, organising, and presenting ideas and arguments.

According to Hills (2015), employees who had regular interaction and communication with management and human resources specialists reported higher work satisfaction and a lower likelihood of quitting. As a result, positive communication between the employee and leader might be beneficial. The higher an employee's gratification as a result offrom good and positive communication, the less likely that individual will leave.

Language Competency

Language competence is necessary for employees to develop their work-related abilities and for local and international enterprises to improve their performance, expertise and technical abilities. It provides a basis for "process skills", which are problem-solving and critical-thinking abilities needed to deal with the environment. According to research, immigrants' ability to succeed in the labour market is hampered by a lack of English language abilities (Brooks 1996, Evans 1987). With more enterprises moving abroad, English has become the language Franca of the commercial world. Because most interviews are done in English, employers frequently judge candidates' abilities based on their ability to communicate in English (Ting, Marzuki, Chuah, Misieng, & Jerome, 2017).

Personal Motivation

Motivation may be defined as a type of cognitive decision-making to initiate and monitoring action directed at accomplishing a certain goal. Personal motivation is important for the employee to be confident and a leading function in influencing others to work toward companies' goals (Rozman, Treven and Cancer, 2017). The motivation of older employees to work and be active in the workplace has been examined in a few studies. Rozman, Treven & Cancer (2017) indicated that stereotypes about them having less competence, productivity, and motivation at work lead to fewer work-friendly circumstances.

Research Hypotheses

The hypothesis in this study is to find out whether English Language Proficiency is related to hospitality industry workers.

H₁	There is a positive relationship between communication skills and English Language Proficiency in the hospitality industry.
H₂	There is a positive relationship between language competency and English Language Proficiency in the hospitality industry.
H₃	There is a positive relationship between personal motivation and English Language Proficiency in the hospitality industry.

Research Framework

The Figure 1 below shows the Research Framework
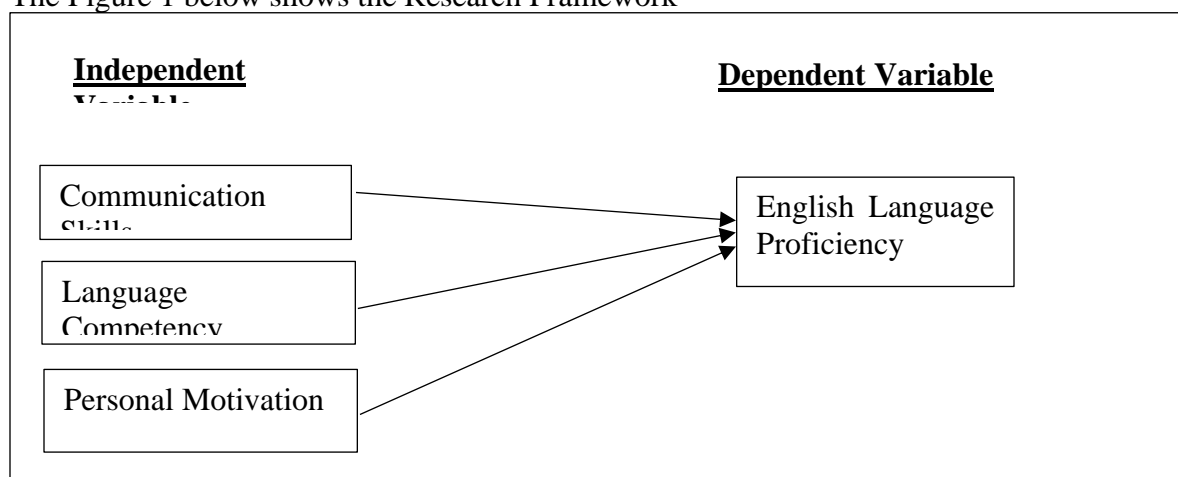
Figure 18: Research Framework

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METHODOLOGY

Research Design

The researcher will use quantitative methods based on raw data to conduct this research. To answer the research question, the researchers constructed a causal or experimental research design (Shariff, 2016). This is related to the researchers' aim to identify the elements influencing consumer satisfaction. A causality study is a type of research in which researchers investigate the relationship between independent variables, which are thought to impact the dependent variable. This study design's primary goal is to gather evidence concerning causation or to test hypotheses. In this study, researchers tested the relationship between Communication skills, Language Competency, Personal Motivation (independent variables) and English Language Proficiency (dependent variable).

Data Collection

Data collection is the process of gathering, measuring, and analysing correct insights for study using established approved procedures. Data collecting is frequently the first and most significant phase in the research process, regardless of the topic of study. A researcher can assess their hypothesis based on the information obtained. Different ways of data gathering are employed in different research disciplines depending on the information required. Questionnaires and surveys, for instance, would require the least amount of resources.

Researchers will conduct an online survey using Google Forms because it is the best option in this pandemic. Respondents who meet the criteria for this study will receive questionnaires via social media platforms such as WhatsApp, Telegram, Instagram, and Facebook.

Respondents should be people who fit the criteria for this study. To begin, the respondents must work in the hospitality industry. Second, the respondents must be Malaysian citizens. Before the respondent answers the question, the questionnaire asks a few questions to ensure they are qualified for the characteristics listed, such as job status, country, and English proficiency level.

Sampling

Sampling is the process of choosing a subset of a population to serve as a sample. The accuracy and cost-effectiveness of research are improved through sampling. The sampling procedure decides whether or not the study findings may be applied to other situations. In other words, sampling is the process of picking a tiny portion of a population to research.

Non-probability sampling was used in this study, and the type of sampling used was convenience sampling. Non-probability sampling has a number of advantages, including being very cost- and time-effective due to the use of an online questionnaire. As the name implies, convenience sampling entails collecting a sample or data from an area that is convenient and from the individuals who are most easily accessible. For example, create an online questionnaire using social media platforms like Facebook and messaging apps like WhatsApp or Google Form. Convenience sampling has the advantage of being able to collect data quickly and easily. The study would be able to collect data quickly and without having to move around, which is especially important during COVID19's social distancing period.

$$n = \frac{x^2 Np\,(1-p)}{e^2(N-1)\,+\,x^2 p(1-p)}$$

n = sample size
N = population size
e = acceptable sampling error
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 tools assist users in processing and manipulating information, analysing relationships and connections between data sets, and detecting perception patterns and trends. Here is a complete list of methods for analysing the results used in the analysis.

Data analysis is the process of converting raw data into structured information to understand the issues raised by the research. It begins with a descriptive analysis of the data. The researcher will use SPSS software to generate data after collecting all of the information from the respondentsthe respondents' information. The steps in this study's data analysis are outlined below.

FINDINGS

Frequency Analysis

Table 1: below shows the frequency analysis for this study

Variable	Number of Respondent (N)	Percentage (%)
Gender		
Male	189	49.2
Female	195	50.8
Race		
Malay	284	64.6
Indian	11	2.9
Chinese	11	2.9
Bumiputra Sabah	107	27.9
Bumiputra Sarawak	7	1.8
Age		
21-30	336	87.5
31-40	32	8.3
41-50	12	3.1
51 and above	4	1.0
Educational Background		
SPM	18	4.7
STPM/Diploma/Matric	45	10.9
Degree	308	80.2
Master	15	3.9
PhD	1	3
Working Time		

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Full-Time	241	62.8	
Part-Time	69	18.0	
Work While Working	74	19.3	
Do You Working in the Hospitality industry?			
Yes	384	100.0	

There were 384 hospitality employees have been participated in this study; 49.2% (n=189) were male respondents, and 50.8% (n=195) were female respondents. Besides that, most of the respondents were Malay, 64.6% (n=284), and the least were Bumiputra Sarawak (n=7), 1.8%. As for age, the highest was from 21-30 years old, 87.5% (n=336) and the lowest were 51 and above (n=4), 1.0%. Most respondents have a degree qualification for education background, 80.2% (n=308) and the least were PhD 3% (n=1). Also, the majority of working time were Full-Time 62.8% (n=241), Part-Time 18.0% (n=69), and work while working 19.3% (n=74). Last, do you work in the hospitality industry? Most of the hospitality employees response yes, 100.0% (n=384).

Descriptive Analysis

The Table 2 below shows the Descriptive Analysis.

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Communication Skills	Arrange and inform guests of transport arrangements.	6.62	0.758
	Answer customers' enquiries on room rates orally (In person or through the telephone).	6.67	0.664
	Answer customers' enquiries on food or beverage orally (In person or through the telephone).	6.67	0.684
	Answer customers' enquiries on hotel facilities orally (In person or through the telephone).	6.65	0.637
	Explain hotel procedures and hotel policies to guests.	6.62	0.728
	Answer enquiries on fire escape route in the hotel.	6.65	0.710
Language Competency	Language ability of staff helps customer about what he can order.	6.58	0.775
	Language ability of staff helps to build trust between staff and customer.	6.55	0.806
	Language ability of staff gives customer useful advice about order could not get through menu.	6.51	0.811
	Language ability of staff helps to communicate with the customer easily body language.	6.42	0.864
	Empathetic language (dealing with child or special needs) shows concern about customer satisfaction.	6.52	0.817
	Empathetic language (dealing with child or special needs) of staff helps staff to solve problem related service.	6.50	0.861

Personal Motivation	I use too soft and unclear voice when communicating in English due to lack of confidence.	5.98	1.548
	I can express myself better in English when I am not talking face to face.	6.23	1.239
	Having English proficiency makes me more confident to communicate with English speakers.	6.55	0.777
	You feel excited when you have to speak English.	6.44	0.946
	When you do not know how to pronounce the word, you will lose the confident to speak English.	6.26	1.235
	Being confident when using English is very important in the industry.	6.73	0.626
English Language Proficiency	Poor communication skills in English impair the chances of recruitment during interviews.	6.60	0.827
	English language skill influences my career in many aspects.	6.68	0.658
	Is the speaking skill the most significant / important skill in the hospitality industry of the state?	672	0.625
	Do you think that lack of very communication skills heavily scuttles ones' career growth and prospects within this industry?	6.61	0.740
	Are better English Language skills an essential prerequisite for people joining any front office of the hotel industry?	6.64	0.762
	Do you think that English language skills constitute an essential part of your service within the industry i.e., hospitality industry?	6.71	0.656

The query with the highest mean 'Answer customers enquiries on food or beverage orally (in person or through the telephone)' (M=6.67, SD=0.684) followed by 'Answer customers enquiries on room rates orally (in person or through the telephone)' (M=6.67, SD=0.664), 'Answer enquiries on a fire escape route in the hotel ' (M=6.65, SD=0.710), 'Answer customers enquiries on hotel facilities orally (In person or through the telephone)' (M=6.65, SD=0.637), 'Arrange and inform guests of transport arrangements' (M=6.62, SD=0.758), 'Explain hotel procedures and hotel policies to guests' (M=6.62, SD=0.728).

Next, the mean score in language competency ranges from 6.42 to 6.58. The highest mean 'Language ability of staff helps customer about what he can order' (M=6.58, SD=0.775) followed by 'Language ability of staff helps to build trust between staff and customer' (M=6.55, SD= 0.806), 'Empathetic language (dealing with a child or special needs) shows concern about employee satisfaction' (M=6.52, SD=0.817), 'Language ability of staff gives customer useful advice about order could not get through the menu (M=6.51, SD=0.0811), 'Empathetic language (dealing with a child or special needs) of staff helps staff to solve problem-related service' (M=6.50, SD=0.861), 'Language ability of staff helps to communicate with the customer easily body language' (M=6.42, SD=861). It is assumed that the mastery of the language received an encouraging response from the respondents and was more beneficial to them.

Also, under personal motivation, the most highly meant 'Being confident when using English is very important in the industry ' scored (M=6.73, SD=0.626) followed by 'Having

English proficiency makes me more confident to communicate with English speakers' (M=6.55, SD=0.777), 'You feel excited when you have to speak English' (M=6.44, SD=0.946), 'When you do not know how to pronounce the word, you will lose the confidence to speak English' (M=6.26, SD=1.235), 'I can express myself better in English when I am not talking face to face (M=6.23, SD=1.239), and 'I use too soft and unclear voice when communicating in English due to lack of confidence (M=5.98, SD=1.548). This indicates that most respondents consider personal motivation to be a necessity for self-improvement and forward-thinking in the hospitality industry.

The most highly mean of English language proficiency in the rated outcome was 'Is the speaking skill the most significant skill in the hospitality industry of the state?' scored (M=6.72, SD=0.625) followed by 'Do you think that English language skills constitute an essential part of your service within the industry, i.e., hospitality industry?' (M=6.71, SD=0.656), 'English language skill influences my career in many aspects' (M=6.68, SD=0.658), 'Are better English Language skills an essential prerequisite for people joining any front office of the hotel industry?' (M=6.64, SD=0.762), 'Do you think that lack of communication skills heavily scuttles one's career growth and prospects within this industry?' (M=6.61, SD=0.740), and 'Poor communication skills in English impair the chances of recruitment during interviews' (M=6.60, SD=0.827).

Reliability Analysis

The Table 3 below shows the Reliability Analysis.

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Communication Skills	6	0.941
Language Competency	6	0.945
Personal Motivation	6	0.859
English Language Proficiency	6	0.910

The coefficient alpha obtained in the actual reliability test for communication skills is 0.941. The coefficient alpha calculated for language competency was 0.945. The coefficient result for personal motivation is 0.859. Furthermore, the survey's dependent variable, English Language Proficiency, gained 0.910 due to coefficient alpha. Based on the table, shows that all variables are highly reliable. In summary, the results of the reliability tests support the acceptability of the instruments employed throughout this research, and the concept examined is appropriate for the research area.

Pearson Correlation Analysis

The Table 4 below shows the Pearson Correlation Analysis.

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported / Not Supported)
H₁ There is a positive relationship between communication skills and English language proficiency.	$r = 0.674$, $p < 0.01$	H_1 is supported.
H₂ There is a positive relationship between language competency and English language proficiency.	$r = 0.724$, $p < 0.01$	H_2 is supported.
H₃ There is a positive relationship between personal motivation and English language proficiency.	$r = 0.694$, $p < 0.01$	H_3 is supported.

Table 4 illustrated the Pearson correlation coefficient, significant value and the number of cases which was 384. The correlation coefficient of r = 0.674, p < 0.01, suggested a strong positive correlation between communication skills and English proficiency. Moreover, the result suggested a strong positive correlation between language competency and English proficiency with r = 0.724, p < 0.01. The correlation coefficient shows a strong positive between personal motivation and English proficiency with r = 0.694, p < 0.01. Overall, the independent variables were significantly correlated with English language proficiency and in strong positive correlation.

DISCUSSION AND RECOMMENDATION

The primary goal of this research is to look into the English language skills of workers in the hospitality industry. The findings of this study may provide an opportunity for employees to improve their English language speaking skills. To begin, employees must master and understand the English language to communicate effectively with customers. SPSS analysis of the study's findings reveals that employees are not very skilled in mastering the English language. According to the findings of this study, the company should provide English language classes to its employees to improve their ability to communicate in English.

According to the results of this survey, most workers in the hospitality industry have difficulty finding work because they have difficulty speaking English. An additional study on employee and student awareness of the importance of mastering foreign languages such as English is proposed for future research. Furthermore, larger sample sizes are strongly advised for this study. This ensures that the results can be represented in greater depth in a specific location. It would also suggest that the sample size include an equal number of male and female students. If different genders significantly impact the survey in the use of English language, this can resolve the gender issue.

One of the factors that can affect an employee's career is the environment in which they use English. A highly recommended future study is to investigate the impact of the environment on English language proficiency more thoroughly and effectively. A more in-depth study to produce productive employees in the use of English in the hospitality sector will also be an interesting issue.

CONCLUSION

As stated in this research, discussions are dedicated to responding to questions and addressing hypotheses. This research investigated the importance of English language proficiency in the hospitality industry among workers. The latest research would offer numerous recommendations for language proficiency and future researchers based on the study's findings, allowing hospitality employees to reach their full potential toward customers. Independent variables of correlation were represented (0.674> 0.724> 0.694).

In conclusion, this study has been conducted to discover the importance of English language proficiency. The findings of the research can be concluded as most hospitality workers agree that English language proficiency is essential in the hospitality industry and can influence their career in many aspects. Communication skills, language competency, and personal motivation were chosen as independent variables to investigate their relationships with the dependent variable, English language proficiency among workers. All hypotheses were supported. A total of 384 respondents, ranging in age from 21 to 51 years old, were chosen to assess their English language proficiency. Overall, according to Pearson's correlation analysis, communication skills received a score of 0.674**, followed by language competency at 0.724**, and personal motivation at 0.694**.

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Measuring the Satisfaction of Tourists Visiting Malacca During Holiday

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ABSTRACT

The tourism industry in Malacca has great potential in tourism because it is famous for its well-preserved culture and heritage. The tourism market is at a competitive level driving the industry to provide better services to maintain tourism satisfaction, which consists of many aspects, leading to better marketing and funding. The level of satisfaction of marketing travellers is important in influencing the selection of tourist destinations because of the satisfaction of its feedback in the use of tourism products and services. Travellers' satisfaction is greatly influenced by the quality of service, perception, and experience of the tourist destinations they have visited. This factor has increased the competitiveness between different tourist destinations and can also create a better experience for tourists. However, the facilities provided have become one of the priorities of tourists in choosing accommodation in a place, so this research aims to respond to the use of products and the relationship between services related to accommodation. Second to determine the relationship between facilities at the destination with tourist satisfaction. Finally, to study the relationship between travel agencies' services and tourist satisfaction in Malacca.

Keywords: Tourist Satisfaction, Travel Agency, Accommodation, Facilities

INTRODUCTION

Tourism is the world's fourth-largest industry and reliesn a demonstrated link between the sector and travellers (Davenport, 2006). According to World Tourism Organization (UNWTO, 2018), over 1 billion tourists visited in 2017, spending a total of 1.5 trillion dollars, accounting for 10% of global GDP. However, as more countries strive for visitor dollars, tourism has become increasingly competitive. Sustainable and responsible tourism are the most popular types of tourism since they aim to fit the demands of visitors and international locations while securing and expanding the company's future potential.

The international tourism sector is growing rapidly and will keep rising with countries' per capita incomes. This element has enhanced competition among different tourism locations, resulting in improved tourist experiences. The competitiveness of the tourism business forces the sector to give better services to keep tourists satisfied, which leads to better marketing and funds. The level of tourist happiness is a crucial factor for the travel and tourism sector to consider because satisfied customers spread great customer engagement and will be more willing to return to the same place (Kozak & Rimmington, 2000).

Tourism is one of the most important service industries in the world, and it is recognized as a major source of economic growth. This is because a well-developed tourism sector serves as a motivator for a country's economic development, assists in determining exchange rates, creates new employment opportunities, and results in social development that benefits both locals and visitors. Since the 1980s, Malaysia's government has paid special attention to the tourist industry, as the country's primary and secondary sectors have become increasingly reliant on it since its independence in 1957.

In Malaysia, the tourism industry is one of the most successful economic sectors, with a huge impact on the country's growth. For example, Kuala Lumpur, Malacca, George Town, and Langkawi are among Asia's top 10 tourist destinations, attracting a considerable number of people (UNWTO, 2019). In 2013, Malaysia's Ministry of Culture and Tourism has renamed

the Ministry of Tourism and Culture (MOTAC) to promote the country as a major tourist attraction. There are three objectives of this research:

1. To determine the relationship between the service related to accommodation and tourists' satisfaction.
2. To determine the relationship between the facilities at the destination and tourists' satisfaction.
3. To determine the relationship between the services related to the travel agency and tourists' satisfaction.

SIGNIFICANCE OF THE STUDY

Researcher

In tourism, accommodation is defined as providing sheltered overnight accommodation inappropriately equipped rooms, including at least one bed, for a fee, as the primary service to tourists, travellers, and lodgers. Food services, fitness activities, and green areas may be included in the provision of overnight sheltered accommodation.

Authorities

A service is a system that meets a public need, such as transportation, communication, or utilities like electricity and water. Tourism services include booking to transportation, lodging, food, and beverages in the destinations. Tourism and travel-related services will include all hotel and restaurant services, travel agencies and tour operator services, tourist guide services, and other related services.

Consumer

The destination refers to the state of the tourist's visit location. The demographics and geography must be considered and taken seriously because they will be major factors in tourist attractions. Some visitors or tourists are more likely to be drawn to the surroundings rather than the hotel.

LITERATURE REVIEW

Satisfaction of Tourists

Satisfaction will be created by the comparison that the customer's expectations have made before the trip and after the trip. The function of pre-travel expectations and post-travel experiences is referred to as satisfaction. If the services are provided according to the expectation or exceed the expectation of the customer, then it will be considered that customers are satisfied. If the tourist feels displeasure, the expected outcome will be dissatisfaction for the customer. From the discussion, it is understandable that two different dimensions will achieve tourist satisfaction: firstly, it will be related to the pre-expectation or pre-preparation and secondly, it referred to the delivered services after travel which is the real experiences that had been faced by the customers.

Other than fulfilling the customer needs, there are also safety measures which also have a significant effect on tourist behaviour. People have low interest in long-distance travel because of fear and worries about safety and dissatisfaction. To attract the attention of the customer, the owner of the business must follow all the safety measures that had been set up, such as having guards, 24 hours security camera that records all the people inside and outside movement of the hotel, other safety measures to be followed to make sure the safety of the tourist and the worker. Tourists' willingness to travel continues if they have promising satisfaction on their trip, which could happen if their safety is taken care of by the hotelier and themselves. As in the research, there are a few reasons for tourist satisfaction when enjoying their vacation.

Service-Related to Accommodation

Many types of leisure accommodations are being created and developed to meet the diverse needs of travellers. Accommodation quality is confirmed as the significant determinant of enhancing tourists' satisfaction. As highlighted by past studies, the physical elements do play some part in influencing the rural accommodation quality; specifically, the facility condition itself, the furnishing and the quality of the foods served (Alom et al., 2019; Ali & Amin, 2014).

Tourist satisfaction is important to tourism because visitor satisfaction is fundamental to tourism loyalty and other tourist referrals (Tornow and Wiley, 1991). The quality of service, perception, and experience at the tourist spots visited by the travelers have a huge impact on their satisfaction. If travel marketers succeed in providing quality travel services that delight customers, companies will gain a competitive advantage due to exceptional offerings that are difficult to imitate.

Facilities at Destination

Tourists frequently have preconceived notions about the sort and quality of services provided at a certain place. Tourists' satisfaction level will ultimately be determined by how well their expectations are realized. Tourists are deemed satisfied if the overall performance of a place matches or surpasses their initial expectations during or after their stay (Patwary, 2022). As a result, happy travellers are more inclined to promote the tourist site to others, which is the most cost-effective and efficient method of marketing and promotion.

In this way, it is broadly recognized that traveller fulfilment is progressively becoming a conspicuous issue in the travel and accommodation industries. Traveller fulfilment does not just work with the objective decision (Kozak and Rimmington 2000). Yet it additionally adds to expanded paces of maintenance of vacationers' support, unwaveringness and securing, which thusly helps in acknowledging financial objectives such as expanded number of sightseers and incomes. Tourists, as travellers, encounter products and services from various places, and their impressions of a vacation spot are shaped by contrasting the various facilities, attractions, and service levels.

Service-Related to Travel Agency

Since the earliest studies of the tourism industry, service quality, customer happiness, and loyalty have been considered important constructs, several studies in the tourism sector have found an encompassing relationship between service quality, customer satisfaction, and loyalty. Much research has shown customer satisfaction to act as an intermediary between service quality and loyalty. As a result, travel agencies seek to improve their service quality to boost customer satisfaction and loyalty so that customers will return to the same travel agency when planning a trip.

In the event of a service failure, an agency's service recovery strategy substantially impacts client satisfaction with tourism and tourism services. When the quality of service provided does not meet consumer expectations, it is referred to as service failure. To identify consumer dissatisfaction, travel agencies must establish an adequate service recovery plan. Customer satisfaction and positive customer relationships can both benefit from effective service recovery.

Research Hypothesis

The literature review highlighted the independent variables like service related to accommodation, destination facilities, and travel agency services. Based on the literature discussed, the hypotheses of this study were summarized in the following manner:

H₁ There is a significant relationship between service related to an accommodation and tourists' satisfaction.

H₂ There is a significant relationship between facilities at the destination and tourists' satisfaction.

H₃ There is a significant relationship between service related to the travel agency and tourists' satisfaction.

Research Framework

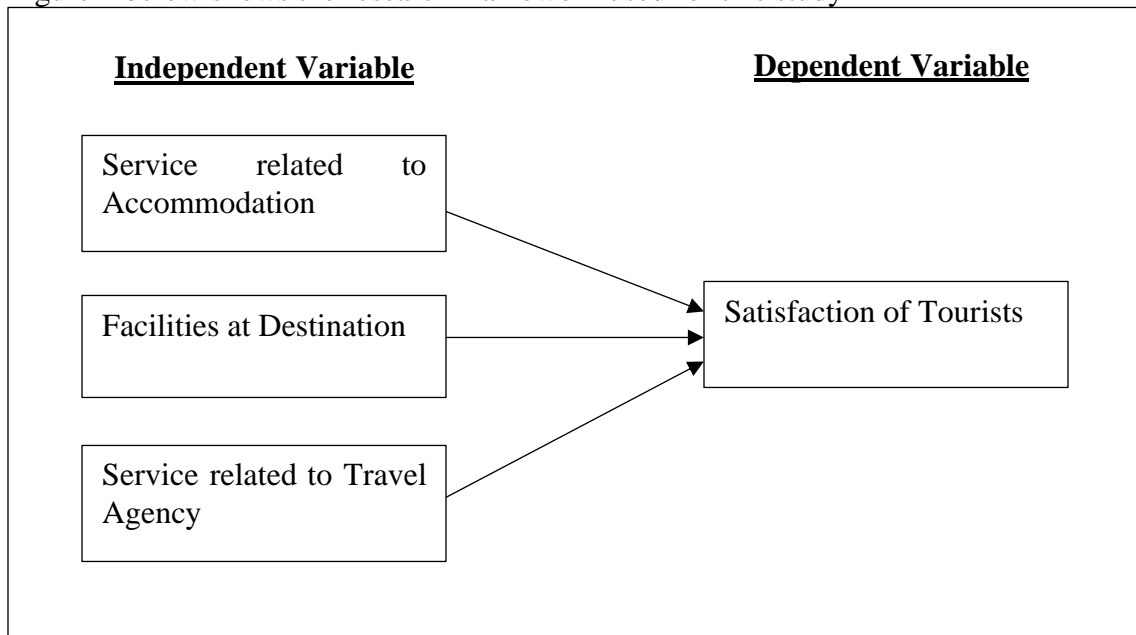Figure 1 below shows the research framework used for this study

Figure 19: Research Framework

METHODOLOGY

Research Design

Based on our research paper, we are using quantitative data analysis to collect our information and using a deductive research approach in conducting this research. There are a few steps in deductive research approval: start with existing theory, formulate a hypothesis based on theory, collect data to test the hypothesis, and analyze the results. Our research is a quantitative data collection because it aims to measure the holiday satisfaction of Malaysian tourists visiting Malacca, which means that the researcher use survey to collect the data from the tourist. To standardize data gathering and generalize conclusions, quantitative research is frequently utilized. This method has advantages of replication, direct comparison of data, large samples, and hypothesis testing. Despite the advantages, there are a few disadvantages when using this approach: lack of context, structural bias, narrow focus, and superficiality in research. From the survey, researchers can identify the reason for tourist satisfaction when having their holiday in Malacca and get the systematic result from the questionnaire.

Data Collection

Data collection is a systematic process of gathering observations or measurement data. Before collecting the data, a problem statement must be written to define the researchers' findings. Depending on the research question, whether it is quantitative or qualitative data, needs to be made. If the goal of the study is to test a hypothesis, measure it precisely, or gather huge amounts of data, quantitative data will be used. In contrast, qualitative data will be collected if the goal is to explore ideas, understand experiences, and acquire detailed insight. There are a few data collection methods: experiment, survey, interview or focus group. Data collection can come from two sources: primary and secondary data. Primary data will be gained directly from the respondent, a real source, while secondary data come from a previous or current research paper.

In this research paper, the survey method of data collection will be used, which is primary data collection. When researchers wish to learn about the general character or opinions of a group of people, they conduct a survey. As in the research, we want to get the opinion of the tourist in Melaka about tourism satisfaction. We will distribute our questionnaire in a google form. We set a deadline on the questionnaire to ensure the respondent's feedback and make it more convenient for our respondents to answer the survey. We choose to get the data through an online survey are because of the standard operation procedure (SOP) that the government had set up to control the risks of Coronavirus infection. Although it has been allowed to travel, we still need to be cautious and reduce interactions in crowded places. Other than that, the cost of using paper can be minimized.

Sampling

A probability sampling technique is any technique that applies a few forms of random choice. To order to offer a random choice system, a mechanism or protocol must be accompanied that ensures that the numerous devices to the populace offer the same risk of being selected. While the non-probability sampling technique is, the samples are gathered so that every factor of the populace now no longer has a regarded risk of being selected. The degree of tendency in choosing the pattern is unknown.

In this study, the researchers chose a non-probability sampling technique which is convenient sampling. The researchers used convenient sampling to conduct this study which is probably the most common sampling technique to cover many surveys quickly and cost-effectively. The sample was selected because it is accessible by the researcher, which means it involves the recruitment of any available set of respondents that is suitable for use by the researcher.

Data Analysis

Data analysis is the most important aspect of research since the information gathered must be summarised. It involves interpreting data gathered by analytic and logical reason to determine patterns and relationships. Statistical analysis, content analysis, discourse analysis, thematic analysis, and textual analysis are all examples of data analysis. Researchers use the Statistical Package for Social Science (SPSS) for quantitative data collection to analyse the data obtained. SPSS is a statistical software program for interactive analysis and statistical framework. The data will be organized and summarized using descriptive statistics, followed by formal testing of hypotheses and population estimation using inferential statistics.

The spectrum of the mean table is used to measure how often the questionnaire provided to the respondent will be agreed or disagree. The demographic characteristic is the mean, median, mode, ratio and frequency in a descriptive analysis. The relationship between mean and the level of agreement and disagreement.

FINDINGS

Results of Frequency Analysis

Table 59: Frequency Analysis

Characteristics	Frequency	Percentage
Gender		
Male	104	41.1
Female	149	58.9
Age		
Below 20 years old	23	9.1
21 years old to 30 years old	153	60.5
31 years old to 40 years old	37	14.6

41 years old to 50 years old	24	9.5	
51 years old to 60 years old	9	3.6	
60 years old and above	7	2.8	
Marital Status			
Single	165	65.3	
Married	76	30	
Divorced	12	4.7	
Occupation			
Government Employee	26	10.3	
Private Company Employee	17	6.7	
Personal Business	46	18.2	
Online Business	27	10.7	
Pension	12	4.7	
Housewife	18	7.1	
Student	107	42.3	
Income			
Below RM1200	97	38.3	
RM1300 to RM2300	72	28.5	
RM2400 to RM 3400	42	16.6	
RM3500 to RM4500	30	11.9	
RM4600 to above	12	4.7	
Education Level			
Uneducated	0	0	
Primary School	0	0	
Secondary School	62	24.5	
Post-Graduated	94	37.2	
Undergraduate	97	38.3	

The total number of respondents was 253, with the highest total number of respondents, females being 149 respondents. The highest percentage of respondents range in age from 21-to 30, with 153 respondents. Besides that, 165 respondents were single. The majority of respondents are a student, with 107 respondents. Furthermore, 97 respondents had an income below RM1200. In contrast, 97 respondents from undergraduate studies completed the questionnaire.

Results of Descriptive Analysis

Table 60: Descriptive Analysis

Variable	Item	Mean Score	Standard Deviation
Service-related to Accommodation	Hotel safety	4.01	0.976
	Hotel cleanliness	3.96	1.001
	Quality of service	4.00	0.972
	Quality of food	4.04	0.923
	Friendly and welcoming staff	4.06	0.907
	Hotel comfortability	4.08	0.911
	Other related facilities	4.05	0.929
Facilities at Destination	Town cleanliness	3.96	0.903
	Town safety	3.88	0.966
	Hospitality of people	3.82	1.105
	Cleanliness around the attractive spot	3.89	1.008

	Lively nightlife scene	3.89	0.992
	Shopping facilities	3.89	0.972
	Recreation facilities	3.87	1.050
	Historic shines	3.84	1.101
	Area accessibility	3.92	0.973
Service-related to Travel Agency	Agency is organized	3.62	1.230
	The instructor was available and helpful	3.57	1.222
	Agency expertise	3.66	1.184
	Staff behaviour and attitude	3.67	1.189
	Transportation	3.61	1.247
	Providing information	3.64	1.221
	Services of guides	3.62	1.253
	Bookings	3.65	1.240
	Skillful staff	3.67	1.224
Satisfaction of Tourist	What are the most important causes of satisfaction?	1.70	0.743
	I will encourage other people to visit Malacca because of its services in accommodation	4.717	0.825
	I will use the service that I have used before because the facilities provided are very encouraging	4.06	0.840
	I will use the same service related to the travel agency that I had used before	3.77	1.064

Table 2 shows the mean score and standard deviation value for both the independent variable and dependent variable. In the independent variable, the highest mean score is facilities at the destination (34.97). While for the standard deviation, the highest value is service related to the travel agency (10.333).

Results of Reliability Analysis

The table below shows the results of the reliability analysis

Table 61: Reliability Analysis

Variable	Number of items	Cronbach's Alpha
Service-related to accommodation	7	0.976
Facilities at destination	9	0.973
Service-related to the travel agency	9	0.983
Satisfaction of tourists	4	0.725

Table 3 shows the result of the reliability analysis using the Cronbach Alpha based on each independent and dependent variable. The highest value of the Cronbach Alpha is 0.983 for the service related to travel agency which is excellent internal consistency.

Results of Pearson Correlation

Table 4 below shows the Pearson Correlation Analysis

Table 62: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H_1: There is a significant relationship between service related to an accommodation with the satisfaction of tourists.	0.480	H_1 is supported
H_2: There is a significant relationship between facilities at the destination with the satisfaction of tourists.	0.591	H_2 is supported
H_3: There is a significant relationship between service related to the travel agency with the satisfaction of tourists.	0.517	H_3 is supported

Based on the results Pearson Correlation Coefficient shown in table 4, the strongest relationship between facilities at the destination with the satisfaction of tourists is 0.591. Therefore, there is a significant relationship between them.

DISCUSSION AND RECOMMENDATION

This study suggests that more research on foreign tourist travel in Malacca should be conducted because this research was limited to Malaysian visitors. The results of this study may differ if it is extended to international visitors who come to Malacca. As a result, instead of focusing just on local tourists, other foreign tourists also should answer surveys to collect large data. In addition, additional responses from international and domestic tourists should be included. As a result, the researcher will have an easier time collecting data and a larger sample size.

Besides that, the current study only looks at three characteristics influencing local tourist satisfaction with Malacca tourism services. However, other important factors influencing the satisfaction of Malaysian tourist customers may be overlooked in this study. As a result, future researchers may propose new variables to evaluate their new findings.

Next, conduct an interview or ask open-ended questions rather than asking respondents to complete a scale questionnaire online. The interview method may generate a high response rate, and uncertainties and partial responses can be followed up immediately. As a result, this method can reduce misunderstandings and significantly improve study results.

CONCLUSION

In conclusion, the primary purpose of this research was to examine the relationship between the service related to accommodation, facilities at the destination, services related to the travel agency, and the satisfaction of tourists. Data obtained from the questionnaire had been evaluated through a software program using the Statistical Package for Social Sciences (SPSS). As mentioned in Chapter 4, a total number of 253 respondents that involve throughinvolved the online survey method (Google Form). The questionnaire survey results were analyzed by descriptive analysis, reliability analysis, and Pearson correlation analysis. The finalized result showed an influence relationship between services related to accommodation, facilities at the destination, and services related to the travel agency with the tourists' satisfaction.

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Malaysian Consumers Intention of Using E-Commerce in Fast Food Industry

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ABSTRACT

This study examined the acceptance of e-commerce in the fast-food industry among Malaysians and investigates the relationship between perceived ease of use, perceived usefulness, and behavioural intention toward e-commerce in the fast-food industry. A quantitative investigation was conducted to complete the study. 384 questionnaires were distributed through google Forms to collect the data from the respondents. Simple random sampling was utilized to distribute the questionnaires. The data was analysed using descriptive analysis, reliability testing, and Pearson correlation. This research data was analysed with SPSS 26.0 for reliability measures, and Pearson correlation was applied to determine the relationship between the independent and dependent variables in this study. This research contributed to the academicians and practitioners by examining perceived ease of use, perceived security, and perceived usefulness influenced the behavioural intention of Malaysian consumers using e-commerce in the fast-food industry.

Keywords: E-commerce, Fast-Food Industry, Perceived Ease of Use, Perceived Usefulness

INTRODUCTION

The use of e-commerce in restaurants in Malaysia is much needed and maintained due to the high attraction to traders and consumers. Malaysia's strategic location and dynamic economy are the main attractions of the e-commerce market. The advancement of infrastructure for digital technology has also contributed to the growth of e-commerce in Malaysia (Nation Master, 2019).

The consumer intention to use E-Commerce in the fast-food industry among Malaysians is rising. Social commerce has grown in popularity because of Facebook, LinkedIn, Instagram, and other social media sites (Patwary & Rashid, 2016).

E-commerce provides various services such as online shopping, online banking and E-enterprise, which are also emerging trends. Online shopping is the biggest service of e-commerce which allows consumers to buy, order and view goods and services online through their gadgets, anywhere they are (Kariyawasam, 2008).

Due to the fierce competition in the online industry, online merchants are now seeking to meet the expectations of every customer. Client happiness is critical for preserving profitability and establishing long-term customer relationships. Furthermore, customer satisfaction was an important mediator between service quality and purchase intent (Bou-Llusar et al., 2001).

The willingness of Malaysians to use e-commerce in the fast-food industry was assessed in this study. Fewer restrictions and limitations have the potential to have a significant impact on the growth of e-commerce-only businesses. This initiative will be able to cover the research gap that this study has revealed. It can also help companies and researchers properly understand the psychology of social platform users, resulting in a better user experience. There are two objectives of this research:

1. To identify the relationship between perceived ease of use and behavioural intention towards e-commerce in the fast food industry.

2. To identify the relationship between perceived usefulness and behavioural intention towards e-commerce in the fast food industry.

Significance of the Study

Body of knowledge

The research examined the usefulness and safety of e-commerce services in the fast-food industry. Based on this study, the data obtained will help the community review the strengths and weaknesses of e-commerce. As a result, the community can get insight into the safety and convenience of using e-commerce, encouraging the community to use e-commerce.

Stakeholders

The related data in this study can help to reveal the intentions of Malaysians of different ages to engage in e-commerce. The data from this study will also help convince stakeholders such as governments to invest in e-commerce. For example, the government is investing in e-commerce to encourage young people to pay for and buy goods using e-commerce. Therefore, it changes the community's perception and encourages them to support e-commerce services.

Benefits

Ultimately, students also benefit from this study. University students may use the research data for research purposes, particularly relating to the services attributed to e-commerce. In other words, this study provides new opportunities for other researchers to learn more about the technology of e-commerce in the fast-food industry.

LITERATURE REVIEW

Overview of Worldwide Technology for The Fast-Food Industry

Research to Research and Markets (2020), from 2020 to 2027, the worldwide fast-food market is predicted to rise at a 4.6 percent annual rate, reaching $ 931.7 billion. The global fast-food market is expected to grow significantly during the forecast period due to an increase in the number of fast-food restaurants, the number of working women, technologically advanced ordering options, increased demand for international cuisine, and changes in consumer taste and preferences. Besides, customers rarely use their smartphones to purchase products or conduct online banking (Alom et al., 2019). However, customers in the fast-food industry, on the other hand, prefer to buy meals online, according to a recent e-commerce study (Yeo et al., 2017). Utilizing this, the current study explores potential areas where certain categories of mobile phones can be identified to highlight the economic value in the fast-food industry.

Behavioral Intention to Use E-Commerce

As a primary determinant of the behavioural intention of a person to adopt a given technology (Chen et al., 2019; Cimperman et al., 2016; Dwivedi et al., 2019; Morosan & DeFranco, 2016; Slade et al., 2015; Patwary et al., 2020; Zhou et al., 2010), the strongest predictor of attitudes toward behavioural intentions to use is projected performance (Jeng & Tzeng, 2012). As a result, consumer expectations about new e-commerce platforms impact their propensity to use them. Users will be more willing to use the new e-commerce platforms because of the increased efficiency. For consumers who have busy lives, time is money and time savings are fundamental to them as long as the service can provide pleasure and meet their needs (Aren et al., 2013).

Perceived Ease of Use

User-perceived ease of use encompasses a person's ability to utilize an invention without trouble and pick the highest quality of service by comparing the features and advantages of a variety of services. Consumers' perceptions of ease of use represent their view that they will utilise it appropriately after following instructions or using the service for a reasonable time. Consequently, perceived ease of use predicts behavioural intention to utilize an information service (Patwary et al., 2022).

Perceived Usefulness

In an e-commerce setting, the more user-friendly a website is, the more users will believe that the website is operating in good faith, increasing users' confidence (Chen & Teng, 2013). Users attain perceived performance when they know that utilising the recommender system will improve their performance compared to not using it (Patwary, 2022). Criteria for determining the level of consumer confidence to believe the right choice has been made possible through recommenders (Pu & Chen, 2011).

Research Hypothesis

The literature review highlighted that the independent variables such as perceived usefulness and ease of use of e-commerce, and the dependent variable is behavioural intention. Based on the literature discussed, the hypotheses of this research were tested:

H₁ There is a significant relationship between perceived ease of use and the behavioural intention to use e-commerce.

H₂ There is a significant relationship between perceived usefulness and the behavioural intention to use e-commerce.

Research Framework

The Figure 1 below shows the research framework use for this study
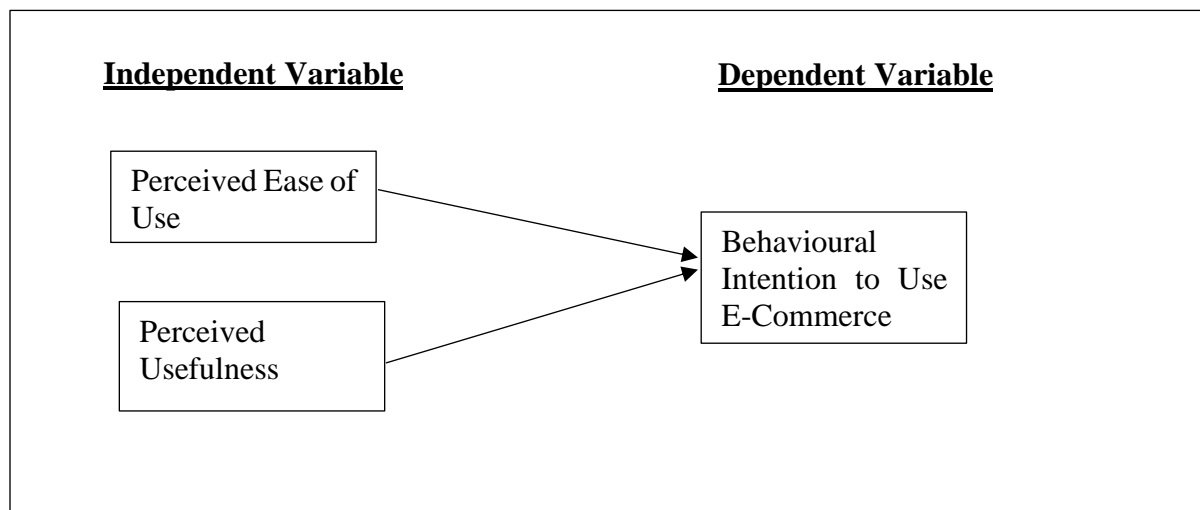
Figure 20: Research Framework

METHODOLOGY

Research Design

Research design is the framework of the research method and technique chosen by a researcher. Basically, it involves the kind of facts that needed to investigate a theory, to collect interpret phenomena to evaluate a program. The design can help researcher to develop their research methods, which are appropriate for subject matter, and tos develop their research methods, which are appropriate for subject matter, and create their studies for success. There are one type of study, which is quantitative. For quantitative design have four core are descriptive, correlation, quasi-experimental and experimental. The research has 3 sections A for demographic profile, question B and C of the questionnaire Malaysian consumer intention of using E-commerce in fast food industry.

Data Collection

The survey of this study used a self-service data collection mode in which respondents were asked to fill out the questionnaire themselves. The questionnaire will be sent individuals to

answer. After agreeing to fill out the question, the respondent is explained. There is no obligation to complete research questions. It is returned after the respondent fills out the questionnaire. Online questionnaires are used to collect the data for this research. A set of questionnaires has been assigned to the young people in Malaysia. The questionnaire highlights the research's intent and study goals and acknowledges that the respondent's information is confidential.

Sampling

Sampling was selected by state and district, 384 participants were selected using simple random sampling. According to Wilson (2010) random and simple sampling is best suited for survey strategies. This sampling is selected depending on the population's characteristics and the study's objectives. So, the researcher needs to make sure that this sample is completely random because using this randomly selected and simple sample, it can avoid the occurrence of unwanted effects. The research has 384 respondents to the answer in Google form. An online questionnaire was created using Google form and link Google form to share all respondents answers.

Data Analysis

Four types of data analysis were used in this study: frequency analysis, descriptive analysis, reliability test and Pearson correlation analysis. The data obtained was analysed by using SPSS version 26.

FINDINGS

Result of Frequency Analysis

The Table 1 below shows the result of frequency analysis.

Table 1: Frequency Analysis

Characteristics	Frequency	Percentage
Gender		
Male	128	33.3
Female	256	66.7
Age		
19-21	77	20.1
22-24	221	57.6
25-27	34	8.9
28-30	52	13.5
Race		
Malay	305	79.4
Chinese	50	13.0
Indian	21	5.5
Others	8	2.1
Education Level		
PT3/PMR	8	2.1
SPM	34	8.9
STPM	52	13.5
Diploma	70	18.2
STAM	4	1.0
Matriculation	13	3.4
Foundation	18	4.7
Degree	178	46.4

Master		6	1.6
UPSR		1	0.3
Experience in Using E-commerce Application			
Never		25	6.5
Once		36	9.4
2-3 times		93	24.2
Over five times		107	27.9
Many time		123	32.0

Table 1 shows the characterization of respondents. 128 out of 384 respondents are male, representing 33.3%, while 256 respondents are female, representing 66.7%. 79.4% of the respondents are Malays, 13% of the respondents are Chinese, 5.5% of the respondent are Indian, and 2.1% of the respondents are others. The highest percentage for the age of respondents is 57.6%, 22-24 years old. 46.4% out of the total education level of respondents from the degree education, 32% of the respondents experience many times using e-commerce application.

Result of Descriptive Analysis

The Table 2 below shows the result of descriptive analysis.

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Perceived Ease of Use	It was simple for me to learn how to use fast food mobile applications or e-commerce on the smartphone.	4.22	0.87
	I noticed that using the fast-food industry's websites or mobile applications to fulfil my needs was simple.	4.18	0.87
	It was easy for me to become proficient in fast food mobile applications.	4.20	0.88
	It is simple for me to remember how to use e-commerce applications.	4.19	0.86
	Overall, I found out the e-commerce application in the fast-food industry is easy to use.	4.17	0.84
Perceived Usefulness	My time has been saved by using e-commerce applications.	4.15	0.86
	The E-commerce applications allows me to shop at my fingertips.	4.29	0.82
	Using e-commerce applications increase the effectiveness of the shopping and payment process.	4.23	0.86
	Using e-commerce applications reduce my time spent on unproductive activities.	4.08	0.91
	Overall, I find that e-commerce applications are useful in the fast-food industry.	4.20	0.84
Behavioural Intention	Using e-commerce applications is a great idea.	4.20	0.82

to Use E-commerce Application	Using e-commerce applications are advisable for me.	4.17	0.80
	E-commerce applications are enjoyable to use for me.	4.15	0.84
	I intend to use e-commerce applications for the fast-food industry again in the future.	4.20	0.85
	I am rather likely to recommend e-commerce technologies in the fast-food industry to a friend.	4.19	0.83

"Perceived Ease of Use" indicates that fast food mobile applications or e-commerce was easy to use since respondents agreed with most of the items. Respondents agreed that it was simple to learn how to use fast food mobile applications or e-commerce on the smartphone (mean =4.22, SD =0.87). Respondents agreed that using the fast-food industry's websites or mobile applications was simple. (mean = 4.18, SD = 0.87). In addition, respondents agreed that it was easy to become proficient in fast food mobile applications. (mean = 4.20, SD = 0.88).

"Perceived Usefulness" indicates that e-commerce applications are useful in the fast-food industry since respondents agreed with most of the items. Respondents agreed that time had been saved by using e-commerce applications (mean = 4.15, SD = 0.86). Respondents also agreed that e-commerce applications allow them to shop at fingertips (mean = 4.29, SD = 0.82). Respondents agreed that using e-commerce applications increases the effectiveness of the shopping and payment process. (mean = 4.23, SD = 0.86). Using e-commerce applications to reduce time spent on unproductive activities scored a mean of 4.08 and a standard deviation of 0.91.

For the dependent variable is behavioural intention to use an e-commerce application. Respondents agreed that using e-commerce applications is a great idea (mean = 4.20, SD = 0.82). Respondents also agreed that using e-commerce applications are advisable (mean = 4.17, SD = 0.80). Respondents feel e-commerce applications are enjoyable to use (mean = 4.15, SD = 0.84). Respondents are rather likely to recommend e-commerce technologies in the fast-food industry to a friend (mean = 4.19, SD = 0.83). Overall, respondents intend to use e-commerce applications for the fast-food industry again in the future. (mean = 4.20, SD = 0.85).

Result of Reliability Analysis

The Table 3 below shows the result of reliability analysis

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Perceived Ease of Use	5	0.930
Perceived Usefulness	5	0.907
Behavioural Intention to Use E-commerce Application	5	0.935

Based on table 3, Pearson's correlation analysis was used in testing the relationship between hypotheses on a significant relationship such as perceived ease of use and perceived usefulness with the relationship of behavioural intention to use e-commerce. The result of all hypotheses stated were accepted at a 0.01 significant level.

Result of Pearson Correlation Analysis

The Table 4 below shows the Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H$_1$: There is a significant relationship between perceived ease of use and the behavioural intention to use e-commerce.	0.834	H$_1$ is supported
H$_2$: There is a significant relationship between perceived usefulness and the behavioural intention to use e-commerce.	0.877	H$_2$ is supported

The result in Table 3 indicates that perceived ease of use and the behavioural intention to use e-commerce showed 0.834, which indicated a high linear relationship. Following perceived usefulness and the behavioural intention to use e-commerce showed 0.877 indicating high linear relationship. All two variables positively correlated with behavioural intention to use e-commerce, and the relationship is significant ($p<0.01$).

DISCUSSION AND RECOMMENDATION

Based on the result of Pearson correlation analysis, hypothesis H$_1$, there is a significant relationship between perceived ease of use and the behavioural intention to use e-commerce, was supported. Perceived ease of use is defined in this study as the degree to which people believe it would be simple to do business over the internet, also known as e-commerce. According to research on technology acceptability, perceived ease of use has a favourable impact on the internet (Davis et al., 1989). Consumer intentions for e-commerce technologies in the internet environment are predicted to be positively influenced by perceived ease of use. In e-commerce, the perceived ease of use transformation for an application might be limited by product type.

The hypothesis H$_2$ $_{that}$ there is a significant relationship between perceived usefulness and the behavioural intention to use e-commerce was also supported by Pearson Correlation analysis. Perceived Usefulness is a utilitarian aspect that needs to be taken into account, especially for smartphone users who can easily use their gadgets for entertainment and solve their problems (Yang, 2010). According to research from Davis et al. (1989), perceived usefulness focuses on the perception that people think technology can help them improve their performance. If the technology improves the productivity and efficiency of users, it will make them believe that the system is worth using. An analysis conducted by Zhang et al. (2012) on the use of e-commerce found that the relationship between perceived usefulness and the behavioural intention was tested in 38 of 58 studies, highlighting the popularity and reputation of the perceived usefulness construct among e-commerce researchers and validating its influence on a person's intention to use e-commerce services (Zhang et al., 2012).

This study has limitations that make it challenging for the researchers to complete. Some challenges should be emphasised for future study needs. Future studies should develop a new strategy to obtain improved findings, such as conducting interviews using open-ended questions to obtain a high response rate from the respondent, clear explanations, and greater comprehension. The researchers then concentrated primarily on three criteria, although additional determinants may also play a role in determining intention to use e-commerce. The study's scope will be broader, and more information will be achieved.

CONCLUSION

The summary of this study provides a basic understanding of consumers' intentions to use e-commerce in the fast-food industry among Malaysians. Two research questions have been identified based on two specific objectives: to identify the relationship between perceived ease of use and behavioural intention towards e-commerce and the relationship between perceived

usefulness and behavioural intentions towards e-commerce. The conceptual framework developed according to the literature review aimed at analysing the dependent variables behavioural intention to use e-commerce, and independent variables are perceived ease of use and perceived usefulness. A total of 384 respondents from the age of 19 years old to 30 years old were selected from all states in Malaysia to examine the behavioural intention to use e-commerce applications among Malaysians. Overall, the finding of this study have proven that there is a connection between perceived ease of use, perceived usefulness and behavioural intentions to use e-commerce applications among Malaysian.

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The Impact of Leadership Styles in Organizational Performance on Employee Job Satisfaction in the Hotel Industry

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ABSTRACT

A leadership style is defined as a 'leader's attitude and characteristic behaviours when motivating, directing, guiding, and managing people or employees. Great leaders can inspire political movements and society and motivate and encourage others to perform well, create, and be innovative. This study aims to find leadership styles that affect employee job satisfaction in the hotel industry. This study will be conducted to investigate the relationship between transactional leadership, transformational leadership, charismatic leadership and the attitude of the employees in the hotel industry. The study will use the quantitative method through a google form. The final result showed a significant relationship between transactional leadership, transformational leadership, charismatic leadership, attitude, and employee job satisfaction in the hotel industry.

Keywords: Transactional Leadership, Transformational Leadership, Charismatic leadership, Attitude, Employee Job Satisfaction

INTRODUCTION

According to Aronson (2001), a leadership style that delivers direction implements plans and motivates people is their leadership style. Good leadership boosts employee engagement and excitement, which leads to improved customer loyalty, service, innovation, and revenue. Leadership style plays a part in an organisation's performance. Employee work satisfaction will be affected by the impact of different leadership styles on the performance of an organisation, particularly in the hotel business. Three leadership styles, transactional leadership, transformational leadership, and charismatic leadership attitudes show the impact on employee job satisfaction. This helps in the company's growth and has an impact on its future success. This is accomplished by executives who set an example by focusing on business culture, employee ownership, and workplace independence.

According to Patwary (2022), a positive relationship with the boss motivates the subordinate to go above and beyond his daily responsibilities, continually improve his work performance, and provide the highest level of client satisfaction. Every organization surely has its leader to lead the way. Great leaders can communicate effectively, inspire their team, manage and allocate responsibilities, listen to feedback, and solve problems in a continuously changing environment. Everything in an organization headed by leaders will impact job performance and employee satisfaction. Employee work satisfaction will be influenced by the impact of leadership styles on organizational success. There are four objectives of this research:

1.To identify the relationship between transactional leadership and the hotel industry employees' attitude.

2.To identify the relationship between transformational leadership and the hotel industry employees' attitude.

3.To identify the relationship between charismatic leadership and hotel industry employees' attitude.

4.To identify the relationship between attitude and job satisfaction in the hotel industry.

Significance of the Study

The study's relevance will boost researchers' and students' understanding of the relationship between leadership styles on attitude and job satisfaction of employees in the hospitality sector. The information gathered in this study will aid in comprehending the significance of leadership styles in the hotel industry.

Due to it, researchers, practitioners, and managers will become more concerned about important leadership styles in hotel organizations.

The findings are intended to equip leaders with the knowledge to execute concrete recommendations and make sound judgments about leadership styles, attitudes, and employee job satisfaction to lead the business to success. A leader should be able to lead even better for the success of an organization and please his subordinates with the knowledge gained from this study.

LITERATURE REVIEW

Transactional Leadership Among Attitude and Employee Job Satisfaction

According to Alom et al. (2019), transactional leaders assist and motivate their staff to attain their objectives. If a person receives more guidance and motivation, their job performance will improve, and their attitudes will become more disciplined. Furthermore, the transactional leader favours transitory negotiations, which stifles employees' innovative and creative abilities. However, transactional leadership has been linked to positive organizational outcomes, and in some cases, transactional leadership has been found to have a significant impact on employee outcomes. As a result, transactional leadership should be considered to contribute to positive employee attitudes and organizational outcomes.

Moreover, according to Patwary & Rashid (2016), transactional Leaders are always excited to give the employee something in exchange for following them. It could be anything from a valuable performance review to a raise, promotion, increased responsibilities, or the desired change in responsibilities. Leaders that use contingent rewards clarify the work that needs to be done and use awards in exchange for high performance. When targets are fulfilled, transactional leaders meet the requirements of their employees for rewards. Furthermore, transactional leadership is defined as fulfilling requirements on both the organization's and employees' sides.

Transformational Leadership Among Attitude and Employee Job Satisfaction

Transformational leadership is a scenario in which one or more people cooperate to improve each other's motivation levels, resulting in a transformative influence on both leaders and employees (Venkat, 2012). According to Patwary et al. (2022), leaders can use their authority appropriately in conjunction with situational factors, reveal the organizational vision, stimulate subordinates' desire for innovation and change, and improve their ability to face change and put their thoughts into action, allowing organizations to continue to thrive in a rapidly changing external environment.

Charismatic Leadership Among Attitude and Employee Job Satisfaction.

Charismatic leaders use communication skills, persuasion, and charm to influence others. Because of their capacity to connect with people, particularly workers, on a deep level, charismatic leaders are extremely effective in businesses going through a crisis or seeking to move forward. According to Patwary et al. (2020), charismatic leadership contrasts with another leadership style. It emphasises interpersonal interactions and how a leader interacts with the individuals they lead. On the other hand, Charismatic leadership focuses on various charismatic traits to induce the desired attitude.

Employee Job Satisfaction

Employee satisfaction is the main point to implementing a sustainable organization. In one organization of the company, it is very important to make ensure the employees are satisfied doing their work to avoid staff turnover while reducing the loyalty of the employee at work. Product quality and service quality are essential, especially in the hotel industry, and are all positively impacted by job happiness. For example, working hours, salaries, leadership style and the way of management providers, the environment, and the facilities can affect the employees' job satisfaction. Leadership style is very important in an organization.

Research Hypothesis

The literature review highlighted that the independent variables such as Transactional Leadership, Transformational Leadership, Charismatic Leadership, and attitude affect the Employee Job Satisfaction. The hypotheses of the research are:

H_1 There is a positive relationship between transactional leadership and attitude.
H_2 There is a positive relationship between transformational leadership and attitude.
H_3 There is a positive relationship between charismatic leadership and attitude.
H_4 There is a positive relationship between attitude and employee job satisfaction.

Research Framework

The Figure 2.1 below shows the research framework used for this study.
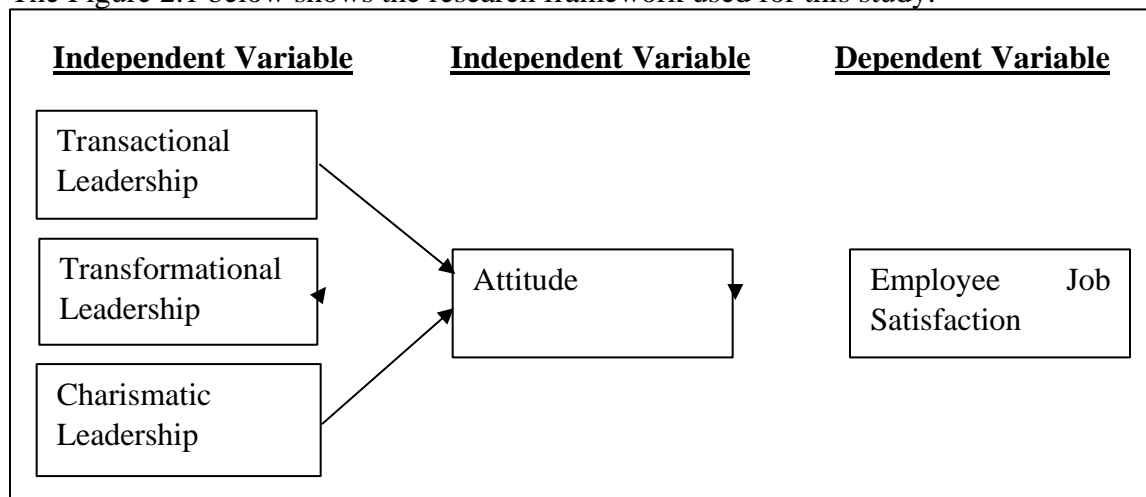
Figure 1: Research Framework

Figure 2.1 depicts the proposed conceptual framework. Transactional leadership, transformational leadership, charismatic leadership, attitude are the independent variables that affect employee job satisfaction in the Malaysian hotel business. While the employee job satisfaction is a dependent variable in this framework.

METHODOLOGY

Research Design

This study used the quantitative method where questionnaires were distributed to 384 workers in Malaysia's hotel. In this research, the workers are hired as consumer representatives to provide information about the leadership styles of the firm. In a quantitative approach, questionnaires will be the main research tool. Organizational leadership styles such as Transactional, Transformational, and Charismatic have all used the Likert Scale to evaluate engagement. The data will be analysed with Statistical Packages for Social Sciences (SPSS). SPSS is a programme that uses a set of data variables to build a unique pattern.

Moreover, a set of questionnaires was distributed to the population to collect the data, which are workers in Malaysia hotels to collect the data. The researcher divided the

questionnaire into sections: Section A, Section B and Section C. For Section A, the questionnaire requested general information about the Malaysian worker's demographics, such as age, gender, race, and years of experience. For Sections B and C, the questions elaborated more on the independent variable and dependent variable, which were transformational leadership, transactional leadership, charismatic leadership among attitude and employee job satisfaction that were examined in the survey. This questionnaire used the format of multiple choices and a 5-point Likert scale of agreement.

Data Collection

Evaluate the research topic, test the hypothesis, and assess the results. The data collection approach entails acquiring information from all available sources. There are two types of data collecting methods: primary data collection methods and secondary data collection methods. This study employs both primary and secondary data collecting methods.

Sampling

In this research, the researcher used the Krejcie and Morgan formula sample size. The sampling method used is non-probability sampling strategies that acquire samples in such a way that no one member of a given population has a chance of being chosen. To put it another way, the tendency of sample selection is uncertain. The samples were chosen because they are freely available to the researchers, which implies that any available set of respondents may be employed. As a result, the researchers conducted their research using simple sampling, which is perhaps the most common of all sampling methods for quickly and cost-effectively covering many surveys. The questionnaire was distributed to the respondents who are hotel workers in Malaysia through online and social media.

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

n-sample size
N-population size
e-the degree of accuracy expressed as proportion
x2-chi square of degree of freedom
p-proportion of population

Data Analysis

Three types of data analysis were used in this study: frequency analysis, descriptive analysis, reliability test and Pearson correlation analysis. To illustrate the result The data obtained was analysed by using the Statistical Package for Social Science (SPSS) system. Moreover, the researcher used figures, charts, and graphs to illustrate the results.

FINDINGS

Result of Frequency Analysis

Table 1: Frequency Analysis

Characteristic	Frequency	Percentage
Age		
20-30	220	57.3
31-40	110	31.3
41-50	44	11.5
Gender		
Male	186	48.4
Female	196	51.6

Race		
Malaysian	221	57.61
Chinese	75	19.5
Indian	69	18.0
Others	19	4.9
Years of works		
5	165	43.0
10	164	42,7
20	36	9.4
25	19	4.9

Based on Table 4, the total respondents by age were shown. According to the figure above, there were three age groups of 384 respondents. Among these three-age groups, the highest number of respondents were from the age 20-30 years, with 57.3% respondents. Next, the second highest was in the group 31-40 years, with 31.3% of respondents. Finally, the group aged 41-50 with 11.5% respondents is the lowest number. Female respondents were the highest percentage which is 51.60% of respondents. . It is indeed that young people generate higher response rates.

Meanwhile, the male got only 48.40% of respondents. The Malaysians were the highest percentage which is 57.61% of respondents. Next, the second-highest percentage was Chinese, which is 19.5% of respondents. Meanwhile, Indians got 18.0% of respondents, and the lowest percentage was others, with 4.9%. The highest number of years of work respondents was five years which is 43.0% of respondents. Next, the second-highest percentage was ten years which is 42.7% of respondents, followed by twenty years which is 9.4% of respondents. Lastly, the lowest percentage was twenty-five years which is 4.9% of respondents.

Result of Descriptive Analysis

Table 2 : Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Transformational Leadership	Transformational leadership focuses on improving employee development, process-oriented, and commitment based on trust and expectation.	4.59	0.691
	Transformational leadership motivates employees to perform beyond expectations	4.47	0.074
	Leaders with great idealized influence are willing to take risks.	4.46	0.721
Transactional Leadership	Transactional leaders guide and motivate their employees to achieve goals by clarifying roles and task requirements.	4.44	0.690
	Transactional leadership motivate hotel employee through reward and punishment	4.43	0.748
	Contingent rewards refer to leaders clarifying in work that must be achieved and using rewards in exchange for good performance.	4.45	0.695
Charismatic Leadership	Charismatic leadership provides fertile ground for creativity and innovation and is often highly motivational.	4.49	0.712

	Charismatic leadership is based upon the strength of personality	4.51	0.704
	Charismatic leaders are more willing to take personal responsibility for high risks and sacrifices	4.45	0.699
Attitude	The company is a great place for work.	4.30	0.841
	I give best effort to my job.	4.29	0.864
	I get respect here as an individual.	4.29	0.849
	My managers cooperate and motivates me to do the best.	4.20	0.901
	The company's policy is good for working here.	4.23	0.907
Employee Job Satisfaction	I think my salary is less than what I deserve	4.32	0.992
	I think my salary is enough for me to have savings.	3.70	1.326
	I think my leaders are motivated	4.20	0.725
	I think my chances of promotion are unfair.	4.00	1.032
	I think my job is high pressure.	4.23	0.875

Table 5 states, "Transformational leadership focuses on improving employee's development, process-oriented, a commitment based on trust and expectation." Which has a mean of 4.59. The statement "Transformational leadership motivates employees to perform beyond expectations." has a mean of 4.47. The statement "Leaders with great idealized influence are willing to take risks." has a mean of 4.46. Next, the statement "Transactional leaders guide and motivate their employees to achieve goals by clarifying roles and task requirements" means 4.44. Meanwhile, the statement "Transactional leadership motivates hotel employees through reward and punishment" means 4.43. Lastly, the statement "Charismatic leadership provides fertile ground for creativity and innovation and is often highly motivational" means 4.49. The statement "my manager is corporate. It motivates me to do the best" has a mean of 4.20 less than the statement "I give the best effort to my job" which is a mean of 4.29. Lastly, the statement "I think my salary is enough for me to have savings" has a mean of 3.70 less than the statement ``I think my salary is less than what I deserve" which means 4.32.

Result of Reliability Analysis

The table 3 below shows the result of the reliability analysis.

Table 3 : Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Transactional Leadership	3	0.75
Transformational Leadership	3	0.820
Charismatic Leadership	3	0.735
Attitude	5	0.740
Employee Job Satisfaction	5	0.363

From the table, it was examined that Cronbach's alpha coefficients for the variables range from 0.725 to 0.820. The reliability test for the independent variable of Transactional Leadership, Cronbach's alpha, showed a value of 0.725. During the reliability test for Transformational Leadership, Cronbach's alpha found a value of 0.820. Then, in the reliability test for Charismatic Leadership, Cronbach's alpha found a value of 0.735. And for the last independent variable ,attitude, the value is 0.740. Then for dependent variables, the reliability test for Employee Job Satisfaction from Cronbach's Alpha stated the value of 0.363. It is better to get a value higher than 0.60 than the lower value because if the value is lower than that, it. Lastly,

it can be determined that all of the factors used in this research were acceptable and good but unacceptable for the dependent variable because it is under 0.60.

Result of Pearson Correlation Analysis

The table 4 below shows the Pearson Correlation Analysis.

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H_1: There is a positive relationship between transactional leadership and attitude.	.000	H1 is supported
H_2: There is a positive relationship between transformational leadership and attitude.	.000	H2 is supported
H_3: There is a positive relationship between charismatic leadership and attitude.	.000	H3 is supported
H_4: There is a positive relationship between attitude and employee job satisfaction	.003	H4 is supported

Table 4 shows the p-value of correlation for transactional leadership and attitude is .000, which is less than the highly significant level of .001. Therefore, there is a positive relationship between transactional leadership and attitude. The p value of transformational leadership and attitude is .000, less than the highly significant level of .001. Therefore, there is a positive relationship between transformational leadership and attitude. The p-value of charismatic leadership and attitude is .000, which is less than the highly significant level of .001. Therefore, there is a positive relationship between charismatic leadership and attitude. Lastly, there is a positive relationship between attitude and employee job satisfaction for the last hypothesis. The p-value of intention between attitude and employee job satisfaction is .003, which is also a significant relationship.

DISCUSSION AND RECOMMENDATION

A review of the research on the relationship between leadership style on attitude. This study shows several impacts that affect the leadership styles on attitude. Pearson's correlation analysis was used in testing the relationship between hypotheses on a significant relationship such as transactional leadership, transformational leadership, charismatic leadership, and employee attitude in the hotel industry and also testing the significant relationship between attitude and job satisfaction of the employees in the hotel industry. The result shows all hypotheses stated were accepted at a 0.01 significance level.

There are recommendations for future research that were specifically stated. This study suggests further study on the impact of leadership styles in organizational performance on employee job satisfaction in the hotel industry. While numerous data were compiled through

the study, no questions were asked regarding the knowledge individuals understand about the leadership styles themselves. In future research, there should be questions regarding a person's knowledge about leadership and how leadership should demonstrate. So, the researcher may determine what leadership styles should do.

CONCLUSION

In conclusion, this research was carried out to determine The Impact of Leadership Styles on attitude. Four independent variables, Transactional Leadership, Transformational Leadership, Charismatic Leadership and attitude, have been chosen to investigate the connections between the dependent variable, which is employee job satisfaction in the hotel industry in Malaysia. A total of the respondents is 384 from the age 20 years old to 50 years old from the hotel industry in Malaysia. These respondents is collected to examine the impact of the employee in the hotel industry. Lastly, can be a conclusion based on Pearson's correlation analysis, the p-value of transactional leadership and attitude is .000, the p-value of transformational leadership and attitude is .000, the p-value of charismatic leadership and attitude is .000; while the relation between attitude and employee job satisfaction the value is .003.

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The Factors Influence Consumer Purchase Intention using Food Delivery Application

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Abstract

This study is conducted to examine factors that influence consumer purchase intention using the Food Delivery Application. The objective of this study is to examine the relationship of trust, social influence, and convenient between consumer purchase intention. The data is collected through an online structured questionnaire using cluster sampling. The collected data from the survey are analysed using SPSS version 26 software for descriptive analysis and Pearson correlation analysis process. The survey is distributed to 384 respondents who are considered local tourists in Malaysia. The result that has been obtained from this research shows a relationship between all independent variables and dependent variables. Therefore, this study would be an advantage for the owners of each restaurant participating in the food delivery application and it would also give them the opportunity to sharpen their marketing abilities for future business benefits.

Keywords: Food delivery application, purchase intention, trust, social influence, convenient

INTRODUCTION

The tourism industry is the main source of income for a country and involves several sectors (Manzoor et al., 2019). Tourism has benefitted Malaysia in increasing the economy of the country because with the increasing number of tourists visiting Malaysia, more and more infrastructures are built to help accommodate the tourists such as resort, hotel, and transportation service (Khan et al., 2020). Even though tourism benefits Malaysia greatly, it also has a negative impact on that country. As a mass number of tourists visiting the country every year, it will cause extreme weather conditions, climate changes, and a large consumption of energy (Azam et al., 2018)). It will also affect the environment as the littering of certain places by tourists will cause damage, especially to historical and governmental heritage buildings (Zhu et al., 2016).

In late 2019, an unidentified outbreak occurred in Wuhan, China and the outbreak was confirmed and temporarily named 2019-nCoV as of January 7, 2020 (WHO, 2020). In order to stop the outbreak, the government has set only a few sectors that can be operational for necessities and food sectors. During the pandemic, everyone is using food delivery applications because it is the best way for everyone to order their food. For example, applications like Food Panda and Grab Food provide variety of food choices such as Mcdonald's, KFC, and other restaurants listed in the apps. According to Nayan and Hassan (2020), food delivery in Malaysia is rising even before the Covid-19 outbreak with many online food delivery platforms available for customers. The food delivery apps are mobile applications where customers can access and see different types of menus, placing orders, and making transactions without interacting with anyone from the restaurant (Eu & Sameeha, 2021). Moreover, the pandemic Covid-19 has given impacts to the food delivery applications to be at their peak and the benefits of this service are publicly known at the time.

For this reason, this study is carried out to explore factors that influence consumers' purchase intention when using Food Delivery Application. The objective of this research is to

examine the relationship between social, trust, and convenient towards e purchase intention of food delivery application. The findings of this study should be understood by the consumer purchase intention, what encourage them to use the Food Delivery Application to purchase their needs. Therefore, this paper is organized as follows: introduction; literature review; methodology, findings, discussion and recommendations, and finally the conclusion.

There are three objectives of this research:
1. To examine the relationship between convenient and purchase intention using food delivery applications.
2. To examine the relationship between trust and the purchase intention of food delivery applications.
3. To examine the relationship between social influence and purchase intention of food delivery applications.

Significance of The Study

Researchers
The result of this study will help the researchers to evaluate the relationship between three factors which are trust, convenient and social influence towards consumer purchase intention. The result will help researchers to understand on plausible factors that can influence consumers to purchase using food delivery application.

Local Tourist
This study will provide information on consumer's purchase intention when using the Food Delivery Application. This study will evaluate trust, convenient and social influence factors in order to know which is the type that can influence consumer's purchase intention when using the Food Delivery Application. Data that are gathered will help owners to know the factor that influence consumer purchase intention using Food Delivery Application.

Tourism Sector
The data will provide the tourism sector with appropriate information on what factors influencing consumers' purchase intention to use Food Delivery Application. The result will enable the tourism sector to improve its service and management in persuading people to use Food Delivery Application. These studies also let the tourism sector know what is important in consumers' purchase intention. The study also helps in the advancement of tourism planning.

LITERATURE REVIEW
Consumer Purchase Intention
According to research done by Mafe et al., (2010) consumers purchase behaviour involves the purchase intention and the type of behaviour intention. According to Ghajargar et al., (2016), home delivery service demand has been increasing as a result of online purchasing because this service covers a wide geographic area.

Felix and Braunsberger (2016) on the other hand talked about consumers' buying decisions that influence consumers' attitudes, whilst Chakraborty (2019) highlighted on consumer purchase intentions which are ultimately influenced by brand awareness and perceived value. Yeo et al., (2017) mentioned that a person's attitude can be incredibly predictable regarding their intention to perform. A person's actions are known by behaviour that they hold, positive attitude that will contribute to the adoption of the product or technology.
Convenient
According to Pham et al., (2018), convenience minimises the time and effort required from customers related to buying a product or using a service. Since then, customers have tended to

prefer ready-to-eat meals because doing so is simple and cleaning up is also simple. In many growing countries, convenience is significant when purchasing and consuming convenience food (Imtiyaz et al., 2021).

As stated by Almarashdeh et al., (2019), the term convenience in the mobile application is when consumers require minimum effort to do and when owning the product. Ready-to-eat food consumption is increasing in emerging markets. Food involvement in specific food categories because of sensory appeal and health factors influence convenience food choice (Januszewska et al., 2011). Businesses have begun to start improving their service to meet their customer demand and enhance their sales (Chai & Yat, 2019).

Trust

Curvelo et al., (2019) defined trust as a perception, feeling, or expectation regarding a partner's loyalty based on their aim, integrity, skill, or other things which are very important factors that influence customers' purchase intentions of food. According to Yeo et al., (2017), customers who have previously purchased goods online are more likely to repurchase because of the trust they have built up.

In addition, customers will place their orders online through third-party online intermediaries and the catering business (Grab Food or Food Panda) will pick up and deliver the meals to customers homes or offices. Customers will receive their orders without interacting with the rider during the entire process (Muangmee et al., 2021). According to Yusof, Haque & Ahmed (2015), the level of trust in a website can impact the intention to repurchase food. It has been suggested that the perceived value of websites' privacy and security features can positively impact consumers' behavioural intentions.

Social Influence

According to Gass (2015), social influence can describe a person's views, ideas, beliefs, and behaviour influenced by communication with others and these include compliance, minority social influence, and respect. Tjokrosaputro and Cokki (2019) stated in the research that social influence could impact individuals by presenting them with information and the emotional side of the person who is related to them.

Another social influence stated by Ayub et al., (2018) that many recycling activities are encouraged by social factors, who are particularly vulnerable to the monopoly force of the groups to which they belong and are more open compared to older consumers. In the world of using mobile applications, there are two types of experiences which the first type of experience is direct product interaction, in which the user has direct contact with the product itself. The second type is the online experience when the consumer interacts with the product's marketing (Yeo, Goh & Rezaei, 2017). Online purchasing behaviour and the platforms used to make it possible can be influenced by various personal and demographic factors such as gender, race, marital status, and ethnicity.

Research Hypothesis

A hypothesis must be testable and realistic to consider the current knowledge and techniques. In addition, hypothesis is defined as prediction or explanation of the relationship between two variables. It implies a systematic relationship exists between an independent variable and dependent variable. Thus, the study has proposed:

H_1 There is a relationship between convenient and purchase intention towards food delivery application among local tourists in Malaysia.

H_2 There is a relationship between trust and purchase intention towards food delivery application among local tourists in Malaysia.

H_3 There is a relationship between social influence and purchase intention towards food delivery application among local tourists in Malaysia.

Research Framework

The framework with the data value for the link between independent variables (IV) and dependent variables (DV) is shown in Figure 1. The dependent variable is the consumer purchase intention. Meanwhile, the independent variables are trust, social influence and convenience. It also shows the relationship between the independent variable and dependent variable using Food Delivery Application among local tourists in Malaysia.
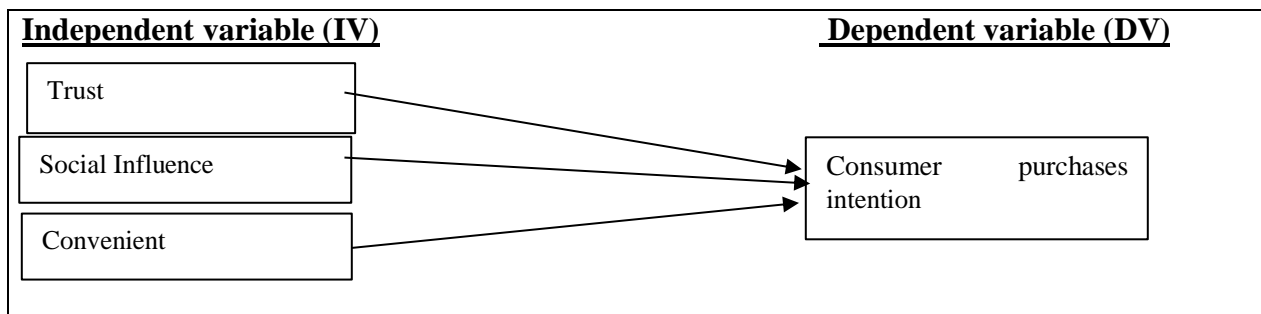
Figure 1: Conceptual Framework between Trust, Social influence, Convenient and Consumer Purchases Intention.

METHODOLOGY
Research Design
The study used a quantitative research technique. Quantitative research is a measured analysis of numerical data acquired in a broad inquiry using techniques such as surveys and questionnaires. The purpose of this study is to examine the relationship between trust, social influence, and convenience towards consumer's purchase intention in using food delivery application among local tourists in Malaysia. As a result, a descriptive study is created to assist in answering the research questions and achieving the research objectives.

Population and Sample Size
This study focuses on local tourists in Malaysia where the target population involves 131.7 million (Domestic Tourism, 2021). To determine the sample size, Krejcie and Morgan (1970) sample was used in this study as shown.

n= sample size
N= population size
e = the degree of accuracy expressed as proportion (0.05)
$x2$ = chi-square of degree of freedom 1 and confidence 95% (3.841)
p = proportion of population (if unknown, 0.5)

$$S = \frac{x^2 NP(1-P)}{d^2(N-1)+(x^2 P(1-P))}$$
$$S = \frac{3.841(1317000000)(0.5)(1-0.5)}{(0.05)^2(1317000000-1)+3.841(0.5)((1-0.5))}$$
$$S = \frac{1264649250}{329.250000.7}$$
$$S = 384.099$$
$$S = 384$$

Data Collection
The data collection strategy employed during first step of this analysis was online questionnaires using Google Forms. The researchers chose this instrument it is both free and user-friendly. It also makes taking data from local tourists easier for the researchers. Research work was the second stage of data collection. In this study, a questionnaire was also employed as the major part of the data collection device. There were five parts that respondents needed

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to answer. The questionnaire was presented to the general public in order to obtain data from Malaysian visitors.

Sampling

There are two types of sampling procedures which are probability sampling and non-probability sampling. Each member of the population has a possibility of being elite according to probability sampling. It is mostly employed in quantitative studies. In this study, quantitative analysis and non-probability sampling approaches will be applied. Rather than testing a hypothesis on a few large populations, the purpose of this research is to develop local tourists purchase intentions by utilizing food delivery applications in Malaysia (McCombes, 2021). In this study, the non-probability sampling methodology was chosen as an appropriate sampling method.

Convenience sampling was used in this study. Researchers employed convenience sampling to acquire study data from a small group of people as it is so rapid, easy, cost-effective, and it is the most widely used sample procedure (Fleetwood, 2020). This strategy was chosen for this study due to the advantages and application of multiple sampling procedures in situations where there are large populations involved.

Research Instrument

The items measuring the chosen research constructs were adopted from prior related research in the field of tourism consumer's purchases intention.

Table 1: Measurement items

Measurements	Number of items in the questionnaires	Scales used	Author
Section A: Demographic information	8	Adapt	Tandon & Dhir (2021)
(Dependent Variables) Section B: Consumer Purchase Intention	5	Adopt	Tandon & Dhir (2021)
(Independent Variables) Section C: Trust	5	Adopt	Limsarum et al., (2021)
(Independent Variables) Section D: Social Influence	5	Adopt	Muangmee et al., (2021)
(Independent Variables) Section E: Convenient	5	Adopt	Chotigo & Kadono (2021)
Total	28		

Data Analysis

Data analysis is the process of evaluating information by using scientific and intelligent thinking to each component of the data. There were three types of data analysis gathered in this study which were frequency analysis, descriptive analysis, and reliability analysis using Statistical Package for the Social Sciences (SPSS) version 24.

Table 2: Data Analysis

Variables	N	Mean	Standard Deviation

		384	6.069	1.8596
Trust		384	6.069	1.8596
Social influence		384	5.994	1.8888
Convenient		384	6.709	1.9170
Consumer Purchases Intention		384	5.954	1.9318

Table 3 showed the number of respondents, mean and standard deviation of independent variables (IV) and dependent variables (DV) analysis. For the independent variables, the highest mean was convenient which is 6.709 where the respondents agreed that they found it convenient to change items in the shopping cart. In addition, the lowest mean was social influence, which was only 5.994 where the respondents' agreement was low.

FINDINGS
Result of Frequency Analysis
Table 3: Demographic Profile of Sample

Characteristics		**Frequency**	**percentage**
Type of tourist	Local	254	66.1
	Local tourist	107	27.9
	International	23	6
Gender	Male	222	57.8
	Female	162	42.2
Race	Malay	187	48.8
	Chinese	49	12.8
	Indian	12	3.2
	Others	136	35.2
Age	Less than 20 years old	99	25.7
	21-30 years old	215	56.5
	31-40 years old	44	11.3
	41-50 years old	23	5.8
	More than 51 years old	3	0.8
Status	Single	279	72.7
	Married	105	27.3
Education Level	PMR /PT3	43	11.2
	SPM	101	26.3
	STPM/Diploma	105	27.3
	Degree	119	31.0
	Master	16	4.2
Occupation	Public Sector Worker	59	15.4
	Private Sector Worker	70	8.2
	Self-employed	97	25.3
	Other	158	41.1

Table 4 shows the profile of the respondents. Out of 384 respondents, majority of the respondents are local, which accounted for 66.1%, followed by local tourists at 27.1% and international, 6%.. In addition, majority of the respondents are male, which accounted for 57.8% of the total sample. Meanwhile, in terms of race, the majority are Malays with 48.8%,

followed by "others" with 35.2%, Chinese with 12.8%, and Indian with 3.2%. In terms of the respondents' age, 56.5% of them who are 21- 30 years old stated the highest, followed by 25.7% (less than 20 years old), 11.3% (31 to 40 years old), 5.8% (41 to 50 years old) and 0.8% (more than 50 years old). As for the status, majority of the respondents are single with 72.2% and married who are 27.3%. . As for the educational level, out of 384 respondents, 19.2% of the respondents are degree students, 31.0% are diploma students, 26.3% for the SPM student are 26.3%, PMR/PT3 student are 11.2% and 4.2% of them are Master. In terms of the occupation, the majority of the respondent are 'Others' with 41.1%, followed by self-employed (25.3%), public sector workers (15.4%), and private sector workers (8.2%).

Result of Descriptive Analysis

Table 4: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Social Influence	People who are important to me think that I should use mobile food order apps.	5.9089	2.31005
	People who influence my behaviour think that I should use mobile food order apps.	6.0443	2.05044
	People whose opinions that I value prefer that I use mobile food order apps.	5.9818	2.08743
	People around me are in favour of using food delivery apps, so when I would like to order the food, I use a food delivery app.	6.0833	2.02164
	Social networks influence me on whether or not to use food delivery apps.	5.9505	2.11550
Trust	I think that food delivery apps have sufficient experience in the marketing of the products and services that it offers	5.9922	2.27426
	I think that the information offered by food delivery apps is sincere and honest.	6.0703	2.03180
	I think that food delivery apps usually fulfil the commitments it assumes.	5.9922	2.00975
	I thought the system was easy to use.	6.2422	2.21464
	I think food delivery apps are truthful in their dealings.	6.0469	2.04720
Convenient	I like the ability to order food without leaving home.	5.9089	2.31005
	I value the ability to initiate the transaction from the comfort of home	6.0443	2.05044
	I found the various functions in this system were well-integrated	5.9818	2.08743
	I found it convenient to change items in the shopping cart	6.0833	2.02164
	Online ordering allows me to initiate a transaction whenever I choose during the lockdown	5.9505	2.11550
Consumer Purchases Intention	I intend to continue using food delivery apps in the future.	5.8776	2.48507
	I would like to buy new products/services from food delivery apps.	6.0729	2.15457

	I will purchase other products or services at food delivery apps.	5.9245	2.11597
	I will consider food delivery apps first when I want to buy products.	6.0547	2.12277
	I would be comfortable shopping at food delivery apps.	5.8411	2.12243

Table 4 shows numbers of the mean and standard deviation analysis on the independent variable (IV) and dependent variable (DV). The first variable 'Social influence' stated the highest mean value for Item 4 which was 6.0833, where respondents agreed that people surrounding influence them to use the food delivery application, whilst the standard deviation for they buy the food from the food delivery application was 2.02164.

Furthermore, the second independent variable (IV) is social influences. The highest mean value was 6.2422, where the respondents agreed they thought the system was easy to use with the standard deviation was 2.21464. The third independent variable (IV) is convenient. The highest mean value was 6.0833, where the respondents agreed they found it convenient to change items in the shopping cart with the standard deviation was 2.02164.

Lastly, the dependent variable (DV) which is tourism consumer's purchases intention scored the highest mean value which was at 6.0729, where the respondents agreed that they would like to buy new products/services from delivery application.

Result Reliability Test

The Reliability Test was conducted on 30 respondents before it was distributed to 384 respondents using online survey method. The data were tested using the Cronbach's Alpha Coefficient. The result shows that the value for all independent variables has a highest score and strong in Cronbach's Alpha. Thus, all variables had met the minimum requirement of reliability, since all Cronbach's alpha coefficients of all variables were greater than 0.6.

Table 5: Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variable

Variable	Number of items	Cronbach's Alpha coefficient	Strength of Association
Social influence	5	0.941	Very Strong
Trust	5	0.903	Very Strong
Convenient	5	0.967	Very Strong
Consumer Purchases Intention	5	0.862	High
Overall Variable	18	0.963	Very Strong

Table 5 shows the result value of Cronbach's Alpha Coefficient for independent and dependent variables. From Table 5, all variables were more than 0.6 and overall variables were 0.963 which is acceptable in this study. There were five questions to measure the social influence that influenced consumer's purchase intention and the Cronbach's Alpha result for this question was 0.941 indicating a very strong association and reliability.

Second, there were also five questions to measure the trust factor that influenced consumer's purchase intention which showed 0.903, very strong strength of association and considered as reliable. Next, in measuring the convenient variable that influenced consumer purchase intention among local tourists in Malaysia, five-question was then used and the result was 0.967 which also resulted in a very strong and reliable question items.

In addition, there were also five questions to measure the consumer's purchase intention among local tourists in Malaysia and the result was 0.862, showing e the strength of association resulted as high and also reliable. This showed that all variables have more than 0.6, thus questionnaires that were constructed were reliable and acceptable for this study.

Lastly, all variables have shown that the Cronbach's Alpha was more than 0.6 which he result is 0.9, the questionnaire was deemed as reliable as all items were acceptable and can be used in this study.

Result of Pearson Correlation Coefficient Analysis

The Pearson's correlation was used to measure the linear relationship between two variables. The objectives are to determine the correlations that exits between independent variables which are trust, social influence, and convenient and dependent variable which is consumer's purchase intention. If there is a relationship significant, researchers must determine the association's level of strength which is acceptable.

Table 6: Result of Pearson Correlation Analysis

Hypothesis	P-Value	Result
H1: There is a significant relationship between trust and consumer purchase intention among local tourists in Malaysia	0.000	H_1 is supported
H2: There is a significant relationship between social influence and consumer purchase intention among local tourists in Malaysia	0.000	H_2 is supported
H3: There is a significant relationship between convenient and consumer purchase intention.	0.000	H_3 is supported

Based on Table 6, all hypotheses have the same number of cases which is 384. Hypothesis 1 has a 0.000 p-value and it showed that it has less than significant level of 0.01. The value of correlation was 0.863 that suggested a high positive correlation between trust and consumer purchase intention. While for hypothesis 2, the p-value was also 0.000 and the correlation coefficient was 0.813 that suggested a high positive correlation between social influence and consumer purchase intention. Then, for hypothesis 3, the Pearson correlation coefficient was 0.692 and the p-value is 0.000 than is less than significant level of 0.01 which can be suggested that there is a moderate positive correlation between convenient and consumer purchase intention.
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DISCUSSION AND RECOMMENDATIONS

As stated by Yeo et al., (2021) trust can build a long-term relationship between consumer and seller which it can happens when consumer feel confident when they purchase something from the online application. For example, a study by Kedah et al., (2015) showed that consumer concerns about privacy and security features on the applications when it comes to online payment methods.

Next, convenient also plays an important role towards consumer's purchase intention among local tourists in Malaysia. It had been proven by previous study by Januszewska et al., (2011) where convenience can influence purchases among local tourists through satisfaction,

repurchase intentions and re-spending online applications. In addition, other study by Lin et al., (2018) showed that the huge competitive in e-commerce usage of delivery application influences the consumer's purchase behaviour.

Therefore, social influence has positive relationship with the factors influencing purchase intention among local tourists in Malaysia. For example, previous study by Li et al., (2020) stated that the solution that was offered by food delivery applications had changed the consumer habits and demographic through social influence by the convenience of eating at home.

As for recommendations for this research, the researchers suggest that future studies can use qualitative research methods to get solid answers from respondents by doing an interview. When conducting an interview, the researcher will be able to ask any question openly. Not only that, answer given by the respondents are true and all incomplete questions can be resolved immediately.

Besides that, recommendation is additional type of tourist. There are many different kinds of food delivery apps, and not only locals but also visitors from other states or countries can use them. For future study, researchers can do an online survey or interview with international tourists who are using food delivery applications for every state in Malaysia.

Last recommendation is additional of variables. The current study has three factors that influence consumer's purchase intention. There are certainly a variety of variables that the current researchers may not be focusing on. However, future researchers may use other variables to gain new findings.

CONCLUSION

As for the conclusion, there are 384 respondents who took part in this study through the online survey method. The data have been collected and analysed using SPSS software version 26 based on descriptive statistics, reliability analysis, and correlation analysis. From the result of the reliability analysis, the overall variable was 0.963. Therefore, the result shown is reliable and can be accepted in this study.

The objective of the research is to know the relationship between trust, social influence, and convenient that influence consumer's purchase intention using the Food Delivery Applications. The result of the research objectives which is examine the relationship between trust, social influence and convenient influence consumer purchase intention using Food Delivery Application is accepted. Meanwhile, such a result can be predicted based on the trust, social influence, and convenience factors that influence consumer's purchase intention when using a Food Delivery Application.

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The Factors Influence Intention to use Smart Travel Itinerary among Local Tourists in Malaysia

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ABSTRACT

Currently, among the popular travel applications downloaded by Malaysians are Air Asia, Booking.com, Airbnb, Malaysia Airlines, Agoda, Expedia, and Traveloka. Smart travel itinerary management involves a lot of problems with time arrangement errors, system or website management errors, and others. A lack of smart travel itinerary management can result in actions that affect the efficiency of smart application management and tourist dissatisfaction. The objective of this study is to examine the factors that influence the consumer intention to use smart travel itinerary among local tourists in Malaysia. This study was conducted using a quantitative approach, where 385 respondents of local tourists participated in answering the questionnaire designed for this study. As a result, all of the independent variables, which are performance expectancy, effort expectancy, and social influence have significant relationships towards consumer intention to use smart travel itinerary among local tourists in Malaysia.

Keywords: Performance Expectancy, Effort Expectancy, Social Influence, Smart Travel Itinerary, Consumer Intentions

INTRODUCTION

As technology continues to advance, the tourism sector has evolved to be one of the world's most prominent industries in the 21st century. These facts have given rise to the 'Smart Tourism' idea, which may be defined as a step forward from traditional tourism (Kontogianni, 2020). Additionally, as the tourism industry grows, software systems that give users access to a wealth of tourist-related data undergo a period of dramatic change. These data may include lodging, food and beverage outlets, cultural heritage areas of interest, as well as reviews, ratings, and ideas produced by tourists (Figueredo, 2018).

In addition, according to Ecommerce IQ (2016), the popular travel applications downloaded by Malaysians like Air Asia, Booking.com, Traveloka, Airbnb, Malaysia Airlines, and Agoda. Smart travel itinerary applications often offer extra features and functions, for instance, maps that allow users to view nearby visitor attractions.

The consumption and downloaded of smart travel itinerary also serve as a helpful tool in the hospitality and tourism sector where it transforms the way travellers plan their vacations (Amin, 2019). Intention to use a smart travel itinerary refers to a way of a travel plan for travel events, for example, booking a flight, hotel time arrangement, destination, date arrangement, and other information. Smart travel itinerary management involves many problems with time arrangement errors, system or website management errors, and more. Poor time management of a smart travel itinerary is one of the main reasons for losing tourists and good impression.

The tourism industry has been affected somewhat by the recent COVID-19 outbreak, which first occurred in the city of Wuhan, China, in December 2019 and spread to Malaysia in March 2020. It was reported that travel and tours package, which are mostly hotels and airlines are being cancelled (Aldaihani & Ali, 2018). According to the tourism data, tourism revenue and tourist arrivals in the year 2020 is decreasing compared to 2019. The company of smart

travel itinerary tries to increase the consumer intention to use smart travel itinerary during their trip by promoting it to local tourists in various ways.

Therefore, among application users, the smart travel itinerary for arranging and planning trips for travellers are growing popularity (Xiang et al., 2015). However, using the smart travel itinerary applications can also assist the business in maintaining improved time management.

There are three objectives of this research:

i.   To examine the relationship between performance expectancy and intention to use smart travel itinerary among local tourists in Malaysia.

ii.   To examine the relationship between effort expectancy and intention to use smart travel itinerary among local tourists in Malaysia.

iii.   To examine the relationship between social influence and intention to use smart travel itinerary among local tourists in Malaysia.

Significance of the Study

Researchers

The result of the study will help the researchers to evaluate the relationship between three factors, which are performance expectancy, effort expectancy and social influence, and intention to use smart itinerary among local tourists in Malaysia. The result will help researchers to understand how an individual is using the smart travel itinerary applications and what factors are influencing them to use it.

Local Tourist

This study will provide information on how these applications can help local tourists to avoid some stress during travelling. This study will evaluate performance expectancy, effort expectancy, and social influence in order to know the type of behaviour using the smart travel itinerary applications. Just highlighted some must-see attraction or activities to do. This is to avoid from a missed of must-see attraction in that place.

Tourism Sector

The data will provide the tourism sector with information on how many people are using the smart travel itinerary applications during their trips. The result will enable the tourism sector to improve its management in persuading people to use the travel itinerary applications.This study also informs the travel industry of what elements make up a smart itinerary. Additionally, this research advances tourism planning.

LITERATURE REVIEW

Performance Expectancy

According to Venkatesh (2012), performance expectancy is the degree to which using technology will provide benefits and advantages to consumers in performing certain activities. The degree to which technological applications are used to aid users in completing their duties and plans is referred to as performance expectancy.

According to Miadinovic and Xiang (2016), the measure to which individuals believe and trust that the performance of a specific system will be enhanced and improved is defined as performance expectancy. In this study, performance expectancy refers to the degree to which customers and consumers believe it is simple to use a smart travel itinerary when travelling.

Effort Expectancy

According to Davis (1989), effort expectancy can be explained as the level of ease while using the technology. On the other hand, Morris (2003) defined effort expectancy as the degree of difficulty using the system. Therefore, it means that effort expectancy can be concluded as the amount of effort that is needed to use the system or application and the difficulty degree whether it is simple or complicated.

According to Venkatesh (2003), he argued that effort expectancy is the level of easiness related while using any system. This means that effort expectancy is defined as the effort needed to use a system, whether it is simple, easy, or complicated. Usually, tourists or consumers choose to use an application that is easy to use and understand.

Social Influence

Social influence can be identified as how an individual considers something important due to the influence of others (Venkatesh et al., 2016). According to Martins (2014), social influence is a variable adopted from the social norm. He stated that social norm is an individual perception towards the people who are close or important to him think how he should or not conduct such a behaviour.

According to Evon and Lau (2016), social influence refers to a situation where an individual or travellers will use a system that is highly influenced by the suggestions and views of the public. The extent to which a person will believe that the relevant individual believes he or she needs to use and download smart travel applications when travelling is also referred to as social influence.

Intention to use Smart Travel Itinerary

According to Amaranganna (2018), he believes the concept of smart tourism originated with the creation, expansion, and popularity of smart cities worldwide. Moreover, the ubiquity of the internet and internet-ready gadgets is a significant driving force in the expansion of smart tourism or e-tourism. Wang (2016) said that smart tourism is an ICT-integrated tourist platform that combines tourism services with the usage of ICT such as the internet of things, intelligent systems, and cloud computing.

Smart travel applications are smartphone applications developed to help travellers manage their travel-related activity easily (Anshari, 2015). Furthermore, properly deploying the mobile applications in the tourism industry can help and improve the customer experience (Lu, 2015).

Research Hypothesis

Based on the literature discussed, the hypotheses of this study are summarized in the following manner.

H₁ There is a significant relationship between performance expectancy with intention to use smart travel itinerary among local tourists in Malaysia.

H₂ There is a significant relationship between effort expectancy with intention to use smart travel itinerary among local tourists in Malaysia.

H₃ There is a significant relationship between social influence with intention to use smart travel itinerary among local tourists in Malaysia.

Research Framework

Figure 1 showed the framework of the independent variables (IV) and dependent variable (DV) of this research. The dependent variable is the intention to use smart travel itinerary. While the three independent variables that have been determined in this research are performance expectancy, effort expectancy, and social influence.
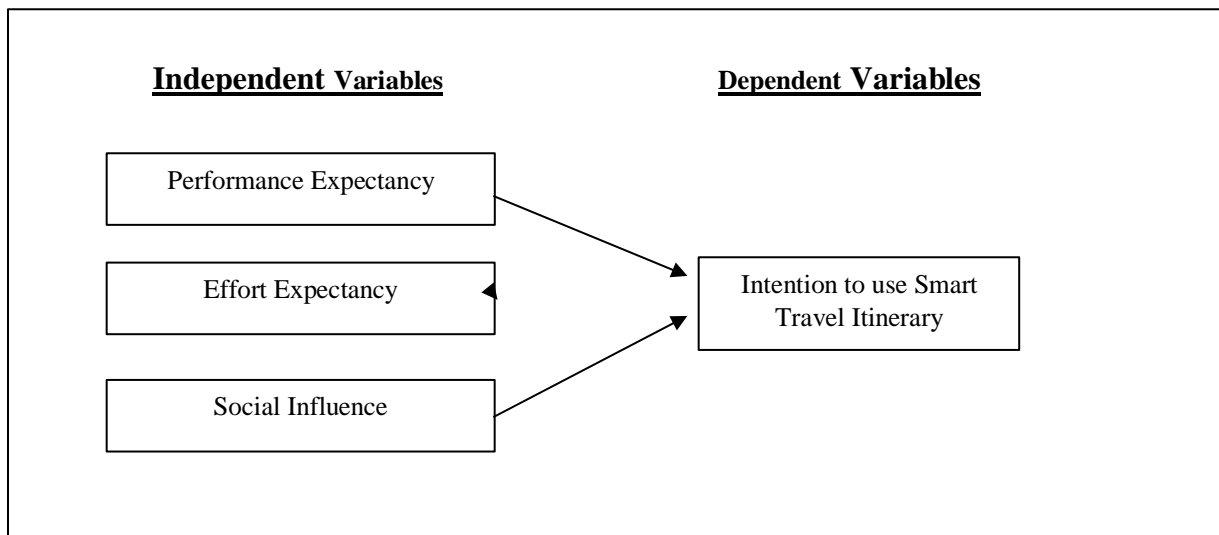
Figure 1: Conceptual Framework of the relationship between performance expectancy, effort expectancy, and social influence with intention to use smart travel itinerary among local tourists in Malaysia.

METHODOLOGY

Research Design

Quantitative research approaches have been used for investigation. In this study, data sources were collected through questionnaires to find information and details on factors that influence the intention to use smart travel itinerary among local tourists in Malaysia such as performance expectancy, social influence, and effort expectancy.

Data Collection

The data collection method used in this study was an online survey that has been developed using Google Forms. The reasons why researchers use this technology tool platform are because it is free and user-friendly. It also makes it easier for researchers to collect all data from local tourists. There are five sections that the respondents need to answer. The questionnaire was distributed to local tourists in Malaysia who had experiences in using smart travel itinerary.

Sampling

In this study, the non-probability sampling method with convenience sampling will be used as a sampling design. Convenience sampling is a type of non-probability or non-random sampling where members of the target population meet certain practical criteria, such as easy accessibility, geographical proximity, availability at a given time, or the willingness to participate (Dornyei, 2007).

Data Analysis

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

FINDINGS

Results of Frequency Analysis

Table 1 below shows the result of the frequency analysis.

Table 1: Frequency Analysis

Characteristics	Frequency	Percentage (%)

Gender		
Male	122	31.7
Female	263	68.3
Age		
Below 20 years old	45	11.7
21-30 years old	318	82.6
31-40 years old	16	4.2
Above 41 years old	6	1.6
Race		
Malay	339	88.1
Chinese	26	6.7
Indian	20	5.2
Status		
Single	357	92.7
Married	28	7.3
Experience		
Always	298	77.4
Rarely	87	22.6

The respondent profile is summarized in Table 1. The total number of respondents for male was 122 respondents (31.7%), while females was 263 respondents (68.3%). The highest percentage of respondents was those in the range of age from 21-30 years old, with 318 respondents (82.6%). The second highest is the range of below 20 years old, with 45 respondents (11.7). Next, the range of 31-40 years old, was 16 respondents (4.2%) and the last age cohort is those above 41 years old, with only 6 respondents (1.6%). Among 385 respondents, 339 were Malays, 26 Chinese, and 20 Indians. The highest percentage of respondents was Malay with 88.1%. followed by Chinese respondents, with 6.7%, and Indian respondents with only 5.2%. Next, the total number of respondents for status was 357 respondents (92.7%_ who identified themselves as 'single', while the respondents for married status were 28 respondents (7.3%). For the respondents who have experience using smart travel itinerary, there were 77.4% (298 respondents) who always using this application and only 22.6% (87 respondents) rarely use the application.

Results of Descriptive Analysis

Table 2 below shows the result of the descriptive analysis.

Table 2: Descriptive Analysis

Variables	Items	Mean Score	Standard Deviation
Performance Expectancy	I think smart travel itinerary can be useful in managing my trips.	9.40	0.617
	I think smart travel itinerary can be valuable to my trips.	9.46	0.616

	I think that smart travel itinerary can be advantageous in better managing my trips.	9.40	0.596
	I think that the use of smart travel itinerary helps me plan my trips more quickly.	9.43	0.630
	I find that smart travel itinerary enables me to accomplish my trip effectively.	9.46	0.599
Effort Expectancy	I think learning to use smart travel itinerary is easy for me.	9.40	0.613
	I think that interacting with the smart travel itinerary is clear and easy to understand.	9.42	0.617
	I find that smart travel itinerary is easy to use.	9.48	0.621
	I become skillful at using smart travel itinerary easily.	9.55	0.606
	I can plan my trip activities easily.	9.66	0.531
Social Influence	I want to use the smart travel itinerary because my friend does so.	8.74	0.846
	I use the smart travel itinerary because it reflects my personality to other people.	8.81	0.836
	I should use the smart travel itinerary according to people who are important to me.	8.71	0.871
	I listen to people whose opinions I value, and they prefer that I use a smart travel itinerary.	8.74	0.852
	I use smart travel itinerary because of the people who are close to me.	8.60	0.876
Intention to use Smart Travel Itinerary	I intend to continue using smart travel itinerary in the future.	9.37	0.607
	I will try to use smart travel itinerary in my touristic life.	9.31	0.663
	I plan to continue to use smart travel itinerary frequently in my touristic activities.	9.40	0.622
	I predict I would use smart travel itinerary for my future travels.	9.32	0.658
	I will probably use smart travel itinerary to plan my trip.	9.43	0.625

Table 2 shows the mean and standard deviation for independent variables and dependent variable based on the survey involving 385 respondents. The highest mean value for performance expectancy was item 2 and item 5, with 9.46, where respondents agreed that smart travel itinerary can be valuable for their trips and they found that smart travel itinerary enables them to accomplish the trip effectively. The lowest mean value was item 1 and 3 which was 9.40, where the respondents slightly agreed that smart travel itinerary can be useful in managing their trips and advantageous in better managing their trips.

As for the factor of effort expectancy, the highest mean value was item 5, which was 9.66 where the respondents agreed that they could plan their trip activities easily. The lowest mean value was item 1, which was 9.40 where the respondents agreed that they think learning to use smart travel itinerary is easy for them.

Next, the highest mean value for the factor of social influence was obtained by item 2, which was 8.81, where the respondents agreed that they use the smart travel itinerary because

it reflects their personality to other people. The lowest mean was item 5, which was 8.60, where the respondents agreed that they use smart travel itinerary because of people close to them.

The last variable is the intention to use smart travel itinerary, where the highest mean value came from item 5, which was 9.43, where the respondents agreed that they will probably use smart travel itinerary to plan their trip. The lowest mean belongs to item 2, with the mean value of 9.31 where the respondents agreed that they would try to use smart travel itinerary in their touristic life.

Results of Reliability Analysis

Table 3 below shows the result of reliability analysis.

Table 3: Reliability Analysis

Variables	Number of items	Cronbach's Coefficient	Alpha
Performance Expectancy	5	0.944	
Effort Expectancy	5	0.942	
Social Influence	5	0.899	
Intention to use Smart Travel Itinerary	5	0.897	

Table 3 showed the overall value of Cronbach's Alpha Coefficient for the dependent variable and independent variables in this research. From the table, we can conclude all the variables were above the value of 0.6 and the highest variables were 0.944. Therefore, the result showed that all variables were reliable and it can be accepted in this research.

There were five questions used in measuring the performance expectancy factor towards the intention to use smart travel itinerary among local tourists in Malaysia. Table 3 showed that Cronbach's Alpha result for this section's question was 0.944, which resulted as excellent. Thus, the coefficient obtained for the questions on performance expectancy was considered reliable.

Next, there were also five questions used in measuring the effort expectancy factor towards the intention to use smart travel itinerary among local tourists in Malaysia. The result of Cronbach's Alpha result for this section was 0.942, which resulted as excellent. Thus, the coefficient obtained for the questions in effort expectancy was also reliable.

In addition, in measuring the next variable, which is the social influence factor that influences the intention to use smart travel itinerary among local tourists in Malaysia also involved five questions. The Cronbach's Alpha result for this section was 0.899, which resulted as very good. Therefore, the coefficient obtained for the questions in the social influence variable was also reliable.

Lastly, in measuring the intention to use smart travel itinerary among local tourists in Malaysia, five questions were used and the Cronbach's Alpha result for this section was 0.897, which resulted to very good. Thus, the coefficient obtained for the questions on intention to use smart travel itinerary was reliable.

In conclusion, it can be concluded that all the reliability analyses have proven that the respondents understood the questions provided well and this means that the questionnaire can be accepted for this research.

Results of Pearson Correlation Analysis

Table 4 below shows the result of the Pearson Correlation Analysis.

Table 4: Pearson Correlation Analysis

Hypothesis	Pearson correlation (r)	P-Value	Result (Supported/Not Supported)
H₁: There is a significant relationship between performance expectancy with intention to use smart travel itinerary among local tourists in Malaysia.	0.735	0.000	H₁ is supported.
H₂: There is a significant relationship between effort expectancy with intention to use smart travel itinerary among local tourists in Malaysia.	0.611	0.000	H₂ is supported.
H₃: There is a significant relationship between social influence with intention to use smart travel itinerary among local tourists in Malaysia.	0.509	0.000	H₃ is supported

Table 4 shows the result of the Pearson Correlation Analysis. For performance expectancy, the value of correlation coefficient was 0.735. While for effort expectancy was 0.611 and for social influence was 0.509. Overall, all hypotheses in this research were supported.

DISCUSSION AND RECOMMENDATIONS

Based on the result obtained, performance expectancy is a factor that plays an important role in the intention to use smart travel itinerary among local tourists. This result is similar to some previous studies. For example, a study by Sorwar (2017), found that the performance expectancy significantly influences consumers to adopt mHealth in Bangladesh. Next, a study by Oye et. al (2014), indicated that performance expectancy significantly influences intentions to the usage of ICT.

Next, these findings are sufficient to prove that the effort expectancy is valid and reliable to use. This result is similar to previous studies before this such as a study by Ghalandari (2012), where the effort expectancy is significant in influencing consumers' intention to use e-banking services in Iran. Next, Yu (2012) also mentioned that the result was significant between effort expectancy and the intention to use mobile banking in Taiwan.

Moreover, the factor of social influence has a significant relationship with the intention to use smart travel itinerary among local tourists in Malaysia This result is similar to several previous studies such as a study by Iskandar (2018), where there are significant relationships between social influence and intention to use mobile coupon among millennials consumers. Next, a study by Orehovacki (2018)also found out a significant relationship between social influence and intention to use digital audio workstations.

In addition, the research findings are also essential for future research. As for recommendations for future research, the researchers suggest that further studies can be carried out on international tourists that travel in Malaysia. Since the subject of this study was only local tourists in Malaysia, it was possible to determine whether the results were generally

consistent. However, if the results of this study are applied to foreign tourists visiting Malaysia, they may differ.

Besides that, the current study only focuses on three factors that influence consumer intention to use smart travel itinerary among local tourists in Malaysia. Due to this, this study might be ignoring some other important factors that may influence the intention to use smart travel itinerary among local tourists in Malaysia. Therefore, future researchers can use other variables like facilities conditions, trust, or perceived value to discover new findings in their research.

CONCLUSION

In conclusion, this research objective is to examine the factors that influence the consumer intention to use smart travel itinerary among local tourists in Malaysia such as performance expectancy, social influence, and effort expectancy. A research framework has been developed based on the literature that have been reviewed. Moreover, this research aims to know the relationship between the factors influencing consumer intention to use smart travel itinerary among local tourists in Malaysia. The result of the research objectives and research questions, which is examine the relationship between performance expectancy, effort expectancy and social influence with intention to use smart travel itinerary among local tourists in Malaysia was accepted.

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The Development of Pantai Melawi as a Family-Friendly Tourism Destination (FFTD) in Kelantan

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ABSTRACT
Many tourist spots use Family-Friendly Tourism Destinations (FFTD) to attract families. The family-friendly place provides for the needs of all family members, including children, wives, and husbands, as well as huge families. Developing beach tourism might use the 3S (Sea, Sun, and Sand). The purpose of the study is to examine the potential of Pantai Melawi to be recognized as one of the Family-Friendly Tourism Destinations in Kelantan. The researcher collects qualitative data from participants in the selected area using interviews and action research. The results of the study prove that the Pantai Melawi is suitable for every age group and that the products and facilities of the beach. This research recommends the state government to improve the local communities quality of life which includes public facilities, clean beaches, and unspoiled waters. In conclusion, the natural beach environment plays an important role in attracting family tourists to the beach.
Keywords: Family-Friendly Tourism Destination (FFTD), Beach Tourism, Government Support

INTRODUCTION

The tourism industry is considered one of the most important sectors in the country. It can directly contribute to the growth and development of the country, as well as boost the income of the local population. Each country will always take the initiative to build interesting places to attract tourists from their own country and from around the world. Tourism industry could generate huge profits for a country due to the exchange of foreign currency. Kelantan is a state with natural resources and beautiful coastal areas. Kelantan, a coastal state, offers beach-based tourism products. The state government has provided about RM724,750 to Kelantan's tourism industry. Among the support offered are sanitary aid to MOTAC-registered hotels and RM1000 to tourism operators and others involved in the Kelantan tourism industry. The tourism industry can help Kelantan's economy by making it a tourist attraction that creates jobs. Thus, numerous tourism products in Kelantan must be developed into tourist attractions that provide income for the state. Foreign and domestic visitors may learn about Kelantan's benefits and distinctiveness. A quality tourist industry may boost the economy and society. Kelantan's 11 districts include Bachok. Bachok has become an Islamic Tourism City under the Bachok District Council of the Islamic Tourism City on 7 December 2010. Bachok is one of the districts that has a variety of interesting and beautiful tourist destinations. Beach tourism is a major tourist destination located in the Bachok district. Melawi district is a district in the Bachok colony, located facing the South China Sea. On the east and north sides, it borders with the Perupok district. At the west side, it borders with Tanjung Pauh and Bekelam districts, as well as Gunong, and towards the south side, it borders with Telong district. The Administrative Centre of the Melawi District Office is located near the three Melawi branch and about 6km away from the Bachok District administrative center. The area of Melawi district is approximately 30.06 sq km inhabited by 16,000 residents. Among the total population, 150 residents are Chinese and the rest are Malays.
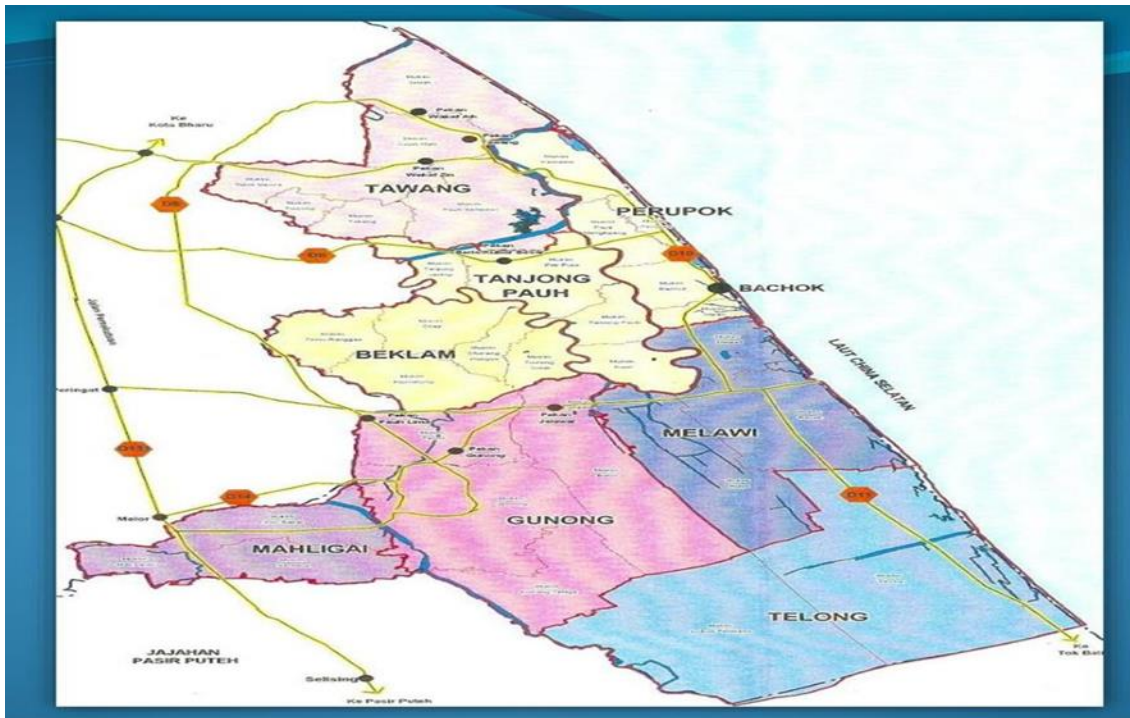
Figure 1: Bachok District Map and District Area

Source: Bachok District and Land Office Official Website, 2020

Coastal tourism is one of the oldest sectors of tourism activity globally (Ahmad & Jusoh, 2021). Tourism operations in Malaysia's coastal regions began in the 1980s owing to the coast's natural attractiveness (Habibah, 2007). Coastal areas are popular for viewing dawn and sunset (Bonfert, 2020). The beach has also always been the main destination for doing activities with the family because of its spacious and beautiful location. Beach tourism, according to Owlgen (2018), contributes to coastal tourism development. Beach products and facilities must be created to assure the comfort of tourists, especially families, and to boost the local income. Spacious, clean, safe, and comfortable coastal areas will always attract tourists (Johan & Zaki, 2011; Johan et al., 2012). Beach tourism is part of the local culture in Malaysia (Jamaluddin, 2009; Habibah, 2002), but there is no complete programme to grade family-friendly beach tourism, especially for domestic tourism marketing. Some believe the beach area isn't family-friendly. Because excessive development and exploitation create coastal pollution, erosion, debris, and degradation, they are not family-friendly (Praveena et al., 2013; Aizuddin et al., 2014; Husain et al., 1995). Kelantan's Bachok district has beautiful beaches. The Bachok district includes Pantai Irama, Pantai Kemayang, and Pantai Melawi (Zita, 2015). This area develops products and facilities. Due to its nice and friendly setting, Pantai Melawi is a favourite location for families. Pantai Melawi is the study's main area. This research will determine whether Pantai Melawi, Bachok is suitable as a Family-Friendly Tourism Destination. Beach tourism difficulties should be solved to promote a family-friendly culture. The major question is whether the development is a Family-Friendly Tourism Destination. The Pantai Melawi could become an FFTD or not, this study will identify this problem.

The main focus of this study is to examine the potential of the Pantai Melawi to be recognized as one of the Family-Friendly Tourism Destinations (FFTD) in Kelantan. While the specific objectives are as follows:

> 1. To examine the products and services (existing and potential) at Pantai Melawi to be recognized as a Family-Friendly Tourism Destination (FFTD) in Kelantan.
> 2. To examine the government's support or strategies to encourage the development of a Family-Friendly Tourism Destination (FFTD) in Pantai Melawi, Kelantan.

Significance Of The Study

This study will examine the presence and characteristics of Family-Friendly Tourism Destinations. It helps expand Family-Friendly Tourism Destinations by boosting the richness of the tourist experience to encourage tailored and discriminating travel. Influencing tourism demand to attract high-value family tourists to customized travel is essential to attracting more tourists for Family-Friendly Tourism and spending more at multiple destinations (National Tourism Policy 2020–2030).

Kelantan will benefit from the study's focus on their state. The research may help Majlis Daerah Bachok promote Pantai Melawi, Bachok, and Kelantan. Majlis Daerah Bachok will be added to their 'Peta Destinasi Menarik' with all its characteristics, products, and activities, which will increase its popularity. Several parties will benefit from this research in determining the products, activities, facilities, and governance strategies that support Family-Friendly Tourism Destinations in Pantai Melawi, Bachok, and Kelantan. This research will enhance Kelantan's Family-Friendly Tourism Destination by enhancing governance. Strengthening coordination and governance improves tourism products and experience (National Tourism Policy 2020–2030).

LITERATURE REVIEW

Definition of Family-Friendly Tourism Destination (FFTD)

Family-Friendly Tourism Destination (FFTD) has the same concept definition as Family-Friendly Beach Tourism which means a tourism strategy in developing a destination that offers various facilities for the satisfaction of the whole family when choosing a destination. Family tourism is driven by the increasing importance placed on promoting family togetherness, keeping family bonds alive, and creating family memories.

In addition, a tourist destination that has games for children is one of the features of Family-Friendly Tourism Destination (FFTD). Each destination is a bundle of attributes like attractions, accessibility, safety and security, entertainment, climate, activities, accommodation, image, etc (Morrison, 2013). For example, children are more interested in games such as balloons, playing in the sand on the beach compared to adults who are more fond of disco entertainment and so on. Furthermore, Small (2008) points out that children want activities, sensory experiences and play, where they are active and can spend time with other children. Therefore, Family-Friendly Tourism Destination is a place with activity that is suitable for a family who travels to a tourist destination to improve family relationships starting from children to grandparents.

The Products and Services to be Recognized as Family-Friendly Tourism Destination (FFTD)

Offering Family-Friendly Tourism (FFT) products or services can bring satisfaction to the family members. This leads to repeat visits of tourists to get a product that is a family attraction. In the products and service dimensions for Family-Friendly Tourism Destinations (FFTD) the components available are the components of physical characteristics, accommodation, dining, and shopping for souvenirs. Following with the idea of ecosystem goods and services proposed by Constanza et al., Jdrzejczak (2014) suggests fresh air as significant 'product' that beaches could provide to make the destination family-friendly.

In addition, the presence of a resort that is user-friendly and inclusive helps to complement a beach location. Accommodation close to the beach makes it easy for tourists to travel there, especially for family tourists, which includes the elderly, pregnant women, and children. Besides, tourists are very focused on safety for families in the accommodation, so the safety of tourists is expected to be provided such as the care and installation of CCTV.

The Government's Support or Strategies to Encourage the Development of Family-Friendly Tourism Destination (FFTD)

The importance of families and family tourism has triggered significant research dealing with the development of family-friendly destinations (Habibah et al., 2015). Therefore, the government's support or strategies to encourage the development of Family-Friendly Tourism Destination (FFTD) is very important to the tourism industry. Malaysia's National Tourism Policy 2020–2050 is a document created as a blueprint to guide the growth and development of the tourism industry. Tourism Malaysia has implemented the six transformation initiatives outlined in the National Tourism Policy with the objective of repositioning the nation beyond its current comfort zone and toward a more robust and sustainable tourism industry by 2030 which are strengthening governance, fostering economic development, embracing digitization, enhancing demand sophistication, committing to sustainable tourism, and developing human capital. The government's support and strategic approach to tourism development include the Travel and Tours Management Course (TTMC) and the Travel and Tours Enhancement Course (TTEC), which assist tourist operators in the tourism sector. This programme aims to enhance the quality of services offered to tourists by ensuring that tourism and travel agency operators are always equipped with the most up-to-date and relevant information on current issues and the direction of the Ministry of Tourism, Arts, and Culture Malaysia; to promote the practice of continuous education, and to serve as a forum for local tourism industry operators to provide feedback on current tourism industry issues.

METHODOLOGY

Research Design

The qualitative research design was used to assess relationships between collected data and observations based on statistical equations and to analyze the importance and perceptions of complex social symptoms, such as the essence of human experience, using case studies. This is also used to explore the meaning and understanding of complex social environments, such as the nature of people's experiences, using case studies. A qualitative case study is a research methodology that helps in the exploration of a phenomenon within some particular context through various data sources and undertakes the exploration through a variety of lenses in order to reveal multiple facets of the phenomenon (Baxter & Jack, 2008). Interviews were used in this study as a qualitative research method to gather input from respondents. This interview was conducted with tourists, tourism operators, and local authorities in the study area. The researcher interviewed a total of 15 respondents per group.

Data Collection

Data collection is the efficient approach to assembling and measuring information from an assortment of sources in order to get comprehensive and accurate data (Kabir, 2016). Data collection enables a person or an association to answer related questions, evaluate results, and create conjecture regarding upcoming probabilities and trends. This study uses qualitative methods for data collection. Qualitative methods are descriptive in nature and form open-ended questions. They also consist of focus groups, group discussions, and interviews (Kabir, 2016). The researcher targeted focus groups such as tourists who came, tourism operators, and local authorities in Pantai Melawi to be interviewed to obtain data based on the objectives of the study.

Sampling

In this study, the researcher used convenience sampling. Convenience sampling is a type of non-probability or non-random sampling in which individuals of the target population are

included in the research provided they fulfil certain practical criteria, such as ease of access, geographic proximity, availability at a given time, or willingness to participate (Etikan et al., 2016). Convenience sampling is a frequently used sampling technique in population studies, particularly in prehospital and disaster studies. Additionally, convenience sampling is popular since it is less costly, takes less time, and is uncomplicated (Stratton, 2021). The researchers chose convenience sampling for this research because it is simple to use and only requires a few sample collection instructions. When compared to probability sampling, convenience sampling takes less time and costs less money. This allows us to get the required sample size in a fair amount of time and at a reasonable cost. The sample was selected because it is easily accessible to the researcher, suggesting that it comprises a collection of readily available respondents.

Data Analysis

Researchers can acquire precise information that is typically ignored in Family-Friendly Tourism Destination (FFTD) research analysis by using qualitative analysis. Because a large volume of data is created, data in a non-standard format will make analysis difficult (Turner, 1983). As a result, pen-portrait analysis was employed to convert interview information into textual forms for data analysis. The main goal of a pen portrait is to record the subject's trip, story, or trajectory in a more or less linear, narrative form over the course of the study's lifespan. The main ideas behind this documentation technique are to use all available resources; to narrate important interactions, impressions, and events that occur at key moments in time; to portray change as it occurs through time; and to provide a well-rounded, holistic account (Sheard & Marsh, 2019). Each interview has been summarized in this transliteration method. This is where all of the words, phrases, and pauses are conveyed clearly and definitively in text form and were properly done to avoid missing any crucial ideas. Any interview pauses are indicated by the use of commas and full stops, while an ellipsis will indicate that there are no longer any pauses.

FINDINGS

Based on the results, the study makes the following key findings in examining the potential of Pantai Melawi to be recognized as one of the Family-Friendly Tourism Destinations (FFTD) in Kelantan. The findings should clearly represent the study's important findings. The important findings are examined, and recommendations for further research are made, particularly in the coastal tourism sector, to create better quality and more in return.

Table 1: Analysis of Products

Research Question	Participant	Theme
What are the products and services (existing and potential) at Pantai Melawi to be recognized as a Family-Friendly Tourism Destination (FFTD) in Kelantan?	P1, P2, P3, P4, P5, P6: Tourists that have used the products provided at Pantai Melawi such as foods and drinks sold by tourism operators. P8, P9, P11, P12: Participants that provide products such as foods, drinks, and ice-creams as tourism operators at Pantai Melawi.	Products

What is the government's support or strategies to encourage the development of Family-Friendly Tourism Destination (FFTD) in Kelantan?	P13, P14: Local authorities that provide kiosks for tourism operators to run small businesses and give contributions for them to provide products. P14: Participants mentioned Bachok District Council planning to implement new seafood restaurants around Pantai Melawi.	Products

Table 2: Analysis of Services

Research Question	Participant	Theme
What are the products and services (existing and potential) at Pantai Melawi to be recognized as a Family-Friendly Tourism Destination (FFTD) in Kelantan?	P1: Participants use toilets and suraus built to facilitate tourists at Pantai Melawi. P2, P3, P4, P5, P6, P9, P13, P15: There are facilities and services such as toilets, suraus, resorts, and shady places like cottages to sit and rest. P7, P10: Participants provide packages at resorts such as family day packages and comfortable rooms and parking lots for family tourists. P13: A big and beautiful landmark of 'Pantai Melawi' is built at Pantai Melawi. P14, P15: Facilities such as LiSA, a safety equipment to use in case of emergencies happening such as drowning at Pantai Melawi.	Services
What is the government's support or strategies to encourage the development of Family-Friendly Tourism Destination (FFTD) in Kelantan?	P1, P3, P4, P5, P6, P7, P8, P9, P10, P11, P12: Government has made development by providing public toilets, suraus, shady huts, and so on at Pantai Melawi. P13, P14, P15: The government has made many contributions to developing Pantai Melawi by implementing great services and planning to improve resorts in the future to compete with other tourist attraction places.	Services

DISCUSSION AND RECOMMENDATION

The discussion is intended to solve the questions stated in the first chapter of this study. Based on the results, this study has examined the development potential of Pantai Melawi as a Family Friendly Tourism Destination. The finding should clearly reflect the significant results of this study. The key findings are discussed and recommendations are provided for future research in order to produce better quality and more in return especially involving family-friendly destinations.

Local community needs to hold various interesting activities such as cultural activities in order to attract external tourists, especially family tourists to travel to Pantai Melawi. This attraction can generate income directly and can boost the economy of the local people in Pantai Melawi.

Besides, the government also needs to play an important role to improve the quality of life of the people in Melawi Beach by creating employment opportunities or providing more beautiful and proper stalls so that local people can do business in the surrounding area.

Furthermore, recommended future researchers can also use questionnaires to collect the data besides using face-to-face interviews. Specifically, questionnaires are very easy to use and in addition save time, money, and energy of the researchers. The number of participants is relatively high, thus the response received using this method is very effective. Consequently, it can provide accuracy to the study conducted by the researcher. Future researchers may be able to reproduce the new journal about Family-Friendly Tourism Destination. Therefore, to help increase reading resources, future researchers can search for journals in public libraries in addition to searching for journals on Google Scholar to find more information from abroad on Family-Friendly Tourism Destination (FFTD). Future researcher can also change the existing data collection methods into using quantitative method.

CONCLUSION

In conclusion, this study has been carried out to find out whether Pantai Melawi has the potential to be recognized as a Family Friendly Tourism Destination. Three groups were selected by the researchers to answer the survey questions to meet the answers to the objectives of the questions. This group consists of tourists, tourism operators, and local authorities in Pantai Melawi, Kelantan. The total number of participants were 15 people. Overall, after the face-to-face interview session, it was found that Pantai Melawi has the potential to be recognized as a Family Friendly Tourism Destination because there are products and facilities provided that are family-friendly according to the participants and the beach area is clean and beautiful.

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Factors Affecting Geo-Tourism Resources in The Development of Ecotourism in Jeli, Kelantan

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ABSTRACT

This research focuses on Kelantan's geo-tourism and ecotourism resources. In general, the Jeli district is affected by numerous issues, one of which is a lack of cooperation in promoting Jeli. Aside from that, there is a limited amount of knowledge on ecotourism and geo-tourism destinations in Jeli. The study aims to look into the potential and opportunities of ecotourism and geo-tourism products. The next step is to determine how tourism stakeholders feel about ecotourism and geo-tourism. The researcher applied qualitative methodology, interviewing eight people who are willing to engage in the interview, including local authorities, residents, and visitors, in order to obtain useful data on the topic. As a result, a large number of tourists will be drawn to those locations. As a consequence, this research will help future researchers and is expected to greatly contribute to the advancement of more new attractions that will improve tourist destinations in Jeli, Kelantan.

Keywords: Tourism Growth, Tourist Attraction, Geo-Tourism and Ecotourism, Potential

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INTRODUCTION

Tourism can be defined as the movement of people from their places to other places for the purpose of either for leisure, visiting friends and relatives, business, or others. Tourism Malaysia (2020) indicates an overall 4,332,722 international tourists arrival in 2020 were reduced because of the COVID-19 pandemic. Looking into the tourism industry in Kelantan, which also affected the number of tourists visit were also affected for the past few years. According to New Straits Times (2021), the tourism industry in Kelantan has dropped and lost RM2.6 billion due to the spread of COVID-19 and the Movement Control Order (MCO). Apart from the issue mentions, Kelantan is popular with its unique products. This city is famous for its shopping places, handicrafts, batik arts, food, and exciting attractions that not many people are aware of the existence of these places.

Based on the National Ecotourism Plan 2016-2025, which suggests five ecotourism development to achieve the potential of ecotourism products and ensure their long-term viability, this study gives a better understanding of the elements affecting geo-tourism and ecotourism goods. In addition to ecotourism products, Jeli, Kelantan has geo-tourism products with development potential. The Third Malaysian Plan (1976-1980) includes the necessity of preserving geological monuments and landscapes. This research analyzes visitors' attitude toward the environment and how they feel about it based on their cultural, societal, and personal preferences (Mohamed, 2017). The study's primary objectives are to look into the possibilities and opportunities of ecotourism and geo-tourism goods and the perceptions of tourism stakeholders about these activities.

SIGNIFICANCE OF THE STUDY

The United Nations World Tourism Organization (UNWTO) has 17 Sustainable Development Goals by 2030. Goal 11 and 15 are two objectives linked to the research. The goal of our research, which focuses on the importance of ecotourism and geo-tourism in the city of Jeli, Kelantan, is to promote the UNWTO mission. Then there is the National Tourism Policy's vision for 2020-2030. It contributes to the previous SDGs by creating an acceptable benchmark for the Malaysian tourism industry's long-term growth that considers the industry's role in

supporting inclusive development and tourism's role in promoting inclusive development. According to the National Ecotourism Plan (2016-2025), the plan's goal is to serve as a tool for enhancing Malaysia's sustainable development and economy and conserving the country's ecotourism sites. The Jeli district is interesting for this research because it has a wealth of natural resources ready to explore and various geo-heritage sites that are being developed as ecotourism product areas.

Aside from that, the government agency Lembaga Kemajuan Kelantan Selatan (KESEDAR) ensures a balanced development of physical, socioeconomic, and human capital in Kelantan southern region until 2030. This research is essential to the KESEDAR strategy: it contributes to the development of ecotourism and geo-tourism attractions, which are both included in the plan. Some examples are Taman Tasik Pergau, Gunung Stong, Jelawang Waterfall, hot spring pool area, and caverns. This is because this research aims to see how much Kelantan's assets and distinctiveness will benefit from the efforts to develop geo-tourism and ecotourism. Finally, this study supports the efforts of the Majlis Daerah Jeli (MDJ) to make Jeli an excellent location for tourism growth in tourist hotspots in terms of beautification and facility provision. MDJ, for example, aims to improve existing eco- and geo-tourism products while also developing new product concepts. Promoting Jeli as a leisure and entertainment activity destination based on the geological environment by designing vacation & leisure packages.

LITERATURE REVIEW

The Socio-Demographic Characteristic or Profile of Geo-Traveller

There is a lot of evidence in transportation criminology and literature indicating socio-demographic factors like ethnicity, income level, gender, and age influence travellers' sense of safety (Journal of the Transportation Research Board, 2015). Visits to geo-tourism destinations, whether by lone travellers or tourism groups, necessitate transportation, access, housing, and services, as well as trained staff, planning, and management. Geo-tourism, according to the definition, is a type of natural-area tourism that focuses on geology and scenery. This is accomplished by self-directed tours of geological features, the use of geo-trails and landscapes, guided tours, geo-activities, and geo-shading of canter visitor locations (Newsome & Dowling, 2010).

Gender, age, marital status, and trip intent are among the socio-demographic and travel characteristics. This is a gender-based demographic trait. Several factors determine the main characteristic of this classification. The first is a biological constant that is determined by the newborn's sex ratio. The gender difference in the person who died is the second factor. Differences in the intensity of male and female migration affect demographic variables according to gender structure. The demographic processes and indicator values in this sector are heavily influenced by the age structure of a community. Not only demography, but all social processes are influenced by age structure. Life expectancy is related to emotional, mental, and physical health. According to Johny et al., (2017), approximately 69.3% of his respondents were confident in their ability to treat a mild sickness, while others were hesitant and unsure about treating themselves, at 25.8% and 4.6 percent, respectively. When asked about the influence of medical education, Parihar et al. (2018) strongly disagreed and were cited for unfavourable actions. The study of the processes of fertility and mortality requires an understanding of society's marriage structure. At the same time, demographics are concerned in more than just the legalization of marriage. Scientists are interested in spiritual ties, regardless of their legal status. A person's marital status changes from one country to another when they marry, divorce, or become widowed.

Discussion on the Input of Profiling Study

This study used data profiling to identify possible locations in the Jeli district for new tourism product activities based on its physical attributes and distinctiveness. Data from profiling can

be used to figure out how to improve the quality of tourism items in Jeli district. According to the Kelantan 2020 domestic tourism survey (DTS), Siti Khadijah Market, Pantai Irama, Pantai Cahaya, Pasir Mas City Mosque, and Rantau Panjang duty-free area are the top five tourist destinations in Kelantan. Humans are drawn to nature for four reasons, according to Haukeland et al., (2010). The first aspect is inspiration, which refers to personal stimuli such as awareness of the environment and terrain. The third component is challenge, which relates to the pursuit of a physically demanding activity. Sightseeing is the fourth component, which refers to the pursuit of tourism and comfort.

In order for the tourism sector to continue to flourish, ecotourism and geo-tourism products must be developed in response to market demand. And in this case, an awareness of the features and preferences of various tourists is a must. According to a research study conducted by (Adriansyah et al., 2015), there are at least nine (9) geoheritage resources in the Jeli district of Kelantan, Malaysia. Those nine resources are Gunung Reng (mogot hill), Air Panas Jeli, Tasik Pergau (dam), Kampung Kalai gold mine, Lata Janggut (lata), Sungai Rual (river), Lata Renyok (waterfall), Lata Chenai (lata), and complex are among the most notable, Steering Cave. As a result, this study will be conducted to determine the potential of locations identified as ecotourism products capable of exploiting the benefits of geo-tourism.

The Potential and Opportunities of Ecotourism and Geo-tourism Products Destination

The protection of natural and cultural resources, as well as income creation, education, local engagement, and capacity building, are the primary functions of ecotourism. According to core principles, ecotourism should be environmentally friendly, ecologically sustainable, environmentally educational, and economically helpful to the local people. It should also give tourists satisfaction (Newsome et al., 2002). Ecotourism and sustainable tourism are inextricably linked.

As a result, previous research on the potential of geo-tourism has focused on geology and geomorphology, and the majority of tourists visiting geo-sites in Serbia come from tiny market groups with limited knowledge of geology and associated subjects. The increased importance of human-induced values (such as tourism infrastructure), which can be readily changed and improved via human effort and investment all for the sake of tourism development, is the potential of geo-tourism. They favour geo-sites with less tourist infrastructure and place a premium on geo-site security (Bozic & Tomic, 2014).

The Perception of Tourism Stakeholder Toward Ecotourism and Geo-tourism

Tourism is a global business that represents the start of economic interchange in many countries, with inevitable development. By increasing capital investment and attracting foreign investment, it has resulted in national savings, recognising the importance of early economic development (Neto, 2002 as cited in Jepchirchir, 2016). The minimal effect, awareness, and respect for design and cultural characteristics, according to the International Ecotourism Association (TIES), is a positive experience for tourists and organisers for sustained business benefits in terms of sustainability, economic relevance, and resident approval.

The concept of Community-Based Ecotourism (CBET) was established as a result of community participation in the tourism business. According to Denman, CBET represents a social dimension in the notion of ecotourism (2001). Based on their power, legitimacy, and urgency, key collaborators include those in government; provincial and local governments; businesses and organizations; accommodation, regale, and transportation, among others; local area; ecosystem; public; distributor; shareholder; labour; educational institutions; corporations; travellers and organisations, among others (Jepchirchir, 2016). The stakeholders in this study were defined as management, local communities, local governments, and non-governmental organisations (NGOs). According to studies on conservation prospects, ecotourism is valued by all stakeholders. Management prioritises conservation considerations over community benefits, in contrast to community members (Ramser, 2007, cited in Jepchirchir, 2016).

METHODOLOGY

Research Design

The study design interviewed local authorities, local community, and tourists to obtain valuable data. According to Cresswell (2014), it is an inquiry that provides specific direction for procedures in research. As a result, this study was designed to link conceptual research challenges to appropriate and feasible empirical research. This research used qualitative research based on topic that explores the factors affecting geo-tourism resources and ecotourism development in Jeli.

Participants were willing to engage in this study and shared information based on the questions, therefore the methods utilised were the most effective. In order to reach valid conclusions and judgements regarding the study concerns, the research process is crucial in evaluating, assessing, and analyzing data.

Data Collection

The researchers employed a qualitative data collection method, interview, which refers to information gathered directly by the researcher on the relevance variables of the study's specific objective (Sekaran & Bougie, 2013). Interviews were used to acquire all of the data about geo-tourism and ecotourism in Jeli. Background information, features, and other needed information are all included in the questions. The researchers then employed secondary data in research articles, books, and journals as references and guidance.

Another method of gathering data is observation. The research began with an observation of the management, visitors, and activities. The researchers also make observations and use primary and secondary data to look for additional information regarding Jeli location.

Sampling

This study chooses convenience sampling to conduct the research. Convenience sampling is frequently employed in industry research process. Rather than selecting a genuinely representative sample of the population, the sample utilised reflects individuals who were available or had access to the information at the time. Rather than selecting volunteers from the entire population, researchers can choose from a flexible group (Baxter et al., 2015). As a result, qualitative researchers employ this sample strategy to select individuals who are easy to reach and convenient. This typically entails taking advantage of a convenient location and services to attract participants.

Data Analysis

This study data analysis examines and interprets observations, questionnaire responses, and interview responses concerning the research objectives and analyzes the outline in the literature review chapters. The researchers decided to analyze the data using thematic analysis. The data analysis was examined to identify common themes such as topics, ideas, and patterns that appear repeatedly. The first theme covers Jeli's development and seeks to define respondents' perceptions of Jeli's tourist attractions. Second, awareness about Jeli's unique locations. The next question concerns the state of knowing and being informed about something. Aside from that, experience and acknowledgment are needed to determine how far respondents have traveled to Jeli.

Thematic data analysis is divided into the following phases. The first phase is crucial because the researcher must become acquainted with the data. Primary and secondary data were used to learn more about the possibilities and opportunities of ecotourism and geo-tourism goods and tourism stakeholders' perceptions of the activities. Phase 2 of the research focuses on the importance of possible products and the perceptions of tourism stakeholders selected during the interview session. This step includes a generalization of the main points and grouping them by code. Phase 3 is about the study's themes, where the code is combined and grouped. The themes will be reviewed, revised, and refined in phase four. The information gathered should

be refined and made more explicit. The best theme will be examined in the study, and the data and information received from participants will be compared to other sources. The next step is to name the themes within the sub-themes. The appropriate themes will be picked to explain the themes and sub-themes that have been obtained. The writing phase includes the introduction, methods, findings, advice or suggestion, and research conclusion.

FINDINGS

Based on the results, the study makes the following key findings in identifying the factors affecting geo-tourism resources in the development of ecotourism in Jeli to be recognise as the potential development of ecotourism and geo-tourism products or destination according to the National Ecotourism Plan (2016-2025) and Majlis Daerah Jeli. The key findings are discussed and recommendations were provided for better quality future research.

The researcher will clearly emphasise the findings of this study in this section. The findings of the study should clearly reflect the important findings of this study. This summary is based on the main goal of researching and evaluating the potential development of ecotourism and geo-tourism products in the Jeli district.

Table 1: Analysis of Community Based Products

Research Question	Participant	Theme
If Jeli become ecotourism and geo-tourism destination, will you think this will help to preserve and protect the environment for the well-being of future generations and improves sustainability?	P1, P5, P6, P7, P8: The participants agree and Jeli have beautiful cascade directly many people go and keep it clean examples Resort Lalang, Jeli is a happy city, lots of natural places, and also can be develop for ecotourism in the future. Jeli will benefit many local people by providing employment opportunities and consequently generating revenue.	Community Based Product
Have you ever considered including Jeli in your itinerary?	P5, P6, P7,P8: Beautiful cascade, various natural resources and unexplored forest, can help to relieve stress and calming the mind also the environment is primarily green. P1, P2, P3: Surrounding with eco-friendly, there are numerous unknown forests outside of rural areas which may help individuals calm.	

| ETP objective goal is one of making tourism more sustainable. How can ecotourism in the Jeli district reach towards that goal? | P4: For your information, there are seven waterfalls in the Gunung Reng area. There are 18 waterfalls all surrounding Jeli. However, only Lata Janggut, Lata Serban at Sungai Rua, Lata Diwale, also known as Lata Mawa and Lata Turbo in Kampung Lawar are commercialized. Bukit Salor also has a stunning view and offers three different packages: sunset, dawn, and stargazing. Jeli is primarily associated with waterfalls and mountains. Gua Ste and Gunung Reng are the mountains that Jeli has secured with. Gua Ste, on the other hand, is not well-known among the public. P3: Jeli is a very beautiful place with various natural resources, such as forests, that could be developed for ecotourism in the future P5: Jeli is also suitable for tourism because there are many interesting places and many more have not been explored by many. In addition, promote more to tourist to explore. | |

Table 2: Analysis of Product

Research Question	Participant	Theme
Do you believe that developing Jeli as an ecotourism and geo-tourism destination will promote and considerably benefit in the preservation and conservation of the environment for the well-being of future generations, as well as improve sustainability?	P1, P2, P3: With the activity offered in Jeli, local governments may focus more on tourist attractions, and the environment will thrive as a result. P5, P6, P7, P8: Suitable for development because here there are many places can explore by nature. Also, to multiply further and develop with many greener themed resorts P4: For your information, there are seven waterfalls in the Gunung Reng area. There are 18 waterfalls all surrounding Jeli. However, only Lata Janggut, Lata Serban at Sungai Rua, Lata Diwale, also known as Lata Mawa and Lata Turbo in Kampung Lawar are commercialized. Bukit Salor also has a stunning view and offers three different packages: sunset, dawn, and stargazing. Jeli is primarily associated with waterfalls and mountains. Gua Ste and Gunung Reng are the mountains that Jeli has secured with. Gua Ste, on the other hand, is not well-known among the public.	Product

| Do you have knowledge of the location in Jeli? And List of the most beautiful places that you have been ever visited in Jeli. | P1: aware of the wonderful attraction of Jeli. Lata Turbo and Lata Janggut are two of the most stunning spots I've visited. In comparison to its own beauty, Lata Turbo has a far better view than Lata Janggut. However, most individuals will choose Lata Janggut for its activities.

P2: familiar with some of Jeli's areas. If I had to choose one of the most attractive sites I've visited, it would be Gunug Reng. In my opinion, Lata Kashmir is one of the most beautiful places.

P3: location in Jeli such as Gunung Reng, Lata Kashmir, Lata Turbo and Lata Janggut. | |

DISCUSSION & RECOMMENDATIONS

Discussions are aimed to examine the potential of ecotourism and geo-tourism in the Jeli district that can be used in development. The perception of the stakeholder also can act as a tool measure to determine whether the Kelantan Jeli district meets the characteristics and criterias required in making a National Tourism Policy (2020-2030) and National Ecotourism plan (2016-2025) based on the concept of ecotourism and geo-tourism. The potential of Jeli district in Kelantan in line with the main objective of this study, to evaluate and also explore the area of ecotourism and geo-tourism and can highlight the results that support the main objective of the research.

Figure 1: Gunung Reng

Based on the observation and interviews, Gunung Reng has the potential to become one of Jeli's geo-tourism resources. Gunung Reng knows as magote hill, steep-sided, and residual hill rises above the flat alluvial topography. The land has been transformed into a recreational area

with amenities such as a community centre, playground, public restrooms, and food kiosks. Gunung Reng is an icon in Jeli that offers rock climbing, cave exploration, and trekking.

Figure 2: Lata Janggut

A beautiful cascade in Jeli district, Lata Janggut. About 5 kilometres from Jeli town. There is a section of the Long River, a side stream of the Pergau River. There is 5 meter-high waterfall at the top of the cascade, and the water current is slightly positive. Visitors should take cautions because there are several slippery and deep areas. Lata Janggut have several structures in its igneous body. The major activities here are swimming, jungle excursions, and barbeques. Then, the parking space offered is spacious and comfortable.

Figure 3: Lata Turbo

Lata Turbo located in Kampung Lawar, Jeli. Lata Turbo has magnificent views and knowns as the friendly places. It is because community in Kampung Lawar is very respectful and warm in welcoming visitors. Similar to this place which are Lata Diwale, Lata Turbo, Lata Jerai, Kamu Umi are not so very popular for now, but there is a new Teney Glamping which already attracted visitors at this moment.

Figure 4: Lata Kashmir

Known as grassland in Jeli, Lata Kashmir scenery is similar to Kashmir in India. The perfect places to create memories by taking pictures that no one can compare. The places is guarded by Tenaga Nasional Berhad (TNB). Closest to the place, there is a dam and the current quite strong. This place naturally has the potential for tourism products and should be promoted for development to deliver the best satisfaction to people.

The objectives of the study mainly focus on factors that affecting geo-tourism and ecotourism resources in Jeli. Following the *Laporan Draf Rancangan Tempatan Jajahan Jeli (2020)* stated the planning of tourism in the future will focus on natural attractions and heritage attractions in terms of numbers of visitors, the facilities for tourists, and the promotion to attract tourists. Locations in Jeli have the potential to be develop and according to MDJ plans, Gunung Reng and Lata Janggut already in plan for upgrade. The researchers found out Jeli has so many hidden gems that people are not aware off. SDG's goal 11 has stated that cities and communities both environmentally and socially sustainable and its related to the Jeli area. Then, goal 15 can be achieve by making Jeli more attractive destination for ecotourism and geo-tourism.

There are some participants who say there is a need for improvement in terms of facilities, for example in Lata Janggut there are not enough facilities such as toilets for dressing. Similarly, some respondents believe that Jeli can be used as a good tourist spot and can be upgraded because Jeli has many ecotourism and geo-tourism sites to be used as a resort because there are many beautiful cascades with natural scenery. Not only that, one of the respondents, a representative from the local authorities, said that Jeli also received attention from foreign tourism to do research on leaves and tree roots.

The Facilities at Lata Janggut

There are some participants who say there is a need for improvement in terms of facilities, for example in Lata Janggut, the toilet facilities available are not suitable for changing clothes. In addition, some respondents said it is necessary to increase the promotion of places of interest in Jeli in order to attract more people to come and take good care of the environment.

Figure 4: Facility at Lata Janggut

Kelantan's natural beauty lends itself to ecotourism and geo-tourism. This is because several portions of the district, particularly Jeli, are covered with gorgeous river formations, and various tour operators offer unique mountain and terrain-sensitive travel choices. Stakeholders, the government, and the local community all gave their recommendations. The government plays a critical role in the preservation of tourist zones. By enhancing the local infrastructure. It's because Lata Janggut's facilities were deemed to be inadequate by observational researchers. Lata Janggut's toilet is broken and without water. When tourists visit public locations, toilets are vital convenience.

Researchers can also advise the ecotourism business owners on promotional and marketing changes. In Lata Kashmir, for example, the owner should market the ecotourism region he owns to the government and non-government organisations by providing data and information on its ecotourism attractions. This is because Lata Kashmir is an excellent tourism destination with stunning scenery.

CONCLUSION

As a conclusion, the research examined a variety of characteristics that have the ability to attract more tourists, such as beautiful spots and high-quality products. When this research focuses on such elements, it may help in the discovery of all the hidden gems. The study's goal was to adopt and popularise the places in the future in order to engage people with the environment. Following the lead of KESEDAR and MDJ, Jeli has its own unique characteristics that will help it to become a great tourism destination in the future. The natural environment, on the other hand, must constantly be protected. Aside from that, the researchers believe this study will have a significant influence and will enable responsible parties to ensure that all of Jeli's hidden gems are exposed to the public in order to attract a large number of tourists. Finally, this research will aid in the formation of partnerships, the improvement of the existing ecosystem, and the resolution of any concerns linked to the growth of the area.

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The Sustainable Tourism Development on The Quality of Life in Sabah's Local Communities

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ABSTRACT
The objective of this research is to investigate the relationship between social, economic, and environmental impacts on the quality of life in Sabah's local communities. The case study adopted multiple methods to analyze the questionnaires answered by respective local communities in Sabah. By using the quantitative method, 300 data were collected and analyzed using descriptive statistics to summarize features. The results showed that social, economic, and environmental impacts have a significant relationship to the quality of life of Sabah's local communities.
Keywords: Sustainable Tourism Development, Quality of Life, and Sabah's Local Communities.

INTRODUCTION

This study aimed to investigate the sustainable tourism development on the quality of life of Sabah's local communities. The tourism industry plays a critical role in the political and socioeconomic well-being of rural economies in Sabah as its major tourism products are nature-based. Tourism provides alternate sources of income and employment for local communities, aiding in the reduction of rural-urban migration. It also helps to preserve local arts and crafts and a broader understanding of the varied local cultures and ways of life.

Tourism considers its current and future economic, social, and environmental implications, as well as the demands of visitors, industry, the environment, and host communities. Sustainable tourism development principles and practices apply to all sorts of tourism in all types of destinations, including mass tourism and specialized tourism segments. The environmental, economic, and socio-cultural components of tourist development are referred to as sustainability principles, and the sufficient balance must be maintained between these three dimensions to ensure its long-term sustainability.

Tourism development has been shown to bring many benefits in terms of social, economic, and environment to the local communities. In many rural areas of Sabah where tourism has developed, it has rapidly replaced some of the main traditional economic pursuits and has become the primary source of income for the local population. However, due to a lack of understanding of the tourism industry and enterprises, many of these tourism attraction destinations have limited involvement in defining the future path of tourism development. The majority of decisions are made by private sector investors that run tourism facilities, such as tour operators and tourism, hotel, and transportation operators. Local governments might be slow to fulfil their management and regulatory responsibilities.

This study examines the impact of tourism development on the quality of life of local communities in Sabah. The impacts of sustainable tourism development are social, economic, and environmental. The following are the three objectives of this research:

1. To examine the social impacts of ecotourism development on the quality of life of local communities in Sabah.
2. To examine the economic impacts of ecotourism development on the quality of life of local communities in Sabah.
3. To examine the environmental impacts of ecotourism development on the quality of life of local communities in Sabah.

Significance of the Study

This research aims to provide more precise information and addresses the whole existence of data to new researchers. This study will contribute additional knowledge about the sustainable tourism development on the quality of life of Sabah's local communities. It is difficult to determine due to limited literature and countless further studies are needed to figure out exactly what the industry wants. This study found that ecotourism development had three impacts on the quality of life of local communities in Sabah, including social, economic, and environmental implications. This research is important for local governments so that skill training programmed can be provided for local residents in the field of tourism development.

The following significance of the study is for long-term development and progress. Researchers hope to learn more about the elements that impact the quality of life of local communities in Sabah through this study. Previous research stated that tourism will improve their standard of living by providing tourism jobs such as tour guides, boatmen, tour operators, and so forth. We are considering many other possible factors that may impact the development of ecotourism in local communities in order to guarantee that the local communities are getting the benefits of sustainable tourism development.

Apart from that, this research will contribute to the fulfilment of the course subject. The researchers will collect as much information and data as possible in order to finish the study since they will have the opportunity to learn how to collect and analyse data. The researchers may also receive expertise and information on the subject, which he or she can utilize in the future.

LITERATURE REVIEW

Through a literature review, hypotheses, conceptual framework, and summary, the researchers will investigate the sustainable tourism development on the quality of life of local communities in Sabah. A conceptual framework is a written or graphic depiction of the predicted relationship between variables, which are independent variables and dependent variables. A summary is a concise review of a report that usually covers the research study's aim, the study's fundamental design, the main findings, and a brief description of the conclusion.

Social Impacts

According to the United Nations Environment Program (UNEP) (n.d.), the social-cultural impacts of tourism are defined as the influences on host communities as a result of direct and indirect interactions with tourists and the tourism sector. The social-cultural effects of tourism are mostly the result of either the growth of the tourism business or the presence of tourists. Improvements in social services, transportation, recreation facilities, cross-cultural communication, and quality of life are all examples of positive social effects. According to Brunt and Courtney (1999), the social impacts of tourism refer to the influence that tourists have on the quality of life in host communities. The social-cultural effects of tourism are mostly the result of either the growth of the tourism business or the presence of tourists. Nonetheless, recent research has shown that tourism development has severe social consequences.

Economic Impacts

Economics is for community which means financial management. Economics plays a major role in quality of life as perceived by the community. Economics is related to everything in human life for example salary, studies, employment, community security, and community help which impact people's lives for long life. According to Olsder & Van der Donk (2006), "ecology is the interactions and community personality in an unquestionable geographical area" (p.). According to this case study, secret reasons such as salary, economic security, shelter, and social living will indicate the economic impact on community quality.

Environment Impacts

Environment that draws vacationers, whether or no longer or not or no longer herbal or constructed, and tourism development in a district associated with the surrounding area. Terms of surroundings refer to the physical conditions in which tourism takes place and this can upward thrust up in seashore inns, ancient cities, mountainous regions, photos villages, cultural locations pastimes embody countrywide museums and monuments and that offer a lift for the adventure (Mansour, 2013).

Quality of Life

The concept of quality of life describes the status of human life. Quality of life is defined as the degree of well-being, satisfaction, and level of living (Campbell et al, 1976). Tourism generates jobs and hence adds to the income of local communities. Tourism delivers economic benefits to host communities through job creation and income production, consequently increasing local people's quality of life, as visitor economic benefits provide the financial means to access modern facilities means to access modern facilities in the form of goods and services (Kim et al, 2013).

Research Hypothesis

The literature review highlighted that the independent variables like social, economic, and environmental have the possibilities to affect the quality of life on the local communities in Sabah. Based on the literature discussed, the three hypotheses of this study are summarized in the following manner:

H_1 The relationship between the social impact and quality of life on the local communities in Sabah.

H_2 The relationship between the economic impact and quality of life on the local communities in Sabah.

H_3 The relationship between the environmental impact and quality of life on the local communities in Sabah.

Research Framework

Figure 1 below shows the research framework used for this study.

INDEPENDENT VARIABLE (IV)   DEPENDENT VARIABLE (DV)
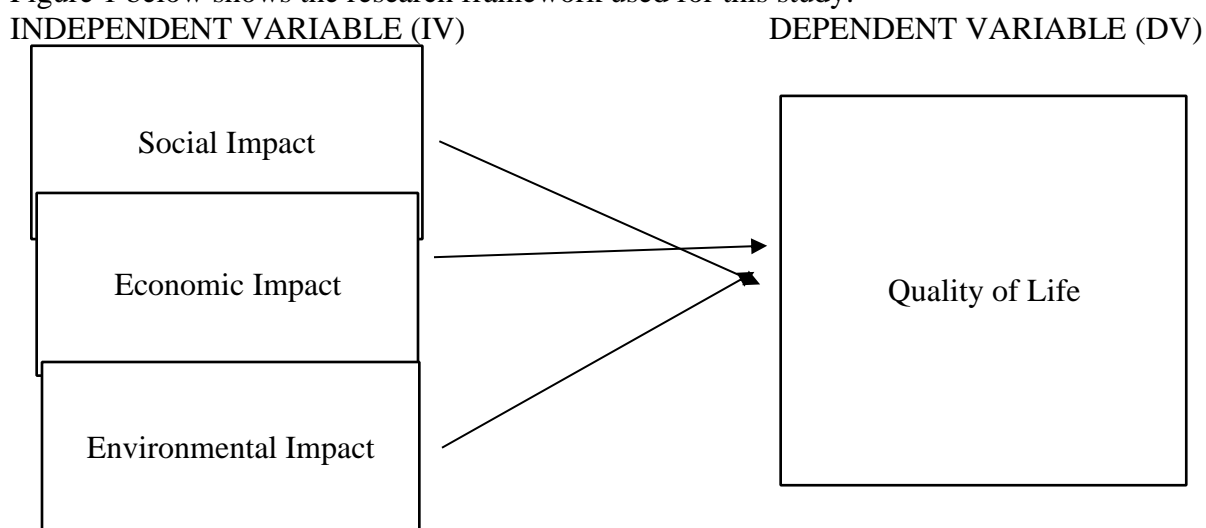
Figure 1: Research Framework

METHODOLOGY

Research Design

This study uses quantitative method where questionnaires were distributed to 300 local communities in urban and rural areas. This method is the primary tool to collect the respondent's data via nline questionnaire. In this research, the target populations chosen were Sabah's local communities who live in urban and rural areas. Moreover, a set of questionnaires was distributed to the population which is local communities in Sabah. The researchers divided the questionnaire into three sections which are Section A, B, and C. For Section A, the questionnaire requested for general information about Sabah's local communities demographics such as the living area of respondents, gender, age, race, education level, occupation level, income level, and residency town. For Sections B and C, the questions elaborated more on the dependent and independent variables which were (i) Quality of life (ii) Economic impacts, (iii) Social impacts, and (iv) Environment impacts in the survey. This questionnaire used the format of multiple choices and 5-point Linkert scales of agreement.

Data Collection

The data collection was conducted using questionnaires using the Google Form application. The link to the Google Form was distributed to UMK students who are from Sabah using social media platforms such as Instagram, Facebook, WhatsApp, and others. It was very convenient to minimize cost, time-saving, and applicable during this pandemic outbreak.

Population and Sampling

The population refers to the whole group of individuals, events, or objects of interest that the researcher seeks to explore and draw conclusions from. In statistics, the population refers to includes Sabah's local communities aged between 18 to 50 years old. The sampling method used in this study was non-probability sampling which was convenience sampling. The study used this method because questionnaires were prepared and distributed online or posted on respondents' social media pages to gather information from the respondents. The questionnaire was distributed to the respondents who are among the local communities of Sabah through an online survey and social media platforms.

Data Analysis

Data analysis is a mathematical technique for organizing, defining, representing, analyzing, and understanding data. This study used the Statistical Package for the Social Sciences (SPSS) 26 to analyze the data gathered. Descriptive statistics is the process of using and analyzing descriptive statistics, which is a summary statistic that statistically describes or summarizes features from a collection of data. The degree to which a research approach delivers steady and consistent outcomes is known as research reliability. The reliability analysis test was used by the researchers to evaluate the reliability of the questionnaires. Pearson correlation coefficients are metrics for determining the relationship between two variables (independent variables and dependent variables) and the degree to which these two variables are related to each other.

FINDINGS

301 data were able to be collected and further analysed to achieve the research objectives of this study. The followings are the discussion on the demographic profiles of the respondents, descriptive analysis for the items used, and reliability analysis for the impacts of sustainable tourism development (social, economic, and environment) on the quality of life as well as correlation analysis.

Demographic profile

Table 2: Respondents' demographic profile (n=301)

Demographic	Frequency	Percentage (%)

Gender		
Female	143	47.5
Male	158	52.5
Marital Status		
Married	118	39.2
Single	162	53.8
Divorced	21	7
Race		
Chinese	67	22.3
India	48	15.6
Malay	61	20.3
Ethnic Sabahan	125	41.5
Ethnicity of Sabahan		
Kadazan-Dusun	39	31.2
Bajau	34	27.2
Bugis	26	20.8
Murut	26	20.8
Town of residents		
Tawau	31	10.3
Kota Kinabalu	27	9
Sandakan	24	8
Kota Belud	21	7
Tenom	15	5
Kuala Penyu	15	5
Others	168	55.8
Age group		
18-29 years old	143	47.5
30-39 years old	94	31.2
40-49 years old	50	16.6
50 years old and above	14	4.7
Occupation		
Government sector	62	20.6
Private sector	78	25.9
Self-employed	44	14.6
Student	107	35.5
Unemployed	10	3.3
Educational level		
College or University Certificate	44	14.6
College or University Diploma	76	25.2
College or University Bachelor Degree	143	47.5
College or University Master	25	8.3
College or University PhD	13	4.3
Income level		
RM1,000 and below	97	32.2
RM1,001 - RM2,000	28	9.3
RM2,001 - RM3,000	75	24.9
RM3,001 - RM4,000	55	18.3
RM4,001 - RM5,000	21	7
RM5,000 and above	25	8.3

Reliability Analysis

In this study, this reliability test was conducted on 300 respondents aged between 18 to 51 years old to check the reliability of the instrument. Furthermore, Cronbach's Alpha measurements are used to determine the instrument's reliability. Table 2 shows the reliability test results.

Table 2: Reliability Analysis

Variable	Number of Items	Cronbach's Alpha
The Sustainable Tourism Development on Quality of Life in Sabah's Local Communities.	9	0.816
Economic Impacts	5	0.447
Social Impacts	4	0.546
Environment Impacts	6	0.600

Results of Pearson Correlation Analysis

Hypothesis		P-Value	Result (Supported/ Not Supported)
H_1	The relationship between the social impact and quality of life in Sabah's local communities.	0.291	H_1 is supported
H_2	The relationship between the economic impact and quality of life in Sabah's local communities	0.178	H_2 is supported
H_3	The relationship between the environment impact and quality of life in Sabah's local communities.	0.247	H_3 is supported

Descriptive

Variable	Items	Mean Score	Standard Deviation
Quality of Life	The large numbers of visitors raise concerns regarding the safety of the locals.	4.45	0.660

	The large numbers of visitors influence the quality of the environment.	4.24	0.709
	The large numbers of visitors aggravate vandalism.	4.01	0.832
	Exposure to foreign cultures tourists dilutes the authenticity of the local community.	4.17	0.808
	The high demand for services by the visitors influences the way of life, beliefs, and practices of the local community.	4.18	0.786
	Facilities developed by the tourism industry are beneficial for the local communities.	4.17	0.795
	A large number of visitors to the tourist attractions compromises the local's comfort.	4.04	0.833
	Your leisure life, home life, and social status have increased.	4.16	0.734
	Your spiritual life and cultural life have increased.	4.22	0.748
Economic Impact	Tourism development creates employment opportunities for the local communities	4.48	0.526
	Tourism development has improved the living standards of local communities.	4.40	0.583
	Tourism development will encourage local people to get involved in business such as opening handicraft shops.	4.33	0.644
	Tourism development ensures that the younger generation continues to work in their local area.	4.26	0.685
	Tourism development has improved the transportation facilities.	4.20	0.716

Social Impact	Tourism increased awareness and respect for local culture.	4.23	0.686
	Tourism increased support for the conservation of local culture.	4.27	0.721
	Ecotourism had led to local empowerment.	4.17	0.747
	Tourism raised awareness about social issues.	4.24	0.724
Environment Impact	Local environments should be safeguarded.	4.48	0.586
	Biodiversity should be safeguarded.	4.51	0.592
	Tourism led to a better appreciation of nature.	4.31	0.690
	Tour buses cause pollution to the local environment.	4.14	0.748
	There are risks of ecotourism areas being abused by environmental criminals.	4.18	0.729
	The annihilation of nearby natural forest assets to account for ecotourism is an issue, for example, trees felled to make lodges for vacations.	4.14	0.709

DISCUSSION & RECOMMENDATIONS

The discussion aims to resolve the questions and address the hypothesis as stated in the first chapter of this study. The general objective of this study is to investigate the impact of ecotourism development on the quality of life of local communities in Sabah. The specific research objectives are as follows:

1. To examine the social impacts of ecotourism development on the quality of life of local communities in Sabah.
2. To examine the economic impacts of ecotourism development on the quality of life of local communities in Sabah.
3. To examine the environmental impacts of ecotourism development on the quality of life of local communities in Sabah.

Based on the findings, the current study will provide some suggestions to the operators of this study to determine the aspects of sustainable tourism development that have the greatest impacts on the quality of life among Sabah's local communities for future studies.

The findings of this study are also crucial for future research. As a result, future studies should investigate the impacts of travelling lifestyle on youth travel intentions by including more

demographic characteristics of respondents, such as gender, age, race, marital status, occupation, educational level, income level, and the town of residents. Next, future researchers should improve the data collection for this study, particularly questionnaire distribution using Google Forms. Researchers will be able to explain the study's goal in detail of using the internet to distribute surveys. Furthermore, the amount of communication between the researcher and the respondents may help the respondent become more aware of the questions to be asked in the questionnaire.

CONCLUSION

In conclusion, the researchers conduct this study to determine the sustainable tourism development on quality of life of Sabah's local communities. There are three independent variables of sustainable tourism development which are social, economic, and environmental impacts whilst the dependent variable is the quality of life. The benefits and losses to the local communities will be obtained by the researchers. To sum,there is a poor correlation between the economic, social, and environmental impacts on the quality of life in Sabah's local communities, with little positive evidence. This is shown by Pearson Correlation coefficients with the readings of 0.291, 0.178, and 0.247.

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Tourists' Acceptance of Service Robots in Malaysia

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ABSTRACT

This study is about the relationship between functionality and tourist's acceptance of service robots in Malaysia. This study discusses the findings of a study that looked at the relationship between functional ability, social ability, and appearance for tourist acceptance of service robots in Malaysia. Data was collected using questionnaires and experiments. For data analysis, a brief quantitative description been produced. - The travel and tourism industries must recognise that the technologies that allow for automation are improving in quality by the day, and the demographic in developing countries is changing. Robot development in these industries should be done with caution so that tourists can see the benefits while maintaining excellent service levels and lowering service costs.

Keywords: Functionality, Social Ability, Appearance, Acceptance of service robot

INTRODUCTION

This study was conducted to determine the tourist acceptance of service robots in the tourism industry which concerns on these three domains: tourism supply, tourism demand, and destination management. This article critically evaluates existing research on the economic aspects of service robots in tourism. Science and technological advancements are inextricably linked to human social lives. Humans continue to improve their lives in all aspects. The use of robots in the tourism sector in Malaysia, with the purpose of tidying up this room, is among the changes that will be experienced in the country.

The technology gradually and steadily advances in a variety of industries, particularly in the tourism industry. Since then, the tourist sector has begun to take use of technological advancements. As a result, the nature of the services supplied as well as the scope of the department's job will alter. Robot form and appearance also influence the tourist's acceptance of the robot's services. People generate rapid perceptions of an entity even when there is little information about it available in their surroundings

According to Ivanov & Webster, (2020), robots have infiltrated the travel, tourism, and hospitality (TTH) industries. In recent decades, technology has been the most important driver in enhancing the customer experience and service delivery process (Lu et al., 2019). Practitioners and service researchers readily welcomed the use of robotic technology and artificial intelligence (AI) to improve the service experience (Lu et al., 2019). Service automation, artificial intelligence, and robots may help travel, tourism, and hospitality industries enhance their operations and efficiency, assure consistent product quality, and shift part of the service delivery process to consumers (Ivanov et al., 2017).

Consumers' demands for robot contact must be considered in order to create consistency in the three dimensions. The main service in the tourist sector is frequently an experience rather than a solution to a problem. Tourist perception of tasks that are acceptable for robots, their desires to be served by robots, and their willingness to pay for robot-delivered services are all explored in this study. Finally, the research offers advice to travel, tourist and hospitality businesses on how to successfully integrate robotic technologies into their operations.

    1. To determine the relationship between robot's functioning and a tourist's acceptance of robotics service at a restaurant.

    2. To study the relationship between a robot's social ability and a tourist's acceptance of robotics service at a restaurant.

3. To examine the relationship between robot's appearance and a tourist's acceptance of robotics service at a restaurant.

Significant of the study

Future tourism industry

From both supply and demand sides, tourist and hospitality firms are adopting robots. The chapter examines the economics of robotics in tourism and hospitality from the supply-side perspective, including financial and non-financial costs and advantages, employee resistance to robotic labour, and design considerations for robot-friendly buildings. Robotic presence is relevant from real-world application in tourism industry.

Robotic technology

Robots may be intelligent, programmable devices having a degree of autonomy, mobility, and sensory capabilities that are meant to accomplish a certain task. The chapter distinguishes between industrial and service robots, focusing on service robots that perform valuable tasks for people in the tourist and hospitality industries. Development in robotic will transform in tourism. It can be said that the future will be more robotic than the present.

Tourist perception

This study is also about tourist attitudes toward the employment of robots by tourist and hospitality businesses, human-robot interaction, and customer willingness to pay for robot-delivered services from a demand-side perspective. The study ends by discussing future robotics potential and research initiatives. Overall, the public generally accept that robots should be used for some dull and dangerous works.

LITERATURE REVIEW

Definition Tourist's Acceptance of Service Robot in Malaysia

Robots have progressed from an abstract concept in science fiction to something that is actual and active in the economy in meaningful and consequential ways. However, as one might assume, the research on the measurement of the acceptance of service robots in the tourism industry is mixed. Government and society are conceptualised and have trailed behind the robotic economy and will have to adjust in order to accommodate it. Technological advancements in robotics mean robots have progressed in their ability to deliver service. Products and services, as well as those provided by industry, have not been totally successful. Banger (2018) refers robot as a machine that can be customized by a programmable computer (PC) and can naturally play out a progression of perplexing activities. Historically, "robot" comes from the Slavic word "robota", which signifies "second work" and was first utilized by the Czech writer Karel Capek.

Science and technological advancements are inextricably linked to human social lives. Every day, humans continue to improve their lives in all aspects. The integration of technology into daily life, which enriches human life while providing convenience and comfort. The use of robots in the tourism sector in Malaysia, with the purpose of tidying up rooms, is among the changes that will be experienced in the country. There are several developed countries, like the United States and Japan which already experimenting with that (Belk, 2016; Pan et al., 2015; Van Doorn et al., 2017). As for the robot being interesting in the future, it is very likely that the hotel industry will not require skilled labourers, as some parties are already experimenting with using robots in housekeeping and other areas.

People generate rapid perceptions of an entity even when there is little information about it available in their surroundings (Bar et al., 2006; Kelley, 1950). In the absence of more tangible evidence, people frequently derive specific clues from the outside appearance of their subject of analysis. Physical attractiveness, gender, clothes, face symmetry, and skin texture are examples of such cues, as are expressive nonverbal behaviours (Weibel et al., 2010). The physical shape of the robot can assist people to grasp its nature and capabilities.

Functionality

Tourists' experiences with service robots may be different from those they have had with frontline employees in the past. These motives have also been discovered to be the grounds for the deployment of service robots by tourism industry there are weighing the costs and advantages of using such a technology (Qiu et al., 2020). The implementation of service robots could improve tourist service by increasing convenience, reducing transaction times, and providing faster support with client decision-making. They improve service performance by enhancing service consistency, giving more trustworthy information, and reducing service delivery faults when implemented in the tourism industry. According to David (1985, 1989), there is a strong link between the utility of technology and the user's positive sentiments. This evidence shows its usefulness as a major predictor of favourable views, especially in the context of internet usage, computer-mediated environments, and technology adoption behaviour (Antón et al., 2013; Chau, 1996; Davis, 1989). Davis (1989) emphasises the relevance of this important component in technology acceptance in the TAM.

Social Ability

Based on a theory by Kelley et., al (1967), it contributes to explain how individuals infer causal explanations in a social context that make us find that reason for robot service in the tourism industry. Differing from internal attributions, dispositional attributions focus on determining other reasons motivating their actions. Dispositional attributions have been successfully employed to comprehend how individuals infer firms' motivations to introduce service innovations. The adoption of a new distribution system is frequently seen as motivated by enhanced convenience, but it also serves an opportunistic and unfair allocation of advantages by the service provider. Tourists believe that enterprises may deploy self-service technology, which may be considered a predecessor to service robots, to improve the service offering, but they may also believe that this move is motivated by cost-cutting motives (Nijssen et al. 2016). Tourists will behave differently based on whether they believe the implicit contract is being violated by the service provider. In light of the discussion above, this report presents some of the findings from the authors' 2018–2019 global study on consumers' perceptions of robots in travel, tourism, and hospitality.

Appearance

Tourists' dispositional attributions may differ and are largely dependent on individual perceptions of the innovation's specific qualities (Heywood & Norman 1988). Based on a theory posits that people evaluate a robot by focusing on two essential features: their impression of the robot's human favourite and their feelings of affiliation with it. The degree to which a robot's physical appearance resembles that person is known as human preference. Tourist recommendations, on the other hand, are crucial in hospitality and tourism because tourists' interpretations and sharing of their experiences on social media frequently become stimuli impacting other tourists' path mapping. Tourists who are happier and more satisfied to use technology are more likely to promote it to others (Weibel et al., 2010). This loyalty-based relationship arises as a result of users' good opinions of a recently introduced hospitality innovation, such that they are more likely to share this information with others in order to promote its benefits and be perceived in a positive manner (Yang 2016).

Research Hypothesis

The literature review reveals those independent variables such as functionality, social ability, and appearance influence tourist's acceptance of service robots in Malaysia. As a result, the goal of the study is to determine the level of effectiveness among these variables. Based on the literature reviewed, the hypotheses of this study are as follows:

H₁　　There is a relationship between robot's functioning and a tourist's acceptance of robotics service at a restaurant.

H₂　　There is a relationship between a robot's social ability and a tourist's acceptance of robotics service at a restaurant.

H₃　　There is a relationship between robot's appearance and a tourist's acceptance of robotics service at a restaurant.

Research Framework

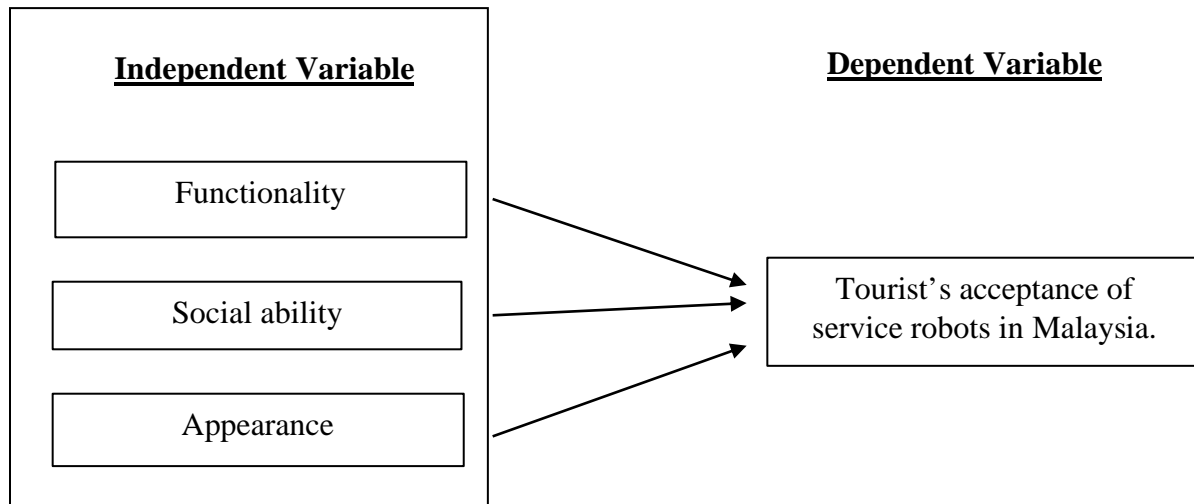Figure 1 below shows the research framework used for this study

Figure 1: Research Framework

METHODOLOGY

Research Design

In this study, the quantitative method was used, where 150 participants responded to the questionnaires. . The sample considered for this study comprises customers who have used service robots in restaurants. Customers are chosen to speak on behalf of other consumers regarding their interactions with service robots. Questionnaires are used as the research tool in both quantitative and descriptive research.

Furthermore, a set of questionnaires was distributed to the population in order to collect data on the customers' experiences with the service robot. The questionnaire was divided into five sections: A, B, C, D, and E. The demographic information in section A included age, gender, race, religion, and marital status. The questions in sections B, C, D, and E focused further on the dependent and independent variables of the survey, which are (i) function, (ii) social ability, (iii) appearance, and (iv) acceptance of robot services. This survey used multiple-choice questions with 7-point Likert scales for rating agreement.

Data Collection

Questionnaires were used to collect data. The surveys were distributed using the Google Forms application in this study. The QR code was provided to the restaurant. The questionnaire's respondents were Gegey Restaurant customers who have used the robot service.

Sampling

The probability sampling technique was chosen as the sampling technique. A simple random sample is a subset of a statistical population in which each member of the subset has the same

probability of being selected. In addition, this technique is used to facilitate customers at Gegey Restaurant in answering the survey forms provided.

Data Analysis

This study included four types of data analysis: frequency analysis, descriptive analysis, reliability test, and Pearson correlation analysis. SPSS version 26 was used to analyse the data collected.

FINDINGS

Result of Frequency Analysis

Table 1: Frequency Analysis

Characteristics	Frequency	Percentage (%)
Age		
Under 18	3	2.0
19-30	119	79.3
31-50	25	16.9
51-79	3	2.0
Above 80		
Gender		
Male	67	44.7
Female	83	55.3
Ethnic		
Malay	114	76.0
Chinese	27	18.0
Indian	9	6.0
Others		
Religion	113	75.3
Muslim	27	18.0
Buddha	9	6.0
Others	1	0.7
Marital status		
Single	104	69.4
Married	38	25.3
Divorced	8	5.3

The table showed the frequency and percentage of the respondents. The highest rate respondents were those 19-30 years old with 119 (79.3%). Under 18 and those between 51 and 79 years old have the lowest percentage of respondents with only 3 people (2.0%). The frequency and percentage of respondents' genders were then displayed in the table. There were 67 respondents in total, and 44.7% of them were men. There were 83 respondents overall who are female, making up 55.3% of the total. Malay respondents made up 113 of the total respondents or 76.0%. There were 27 Chinese respondents, representing 18.0% of the total. With a frequency of 9, the third ethnic group from India has the lowest percentage (6.0%).

The table showed the respondents who are Muslims with the highest frequency of 113 (75.3%), followed by Buddhists as many as 27 respondents (18 %). Next, for Hindus, there were 9 respondents (6%), followed by other religions with only one respondent (0.7%). Next, the table showed the marital status of the respondents. Singles have the highest frequency of 104 (69.4%), 38 respondents were married with 25.3% and the last class was those who were divorced with 8 respondents(5.3%).

Result of Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Functionality	The service robot is helping to avoid waiting in long lines.	5.73	1.241
	Robots will be faster than human employees.	5.55	1.379
	The use of robots in a service environment delivers a satisfactory experience.	5.31	1.357
	I can depend on service robots.	5.13	1.462
	The robot is doing its job perfectly.	5.35	1.419
Social Ability	I think the robot should be able to interact with.	5.13	1.604
	I think the robot should sound friendly.	5.17	1.526
	I think the robot should seem to be nice to interact with.	5.25	1.584
	I think the robot should speak or answer appropriate things.	5.37	1.416
	I think the robot should seem to be communicative.	5.37	1.440
Appearance	I think the robot should have an elegant movement like humans.	5.18	1.589
	I think the robot should have the human-like characteristic.	4.99	1.657
	I think the robot should have an appealing robot appearance.	5.41	1.286
	I think the robot should have an attractive colour of the robot.	5.57	1.343
	I think the robot should have a human-like voice.	4.97	1.636
Acceptance	I do not mind a service robot serving me over a human service employee.	5.24	1.540
	I welcome the adoption of service robots in the tourism and hospitality industries in Malaysia.	5.27	1.531
	I am willing to sacrifice human service for robotic service.	4.69	1.735
	I am willing to adapt to using service robots in a restaurant, as they will greatly reduce human contact.	5.08	1.616
	I do not mind a service robot serving me over a human service employee.	5.24	1.540

Based on the descriptive statistics of functionality,-the table indicated that the highest mean, which was 5.73, and the standard deviation, are the elements that the service robot is helping to avoid waiting in long lines. The second factor is that robots will outperform human workers in terms of speed; with the mean was 5.55 and its SD was 1.379. The mean was 5.35 and the standard deviation was 1.419, showing that the robot is performing its task flawlessly. The fourth element is the use of robots in a service environment results in a satisfactory experience. The mean was 5.31 and the standard deviation was 1.357. The final factor, "I can rely on service robots," has the lowest mean (5.13), and the standard deviation (1.462) was the largest.

According to the table, it showed that the descriptive statistic of social ability showed the element that 'I think the robot should speak or answer appropriate things and 'I think the robot should seem to be communicative' stated the highest mean which was 5.37 and the standard deviation were 1.416 and 1.440. The second element is 'I think the robot should seem to be nice to interact with', the mean for this element was 5.25 and the standard deviation was 1.584. Next, 'I think the robot should sound friendly', the mean was 5.17 and the standard deviation was 1.526. The last element is 'I think the robot should be able to interact' with the lowest mean which was 5.13 and the standard deviation was 1.604.

The table showed that the descriptive statistic of appearance indicated the element that 'I think the robot should have an attractive colour of the robot' with the highest mean which was 5.57 and the standard deviation was 1.343. The second element is 'I think the robot should have an appealing robot appearance', the mean for this element was 5.41 and the standard deviation was s 1.286. Next, 'I think the robot should have an elegant movement like humans', the mean was 5.18 and the standard deviation was 1.589. The fourth element is 'I think the robot should have a human-like characteristic', the mean was 4.99 and the standard deviation was 1.657. The last element is 'I think the robot should have a human-like voice' stated the lowest mean which was 4.97 and the standard deviation was 1.636.

The acceptance descriptive statistic in the table indicated that 'I welcome the adoption of service robots in tourism and hospitality industries in Malaysia' has the highest mean of 5.27 and a standard deviation of 1.531. The second element is 'I would accept service robots serving me at a restaurant because it will be the norm in the future, the mean for this element was 5.26 and the standard deviation was 1.421. Next, 'I do not mind a service robot serving me over a human service employee', the mean was 5.24 and the standard deviation was 1.540. The fourth element is 'I am willing to adapt to using service robots in a restaurant, as they will greatly reduce human contact', the mean was 5.08 and the standard deviation was 1.616. The last element is 'I am willing to sacrifice human service for robotic service' stated the lowest mean which is 4.69 and the standard deviation was 1.735.

Result of Reliability Analysis

Table 3 below shows the result of the reliability analysis
Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Functionality	5	0.864
Social Ability	5	0.932
Appearance	5	0.881
Acceptance	5	0.897

The table demonstrated that the variable of social aptitude had a very strong correlation with Cronbach's alpha. The association's strength was very good, as evidenced by the functionality, appearance, and acceptance.

Result of Pearson Correlation Analysis

Table 4 below shows the Pearson Correlation Analysis
Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/No Supported)
H₁: There is a relationship between robot's functioning and a tourist's acceptance of robotics service at a restaurant.	0.633	H1 is supported

H₂: There is a relationship between a robot's social ability and a tourist's acceptance of robotics service at a restaurant.	0.562	H2 is supported
H₃: There is a relationship between robot's appearance and a tourist's acceptance of robotics service at a restaurant.	0.671	H3 is supported

The table showed that the result of Pearson Correlation supported the hypotheses with the P-value was a strong positive correlation.

DISCUSSION AND RECOMMENDATION

Discussions in this study aim to address questions and hypotheses, as was mentioned in the first chapter. In general, this study has thoroughly investigated how Malaysian tourists feel about service robots. Based on the findings, the current study will suggest a number of changes to the service robot in restaurants. In order to provide convenience or make improvements that can be made in future studies, researchers conducted research in a restaurant that has robot service. Robot service has numerous potential benefits for restaurants. These include enhancements to performance, efficiency, and productivity in particular (Park and Pobil, 2013). We assume that the perceived usefulness of robot service, as capable of performing tasks accurately and efficiently, will have a positive effect on patron experience satisfaction in Muscat-based robot service restaurants. In general, robots outperform humans at tasks. In restaurants, this means that order waiting times can be significantly reduced, potentially leading to higher customer satisfaction. Researchers are studying customer attitudes toward online booking and online payment and previously identified a link between faster service and restaurant experience satisfaction. Furthermore, it should be noted that in restaurants with robotic services, human staff can be diverted to more complex tasks.

The continuation of future research is dependent on the research findings. It is therefore recommended that future research include more inquiries about client satisfaction with such robot services in order to better examine the efficacy of the use of robot services in restaurants. The findings suggest that while the public believes that robots should be employed for some uninteresting, risky activities, it is wary of robots performing tasks that require more sophisticated judgment. Next, the future is more automated in travel and tourism industries must realize that the technologies that allow for automation improve in quality by the day, and the demographic in developing countries illustrate a long-term labour shortage in service industries. In addition, this study can also benefit many parties, especially in the field of tourism and technology industry.

CONCLUSION

In conclusion, this study has examined the reception of tourists in the robot industry in restaurants. In Malaysia, people's lifestyle has changed significantly as technology has evolved dramatically over the past ten years. Since the pandemic, most restaurants in the country have used robotic services to reduce human contact with a human. Three independent variables, namely functionality, social ability, and appearance are used to study their relationship with the dependent variable, namely tourist's acceptance of service robot in Malaysia. A total of 150 respondents aged 18 and above were selected to study the tourist's acceptance service robot in the restaurant. Overall, the Pearson Correlation for functionality was (0.633), followed by social ability with (0.562) and appearance was (0.671).

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The Impacts of Airbnb's Accommodation Service on Tourists' Satisfaction and Motivation in Malaysia

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ABSTRACT

The purpose of this research was to examine the impact of Airbnb's accommodation service on tourists' satisfaction and motivation in Klang Valley, Selangor, Malaysia. Because of the quick advancement of this notion, some argue that its development would undermine existing corporate business structures related to rental housing and hotels. The objectives of this research were to identify and analyse the factors related to tourists' satisfaction and motivation for tourists in Malaysia. In the quantitative approach utilised in this research, 384 questionnaires were distributed by e-survey to participants. The findings of this study are expected to help the hospitality and tourism industry develop new strategies, particularly to attract more tourists to engage in a relationship with Airbnb in Klang Valley, Selangor, Malaysia and help each other grow at a faster rate by having a good satisfaction toward the tourists and the house owner as well. As a result, all of the independent variables had a positive link with services of customers repurchasing among Malaysian tourists.

Keywords: Airbnb, Service Repurchasing, Accommodation, Sharing Economy

INTRODUCTION

Airbnb, as in "Air Bed and Breakfast," is a service that property owners rent out their spaces to tourists looking for a place to stay. Tourists can rent a space for multiple people to share, a shared space with private rooms, or the entire property for themselves. Tourists can often book an Airbnb for less than the cost of a hotel room. The main risk to hosts is that tourists or guests might seriously damage their property. Malaysia's government began to promote Airbnb in Visit Malaysia 2014's campaign, where the government encouraged tourists to purchase accommodation from Airbnb to boost the tourism industry and local estate economy based on Tourism Malaysia, 2016. Airbnb manages to attract tourists either from the upper or middle class. Airbnb issues are caused due to the rapid advance concept, the rise of this type of business concept disrupts the traditional corporate business models associated with rental housing and hospitality: Instead of a single company managing buildings, terms, and leases, these new platforms facilitate connections between hosts who rent spaces in their homes or secondary properties and guests from around the world (Lampinen & Cheshire, 2016). Airbnb is a disruptive innovation because of how this business managed to attract tourists through its unique appeal using the company's innovative internet-based business model (Christensen, 2003).

This research aimed to study the impacts of Airbnb's accommodation service on tourists' satisfaction and motivation in Malaysia. It can like other countries in the world; the urban population generates more travel by using Airbnb accommodation to feel new experiences and to get connected with other people, such as the Airbnb owner. The urban areas chosen were Klang Valley, Selangor, Malaysia. There were three objectives of this research:

1. To identify the services provided by Airbnb from the lens of the accommodation platform.
2. To compare tourists' satisfaction with Airbnb to other types of lodging services available in the market.
3. To study the customer's motive for choosing to stay with Airbnb services.

Significance of the Study

To future researcher
This study helps to collect data related to the topic. It is clear and simple enough for them to do future studies. This can also assist them in learning more about Airbnb accommodation in Malaysia.

House owners
This report aimed to provide information to the house owner on how they can make the Airbnb platform better in future. This study would provide information on the new design that can be provided to the guests or tourists who choose Airbnb as their travel accommodation.

Guest or tourists
This study was also to help tourists identify the relevant accommodation platform suitable for their needs and wants. The collected data make tourists easier to understand and review the previous satisfaction of Airbnb's accommodation users.

LITERATURE REVIEW

The motive for using Airbnb services

The term motivation has been defined in various ways, but it fundamentally refers to why someone does something (Hawkins et al., 2007). Several factors that can motivate Airbnb guests firstly is the accommodation price. The pricing impacts how customers see Airbnb as an alternative lodging option (So et al., 2018). Also, Rimer (2017) observed that affordability is one of the most highly agreed upon justification for selecting Airbnb over other types of lodgings such as hotels. Furthermore, Guttentag (2016) revealed the most compelling reason for utilising Airbnb. Gong and Yanmei (2018) discovered that pricing value substantially impacts Chinese consumers' decisions to use Airbnb, based on a prior study.

Next, it could bring guests the unique experience of feeling homely. Home comfort is a place where harmonies can feel like staying and make being in one's own home pleasant. Home advantages are practical characteristics of a home, such as "domestic amenities, a "homely atmosphere." and "big space" (Guttentag, 2016). Home perks were crucial in determining how customers evaluated Airbnb as alternative lodging in So et al. (2018) research on the motives and constraints of Airbnb users. In other research, Guttentag (2013) found that access to household facilities was the second most strongly agreed motive in an earlier study to analyse the reasons and barriers to choosing Airbnb. Because it offers potential consumers important information about items and services, online reviews have become a common characteristic of many consumer-facing internet services (Engler et al., 2015). Social media's capabilities can also influence social helping tourism and accommodation to approach guests based on the customers' post-comments. In addition, social influence directly impacts the desire to utilise the mobile application for lodging reservations (Fong et al. 2017).

Tourists' Airbnb Satisfaction compare to other accommodation websites

Tourist satisfaction is defined by Severt, Youcheng, Po-ju and Deborah (2007) as the amount of the tourist's fulfilment delight that occurs as a result of the trip experience concerning a product or service characteristic that meets the tourist's wishes, expectations and needs in connection with the trip. In tourism, satisfaction is primarily described as a measure of before-

the assumptions and post-trip experiences traveller website. When encounters exceed expectations, the tourists are satisfied.

Useful feature's 'location' was insignificant in impacting Airbnb customers' happiness, although enjoyment, amenities and cost savings were scored positively (by Tussyadiah, 2016). The price of accommodation and worthwhile facilities will also have an impact on making customers feel satisfied. Regardless of the different arguments, Airbnb customers are more satisfied with Airbnb compared to other accommodations; the widely acknowledged dimensions that comprise the Airbnb user experience are "economic benefits or cheaper price" (Guttentag, 2017), location (Tussyadiah & Zach, 2016), household amenities (Guttentag, 2015), cleanliness (Bridges & Vásquez, 2018), authentic experience or host-guest interaction (Cheng & Jin, 2019) and spending time in local neighbourhoods (Yannopoulou, 2013).

Services that provided by Airbnb

Service is defined as assisting or performing work for someone and a system that meets customers' needs, such as transportation, communication or utilities. The notion of sharing economy its service quality is still an essential component that influences customer decisions since enterprises with good service quality may increase their market share and profitability (Priporas et al., 2017). Airbnb also provides experiences led by locals and makes bigger intimate group sizes among the locals and guests. The service provided by Airbnb may not be the same as others hotels. Zhang, Ye and Law (2011), for example, this study showed hotel service quality along six dimensions of hotel class. Aspects of the room, quality, location, cleanliness, and service. Ye, Wang and Law (2014) assessed hotel service quality based on four criteria: comfort, location, cleanliness, and service.

Service of customers repurchasing choosing Airbnb accommodation

Repurchasing the Airbnb services by customers depends on the services provided and can influence the customer loyalty value or customer's lifestyle travel. A few studies examined that travel accommodation choice, regularly with respondents assessing the value of various lodging features (Lockyer 2005; Sohrabi et al., 2012). Cleanliness, location, reputation pricing, value, service quality, host friendliness and helpfulness, room comfort and security are all important factors in the lodging selections (Chu & Choi, 2000). In a different research, the value of each Airbnb experience component differs. Earlier research identified social between guest and host interactions as a fundamental aspect of the Airbnb experience (Tussyadiah & Pesonen, 2016). Thus, according to Yannopoulou (2013), Airbnb primarily includes meaningful life enrichment, interpersonal engagement, access and originality.

In addition, innovation is defined as "renewing" an idea, method or device. For example, the implementation of a new or significant improved product (good or services), process, or new marketing method OECD (2005). The host can offer neighbourhood tours as their product. Aside from relative benefit, innovations are more desirable if they are "compatible" with the values, beliefs, good prior experiences and current demands of the adopter (Arts et al., 2011).

Research Hypothesis

The literature review chapter emphasised independent variables such as the reason for using Airbnb, visitor satisfaction, and the service provided by Airbnb in Malaysia. Based on the literature reviewed, the hypotheses of this study were described as follows:

H_1 There is a relationship between Motive using Airbnb and Service of customers repurchasing Airbnb in Malaysia.

H_2 There is a relationship between Tourist Satisfaction and Service of customers repurchasing Airbnb in Malaysia.

H_3 There is a relationship between Service that Provided by Airbnb and Service of customers repurchasing Airbnb in Malaysia

Research Framework

The Figure 1 below shows the research framework use for this study
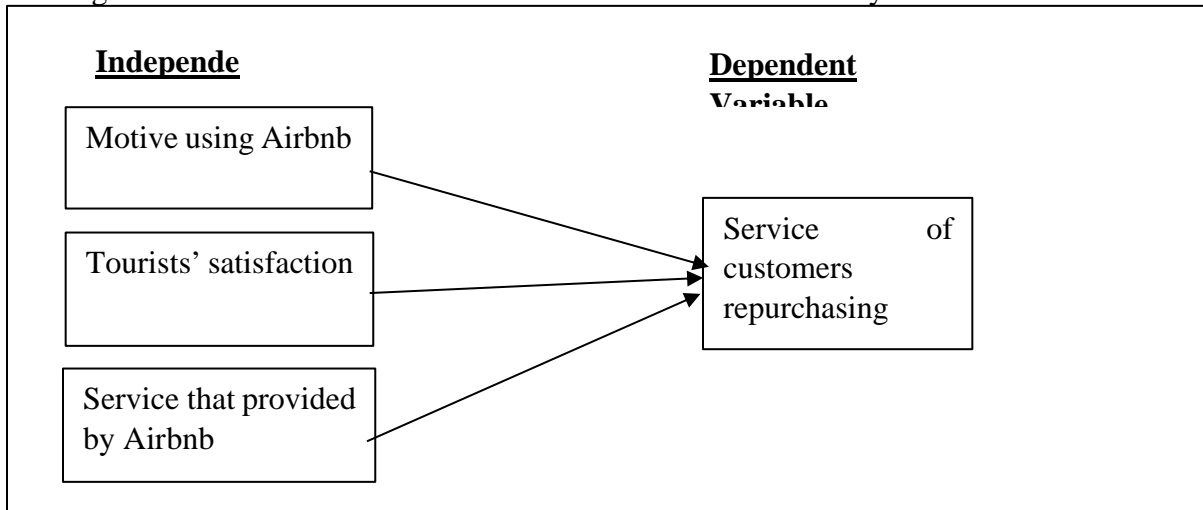
Figure 1: Research Framework

METHODOLOGY

Research Design

The goal of this study is to investigate how visitor behaviour affects Airbnb properties, particularly in the tourism business. The specific context research design had used to perform in this study.

Data Collection

The researchers employed an e-survey to collect data for this study, referring to past research as secondary data collection. In this research, primary data will be gathered. A questionnaire is being utilised to collect information on respondents' knowledge, experience, and perceptions about Airbnb's accommodation service

Sampling

The study chooses to use a non-probability sampling method to collecting out data, and a survey is sent to the respondents Therefore, in this research convenience sampling method is chosen. The convenience sampling technique approach is the sample drawn from a group of respondents.

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

n= sample size
N= population size
e = the degree of accuracy expressed as a proportion (0.05)
$x\,2$ = chi-square of a degree of freedom 1 and confidence 95% (3.841)
p = proportion of population (if unknown, 0.5)

Data Analysis

This descriptive analysis was designed using quantitative research focused on the tourist at Klang Valley, Malaysia. This study included four forms of data analysis: frequency analysis, descriptive analysis, reliability testing, and Pearson correlation analysis. The researcher will use the SPSS version 27 to analyze the information gathered.

FINDINGS

Demographic Profile of Respondent

Table 1: Demographic Profile of Sample

Characteristics	Frequency	Percentage
Age		
19-30	217	56.5
31-50	119	31.0
51-79	46	12.0
80 and above	2	0.5
Gender		
Female	245	63.8
Male	139	36.2
Religion		
Islam	135	35.2
Buddha	49	12.8
Hindu	73	19.0
Kristian	118	30.7
Others	9	2.3
Race		
Malay	129	33.6
Chinese	81	21.1
Indian	81	21.1
Others	93	24.2

Table 1 shown the profile of respondents. Out of 383 respondents, the majority of respondents are from 19 to 30 years old, which accounted for 56.5% and followed by 31 to 50 years old 31.0%, 51 to 79 years old are 12.0% and 80 years old and above is 0.5% from the total sample. In addition, majority of respondents are female which accounted with 63.8% followed by Male 36.2% from the sample. Meanwhile, in terms of religion, the majority are Islam with 35.2% followed by Kristian with 30.7%, Hindu with 19.0%, Buddha are 12.8% and Others are 2.3%. As for the race, the majority is Malay with 33.6%, followed by Other with 24.2% and Indian and Chinese had same percentage which is 21.1%

Result of Descriptive Analysis

Table 2: Descriptive Analysis

Section B: Motive of Using Airbnb	Mean	SD
I can save a lot of money using Airbnb lodging	1.84	0.683
I choose Airbnb for the homely feel of the accommodation	1.75	0.686
I choose Airbnb to have authentic experiences	1.83	0.720
I choose Airbnb for the opportunity to interact local people	1.91	0.841
I choose Airbnb because of social media influence through advertising	1.93	0.846
Section C: Tourist Satisfaction		
I experienced spending time with local neighbourhoods	2.09	0.837

I feel booking lodging online is easier I feel the price of lodging and facilities provided worthy	1.77	0.687
I feel the price of lodging and facilities provided worthy	1.85	0.730
I feel Airbnb location meet the needs of customers	1.83	0.730
I feel the price of lodging and facilities provided worthy	1.88	0.736
Section D: Service that Provided by Airbnb		
I choose Airbnb because of the facilities	1.89	0.725
I choose Airbnb because the services quality	1.90	0.700
I choose Airbnb because of its cleanliness	1.88	0.724
I choose Airbnb because of the value	1.86	0.713
I choose Airbnb because of the transportation	1.93	0.834
Section E: Service of Customer Repurchasing		
I choose Airbnb because of my experience toward travel lifestyle	2.10	0.847
I choose Airbnb because of its price	1.98	0.778
I choose Airbnb because of its location	1.99	0.785
I choose Airbnb because of its reputation from previous review	1.97	0.786
I choose Airbnb because of its household amenities	2.02	0.793

The table 1 shown the descriptive analysis of independent variable (Motive of Using Airbnb). There are five questions in Motive of Using Airbnb and highest mean is "I choose Airbnb because of social media influence through advertising" 1.93 and the lowest mean is "I choose Airbnb for the homely feel of the accommodation" 1.75. The other items were in range 1.75 to 1.93.

After that, descriptive analysis of independent variable (Tourist Satisfaction). There are five question in Tourist Satisfaction and the highest mean is "I experienced spending time with local neighbourhoods" 2.09 and the lowest mean is "I feel booking lodging online is easier" 1.77. The other items were in range 1.77 to 2.09.

Then, the descriptive analysis of independent variable (Service that Provided by Airbnb). There are five questions in Service that Provided by Airbnb and the highest mean is "I choose Airbnb because of the transportation" 1.93 and the lowest mean is "I choose Airbnb because of the value" 1.86. The other items were in range 1.86 to 1.93.

Beside that's, the descriptive analysis of dependent variable (Service of Customer Repurchasing). There are five questions in Service of Customer Repurchasing and the highest mean is "I choose Airbnb because of my experience toward travel lifestyle" 2.10 and the lowest mean is "I choose Airbnb because of its reputation from previous review" 1.97. The other items were range in 1.97 to 2.10

Result of Reliability Analysis

The Table 6 below shows the result of reliability analysis

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Motive of Using Airbnb	5	0.871
Tourist Satisfaction	5	0.848
Service Provide by Airbnb	5	0.894
Service of Customer Repurchasing	5	0.888

For the independent and dependent variables, Cronbach's Alpha Coefficient is shown in Table 6. The table above shows that all of the variables are greater than 0.6 and the overall variables are 0.976, which means that the results of this study are deemed acceptable. Firstly, there were five questions to measure the motive of using Airbnb that influenced the impact of Airbnb's accommodation service on tourist's satisfaction and motivation in Malaysia and the Cronbach's Alpha result for this question was 0.871 which is the strength of association resulted very good and the coefficient variables for this question is reliable.

Then, there are also five questions to measure the tourist satisfaction that influenced the impact of Airbnb's accommodation service on tourist's satisfaction and motivation in Malaysia and the Cronbach's Alpha result for this question was 0.848 which is the strength of association resulted very good and the coefficient variables for this question is reliable.

Therefore, there are also five questions to measure the service provide by Airbnb that influenced the impact of Airbnb's accommodation service on tourist's satisfaction and motivation in Malaysia and the Cronbach's Alpha result for this question was 0.894 which is the strength of association resulted very good and the coefficient variables for this question is reliable.

Next, there are also five questions to measure the service of customer repurchasing that influenced the impact of Airbnb's accommodation service on tourist's satisfaction and motivation in Malaysia and the Cronbach's Alpha result for this question was 0.888 which is the strength of association resulted very good and the coefficient variables for this question is reliable.

Lastly, all the variables had showed the Cronbach's Alpha are more than 0.6 which is the result are 0.976. The questionnaire is dependable enough to prove that all of the questions in this study are acceptable.

Result of Pearson Correlation Analysis

The Pearson's Correlation compared two variables linearly. The goal is to find relationships between, social influence and convenience, trust and consumer purchase intention. Researchers must assess if a significant relationship's strength is acceptable.

Hypothesis 1: Motive of using Airbnb

H_1: There is a relationship between Motive using Airbnb and Service of customers repurchasing Airbnb in Malaysia.

Table 4: Correlation coefficient for Service Repurchasing Airbnb and Motive using Airbnb in Malaysia.

		Service Repurchasing Airbnb	Motive of using Airbnb
Service Repurchasing Airbnb	Pearson Correlation	1	.708**
	Sig (2-tailed)		<.001
	N	384	384
Motive of using Airbnb	Pearson Correlation	.708**	1
	Sig (2-tailed)	<.001	
	N	384	384

Table 4 show the link between Motive Using Airbnb with Service Repurchasing. Based on the result, there is a relationship between Motive Using Airbnb with Service Repurchasing (P <0.001). Therefore, the hypothesis are accepted

Hypothesis 2: Tourist Satisfaction

H_2: There is a relationship between Tourist Satisfaction and Service of customers repurchasing Airbnb in Malaysia

Table 5: Correlation coefficient for Service Repurchasing Airbnb and Tourist Satisfaction in Malaysia.

		Service Repurchasing Airbnb	Tourist Satisfaction
Service Repurchasing Airbnb	Pearson Correlation Sig (2-tailed) N	1 384	.654** <.001 384
Tourist Satisfaction	Pearson Correlation Sig (2-tailed) N	.654** <.001 384	.1 384

Table 5 shows the link between Tourist Satisfaction with Service Repurchasing. Based on the result, there is a relationship between Tourist Satisfaction with Service Repurchasing (P <0.001). Therefore, the hypothesis is accepted.

Hypothesis 3: Service Provided by Airbnb
H$_3$: There is a relationship between Services that are Provided by Airbnb and the services of customers repurchasing Airbnb in Malaysia

Table 6: Correlation coefficient for Service Repurchasing Airbnb and Service that Provided by Airbnb in Malaysia.

		Service Repurchasing Airbnb	Service that Provided by Airbnb
Service Repurchasing Airbnb	Pearson Correlation Sig (2-tailed) N	1 384	.611** <.001 384
Service that Provided by Airbnb	Pearson Correlation Sig (2-tailed) N	.611** <.001 384	1 384

Table 6 shows the link between Services provided by Airbnb with Service Repurchasing. Based on the result, there is a relationship between the Service provided by Airbnb with Service Repurchasing (P <0.001). Therefore, the hypothesis is accepted.

DISCUSSION AND RECOMMENDATION

Overall, this study has extensively researched the Impacts of Airbnb's Accommodation Service on Tourists' Satisfaction and Motivation in Malaysia. Based on the finding of the study, the current research would provide several recommendations for Airbnb to improve its performance and attract more customers.

First and foremost, all nationalities should be included. A host's listings would reach a far bigger audience if they provided information and instructions in many languages. Not only would including everyone boost occupancy rates, but it would also provide an excellent opportunity to meet individuals from all over the world. The pricing should then adjust in response to demand. Hotel pricing and demand are always shifting. Every month, hosts should study and assess their competitors' pricing, the demand for offerings based on the number of tourists that month, and the positioning of their listings in search rankings. Hosts should lower their prices to meet the falling demand for listings, as the price is a crucial factor in a guest's decision to book a listing or even a hotel.

As a consequence, by evaluating market trends and adjusting rates correctly, hosts may remain competitive in an ever-changing market. Furthermore, while not required, fast booking is advised. Although hosts are not needed to enable the instantly bookable feature, it is strongly recommended. According to Airbnb, homes that perform well in other elements of the booking experience will also do well in search rankings. The host's safety and comfort should come first, and having some time to accept their clients may be ideal. Future researchers should enhance the collection of data for this study. Rather than delivering the questionnaire via social media, future researchers can hand it out to respondents in person. As a result, while sending the questionnaire to potential respondents, the researchers may elaborate on the research goal. Furthermore, some interaction between the researchers and the respondents may be valuable in enlightening the respondents about what would be a good outcome.

CONCLUSION

In conclusion, this study has been accomplished to discover the impact of Airbnb's Accommodation Service on Tourists' Satisfaction and Motivation in Malaysia. Three independent variables, namely motive for using Airbnb, tourist satisfaction and service provided by Airbnb, have been chosen to examine their relationships with the dependent variable, which is service purchasing choosing Airbnb accommodation among customers in Malaysia. 384 Airbnb users were chosen as respondents from 19 years old to answer the questionnaire. Overall, based on Pearson's correlation analysis, The strongest Pearson correlation value identified between Service Repurchasing and Motive utilising Airbnb in Malaysia is 0.708. Meanwhile, in Malaysia, the Pearson correlation value between Service Repurchasing and Tourist Satisfaction is 0.654. The Pearson correlation for the Airbnb Service is 0.611. As a result, the three independent variables, including a desire to use Airbnb, tourist contentment, and service offered by Airbnb, had a significant relationship with Service Repurchasing Airbnb's Accommodation service on tourist satisfaction and motivation in Malaysia.

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Awareness of Food Heritage Among University Students

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ABSTRACT

Known as a multi-racial country, Malaysia not only maintains a unique culture, customs, and practices but also has a variety of distinctive local foods as part of its gastronomy. The objective of this study is to investigate the factors that lead to the awareness of Malaysian food heritage among university students. Thus, this study aims to identify the relationships between social influence, availability, and food preferences toward awareness of food heritage among university students in Malaysia. The quantitative method using a survey questionnaire was distributed online and 384 data was gathered from students in Malaysian higher education institutions. The result showed that social influence, availability, and food preferences were significant contributors to awareness of food heritage among university students. The findings extend knowledge in food heritage awareness among youth and provide practical contributions to gastronomy providers.

KEYWORDS: Social Influence, Availability, Food Preferences, and Awareness of Food Heritage Among Students.

INTRODUCTION

Tourism is one of the industries that supports the state significantly. As historical tourism activities become more important, heritage tourism is becoming more popular. Heritage tourism is a major source of cash for the country. Rather than relying on a single business, towns can diversify their financial resources by focusing on cultural tourism. Modern Malay culture, particularly among the youth, has mostly abandoned traditional Malay cuisine. Changes in food and practice are said to be influenced by social transformation and information technology without borders. Lack of understanding of the importance of traditional meals, a lack of time due to a busy schedule, a lack of excitement among the younger generation due to time-consuming methods, and other causes are all factors that contribute to the neglect of traditional meals. Furthermore, today's youth are more obsessed with academic and professional success than in previous generations (Sharif et al., 2015).

The region's legacy food is valuable as the 'blueprint' of its residents in this culinary interaction, where food symbolizes not only physical necessities but also local cultures and customs (Alonso & Krajsic, 2013). Local heritage food, on the other hand, has not been seriously popularised in Malaysia's hospitality industry. The number of young tourists has increased in recent years, and gastronomic heritage plays an important role in the tourism business. The objectives of this paper is to see how social influence, availability, and food preferences affect food heritage knowledge among Malaysian university students.

There are three objectives for this research:

1. To examine the relationship between social influence and awareness of food heritage among university students.

2. To study the relationship between availability and awareness of food heritage among university students.

3. To investigate the relationship between food preferences towards awareness of food heritage among university students.

Significance Of Study

Researchers
This study aids the researcher in determining how social influence, availability, and food preferences influence food heritage knowledge among Malaysian university students. Furthermore, researchers will be able to discover characteristics that lead to students' enhanced understanding of food heritage as a result of the study.

Academic Contributions
This study is expected to add knowledge about food heritage and raise students understanding of food heritage among Malaysian students after this research. This study will contribute to the growing body of knowledge about food heritage in terms of social influence, availability, and food preferences. They can utilize the information to figure out what elements influence students' awareness of food heritage.

Practical Contributions
This study can also assist the government and tour guides in attracting visitors and foreign students to Malaysia to continue their studies by developing marketing efforts to promote food heritage. Furthermore, this research could raise awareness among young travelers and help future academics in conducting more research on the elements that influence students' awareness of food heritage.

LITERATURE REVIEW

According to the Global Food Tourism Report by World Tourism Organizations, the average tourist spends about a third of their holiday budget on food and beverages (Coppola, 2016). This shows the extent to which the sector is involved in the experience of the visitor's destination. Ontario Culinary Tourism Alliance (OCTA) says that culinary tourism "includes any tourism experience in which one studies about, appreciating, consuming, or spoiling foods and beverages that reflect local cuisine, the heritage, or culture of a place." In Malaysia, local cuisine needs to act as an important element in marketing initiatives to promote tourist destinations and is recognized as an important tourism product and experience (Jalis, 2017).

Food Heritage

Food inheritance is defined as a set of material and non-food elements of culture, which has been regarded as a common heritage or common good. This food heritage includes agricultural products, ingredients, cuisines, techniques, recipes, and food traditions. It also includes table manners, symbolic dimensions of food and look more in depth on material aspects, cooking artifacts, and table settings: utensils, and crockery (Tibere, 2013). From Malaysian perspective, it has been closely linked to classic and traditional food that is always prepared and eaten by all generations without major changes in the original flavor.

Wahid, Mohamed, and Sirat (2009) relate food heritage closely to classic and traditional foods that are prepared and eaten continuously by all generations without significant changes from native flavors. Food heritage can also be reflected in the environmental history, beliefs, ideologies, and food technologies of society in each era (Bortolotto & Ubertazzi, 2018).

The Relationship Between Social Influence and Awareness of Food Heritage

The relationship between social influence and awareness of food heritage is closely related and significant because social influences such as peer pressure and social lifestyle will determine the level of a student's exposure to food heritage. According to Rashotte (2007), a change in an individual's beliefs, feelings, attitudes, or behavior due to encounters with another individual or group is referred to as social influence. Conformity, power, and authority are not the same as social influence. When an individual presents a particular perspective or conduct to adapt to a specific situation or to fulfil the expectations of others, even if he or she does not necessarily hold that opinion or believe that the action is appropriate, consistency happens.

The Relationship Availability and Awareness of Food Heritage

While many people are aware that healthy eating and being physically active are important, they are often constrained by their food environment, whether it is the availability of food at home or school or the wider availability of healthy food in stores near where they live (D'Angelo and D'Angelo 2019).

The Relationship Between Food Preferences and Awareness of Food Heritage

According to Poulain et al. (2015), each ethnic group has its own food culture, complete with traditional recipes and ingredients, dietary taboos, and limits, eating rituals, meal organization, and symbolic qualities of foods. Furthermore, according to Finkelstein (1998) and Rozin (1996), culture is one of the most significant impacts on what and how we consume since it is an integral component of a person's value system. Prescott, Young, O'Neill, Yau, and Stevens (2002) discovered that culture influences whether foods and nutritional elements are sensory acceptable. This process is shown by the development of culturally-distinct "flavours principles" (Rozin & Rozin, 1981). The relationship between food preferences and awareness of food heritage is significantly related as culture, customs, lifestyles, and eating habits will determine the student's exposure to food heritage.

Research Hypothesis

According to the research study, independent variables such as social impact, availability, and food preferences influence university students' awareness of food heritage. As a result, the study intended to investigate the amount of effect among these variables. Based on the literature reviewed, the hypotheses of this study were described as follows:

H1: There is a relationship between social influence and awareness of food heritage.
H2: There is a relationship between availability and awareness of food heritage.
H3: There is a relationship between food preferences and awareness of food heritage.

Research Framework

Figure 1 below shows the research framework used for this study.
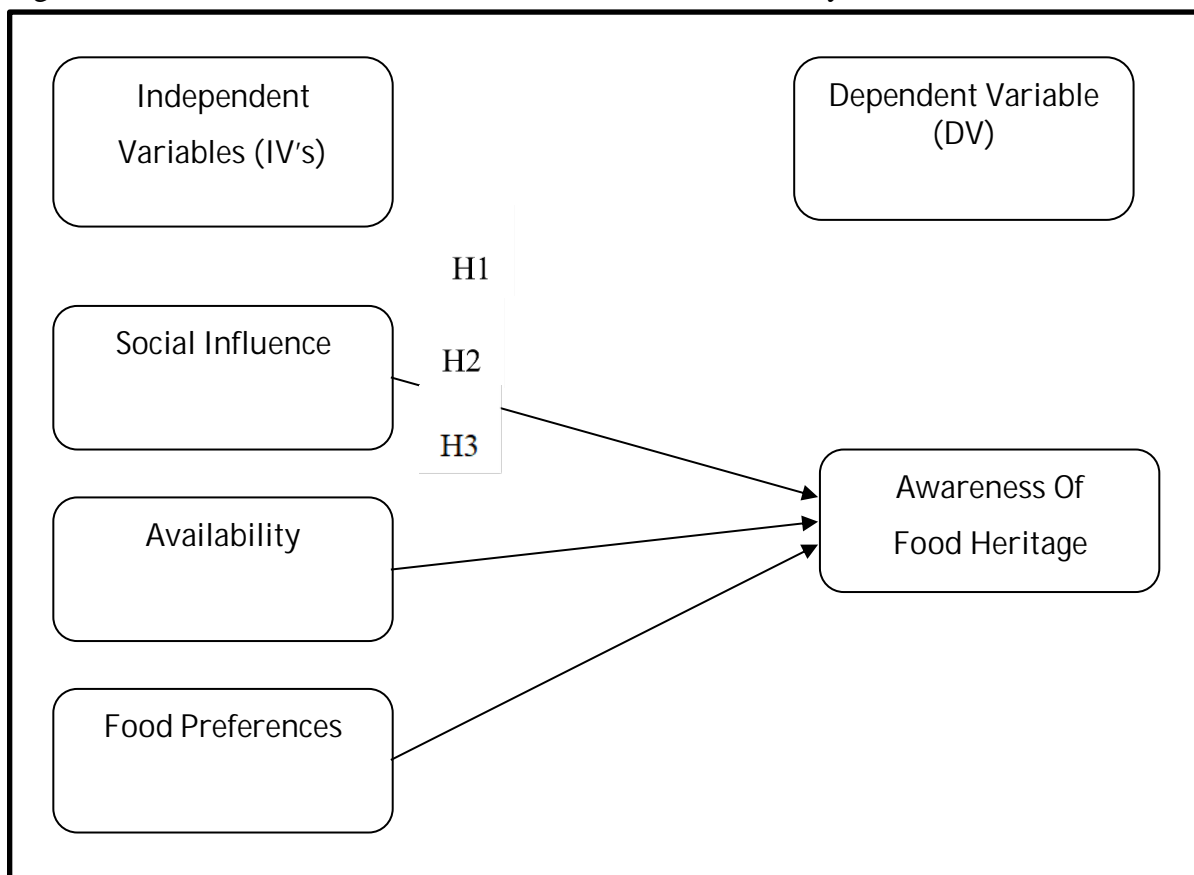
Figure 1: Research framework

METHODOLOGY

This chapter will reveal the research design of this study, population and sample size, sampling method, data collection procedure, research instrument, and data analysis.

Research Design

This study aims to investigate the awareness of food heritage among the young generation. This study used the quantitative method. The researcher used a questionnaire to collect the data from the public higher student universities in Malaysia. The developed questionnaires contain sections A, B, and C data. Each section asked about respondent demographic, dependent, and independent variables. This study uses a five-point Likert scale format for each unit ranging from 1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree, and 5-Strongly Agree.

Data Collection

This study used a questionnaire for data collection. The researchers will conduct an online survey via Google Forms. The questionnaires will be distributed to students at local universities in Malaysia via WhatsApp, Facebook, and Instagram. Respondents will be local university students in Malaysia regardless of whether they live in an urban or rural community. Respondents will be asked a series of questions about heritage culture and food, and the questionnaire will test their knowledge about food heritage and their awareness through this survey. The purpose is to collect relevant and appropriate data to meet the study's research objectives.

Population and Sampling

In this study, the target population selected for this research is students in Malaysia. The researchers choose this population to investigate the awareness of food heritage among the young generation. For this study, the population included public higher university students in Malaysia aged between 18 to 35 years old and above. The sample of this study was 240 respondents from public higher university institutions in Malaysia.

The sampling method employed for this research project was non-probability sampling which is convenience sampling. The term "convenience sampling" refers to gathering data from parts of the population that are easily accessible. Convenience sampling was selected because this sampling is the best approach to obtain information quickly and efficiently in the exploratory phase of this research. The questionnaire was distributed online and on social media to the public higher institution students in Malaysia.

Data Analysis

Primary data is data acquired for the first time to discover a solution to a problem. Surveys, observations, experiments, questionnaires, focus groups, and interviews are all examples of primary data sources. The primary data for this study was gathered through a questionnaire that was distributed online via Google Form to 240 respondents since the researcher could not give the physical questionnaire to respondents to fill up due to Covid-19. There were four types of data analysis used in this study: frequency analysis, descriptive analysis, reliability, and validity test, and Pearson correlation analysis. The data obtained were analyzed by using SPSS version 27.

FINDINGS

Demographic Profile

A total of 240 sets of questionnaires had been allocated to the questionnaire platform. The data from Section A of the questionnaire contained questions about respondents' gender, age, religion, ethnicity, current education, and name of higher education institution among other demographic information.

Table 2: Respondents' demographic profile (n=290)

Demographic	Frequency	%
Gender		
Male	57	23.8
Female	183	76.3
Age		
18-22 years old	64	26.7
23-27 years old	172	71.7
28-32years old	2	0.8
33 years old and above	2	0.8
Religion		
Muslim	216	90
Buddhist	9	3.8
Hindu	8	3.3
Christian	7	2.9
Ethnicity		
Malay	209	87.1
Chinese	11	4.6
India	9	3,8
Others	11	4.6
Current Education		

Diploma	32	13.3
Degree	204	85
Master	3	1.3
PhD	1	0.4
Name Of Higher Education Institution		
UMK	147	61.3
POLITEKNIK	24	10
UMT	10	4.2
UITM	29	12.1
KOLEJ VOKASIONAL	3	1.3
UNIMAS	2	0.8
UTM	3	1.2
UUM	5	2.1
UPM	1	0.4
UMP	1	0.4
UNISZA	3	1.3
UPSI	1	0.4
UTEM	6	2.5
UNIMAP	2	0.8
UKM	1	0.4
UM	1	0.4
UMS	1	0.4
Best Define Of Malaysian Heritage Food Respondent		
Traditional food	108	45
Food passed down the generation	66	27.5
Food related to cultured background	41	17.1
Food during celebration	11	4.6
Food that contains original ingredients	5	2.1
Food using authentic cooking method	6	2.5
Food that commonly	3	1.3

Table 2 shows the profile of the respondent. Out of 240 respondents, the majority of the respondents were females with 183(76.3%) and male 57(23.8%). Meanwhile, in terms of age, 26.7% of them were 18-22years old, 71.7& of them were 23-27 years old and 0.8% of them were 28years old and above. In terms of religion, the majority were Muslim 90% and Buddhist (3.8%), Hindu (3.3%), last Christian (2.9%). Next, in terms of Ethnicity, the majority were Malay (87.1%), then Chinese (4.6%), Indian (3.8%), and others (4.6%). As for educational level, the majority were degree holders with (85%), other education is Diploma (13,3%), Master (1,3%), and Ph.D. (0.4%). The highest number of respondents came from University Malaysian Kelantan with 61.3%, and the rest came from other Universities. Lastly, respondents agreed that the best definition of Malaysian Heritage Food is Traditional Food with 45% agreeing with this statement.

Descriptive Analysis

The 'middle' approximation of the value distribution is the tendency of the center of the distribution. We used the mean and standard deviation for the independent and dependent

variables' central tendency. This research also analyzed the mean and standard deviation of parts B and C of the questionnaire to find out the social influence, availability, food preferences (independent variable), and awareness of food heritage among university students (dependent variables).

Table 3: Mean and standard deviation of items in each variable

Variables	Item description	Mean	Standard Deviation
Social Influence	I was influenced by people around me regarding which heritage food I should consume.	3.83	1.027
	I consumed Malaysian heritage food according to my friend's	3.60	1.030
	suggestion.	3.50	1.146
	I consume heritage food because people around me think	3.78	1.076
	that I should.		
	I tend to consume heritage food because it went viral on the		
	internet or social media.		
Availability	Malaysian traditional food is easily available to me at anytime.	3.81	1.021
	I think Malaysian heritage food is mostly available during	4.25	0.890
	festivals.	3.70	1.019
	I can get Malaysian heritage food almost anywhere I go.	3.85	0.988
	It is easy for me to get Malaysian local food.		
Food Preferences	I prefer to consume Malaysian heritage food.	4.08	0.814
	Compared to western or other kinds of foods, I would rather	4.05	0.936
	choose Malaysian traditional food.	3.91	0.927
	I am likely to eat Malaysian local food most of the time.	3.93	0.919
	I will choose heritage food for my meal.		
Awareness of Food Heritage	I have knowledge about Malaysian heritage food.	3.89	0.853
	I have learned how to prepare local heritage food.	3.74	0.998
	I know the foods that represent Malaysian food.	4.15	0.822
	I know how to cook some Malaysian dishes.	3.82	1.017
	I have knowledge of ingredients in Malaysian traditional food.	3.77	1.011

Table 3 shows the mean and standard deviation for twelve statements under three independent variables and five statements under the dependent variable based on the survey involving 240 respondents. The highest mean value for the independent variables statement at availability was question 2 with 4.25, where the respondent agreed that Malaysian heritage food is mostly available during festivals. The lowest mean value was social influence in question 3 with 2.50, where the respondent agreed to consume heritage food because of the people around them. The highest mean value for the dependent variable statement on the awareness of food heritage was question 3 with 4.15, where the respondent agreed on the food that represents Malaysian food. The lowest mean value for the dependent variable at awareness was question 2 with 3.74, where respondents agreed they have learned how to prepare local heritage food.

Reliability Analysis

Reliability is a measure devoid of bias (error) that provides consistent measurement throughout time, and reliability determines many items in the instrument. In other words, a measure's dependability indicates the instrument's stability and consistency in measuring a concept, and it helps determine a measure's "goodness" (Sekaran & Bougie, 2016, p. 223). The result of reliability coefficient alpha for the independent variables and dependent variables. All the independents and dependent variables resulting in this research were reliable. The highest Cronbach's Alpha value in this study was awareness of food heritage (dependent variable) 0.886, and the strength of association was good. The second highest value was food preferences which was 0.857, and the strength of associations was good. Then, followed by social influences with 0.790, and the strength of associations is acceptable. The lowest value of Cronbach's Alpha in this study was availability which was 0.733, and the strength of associations was acceptable. Hence, we can conclude that each variable's entries were reliable.

Correlation Analysis

Pearson correction was used to test the relationship between social influence, availability, and food preferences towards awareness of food heritage. Whether there was a relationship between the independent variables (IVs) and the dependent variable (DV). Pearson correlation was used to measure the strength of the relationship between the independent variable and dependent variable depending on its correlation size (Hinkle, Wiersma, and Jurs, 2003).

Table 4: Pearson's Correlation Analysis

	Hypothesis	Results	Supported
H 1	There is a relationship between social influence and awareness of food heritage.	r = 0.352 p-value=<0.01	Yes
H 2	There is a relationship between availability and awareness of food heritage.	r =0.539 p-value= <0.01	Yes
H 3	There is a relationship between food preferences and awareness of h food heritage.	r = 0.649 p-value =<0.01	Yes

Table 4 shows three hypotheses which are the relationship between social influence, availability, food preferences, and awareness. The result for hypothesis H1 showed a low positive correlation with a value of .352**. the p-value of the social influence with awareness is .000 which was less than the very significant level of .001. Thus, there was a significant relationship between social influence and awareness of food heritage among students. Therefore, the hypothesis was accepted. Next, the result for H2 showed moderate positive with a correlation coefficient value of .539**. The p-value of the availability with awareness was .000 which was less than the significant level of .001. Thus, there was a significant relationship between the availability and awareness of food heritage among students. Therefore, the hypothesis was accepted. Lastly, food preferences was positively correlated with awareness, and they carried a moderate positive relationship of .649**. Since the significant levels of both variables werew 0.00, this showed that it was highly significant. H3 was proven and accepted, and the research objective was supported.

DISCUSSION & RECOMMENDATIONS

This research suggests that further studies can be carried out on other students no matter whether they are studying at government or private colleges because we could see whether there are any similarities in the findings. Furthermore, the current study mainly looks at how social influence, availability, and food preferences influence food heritage knowledge among Malaysian university students. Other critical relationships that also have a role in influencing food heritage awareness among university students may be overlooked in this study.

As stated in the opening chapter of this study, discussions are aimed at answering questions and addressing hypotheses. In summary, this research examined the awareness of food heritage among Malaysian university students. According to the study's findings, social influence, availability, and food preferences all influence student awareness of food heritage.

After that, the target range of university students will be broadened to include students from other institutions, such as private colleges. Researchers will be able to collect data more easily, and the number of samples available will increase.

Finally, instead of respondents answering a scaling questionnaire online, use an interview method or construct some open-ended questions for them. Researchers can receive a high response rate using the interview method, ambiguities can be explained and incomplete answers can be followed up on right away. As a result, this strategy can eliminate misunderstandings and improve study findings.

CONCLUSION

Finally, the purpose of this study was to determine the level of food heritage knowledge among Malaysian university students. Three independent factors, including social influence, availability, and food preferences, were chosen to be investigated to see their relationships with the dependent variable, which was food heritage awareness among Malaysian university students. A total of 240 respondents, aged 18 and above were selected from all Malaysian states to assess their understanding of food heritage knowledge. All of the reliability tests revealed that the respondent understood and completed the questionnaire correctly, implying that the questionnaires were accepted for this study. This study aims to better understand the relationship between social influence, availability, and food preferences among Malaysian university students. The findings of the research goals, which look into the relationship between social influence, availability, and food preferences among students, have been acknowledged.

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The Influence of Travelling Lifestyles on Travel Intention Among Youth in Malaysia

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ABSTRACT

The objective of this research is to study the relationship between travel lifestyles with youth tourism in Malaysia. This research will investigate the relationship between the eight dimensions of travel lifestyles to travel among youth in Malaysia. This research uses a quantitative method for the study method, and a total of 301 data were collected. The collected data then were analyzed using the Statistical Package for the Social Sciences (SPSS). The results show that all the eight dimensions of travelling lifestyles significantly correlate with travel intention among Malaysian youth. Dimensions that contribute the most towards travel intention are safe and predictability. This study adds novelty to the body of knowledge on travel intention among youth in Malaysia by expanding the travelling lifestyles as the main factor.

KEYWORDS: Travelling Lifestyles, Youth, and Travel Intentions

INTRODUCTION

This study aims to investigate the role of travel lifestyles among youth travellers towards travel intention. Tourism academics and tourism marketers are interested in studying university students' travel behaviour and motivation because of the increasing economic benefits contributed by the youth towards tourism industry. Visitors' views and interests of a location influence their travel behaviour and destination choices. The Globe Youth Student and Academic Travel Confederation define youth as those aged sixteen to twenty-four years old, while (Ahmad, 2012) describes youth travellers as individuals aged fifteen to twenty-five years old.

Tourists can be regarded as visitors, and what they do while visiting a tourist destination can be called tourism. There are two sorts of tourists, transitory visitors, who remain for less than 24 hours in a single location, and leisure visitors, who travel for sports, recreation, health, or vacation. Travellers can be classified into two groups: those who travel for personal reasons and those who travel for work purposes.

Today's youth travellers will be the future global travellers as their travel personalities keep developing. Trends in travel behaviour, especially among young individuals, have changed recently. The lifestyle consequences of young adults on their travel choices indicate that lifestyle influences travel mode choices in terms of commodity consumption, public services, and leisure. As a result, the effect of traditional, modern, educational, sports and technology-oriented life on youth tourism is changing as these locations have a shortage of young tourists.

This study examines the influence of travel lifestyles on travel intention among youth in Malaysia. The eight dimensions of travelling lifestyles are cultural experience, travel interest, sports interest, informational seeking, safe and predictability, group travel, indecisive and variety (Lee & Cox, 2007). The following are the three objectives of this research:
1 How does travel lifestyles influence the intention to travel among youth?
2 Do the eight dimensions of travel lifestyles have significant relationships towards intention to travel among youth in Malaysia?

3 Which is the most contributing dimension of travel lifestyles that significantly contribute towards the intention to travel among youth?

Significance of the study

Academic contributions

This research aims to provide more precise information and address the whole existence of data to new researchers. This study will contribute additional knowledge about youth travel intentions by looking specifically at young people's travel behaviours or lifestyles. An investigation on the eight dimensions of travel behaviour, namely cultural experience, travel interest, sports interest, information seeking, safety and predictability, group travel, indecisive and variety among youth in Malaysia, will provide novelty for this study.

Practical contributions

The following significance of the study is for long-term development and progress. This research attempts to provide precise information on how the youth tourism business has benefited. Studying the travel intentions of young people worldwide can help travel agents and the tourist industry. This may encourage many young people to travel to Malaysia, boosting the country's economy.

LITERATURE REVIEW

Definition of Travel Intention

Travellers' travel intentions are influenced by their level of assurance in the place (confidence generation) as well as inhibitors, which may drive tourists to behave differently than their attitudes. Travel intents may be described as a customer's subjective likelihood of doing or not taking particular activities linked to a tourism service. Potential customers' intents to travel are their estimates of how likely they are to visit the place within a certain time frame (Woodside & MacDonald, 1994). In the research on travel and tourism, intentions to travel are stated and investigated in the context of trip planning behaviour.

Definition of Travelling Lifestyles among Young Travellers

According to the review of the literature, age is often utilized to outline 'youth'. As an Example, in Reisinger and Mavonde's (2002) study, 'youth' is outlined as those between the ages of fifteen and thirty. The globe Youth Student and academic Travel Confederation defines youth as those aged sixteen to twenty-four, whereas Ahmad et al (2012) describe youth tourists as individuals aged fifteen to twenty-five. Lifestyle is defined as "a system of individual differences in the usual use of declarative and procedural knowledge structures that interfere between abstract goal states and situation-specific product perceptions and behaviours" (Przeclawski, 1988, p. 36), or "a system of individual differences in the usual use of declarative and procedural knowledge structures that interfere between abstract goal states (personal values) and situation-specific product perceptions and behaviours" (Przeclawski, 1988, p. 36).

Relationship between Cultural Experience and Intention to Travel

Given a large number of floating populations (the terminology is used to describe a group of people who reside in a given population for a certain amount of time and for various reasons) arising from travel, business, or immigration, as well as frequent economic, political, and cultural contacts across nations, culture has been the focus of attention across geographical boundaries and disciplines in the twenty-first century. Several research have looked into cultural differences in travel behaviors, preferences, motives, and perceptions (Kozak, 2002).

The bulk of previous research, on the other hand, has used the tourist's nationality to compare cultural differences between nations.

Relationship between Travel Destination Interest and Intention to Travel

Travel has always appealed to those who enjoy discovering new things and seeing new locations. Activities that form part of exploring new experiences improve travel interest; they are typically challenging and require special attention while on vacation. Travel interests are expanding as people seek out new experiences and try new things. The "basic units of analysis in tourism" are tourism destinations (WTO, 2002). The word 'tourist destination' is a common geographical term that refers to a location inside a geographic space. This approach is seen in Burkart and Medlik's (1974, p. 46) classic definition: "a tourism destination is a geographical unit frequented by visitors that is a self-contained centre."

Relationship between Sports Interest and Intention to Travel

Organized sports programs have become a particularly popular form of relaxation among teenagers. Across North America, millions of people participate in a range of governmental, private, and voluntary agency-sponsored minor sports programs. Gibson offers three main sports tourism behaviors: (1) travelling while participating in sports, (2) travelling while watching sports events, and (3) travelling while visiting sports stadiums and museums. Multi-sport events (such as the Olympics) and single-sport activities (such as golfing or marathon running) are both examples of sports tourism (Weed & Bull, 2004).

Relationship between Information Seeking and Intention to Travel

Tourists even combine Internet and non-media information sources for trip preparation, such as business brochures and travel agencies (Seabra, Abrantes, & Lages, 2007). Tourism information search is dependent on both online and offline means (Gronflaten, 2009). Numerous researchers (e.g., Ellis, 1989; Kuhlthau, 1987; Wilson, 1981) studied library users' information searching behaviour and presented several models of the information search process as early as the 1980s.

Relationship between Safe and Predictability and Intention to Travel

Citizenship tourist features have been found to influence attitudes toward safety, according to researchers. Tourists from different parts of the world have varying levels of security awareness. Shin (2005) polled 400 tourists to the demilitarization zone (DMZ) to determine whether they thought the DMZ area was a dangerous tourist attraction. The findings reveal that, when compared to international tourists, tourists consider the DMZ to be less dangerous; yet no statistical differences between the two groups were discovered. Similarly, Asian tourists are less concerned about security and crime than European tourists, according to surveys (Batra, 2008).

Relationship between Group Travel and Intention to Travel

Perception of value is gained from the experience of using group travel in the event-tourism context. It is a subjective, contextually based, comparative judgment which differs widely between individuals and between groups. Since travel users evaluate both consumption and purchase experience (Sánchez et al., 2006), we consider the perceived value in the context of this study as the value obtained by users in the utility experience with the use of group travel that includes functionality and hedonic assessment of interactions with service providers and other travellers.

Relationship between Indecisive and Intention to Travel

Uncertainty can be defined as doubt or lack of sureness about someone or something (Merriam Webster, 2021). Indecisive behaviour carries the same meaning as uncertainty, where someone faces difficulty deciding (Cheek & Goebel, 2020). This behaviour also includes some traits such as taking a long time to decide, trying to avoid or delay in making decisions because one keeps worrying about deciding and finding it hard to do it.

Relationship between Variety and Intention to Travel

Manifold can be defined as many or several different types (Cambridge Dictionary, 2021). Variety behaviour portrays the same meaning, and in the context of tourism, people tend to have a variety of preferences regarding their travel destinations. Based on the previous research, the data shows youth traveller's preferences are based on some variables which are repeat destinations within two years, travel to more fashionable destinations, interact with the natives of a destination, take trips organized by agencies, keeping their lifestyle or habits even at the tourist destination, and following pre-defined itinerary (Tavares et al., 2018).

Research Hypothesis

The literature review highlights that the independent variables like travel lifestyle does affect travel intention among youth in Malaysia. Based on the literature discussed, the hypotheses of this study were summarized in the following manner:

H1: There is a relationship between cultural experience and intention to travel.
H2: There is a relationship between travel destination interest and intention to travel.
H3: There is a relationship between sport interest and intention to travel.
H4: There is a relationship between information seeking and intention to travel.
H5: There is a relationship between safe and predictability and intention to travel.
H6: There is a significant relationship between group travel and intention to travel.
H7: There is a significant relationship between indecisive and intention to travel.
H8: There is a significant relationship between variety and intention to travel.

Research Framework

Figure 1 below shows the study's research framework.
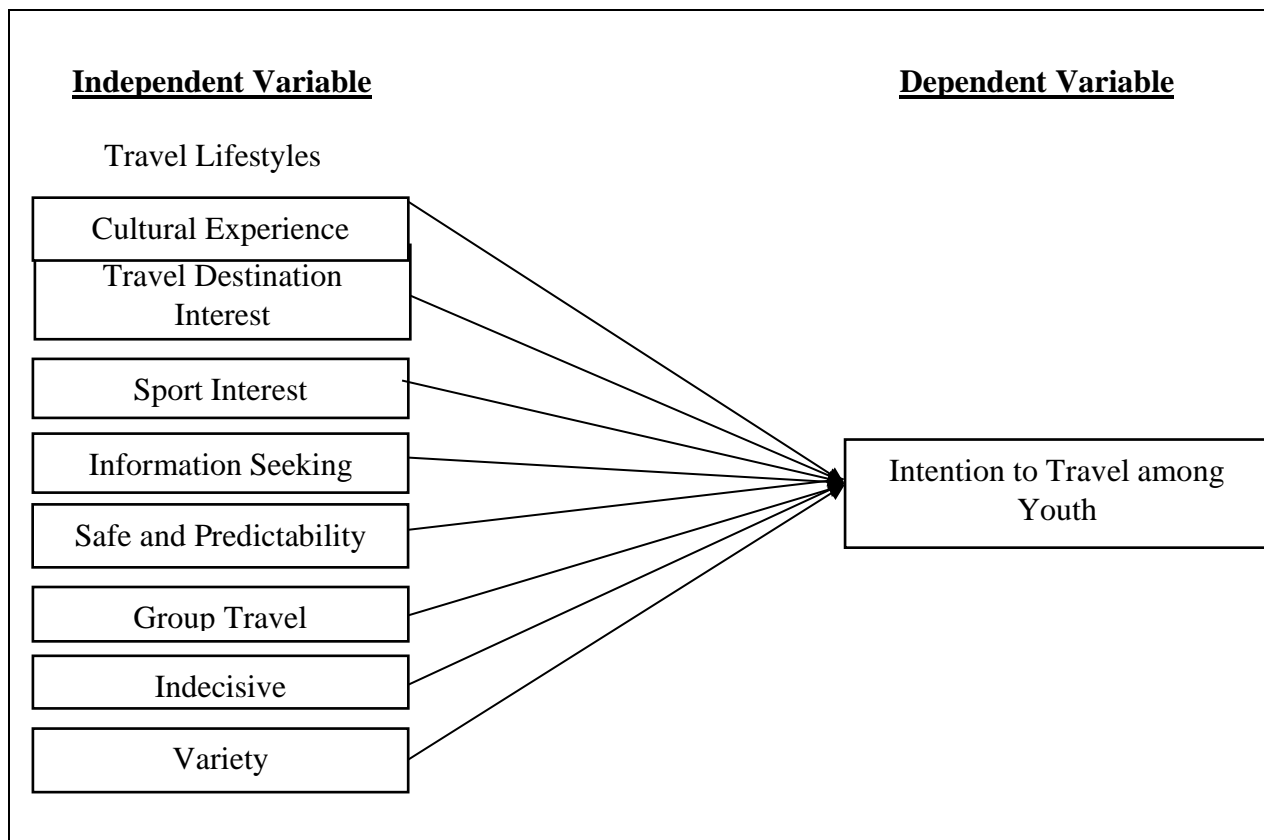
Figure 1: Research framework

METHODOLOGY

This methodology focuses on why travel lifestyle among youth travellers is considered as a factor influencing travel behavior among students in universities Malaysia. The analysis obtained on the individual characteristics of IPTA students is one of the factors that influence travel behavior among youths.

Research Design

This research chooses quantitative methods as a primary tool to collect the respondent's data. Research design is a framework to determine the final answers to research questions. The survey in this research was conducted using online questionnaire. The sample chosen for this study consisted of university students throughout Malaysia. Questionnaire is used as the research tool for both descriptive and quantitative techniques. The questionnaire was designed to collect all information that is relevant to the objectives of this research.

Data Collection

The data collection method used to conduct overall research is included in the research method. The sample selected in this study consists of 301 students in various universities in Malaysia. Google Form was used to collect data and to distribute the questionnaire. The research respondents were approached through mutual friends and relatives that were still studying.

Population and Sampling

The population refers to the whole group of individuals, events, or objects of interest that the researchers seek to explore and draw conclusions from. In statistics, the population refers to the total number of statistical samples taken (Bougie, 2016). For this study, the population includes young Malaysian travellers aged between 18 to 29 years old. The population of youth in Malaysian universities are 706550 people. Therefore, not all population members contributed

to the sample. 301 respondents were selected as a sample for this study. The researchers used convenience sampling of university students aged 18 to 29 years old in Malaysia. The 301 respondents were chosen as the study sample because they can be accessed and utilised by researchers.

Data Analysis

Data analysis is a mathematical technique for organising, defining, representing, analysing, and understanding data. This study used the Statistical Package for the Social Sciences (SPSS) version 27 to analyse the data gathered. Descriptive, reliability and correlation were analysed through SPSS. Descriptive analysis helps calculate large groups of number statistics and summarises data with various characteristics. On the other hand, reliability and validity testing were made to determine the consistency of the calculating approach used to collect data in the study. Cronbach's Alpha was used in this study to test internal data consistency and assess the scale's reliability. Pearson Correlation analysis was performed in this study to investigate the relationship between cultural experience, travel destination interest, sport interest, information seeking, safe and predictability, group travel, indecisive, and variety towards intention to travel among youth. If there is no direct link between the eight variables, the outcome will be 0.0.

FINDINGS

301 data were collected and further analysed to achieve the research objectives of this study. The followings are the discussion on the demographic profiles of the respondents, descriptive analysis for the items used, reliability analysis for the eight dimensions of travelling lifestyles and travel intention variable as well as correlation analysis.

Demographic profile

Table 2 shows the characterization of respondents. 77 out of 301 respondents were male, representing 25.6%, while 224 respondents were female, representing 74.4%. The highest percentage of respondents was of the age between 21 – 25 years old, meaning 221 respondents or 73.4%, followed by the age range between 18 – 20 years old represented 64 respondents or 21.3%, and the lowest percentage for the age range in age between 26 – 29 years old represented 16 respondents or 5.3%. A total of 301 respondents were recorded in this study. The respondents came from different universities, schools, and colleges which were UMK (124 respondents), Politeknik (35 respondents), UiTM (24 respondents), UUM (27 respondents), Kolej Matrikulasi (23 respondents), UPSI and UMT (7 respondents each), SMK Tunku Abdul Rahman and UKM (5 respondents each), SMK Perimbun and UPM (6 respondents each), UniKL (29 respondents), and other universities (3 respondents). The questionnaire was mostly answered by respondents that have a bachelor's degree as their educational background (199 respondents), followed by diploma/STPM/matriculation (84 respondents), High school (16 respondents), and postgraduate (2 respondents). In addition, about 166 respondents usually travel with their family, 78 respondents travel with their friends, 29 respondents travel alone, and 28 respondents choose others. Lastly, 125 respondents travel two to five times a year, 73 respondents travel once a year, 56 respondents travel once every two years or more, and 47 respondents travel more than five times a year.

Table 2: Respondents' demographic profile (n=301)

Demographic	Frequency	Percentage (%)
Gender		
Male	77	25.6
Female	224	74.4
Age		
18-20	64	21.3

21-25	221	73.4
26-29	16	5.3
Name of University		
UMK	124	41.2
POLITEKNIK	35	11.6
UITM	24	8.0
UUM	27	9.0
KOLEJ MATRIKULASI	23	7.6
UPSI	7	2.3
SMK TUNKU ABDUL RAHMAN PUTRA	5	1.7
SMK PERIMBUN	6	2.0
UMT	7	2.3
UKM	5	1.7
UPM	6	2.0
UNIKL	29	9.6
Others	3	1.0
Level of Education		
High School	16	5.3
Diploma/ STPM/ Matriculation	84	27.9
Bachelor's degree	199	66.1
Postgraduate	2	0.7
With who you have been travelling before?		
I usually travel with my family	166	55.1
I usually travel with my friends	78	25.9
I usually travel alone	29	9.6
Others	28	9.3
How frequent have you been travelling before?		
More than five times a year	47	15.6
Two to five times a year	125	41.5
Once a year	73	24.3
Once every two years or more	56	18.6

Descriptive Analysis

"Cultural Experiences" with a mean value of 17.53 and a standard deviation of 2.327. The statement "I want to try local foods and drinks when I travel" has the highest mean value of 4.61 and the lowest value standard deviation of 0.621, followed by the statement "I decide to travel because I want to experience new cultures and lifestyles" with the mean value of 4.41 with the value standard deviation of 0.705. The mean value of "I am interested in learning about local people's customs when I travel" is 4.31 and the value standard deviation is 0.780. The lowest value of the mean is 4.20 with the statement "I like to visit historical places", and the highest value standard deviation is 0.886.

"Travel Destination Interest" has a mean value of 9.29 with the lowest standard deviation of 1.105. The highest mean value is 4.71 with the statement "I am interested in travelling", and the lowest value is a standard deviation of 0.578. The answer "I have a destination interest" with the lowest mean value of 4.58 and the highest standard deviation of 0.666.

The mean value of "Sport Interest" is 9.22, with the highest value of the standard deviation of 3.495. The statement "I travel because I want to watch my favourite team's competition or

events" has the highest mean value of 3.16 and the lowest value standard deviation of 1.272, followed by the statement "I travel because I like sports tourism compared to other tourism activities" with the mean value of 3.06 with the value standard deviation of 1.301. The lowest mean value of "I am travelling due to my sports competition or events" is 3.00, and the highest standard deviation is 1.324.

The lowest mean value is 7.68 with the "Information Seeking" statement, and the value standard deviation is 2.016. The highest mean value is 3.86 with the answer "Seeking for information is a must during my travel", and the highest value standard deviation is 1.074. The statement "I travel because I want to seek for information" with the lowest mean value of 3.82 with the lowest value standard deviation of 1.071.

The statement "Safe and Predictability" has the highest mean value of 17.89 and the value standard deviation of 2.252. The information "When I travel, I want to be free from any worry" has the highest mean value of 4.60 and the lowest value standard deviation of 0.628, followed by the statement "Everything need to be well organized for me when travelling" with the mean value of 4.46 with the value standard deviation of 0.718. The mean value of "The safety and climate of the travel destination is my top priority" is 4.45, and the highest value standard deviation is 0758. The lowest mean value is 4.39 with the statement "I need to know about the maps and route I am taking prior to leaving", and the value standard deviation is 0.742.

Besides that, the value means of the statement "Group Travel" is 11.43 with a value of the standard deviation of 2.362. the information "I prefer travelling by groups compared to by myself" has the highest mean value of 4.12 and the value standard deviation of 0.999, followed by the statement "I like to meet and interact with other tourists" with the mean value of 3.88 with the lowest value standard deviation of 0.956. Finally, the lowest mean value of "I like to go on a guided tour" is 3.43, and the lowest value standard deviation is 1.183.

After that, the statement "Indecisive" value means 10.77 with a value standard deviation of 2.723. Then, the statement "I tend to ask my friends about the holiday spots" has the highest mean value of 3.99 and the lowest value standard deviation of 1.033, followed by the statement "It is difficult for me to decide where to travel for my holiday" with the mean value of 3.66 with the value standard deviation of 1.148. Finally, the lowest mean value of "It is difficult for me to get information regarding travelling" is 3.12, and the highest value standard deviation is 1.280.

Lastly, the mean value of "Variety" is 11.85, and the value standard deviation is 2.171. The statement "I travel because I want to go for sightseeing" has the highest mean value of 4.59 and the lowest value standard deviation of 0.670, followed by the statement "I travel because I want to do some shopping spree" with the mean value of 3.79 with the value standard deviation of 1.092. The lowest mean value of "I travel because I want to join the festival's occasion" is 3.47, and the highest standard deviation is 1.165.

Table 3: Descriptive Analysis

Variables	Item description	Mean	Standard Deviation
Cultural experience	I decided to travel because I want to experience new cultures and lifestyles.	4.41	0.705
	I want to try local foods and drinks when I travel.	4.61	0.621
	I am interested in learning about local people's customs when I travel.	4.31	0.780
	I like to visit historical places.	4.20	0.886
Travel Destination Interest	I have a destination interest.	4.58	0.666
	I am interested to travel.	4.71	0.578

Sport Interest	I travel because I want to watch my favourite team's competition or events.	3.16	1.272
	I am travelling due to my sport competition or event.	3.00	1.324
	I travel because I like sports tourism compared to other tourism activities.	3.06	1.301
Information Seeking	I travel because I want to seek for information.	4.34	0.960
	Seeking for information is a must during my travel.	4.11	0.889
Safe and Predictability	The safety and climate of the travel destination is my top priority.	4.45	0.758
	Everything need to be well organized for me when travelling.	4.46	0.718
	When I a travel, I want to be free from any worry.	4.60	0.628
	I need to know about the maps and route I am taking prior leaving.	4.39	0.742
Group Travel	I like to go on a guided tour.	3.43	1.183
	I like to meet and interact with other tourists.	3.88	0.956
	I prefer travelling by groups compared to by myself.	4.12	0.999
Indecisive	It is difficult for me to decide where to travel for my holiday.	3.66	1.148
	I tend to ask my friends about the holiday spots.	3.99	1.033
	It is difficult for me to get information regarding to travelling.	3.12	1.280
Variety	I travel because I want to go for sightseeing	4.59	0.670
	I travel because I want to do some shopping spree.	3.79	1.092
	I travel because I want to join the festival's occasion.	3.47	1.165
Intention to Travel	I have an intention to travel and visit other places.	4.63	0.600
	I intend to travel regularly while I can.	4.33	0.802
	I intend to revisit places that I have been to in the future.	4.29	0.813
	If friends and relatives need a guide for travel, I would likely recommend places that I have been to.	4.41	0.745
	I intend to share my travel experience with other people.	4.44	0.735

Reliability Analysis

The coefficient alpha reliability for the independent and dependent variables' result indicates that the value of Cronbach's Alpha coefficient is reliable. The highest Cronbach's Alpha value in this study is Sport Interest which is 0.878. The second highest value is information seeking, which is 0.868. The third highest Cronbach's Alpha value in this study is safe and predictability (0.798), followed by intention to travel (dependent variable) which is 0.785, cultural experience

(0.773), travel destination interest (.726), indecisive (0.686), and group travel (0.609). Finally, the lowest value of Cronbach's Alpha in this study is the variety of 0.546.

Table 4: Reliability Analysis

Variables	Number of Item	Cronbach Alpha
Cultural Experiences	4	0.773
Travel Destination Interest	2	0.506
Sport Interest	3	0.878
Information Seeking	2	0.868
Safe and Predictability	4	0.798
Group Travel	3	0.609
Indecisive	3	0.686
Variety	3	0.546
Intention to Travel	5	0.785

Correlation analysis

Table 4 below shows the hypothesis result for eight dimensions relationship with dependent variable, intention to travel.

Table 5: Pearson's Correlation Analysis

	Hypothesis	Results	Supported
H1	There is a relationship between cultural experience and intention to travel.	r = 0.565 p-value= <0.01	H1 is supported
H2	There is a relationship between travel destination interest and intention to travel.	r = 0.546 p-value= <0.01	H2 is supported
H3	There is a relationship between sport interest and intention to travel.	r = 0.191 p-value = <0.01	H3 is supported
H4	There is a relationship between information seeking and intention to travel.	r = 0.459 p-value= <0.01	H4 is supported
H5	There is a relationship between safe and predictability and intention to travel.	r = 0.590 p-value = <0.01	H5 is supported
H6	There is a significant relationship between group travel and intention to travel.	r = 0.343 p-value = <0.01	H6 is supported
H7	There is a significant relationship between indecisive and intention to travel.	r = 0.251 p-value = <0.01	H7 is supported
H8	There is a significant relationship between variety and intention to travel.	r = 0.496 p-value = <0.01	H8 is supported

DISCUSSION & RECOMMENDATIONS

The discussion aims to resolve the questions and address the hypotheses as stated in the first chapter of this study. This study has extensively examined the influence of travel lifestyles on travel intentions among youth in Malaysia. Therefore, based on the study's findings, the current study will provide some suggestions to the operators of this study to determine the aspects of tourism lifestyles that impact the young travel intentions the most for future studies.

Domestic and international tourism should follow standard operating procedures of the United Nations World Tourism Organization (UNWTO) (1991) which officially announced that "Tourism includes the activities of individuals who travel and live elsewhere outside their usual surroundings for not more than one consecutive year also for business, leisure, or other purposes" (Camilleri, 2018).

The study's findings are also crucial for future research. As a result, future studies should investigate the impact of travel lifestyles on youth travel intentions by including more demographic characteristics of respondents, such as interest in tourist destinations, cultural experience, sports interest, information seeking, safety and predictability, and group travel, various views offering different conclusions or discoveries. Next, future researchers should improve the data collection for this study, particularly questionnaire distribution using Google Forms. Researchers were able to explain the study's goal in detail by using the internet to distribute surveys. Furthermore, the amount of which the researcher and the respondent communicate may help make the respondent more aware of the questions being asked in the questionnaire.

CONCLUSION

In conclusion, the researchers conducted this study to determine the influence of travel lifestyles on travel intentions among youth in Malaysia. Eight independent variables, namely cultural experience, travel destination interest, sports interest, information seeking, safe and predictability, group travel, indecisive, and variety, were selected to study their relationship with the dependent variables, intention to travel among youth. The researchers obtain numerous viewspoints from youths regarding their travel lifestyles, which led them to travel. Primary data is used to get information for this investigation. Overall, based on Pearson correlation analysis, to collect information for the study, there is a high positive correlation between the eight dimensions of travel lifestyles and travel intentions among youth results, showing a positive value of Pearson Correlation is 0.81.

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Motivating Factors to Visit Ecotourism Destinations among Tourists

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ABSTRACT

This study was conducted to examine the motivating factors in ecotourism participation. Ecotourism is described as travelling to relatively untouched natural places with the purpose of studying, appreciating, and enjoying the beauty of the wild creatures and plants that inhabit there. The objectives of this study are to examine the relationship between interpersonal relationships, attitude, infrastructures and diversity towards tourist's motivation in ecotourism participation. To achieve the objectives of this study, the researchers used a quantitative method to get more detailed information. A questionnaire was used in data collection to discover the knowledge, opinions, and experiences of the respondents regarding their motivation in ecotourism participation, which is distributed using social media platforms. The data was then analysed with descriptive statistics, reliability and validity tests, and Pearson Correlation. Thus, this study will expand further knowledge on factors that motivate tourists to participate in ecotourism activities.
Keywords: Ecotourism Motivation, Interpersonal Relationships, Attitude, Infrastructures, Diversity

INTRODUCTION

Ecotourism has become one of the most common types of tourism when people start to pay attention on conservation and preservation of environment back in 1970s and 1980s (Sherpa & Suklabaidya, 2021). It encompasses a range of concepts such as tourism in nature, adventure tourism, sustainable tourism, green tourism, rural tourism, wilderness tourism, and responsible tourism (Nordin & Jamal, 2020). Many ecotourism locations have been established in Malaysia to provide an opportunity for tourists from both within and outside the country to appreciate the natural beauty of the country, and their visit is prompted by a variety of factors that motivate tourists to come. Local government cannot deny that the viable and profitability that the tourism industry bring to the local residents could help in the economics of that area by generating income and property (Carvache-Franco, Segarra-Oña, & Carrascosa-López, 2019).

Tourist arrivals, economy, and socio-culture over the last decade have seen growth in Malaysia. In the Visit Malaysia 2020 campaign, Malaysia has made a concerted effort to promote the country's ecotourism uniqueness (Nordin & Jamal, 2021). Consequently, a new National Ecotourism Plan 2016–2025 (NEP 2016–2025) was commissioned to realign Malaysia's ecotourism policies with contemporary concerns by the Ministry of Tourism, Arts, and Culture (MOTAC). The research concurred that the sustainability of ecotourism destinations was a significant issue, and the NEP 2016–2025 identified strong ecotourism governance as a potential solution (Gan, Nair, & Hamzah 2019). Meanwhile, there is not much research to prove in smaller scope whether the factors are related to ecotourism. Therefore, this study will investigate the role of interpersonal relationships, attitude, infrastructures, and diversity in ecotourism participation motivation. The four objectives of this research are:

1. To examine the relationship between interpersonal relationships and tourist's motivation in ecotourism participation.
2. To investigate the relationship between attitude and tourist's motivation in ecotourism participation.
3. To determine the relationship between infrastructures and tourist's motivation in ecotourism participation.

4. To identify the relationship between diversity and tourist's motivation in ecotourism participation.

Significance of the Study

Academic Contribution

This study contributes to the body of knowledge by expanding the factors of ecotourism motivation among local and international tourists. Factors such as interpersonal relationships, attitude, infrastructures, and diversity are found to have a significant relationship with tourist motivation. From methodological perspectives, data was gathered when the world is moving towards endemic from Covid-19. Therefore, the perspectives of respondents might be different before Covid-19. With the data that was collected, this research can help future researchers learn more about how tourists' motivations relate to ecotourism.

Practical Contribution

The results of the study will show the significance of interpersonal relationships, attitude, infrastructures and diversity to the ecotourism industry. This study will give more understanding of the current needs and development of ecotourism in the market. This basically shows the potential of ecotourism. This research would give a clear direction for industry players, stakeholders, and government agencies in developing the ecotourism industry with a new perspective.

LITERATURE REVIEW

Ecotourism Motivation

Motivation is one of the variables that can be observed in tourists behaviours before and after their trip to a holiday destination (Carvache-Franco et al., 2020). Motivation plays a very fundamental role in the life of a tourist as it can be used as a point to look at psychological imbalances gained in the travel experience. Thus, motivation can be a set of needs that can make it an influence to participate in tourism activities. Making motivation as a basic factor in the learning process of ecotourism can make tourists aware of motivation and make it an experience to enjoy their tourism. Motivation is instilled in ecotourists because they really enjoy nature. This is because they choose activities that are related to natural activities and are motivated by reason of wanting to protect them. Every tourist has a motivation and purpose that they want to achieve while they do activities related to their travel experience (Carrascosa-López et al., 2021).

Previous studies have evaluated the motives for ecotourism development (Puri, Karanth, and Thapa, 2019). The study has pointed out two reasons: to protect the biodiversity in the area and to help the local communities grow economically. The increase in the presence of tourists to ecotourism destinations to some extent helps the locals as it is one of the resources that can help increase their income and standard of living (Sherpa & Suklabaidya, 2021).

Interpersonal Relationships

Interpersonal relationships involved connections or a relationship between two or more people. There are several sorts of relationships, depending on the context and expectations of the persons, such as friendship, family, and professional or working relationships (Sravanti, 2017). Interpersonal relationship is the relation between individuals that occur in a variety of forms, including family, friendship, work, and groups (Jena et al., 2020). A survey on the impact of tourism in China stated that the development of tourism had increased the priority of people towards interpersonal relationships rather than money, the desire of wanting the recognition and reputation from the society to visit the destination had changed the attitude of people (Zhuang, Yao & Li, 2019). According to Carrascosa-López et al. (2021), the protected area in

ecotourism is ideal for travellers to meet friends and family, which was the survey's second most significant motivator.

Interpersonal relationships have a significant impact on deciding the mobility of visitors to travel. The needs and wants of an individual to maintain the relationship by face-to-face contact had motivated people to go travel (Hibbert, Dickinson, & Curtin, 2013). According to Diaz-Christiansen, López-Guzmán, and Pérez-Gálvez (2016), one of the most valued motivations for ecotourism in the survey was "spend time with family and friends". A previous study also stated that travel with the family had become a fast-growing sector as they make family tourism as part of normal daily life to strengthen their family bonds. The interaction of travel companions was more frequent compared to the interaction between visitors and local community, or other casual tourists (Chen et al., 2021). The time spent with family or friends would be more when having ecotourism as the family or friends get to experience the journey and nature together.

Attitude

Attitude, according to theorists, performs many functions. Attitudes represent essential components of one's self-concept and identity, in addition to the obvious object-appraisal role of driving people toward positive and away from negative outcomes (Zunick, Teeny, & Fazio, 2017). Attitudes may be implicit or explicit, conscious or unconscious, logical or irrational, and extraverted or introverted. People's attitudes are their evaluations of objects, ideas, events, or other people. Positive and negative attitudes are also possible as an attitude (Olufemi, 2012).

Since individuals' attitudes toward ecotourism are thought to be one of the key factors of their travel motivation of ecotourism destinations or participate in ecotourism activities (Lai & Nepal, 2006), researchers must capture and categorise attitudes within a complete and diverse system that reflects the structural diversity of those individuals' expectations and experiences (Weaver, 2013). In previous studies, it is stated that attitude toward a behaviour is defined as the degree to which an individual has a favourable or unfavourable judgement of that behaviour (Ajzen, 1991). It is a significant predictor of behavioural intention. Meanwhile, people with a good attitude and interest in ecotourism are driven to places where the natural environment and culture are preserved and chances for learning and experiencing are available. The outcome also reveals that the positive attitude of consumers towards ecotourism has a favourable impact on ecotourism intention, ecotourism interest, and willingness to pay a premium for ecotourism (Lu, Gursoy, & Del Chiappa, 2014).

Infrastructures

Infrastructure has become one of the elements of regional ecotourism products. It is divided into 2 types: basic facilities that require techniques, such as road facilities, energy, transportation, telecommunications, and others; institutions and facilities that are related to science, education, health, culture, and tourism are included as social infrastructure (Wardana et al., 2021). Ecotourism infrastructure encompasses supplementary and complementary facilities, equipment, systems, procedures, and resources that are required for the operation of every tourist site. In other terms, much focus has been given to the views of tourists, in specific critiques and recommendations, as well as rates of satisfaction when creating ecotourism infrastructures (Patricia et al., 2020).

This is strongly tied to ecotourism infrastructures, which should focus on showing and enjoying a region's natural values rather than requiring the natural environment to be changed for behaviours that are opposed to that aim (Boley & Green, 2015). Previous studies recommended constructing appropriate facilities for eco-tourism places, promoting education, and raising awareness among locals by arranging tourism and associated resource training courses for them to further promote area ecotourism by posting its image on the internet, handing out posters and booklets, and organising incentive tours (Leung et al., 2018). Furthermore, the quality of

facilities should be increased, and tourism items should be diversified in order to ensure infrastructure management according to perfect planning and to motivate tourists (Ramyar et al., 2020).

Diversity

Diversity is defined as the quality or fact of including a range of many people or things that are very different from each other (Oxford University Press, 2005). Diversity in ecotourism includes floral diversity and faunal diversity (Shrivastava, Hore, & Kala, 2020). Tourists can increase their knowledge of ecosystems and can take part in natural restoration. Thus, ecotourism can increase knowledge of the diversity found in ecotourism (Carrascosa-López et al., 2021). Other than that, tourists can also do adventure sports activities such as rafting, canoeing, boating, trekking, camping and opportunities for jungle trekking and climbing (Shrivastava, Hore, & Kala, 2020). This aims to preserve plants and wildlife that have nutritional and aesthetic value (Kamala, Dutta, & Mondal, 2021). If the diversity of ecosystems is not conserved and preserved, it will become extinct and there will be no more species of wildlife, flora and fauna, birds, and marine life in this world.

In previous studies, conservationists have recognized local communities that play an important role in conserving biodiversity (Shrivastava, Hore, & Kala, 2020). Other than that, ecotourism can benefit the local community because natural resources have great potential of their own. Poorly maintained and consistent diversity will result in the destruction of nature's ecotourism attractions (Sherpa & Suklabaidya, 2021). Diversity in ecotourism can motivate tourists because they can add knowledge and increase their knowledge about the importance of caring for the environment and nature because it is one of the resources that help the development of the earth. According to Shrivastava, Hore, and Kala (2020), the diversity of natural resource products can be used to motivate people due to the creation of job opportunities.

Research Hypothesis

The literature review highlighted the independent variables like interpersonal relationships, attitude, infrastructures and diversity. Therefore, the study planned to collect data from 232 respondents 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:

H_1 There is a significant relationship between interpersonal relationships with tourist's motivation in ecotourism participation.

H_2 There is a significant relationship between attitude with tourist's motivation in ecotourism participation.

H_3 There is a significant relationship between infrastructures with tourist's motivation in ecotourism participation.

H_4 There is a significant relationship between diversity with tourist's motivation in ecotourism participation.

Research Framework
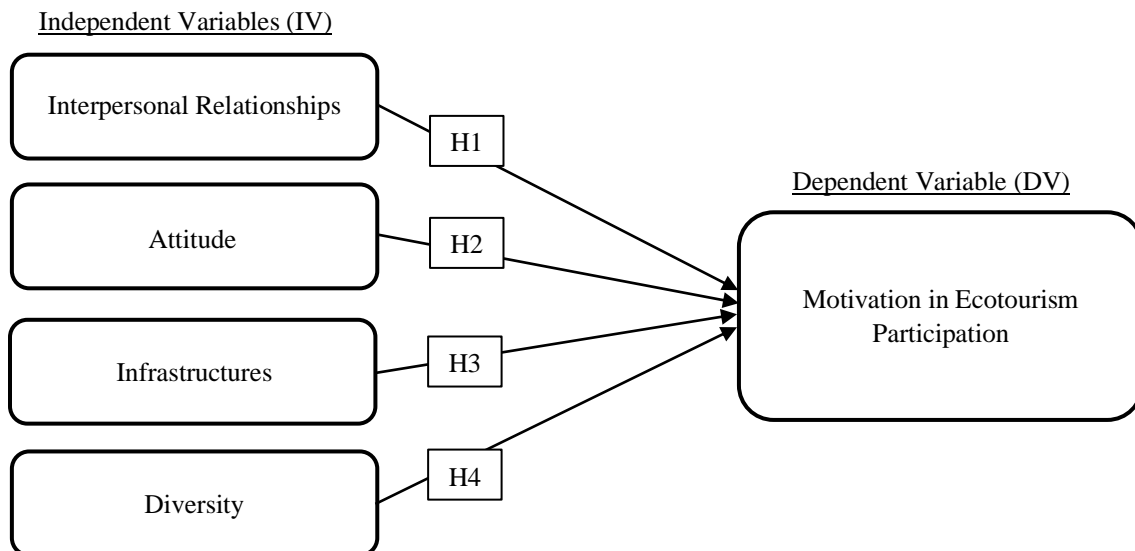
The Figure 1 below shows the research framework for this study.

Figure 1: Research Framework

METHODOLOGY

Research Design

In this study, the researcher used a quantitative method in which the questionnaire were distributed to 232 respondents, consisting of ecotourism tourists from several countries, including Malaysia. The population for this study was tourists from within and outside the country. This was intended to collect data for this study related to the motivational factors of tourists from abroad and within the country to visit ecotourism destinations.

As for questionnaire, the researchers divided the questions into 3 sections, namely sections A, B, and C to collect data from the respondents. In section A, the questionnaire is related to the demographic information of the respondents. The demographic information consists of gender, age, country of origin, monthly income, marital status and experience of tourists visiting ecotourism and ecotourism in Malaysia. While for parts B and C, they are related to independent variables and dependent variables. The questions are described according to independent variables, namely interpersonal relationships, attitude, infrastructures and diversity.

Data Collection

Data collection for this study was conducted in the form of a questionnaire distributed through Google Form. In the questionnaire, respondents will be given a choice of a 5-point Likert Scale to answer the questions. The researcher shared this questionnaire through various applications such as WhatsApp, Twitter, Telegram, and Facebook. The researcher conducted a questionnaire in the Google Forms application to make it easier for respondents to answer this research question without wasting much time.

Population and Sampling

In this study, non-probability sampling was used to determine the number of respondents. This study used convenience sampling to collect data. The targeted respondents of the study were local and international tourists. Online questionnaire had been chosen as the tool to collect data.

Data Analysis

There were 4 types of analysis used in this study, namely frequency, descriptive, reliability test and Pearson correlations analysis. The data obtained were analysed using Statistical Package for the Social Sciences (SPSS). The purpose of descriptive analysis is to determine or identify the frequency of respondents selecting the same option. The purpose of the reliability test is to ensure that the distributed questionnaires can accurately assess the variables provided in this study, including local cuisine, local culture, Islamic values, and incentive to visit Kelantan. The measurement assesses whether or not all items inside each questionnaire variable are linked or trustworthy. Correlation analysis, meanwhile, is a statistical technique utilised in the research to identify the significant and strength of the relationship.

FINDINGS

Result of Frequency Analysis

Table 1 below shows the frequency analysis of this study.

Table 1: Frequency Analysis

Characteristics	Frequency	Percentage (%)
Gender		
Male	78	33.6
Female	154	66.4
Age		
18 – 24 years old	152	65.5
25 – 34 years old	38	16.4
35 – 44 years old	29	12.5
45 – 54 years old	8	3.4
55 – 64 years old	3	1.3
65 years old and above	2	0.9
Nationality		
Malaysia	208	89.7
Indonesia	9	3.9
Taiwan	4	1.7
Kenya	4	1.7
India	1	0.4
Italy	1	0.4
West Africa – Ghana	1	0.4
Vietnam	1	0.4
Australia	1	0.4
Singapore	2	0.9
Status		
Married	58	25.0
Single	171	73.7
Widowed	3	1.3
Monthly Household Income		
RM2000 and below	126	54.3
RM2001 – 3000	29	12.5
RM3001 – 4000	34	14.7
RM4,001 – 5,000	24	10.3

RM5,001 – 10,000	13	5.6	
RM10,001 and above	6	2.6	
Occupation			
Government servant	19	8.2	
Private sector	78	33.6	
Student	119	51.3	
Retired	2	.9	
Housewives; homemaker	5	2.2	
Unemployed	9	3.9	
Experience in Visiting Ecotourism Destination			
Yes	198	85.3	
No	15	6.5	
Not Sure	19	8.2	
Experience in Visiting Ecotourism Destination in Malaysia			
Yes	196	84.5	
No	18	7.8	
Not Sure	18	7.8	

Table 1 shows the result of frequency analysis. A total of 232 respondents participated in the survey and the results based on the collected data were summarized. The majority of the respondents are female, which accounted for 66.4% of the total sample. For the age range from 18 to 24 years old has the highest respond rate which is 152 people. In terms of nationality, most of the respondents are Malaysian with 89.7%. Meanwhile, 25% of respondents are married, 73.7% of them are single, and only 3 people are widowed. As for the monthly household income, most of the respondents fall into the category of RM2000 and below with 54.3%. In terms of occupation, 51.3% of the respondents are students, followed by workers in the private sector with 78 people. Also, 85.3% of respondents have experienced visiting ecotourism destinations, while 6.5% of respondents have never experienced visiting ecotourism destinations. In terms of experience in visiting ecotourism destinations in Malaysia, 196 people answered "Yes", while those who answered "No" and "Not Sure" were of the same amount with 18 respondents.

Result of Descriptive Analysis

Table 2 below shows the descriptive analysis of this study.

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Interpersonal Relationships	I wish to spend time with family or friends during my travelling to ecotourism destinations.	4.55	.615
	I think travelling to ecotourism destinations could help me strengthen my relationship with others.	4.44	.656
	I hope to connect with family or friends during my travelling to ecotourism destinations.	4.46	.682
	I think travelling to ecotourism destinations could help me reflect on past memories.	4.23	.831
	I think travelling to ecotourism destinations could help me reminisce about my relationship with others.	4.17	.895

Attitude	I feel comfortable when travelling to ecotourism destinations.	4.46	.637
	I feel happy when travelling to ecotourism destinations.	4.44	.662
	I find it interesting to travel to ecotourism destinations.	4.44	.635
	I like to travel to ecotourism destinations.	4.42	.686
	I feel very enjoyable to travel to ecotourism destinations.	4.45	.622
Infrastructures	The ecotourism destinations that I will visit should have access to transportation.	4.37	.664
	The ecotourism destinations that I will visit should have access to accommodation facilities.	4.46	.695
	The ecotourism destinations that I will visit should have access to food facilities.	4.44	.669
	The ecotourism destinations that I will visit should have access to tourist destinations.	4.47	.702
	The ecotourism destinations that I will visit should have access to handcrafts shops.	4.11	.861
Diversity	I am interested in learning about nature.	4.37	.665
	I like to explore the wilderness and undisturbed of nature.	4.36	.713
	I wish to get a better appreciation of nature.	4.49	.631
	I visit ecotourism destinations to observe flora and fauna.	4.51	.651
	I wish to photograph landscapes and wildlife.	4.48	.696
Tourist's Motivation in Ecotourism Participation	I would like to visit ecotourism destination in Malaysia.	4.51	.603
	Malaysia has many ecotourism places I have always wanted to visit	4.42	.646
	I am willing to participate in Malaysia ecotourism in the future.	4.49	.645
	I will consider participating in ecotourism in Malaysia	4.37	.714
	I will encourage my family and friends to participate in ecotourism in Malaysia.	4.47	.644
	I will enjoy spending time when participating in ecotourism.	4.53	.677

Table 2 shows the mean and standard deviation for twenty statements under four independent variables and six statements under the dependent variable based on the survey involving 232 respondents. The highest mean value for the interpersonal relationships factor was obtained by Question 1 with 4.55, where the respondents agreed that they wish to spend time with family or friends during travelling to ecotourism destinations. In terms of attitude, the highest mean value was obtained by Question 1 with 4.46, where the respondents agreed that they feel comfortable when travelling to ecotourism destinations. Meanwhile, the highest mean value for the infrastructures factor was obtained by Question 4 with 4.47, where the respondents agreed that the ecotourism destinations that they will visit should have access to tourist destinations. As for the diversity factors, the highest mean value was obtained by Question 4 with 4.51, where the respondents agreed that they visit ecotourism destinations to observe flora and fauna. Next, the highest mean value for the dependent variable, tourist's motivation in ecotourism

participation was obtained by Question 6 with 4.53, where the respondents agreed that they will enjoy spending time when participating in ecotourism.

Result of Reliability Analysis

Table 3 below shows the reliability analysis of this study.

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Interpersonal Relationships	5	.813
Attitude	5	.879
Infrastructures	5	.814
Diversity	5	.838
Tourist's Motivation in Ecotourism Participation	6	.857

Table 3 indicates the Cronbach's alpha values of the independent variables and dependent variable. All the variables have been tested using reliability Cronbach's alpha output. The Cronbach's alpha value for interpersonal relationships is 0.813, which is considered good; thus, the coefficient is reliable. Next, the Cronbach's alpha values for attitude, infrastructures and diversity are 0.879, 0.814 and 0.838, respectively, which are considered good as well; thus, the coefficient values are also reliable. Lastly, the dependent variable, tourist's motivation in ecotourism participation was measured using 6 questions and the Cronbach's alpha value is 0.857, which is also good. Therefore, the study can conclude that all items for each variable are reliable.

Result of Pearson Correlation Analysis

Table 4 below shows the Pearson Correlation analysis of this study.

Table 4: Pearson Correlation Analysis

Hypothesis	Results	Result (Supported/Not Supported)
H_1: There is a positive relationship between interpersonal relationships and tourist's motivation in ecotourism participation.	r =0.593 p-value=0.00	H_1 is supported
H_2: There is a positive relationship between attitude and tourist's motivation in ecotourism participation.	r =0.650 p-value=0.00	H_2 is supported
H_3: There is a positive relationship between infrastructures and tourist's motivation in ecotourism participation.	r =0.488 p-value=0.00	H_3 is supported
H_4: There is a positive relationship between diversity and tourist's motivation in ecotourism participation.	r =0.636 p-value=0.00	H_4 is supported

Table 4 shows the result of Pearson correlation analysis of the study. Overall, all the relationships between the variables were positively moderate correlated. The relationship between interpersonal relationship and tourist's motivation in ecotourism participation is moderate and positive with 0.593. The p value is 0.00, which is less than the significance level of 0.01 and this specifies a significant relationship between interpersonal relationship and tourist's motivation in ecotourism participation. Therefore, Hypothesis 1 is accepted. Next, the relationship between attitude, infrastructures and diversity with tourist's motivation in ecotourism participation has shown a moderate positive correlation with 0.650, 0.488, and 0.636 where all the p value is 0.00 and is less than the significance level of 0.01. This implies

a significant relationship between attitude, infrastructures and diversity with tourist's motivation in ecotourism participation; therefore, Hypothesis 2, 3, and 4 are also accepted.

DISCUSSION & RECOMMENDATIONS

In general, this study has extensively researched the motivating factors of tourists in visiting ecotourism destinations. The study has found a relationship between the independent variables and tourist's motivation in ecotourism participation.

Several recommendations are made to strengthen the study and obtain more effective information. Among them, the study could be conducted using qualitative methods. A structured face to face interview is better in getting a clear and precise response from the respondents. Next, the researcher must first identify the desired target respondents more specifically. The desired target should be appropriate to the title of the study because if the respondent has known a little about the issue of the study, it may facilitate the discovery of information more clearly and quickly. Other than that, early steps such as trying to enter active groups related to the topic of study ought to be made. This is because members of the group already know about the study and perhaps, they will also help fill in the required information. Lastly, the researchers could consider other variables for future study such as relaxation and self-development.

CONCLUSION

In conclusion, this research aims to understand the relationship between the factors that motivate tourists for ecotourism, and it also explains the problem statement and sets out the objectives and questions of this research. The dependent variable, which is factors that motivate tourists in ecotourism participation, and independent variables, which are interpersonal relationships, attitude, infrastructures, and diversity of ecotourism, are also being explained because both play a major role in carrying out the purpose of this study. This study explained the data analysis that had been collected by the researchers by utilising Pearson's Correlation Coefficient analysis from 232 respondents from the local and international tourists. The data collected has been explained in order to determine whether the purpose of this study has been achieved. From this study, it can be concluded that all the research questions have been answered, and that all independent variables are significantly influenced.

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The Determinant Factors to Visit Heritage Tourism Site among Youths in Kelantan

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ABSTRACT

Cultural and heritage tourism is a major area of growth in the special interest tourism industry like museums, art galleries, historic heritage sites and arts festivals. However, despite evolution of times, many local youths are apathetic in regards to visiting cultural and heritage sites and in participating in the activities as well. Hence, this study aims to investigate the determinant factors to visit heritage tourism site among youths in Kelantan. 324 respondents participated in this study which had been conducted through social media platforms such as Instagram, Facebook, WhatsApp, and E-mail. Additionally, as mentioned above, this study generally focused on adolescent terms. In contrast, the paper provides an overview of the field of cultural and heritage tourism by considering visitor motivations, Literature, the methodology analysis, discussion and recommendation of cultural heritage tourism and conclusion for the whole aspect of research.
Keywords: Ecotourism Motivation, Cultural, Heritage, Youth

INTRODUCTION

Malaysia is a country with a multi-racial society and rich cultural heritage. The community of Malaysia consists of Malays, Chinese, Iban, Indians, Melanau, Kadazan, and various other races. So, with the existence of various races and cultures in Malaysia, this has made the country an attraction for tourists especially from abroad. This is because tourists who travel here would want to get to know the cultural traditions that exist. In Malaysia there is a lot of cultural heritage such as architecture, clothing, nature places and others. To illustrate, Dataran Merdeka is one of the tourism destinations in Malaysia that has a heritage value. It is also very popular among tourists because it is located in the capital city of Malaysia which is in Kuala Lumpur. Tourists who come to Dataran Merdeka area will see a row of old buildings and the place is a must visit while in Malaysia.

Additionally, cultural heritage tourism has been around for a long time, but demographically, social recently and cultural developments have led to more and new specialized opportunities within destination countries in major source countries, including culture – focused vacations. Moreover, for various reasons, cultural heritage tourism is significant, it will have positive impacts to Malaysia or any other country in the aspects of economy and society, creating and strengthening identity, as well as helping to preserve cultural heritage, with culture as instruments, promote peace and understanding among people support culture and help to revive tourism.

In contrast to today's age of globalization, teenagers are less interested in going to cultural and heritage places because of their perspective that heritage sites or old buildings are a thing of the past decades and adolescent like to follow today's trends as opposed to getting to know the true cultural and heritage of their lifestyle. Furthermore, Teenagers think and expect old heritage sites to be only suitable for the elderly (Fraser 2001). Likewise, it will get worse when certain places do not have any historical or heritage sites for any youth to visit and henceforth, it will enhance of decreases their motivators to visit cultural and heritage tourism.

Thus, this study explores determinants factors that affect cultural and heritage site among youths in Kelantan and there are four objectives of this research.

1. To examine the relationship between heritage sites and motivation towards visiting.
2. To investigate the relationship between cultural travel lifestyle and motivation towards visiting.
3. To identify the relationship between services and facilities and motivation towards visiting.
4. To determine the relationship between travel adventure and motivation towards visiting.

Significance of the Study

Practical Contribution

This study is significant in its practical contribution towards the aspect of social culture-economic terms and government which is MOTAC. This research will show the benefits and factors that can motivate the current society and increases the influx of youth in Kelantan to participate in cultural and heritage tourism. In addition, with the existence of this research, it will enhance the motivation of youth and can provide an opportunity for the community to know and cultivate interest in knowing about the importance of preserving heritage and uniqueness in Malaysia.

LITERATURE REVIEW

Cultural and Heritage Motivation

Cultural and Heritage Tourism is a tool of economic development that achieves economic growth especially in Malaysia by attracting the tourists from outside a host community. Furthermore, the people who are motivated in part by interest in the aspect of the historical, artistic, scientific or lifestyle and heritage that are offered by a community, region, group or institution (Silberberg 1995). Additionally, this type of travel is focused on experiencing cultural environments, including landscapes, the visual and performing arts and special lifestyles, values, traditions, and events.

Furthermore, from time to time, tourism is widely recognized for its tangible outcomes such as job creation and tax revenues as well as its less tangible outcomes. In tourism aspect also, it may be built upon a wide variety of attractions, including agro-tourism, arts tourism, cultural and heritage tourism, destination tourism, fairs, events and conferences, sports teams, recreation, and more. Similarly, international tourism is the world's largest export earner and an important factor in the balance of payments in most nations (United Nations World Tourism Organization 2007).

Moreover, the primary focus of this chapter is cultural and heritage tourism motivation. Recording to Community Vitality, there is a broad agreement that cultural resources generate economic vitality by leveraging human capital and culture through tourism, crafts, and cultural attractions. Programs based on such resources may restore, revitalize or strengthen a community or neighbourhood by serving as a centerpiece for redevelopment and cultural renewal. They create vibrant public spaces integrated with natural amenities resulting in improved urban quality of life, and expand business and tax revenue base and positive regional and community image (Newman and Smith 2000).

Heritage tourism has an exploitative dimension which is in conflict with conservation and cultural values. Tourists' interest in religious institutions may make it difficult for them to operate as religious institutions rather than museums or tourist destinations. Clearly, sustainable tourism must contribute to both conservation and development objectives along with social equity and cultural values. Reflecting the economic importance of tourism in general and cultural and heritage tourism in particular, there are many national and international organizations that provide expertise and support for these activities in both developed and developing nations. These include the United Nations World Tourism Organization (UNWTO), the European Commission, the European Regional Development Fund (ERDF), the United Nations Educational, Scientific and Cultural Organization (UNESCO), World Travel and Tourism Council, Organization of World Heritage Cities.

Above all, as mentioned above, heritage experience, learning experience and recreational experience are among the main factors as well as the reasons for visiting heritage sites that are linked to the tourists. But on the other hand, needs, motives and motivations are the engines of human conduct and they play an important fundamental part in the mechanics of tourism especially in cultural and heritage tourism. In short, indeed there are other factors that encourage people's interest in visiting the cultural and heritage tourism.

Heritage Site

Heritage site is commonly regarded as activity by tourists in a space where historic artifacts are presented (Garrod & Fyall, 2001). By contrast it is argued that heritage sites should be understood based on the relationship between the individual and the heritage presented and more specifically, is based on the tourists perception of the site as part of their own heritage (Poria, 200la, 2001b; Poria et al.,200la, 200lb, 2003a, 2003b, 2003c). On the other hand, historic site or heritage site is an official location where pieces of political, military, cultural or social history have been preserved due to their cultural heritage value. (William et, al 1985).

In the aspect of heritage sites, there are three main types of heritage tourism sites which consist of natural, cultural, and built. The first one is natural heritage sites which includes land forms and rural scenery. Beside, cultural heritage tourism involves attending festivals or visiting a place that sells traditional products and thirdly built heritage sites encompasses places such as monuments and historic homes.

In particular, there are many factors why tourist would be interested in cultural and heritage tourism and visiting heritage sites is one of the factors. To emphasize, people expect it to provide a whole new angle to traveling and can make an experience both fun and educational. Beside, people whether local or tourist outside of Malaysia can learn more about others and themselves as well as their ancestors, and it is indeed beneficial for the people of other races, religion, or perhaps the cultures that they can learn more about different cultures and backgrounds. Notably, what people learn whether in a classroom or university can be difficult to understand due to the learning occuring via online setting or face to face in a classroom but when they interact with the real heritage sites in person such as museum, the tourist can have a big opportunity to really comprehend what a specific identity means. Above all, heritage sites is one of the motivation factors of people to visit the cultural and heritage tourism.

Culture Travel Lifestyle

To begin with, lifestyle means life conduct and refers to choice and self -directions in a person behavior (Cockerham, 1997). According to an early study (Woodside & Pitts, 1976) regarding the effects of consumer lifestyle, demographics and travel activities on foreign and domestic travel behaviour, lifestyle information may be more important than demographic variables in the prediction of international and domestic travel behaviour.

Additionally, the meaning of travel lifestyle in motivation of cultural and heritage tourism is people who are like to travel for the sake of sightseeing others traditions. This include in the aspects of foods, arts as well as cultural clothes. Moreover, for tourist that likes to participate in cultural tourism, the primary reason initially is to experience a heritage sites, but the experience is less deep. For other tourist, some who do not travel for cultural reasons but who after participating in the culture, end up having a deep cultural experience.

Conversely, travel also encourages people to go out of their comfort zones and inspires to see, taste and try new things whether about cultures and languages as well. Significantly, it is a constant challenge, not only to adapt to and explore new surroundings, but also to engage with different people and to embrace adventures as they come and to share new and meaningful experiences with friends and loved ones.

Facilities and Services

Tourism facility means any premises used or intended for use primarily for the purpose of providing entertainment, recreation and attractions for the general touring or holidaying public. The term includes accommodation or eating facilities for tourists as an ancillary use, together with any buildings, structures or other use (Khadaroo et, al 2016)

Tourism services refer to the following services: visitor and regional information centers; exhibition, convention and amusement complexes, heritage, tourism and cultural centers, animal parks and aquariums, guided tours and other educational services operated by local government for the benefit of tourists, visitors and the local community (Bruhn, 2003).

Subsequently, facilities and services are also among aspects that motivate people to visit cultural and heritage destination. To illustrate, for every heritage site, the government or the heritage site management would provide guides, specialist or expert in the history perspectives. This is to encourage people to enhance their knowledge. Furthermore, customers service is of vital importance to all organizations including in heritage sites and the travel and tourism sector. Beside, excellent customer service results in a high level of satisfaction and encourages customers to return and to recommend the organizations to others.

Travel Adventure

Adventure tourism is a growing distinct niche tourism market that provides exciting guided commercial tours through outdoor activity centered on the natural terrain of the destination (World Tourism Organization, 2014).

Besides, travel adventure is one of the aspects that motivates people to visit cultural and heritage sites. This is because, cultural adventure offers international as well as local tourist to feel and grab the opportunity to learn about other fascinating cultures. Tourist can enjoy local cultural experiences beyond the usual tourist sights. It would be especially attractive for people who love to explore the nature.

To emphasize, the motivation of travel adventure in cultural and heritage tourism includes providing many activities, perhaps in museum, in the area of cultures destination. Likewise, the manager of the heritage site can make an initiative to create a package for people to visit the cultural and adventure travel at the same time. Indirectly, people can earn the experience and knowledge, people are attracted to visit the historical place that has elements of hard and soft activities provided to them. For instance, after the travel adventure activities, tourist can relax by going sightseeing the different traditions.

Research Hypothesis

The literature review highlighted the independent variables like heritage site, travel lifestyle, facilities and services and travel adventure of cultural and heritage motivation among youths in Kelantan. Therefore, the study planned to 324 examine the level of effect among these variable based on the literature discussed the hypothesis of the study were summarized in the following manner.

H_1 There is a significant relationship between the heritage sites and cultural and heritage tourism motivation

H_2 There is a significant relationship between travel lifestyle and cultural and heritage tourism motivation

H_3 There is a significant relationship between facilities and services and cultural and heritage tourism motivation

H_4 There is a significant relationship between travel adventure and cultural and heritage tourism motivation.

Research Framework

Based on the past literature review, the researchers have proposed a framework that is adopted from Rahman (2014), to study the determinant factors to visit heritage tourism site, travel lifestyle, facilities and services, and travel adventure among youth in Kelantan. Therefore, the framework is shown in figure below.
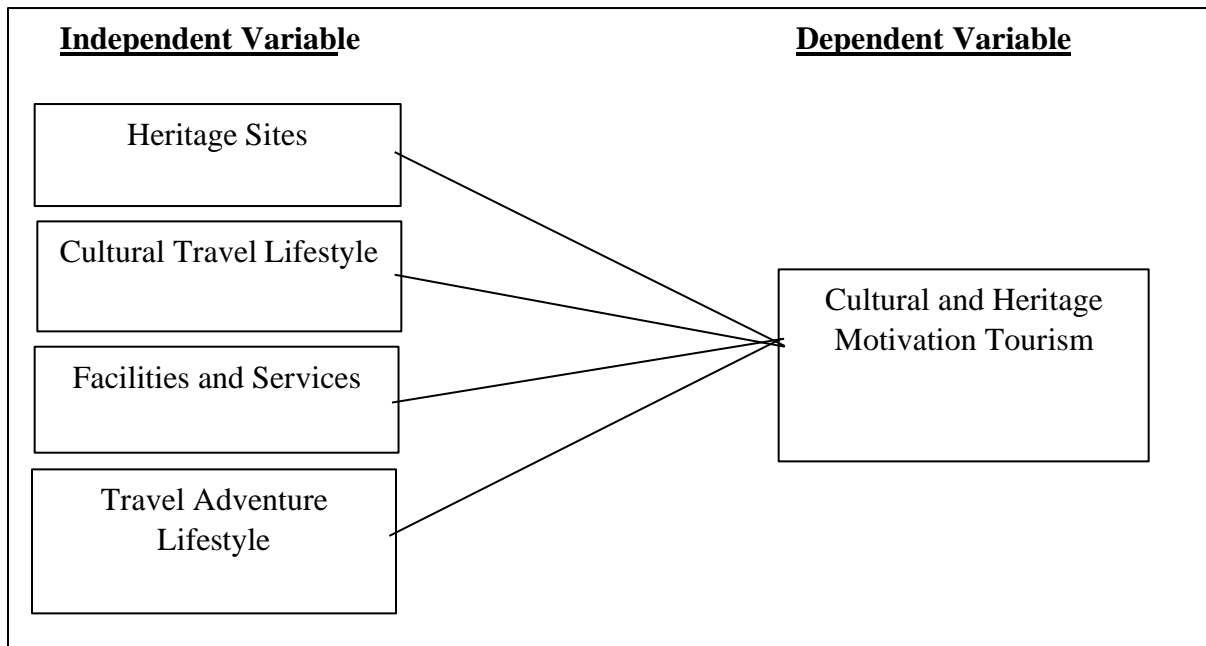
Table 1: Research Framework

METHODOLOGY

Research Design

This study used quantitative method where about 324 questionnaires were given to youths in Kelantan. In this research, the target is to get answers from youths in Kelantan who have or not have visited culture and heritage site. So that the researchers can know what determinant factors to visit heritage sites tourism among youth in Kelantan.

The questionnaires were distributed to the youths in Kelantan to answer it and to collect the data. The researcher already divided the questionnaire into three sections which are section A,B and C. For section A, the questionnaire requested about general information such as demographic profile of the respondents such as, age, status, gender, education level, occupation and experience about has or has not gone travelling before. And for section B the question was about the factors intention to visit the culture and heritage sites and elaborated more on the dependent and independent variables. And lastly, for section C, section C was about the motivation to visit cultural and heritage tourism site. In this questionnaire researcher used the format of multiple choice such as strongly disagree, disagree, neutral, agree, and strongly agree.

Data Collection

Data collection is defined as the procedure of collecting, measuring and analyzing accurate insights for research using standard validated techniques. So a researcher can evaluate their hypothesis from the collected data. In addition, it is important to mention that the researcher is going to collect data according to how relevant it can be in the research as well as its effectiveness. So in this research, priority is given based on main sources of online data collection procedure which is the questionnaire data.

Data collection in this survey was conducted using online questionnaires. In this study the researcher chose to distribute the questionnaires using google form application. The link of the google form was distributed online and was shared in the whatsapp group, and personal messenger via chat. This way required very low budget and minimized cost, saved time and was significantly applicable during the pandemic outbreak.

Population and Sampling

Population refers to a whole group such as a group of people, events or something that the researcher is interested in researching the matter (Bell, 2005). This method is used to make inference based on the sample statistics to be obtained. The population is the whole group of statistical samples taken (Bougie, 2016). The population applies to the general community of individuals, activities, or items of interest that the researcher wants to consider and conclude. The population that the researchers wanted to focus on is youth in Kelantan, the researchers chose youth in Kelantan because they are easily accessible to be inquired about visiting or engaging in culture and heritage tourism. To answer all the research questions conducted by researchers, the researcher need to collect information data from the population. There are two type of good sampling that can be used in this study such as probability sampling and non-probability sampling.

Hence, the sampling method used in this study was non probability sampling which was convenience sampling. The researcher used these methods because questionnaires were prepared and distributed online in social media to gather information and answer from the respondents.

Data Analysis

Data analysis is a method of evaluating information that employs scientific reasoning to examine each piece of data provided. Information is gathered from various sources, analyzed; and then form the final findings. According to Sekaran in (Raudenbush, 2002) level of aggregation of data collected refers to unit of analysis for the next step of analysis of the data. Data analysis helps the researcher by reducing data to be more manageable, gathered and fit the convenient size.

In this research there were three type of data analysis used in this research, which were descriptive analysis, reliability test and person correlation analysis. The data that had been obtained was analysed using IBM SPSS statistics version 27. In this app we collected and managed respondent answer carefully and saved it.

FINDINGS

Demographic profile

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

Demographic	Frequency	%
Gender		
Male	86	37.1
Female	135	58.2
Age		
15-19 years old	27	12.2
20-24 years old	127	57.5
25-29 years old	50	22.6
Above 30-35 years old	17	7.7
Status		
Single	164	74.2
Married	51	23.1
Other	6	2.7

Education			
High school	27	12.2	
Diploma/STPM/Matriculatio n	46	20.2	
	105	47.5	
Bachelor Degree	22	10.0	
Postgraduate	21	9.5	
Other			
Occupation			
Student	173	78.3	
Private sector	2	9	
Self-employee	6	2.7	
Government	7	3.2	
Other	33	14.9	

Table 1 shows that the frequency analysis was used in the basic observation of the researchers. The data from Section A of the questionnaire included questions from different demographic variables of respondents such as gender, age, religion, marital status, and occupation. The demographic profiles of the respondents were presented in a table and pie chart structure**.**

Descriptive Analysis

Figure 3: Mean and standard deviation of items in each variables

Variables	**Item description**	**Mean**	**Standard Deviation**
Heritage sites	Cultural and heritage sites have sentimental value to me.	3.87	.500
		3.99	.525
	2. I am interesting with traditional and old buildings.	3.9	.616
		3.94	.551
	3. I like looking for places that has historical values.		
	4. I enjoyed when going to a museum.		
Travel Lifestyle	When I travel, I want to experience new cultures and lifestyles.	4.01	.542
		4.05	584
	When I travel, I like want to see old or traditional artefacts.	4.02	.521
		4.01	.594
	When I travel, I like want to see heritage buildings	4.02	.554
	When I travel, I like meet local people and costume.	4.03	.524
	When i travel, I like to find new places with new culture		
	. When I travel, I like to visit historical places or building.		
Facilities and Services	When I travel, hygiene and cleanliness is influencing me to visit the places.	4.33	.657
	. When I travel, the information counter helps me to gained new knowledge.	4.31	.644
	When I travel, provision of guides and specialist convincing me to visit the places.	4.32	.631
	. When I travel, I concern about the facilities provided by the places I visit	4.29	.678

Travel Adventure	I think I like to spend my money for going to travel instead of something else.	4.19	.749
	. I think, I like to travel rather that stay at home.	4.32	.647
	. I will travel when I have free time	4.31	.644
	When I travel, I like to visit a local places to get more experience	4.22	.632
Cultural Heritage Tourism Motivation			
	1. I like to travel to learn different culture and local heritage.	4.03	.489
	I am motivated when traveling to cultural and heritage site.	4.05	.453
	. I prefer to travel to places that have historical monuments or buildings	4.07	.498

Table 2 shows that the in this research the demographic of our respondent is youths in Kelantan. Our purpose in targeting them as respondents was to ensure that the independent variables of our study such as demographic, respondents profile, tourism perceptions of heritage and culture based tourism as well as tourism satisfaction towards heritage and culture tourism service were all used.

Reliability Analysis

Figure 4: Results of Reliability Analysis

Variable	Number of Items	Cronbach's Alpha Coefficient	Strength of Association
Heritage Sites	4	.730	Strong
Cultural Travel Lifestyle	6	.789	Strong
Facilities and Services	4	.796	Strong
Travel Adventure	4	.491	Weak

Table 3 shows the results of reliability analysis. Reliability refers to how consistent a method is in measuring something. If the same result can be consistently achieved by using the same methods under the same circumstances, the measurement is considered reliable (Middleton, 2020). There were 384 people who were involved in the internet survey.

Correlation Analysis

Figure 5: Pearson's Correlation Analysis

	P. Value	Results (Supported/Not Supported
H_1: There is a significant relationship between heritage sites and cultural heritage tourism motivation	.328	H_1 is supported
H_2: There is significant relationship between the travel lifestyle and cultural heritage and heritage tourism.	.380	H_2 is supported
H_3: There is significant between the facilities and services	.130	H_3 is not supported

towards cultural and heritage tourism motivation.		
H4: There is significant between travel adventure and cultural heritage tourism motivation	.231	H4 is supported

Table 4 shows that the Correlation is a statistical technique for determining the strength of a relationship between two quantitative variables. In this study, the Pearson correlation coefficient was used to determine the relationship between the independent and dependent variables. The strength between the variables could be measure using Pearson correlation coefficient.

DISCUSSION AND RECOMMENDATION

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 determinant factors to visit cultural and heritage tourism site among youth in Kelantan. Based on the findings of the study, the current study suggests several recommendations to community especially youth to enhance and established their motivation to visit heritage sites tourism and to express concern regarding the improvement that can be made in future studies.

The researchers recommends that it is better and perhaps efficacious if the researchers narrowed the scope of the studies to include only those who have experienced heritage tourism. Consequently, this will help researchers to get more accurate and high quality results when this research is conducted in the future.

Next, researcher handout the data via online survey google form. It is cheap, effective and worthwhile. But in contrast, it is recommended that the questionnaires should require a letter of confirmation to conduct the study from the university or superiors during the study. Eventually, this is to earn respondents trust so that they do not hesitate to answer the questionnaires distributed as the survey include the confirmation letter.

Lastly, it is recommended that future researchers in this studies use quantitative and qualitative scopes. This study is better and more efficient if both qualitative and quantitative methods are used. In short, this will help researchers to get more accurate and better results when this research is conducted in the future. All the relationships among the variables via the three hypotheses are accepted. All the independent variables show different correlation coefficient with the dependent value, which are 328** for heritage sites, 380** for travel lifestyle, 054 for facilities and service and 231 for travel adventure. The result shows a positive weak correlation for heritage site and travel life style and the result show moderate positive correlation for facilities and service and travel adventure between independent variables. It also answers the research question for all relationship between independent variables. Therefore, to conclude, there is a significant relationship between heritage sites, travel life style, facilities and service and lastly for travel adventure in heritage tourism motivation among youths in Kelantan.

CONCLUSION

In conclusion, there are four main objectives in our research which are heritage sites, travel lifestyle, facilities and services and travel adventure. All of these objectives, we achieve by making an online survey questionnaire distributed among youths in Kelantan. To get the main objective we used the online survey and distributed the questionnaires among the youths in Kelantan. The total of youths who answered the questionnaire is 324 youths. We used online platforms such Whatsapps, Facebook, Instagram and E-mail to spread the online survey questionnaire. In this research there were three type of data analysis that were used in this research, such as descriptive analysis, reliability test and person correlation analysis. The data

that had been obtained was analysed by using IBM SPSS statistics version 27. In this app we collected and managed respondent answer carefully; and saved it.

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Factors that Influence the Satisfaction of Health Tourism in Malaysia

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ABSTRACT

Health tourism is the process of visiting outside of one's home country with the goal of seeking medical treatment. Malaysia has recently been deemed a popular destination for health tourism. The purpose of this study is to investigate the relationship between factors determinant of patient satisfaction such as cost, service, motivation, and destination image with patient satisfaction. This study uses a cross sectional method to create self-questionnaire for 384 respondents and the data collected with google form among the respective local communities residing in Malaysia about the factors of satisfaction in health tourism in Malaysia. The data was analysed using descriptive analysis, reliability analysis and Pearson Correlation analysis. Based on Pearson Correlation analysis, the findings of the study showed that there was a low degree correlation between cost, service quality, motivation, destination image with satisfaction of health tourism in Malaysia. This study could contribute to the body of knowledge regarding factors associated with stress among Malaysians. Future research could benefit from large scale nationwide longitudinal studies which include all possible factors related to health tourism in Malaysia.

Keywords: Health Tourism, Influence, Satisfaction

INTRODUCTION

Malaysia has the potential to be a favoured health tourism destination, and the government has taken a number of proactive initiatives to make this a reality. Some of the experienced tourists felt that the price increase was a negative spread on the health sector in Malaysia. There are several effects of value changes of tourists or customer's perceptions of the health environment such as the way they communicate or the services provided. Some of the factors that influence tourists' motivation to enjoy good health in Malaysia. When tourists visit Malaysia, they are often unaware that they can enhance their health. (Calle Poeta Joan Maragall, R. d., 2018).

The study aims to examine the satisfaction factors of health tourism in Malaysia. The satisfaction of a health tourism can result from a different aspect. There are several effects on satisfaction with health tourism. There are some opinions that healthcare organizations find it difficult to satisfy tourists, especially in terms of providing high quality services. Probably the main challenge and effective measures have yet to be determined. Therefore, these new studies are expected to emerge by finding out what causes tourists to come to Malaysia and affect their health satisfaction. Following the establishment of the National Committee for the Promotion of Health Tourism in January 1998, Malaysia was successful in establishing itself as a regional centre for great healthcare and services for health tourists. (Malaysia Tourism 2020)

This study consists of four objectives:

> 1. To identify the relationship between cost and patient satisfaction health tourism in Malaysia.
> 2. To identify the relationship between service quality and patient satisfaction of health tourism in Malaysia.

3. To identify the relationship between motivation and patient satisfaction of health tourism in Malaysia.

4. To identify the relationship between destination image and patient satisfaction of health tourism in Malaysia

Significance of the Study

Significance of Study

Health Tourism

The act of travelling from one person's house to another in order to acquire health related services is known as health tourism. In addition to health-related therapies, health tourists may benefit from the different tourist options they experience throughout their visits. Traveling for health-care services can be curative (medical) in character, with the objective of receiving a specific treatment, or preventative (wellness) in nature, with the goal of obtaining a specific treatment (Aydin, 2017)."Health tourism" refers to the process of travelling outside one's home country in order to seek medical treatment.

Cost

In the business world, "cost" refers to the amount of money spent on the manufacture or creation of a product or service. A profit margin is not included in the price. In accounting, the term cost refers to the monetary value of expenses for things like activities, supplies, raw materials, manpower, products, and equipment. A cost is an amount that is recorded in accounting records as an expense.

Service Quality

Service quality is described as a customer's or consumer's evaluation of a service after it has been consumed (Reindeers, 2001). In the service industry, service quality is crucial. A service is an intangible offer made by one party to another in exchange for pleasure and ease in exchange for money. The "Quality Era" was established because perceived product quality has become the most important factor in commercial competition.

Motivation

Motivation is the process of initiating and guiding goal-oriented behaviours. It is this that drives you to take action. The biological, psychological, social, and mental elements that drive behaviour are referred to as motivation. The term "motivation" is commonly used in everyday speech to describe why people do things, and it is the driving force behind human behaviour (Cherry, 2020).

Destination Image

Destination image is a concept defined by the desires and demand for visiting a specific location, as well as travel arrangements, factors for visiting, previous experience, heritage, education, and age as important considerations (Ata, 2019). Next, it's a collection of people's overall impressions of the places they've visited. Many factors influence these judgments, including age, education, income, and society.

LITERATURE REVIEW

Satisfaction and Health Tourism

According to prior research, satisfaction with health tourism can be influenced by a variety of factors. Individuals' influence through evaluation of a product or service is sometimes characterised as satisfaction from Gunderson et al. (1996). When it comes to tourism, according to Alegre and Garau (2010), satisfaction is often related to visitors' emotional states, with travellers believed to generate a sense of satisfaction when they visit a place of their choice. As a result, travellers' satisfaction is similar to the pleasure they experience after visiting a certain destination. Satisfaction is the result of a disparity between tourists' expectations of the services provided and the actual services provided by Chen and Tsai (2007).

Cost

In the hospitality or leisure tourist industry, cost is a major consideration. Many companies, particularly the hospitality and leisure tourism industries, place a high value on determining whether travelers consider charges changes inadequate from Ryu & Han (2010). Tourists are concerned that cost objectivity will influence their production or services selection. Tourists always utilize the fairness and justice of the cost as an indication when evaluating their product and service experiences, as well as their views toward the provider (Varki & Colgate, 2001).

Service Quality

According to various research, healthcare value is defined as just a person's assessment of the performance of a significant health product. For example, the appraisal of health professionals and staff's service performance, such as effective or comfortable communication, and friendliness, can be demonstrated by excellence in medical care, surgical or medical talents, and perceived service quality. The concept of perceived product and service quality differs little in the extant literature, but one important component of this concept was the process of evaluating a company's products and services for excellence against alternatives (Han & Ryu, 2006). Product and service performance are typically used to determine quality (Bitner et al., 1990). The core product's value reflects how well it performs in comparison to its price (Clemmer, 1990).

Motivation

Tourist motivation is the internal medicine motivation that be influence human's tourism activities, by starting it forward in the expected direction with activation, command, maintenance and adjustment functions (Li, Rehman, Zhao, & Peng, 2016). Furthermore, this kind of activity will push this person towards a better health. Health factors is not a static state. High-level of health would give the better care for tourist in physical, by using tourist minds constructively, expression tourist emotions effective, being creative by involved with those around them, and be a concerned about tourist physicals, psychologically, and others (James Strohecker, 2015).

Destination Image

In line with that, health tourism industry should also pay attention to the elements that may form health tourist's perception of a destination such as the trustworthiness, accuracy and reliability of information. These attributes will help to shape a positive perception and build a

strong image of the destination as a strong and competitive health tourism. Although the aspect of destination image is seldom considered in the study of health tourism, it is crucial to describing about the information in this concept about destination marketing and tourism in general. Despite the abundance of literature in the field of destination image, few studies examined the role of destination image in the context of health tourism. Then some research postulated that there is a significant gap in the study of health tourism literature, destination image and few other variables like motivation and perceived risk. (Deeparechigi Vashua, R. M, 2017).

Research Hypotheses

The hypotheses in the study were as stated below:

H1:   There is a relationship between cost and patient satisfaction of health tourism in Malaysia.
H2:   There is a relationship between service quality and patient satisfaction of health tourism in Malaysia.
H3:   There is a relationship between motivation and patient satisfaction of health tourism in Malaysia.
H4:   There is a relationship between destination image and patient satisfaction of health tourism in Malaysia.

Research Framework
A conceptual framework is a framework that describes a brief overview of the form of the study. It proposes determining factors such as cost, service quality, motivation and destination image that can affect patient satisfaction on health tourism in Malaysia. The figure below is the conceptual framework for this study. Figure 1 shows the conceptual framework for this study.
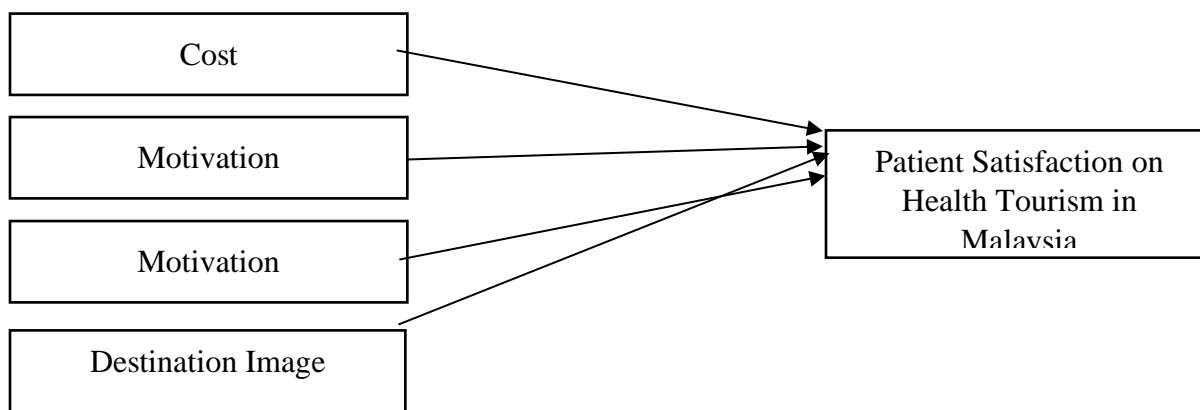
Figure 1: Research Framework.

METHODOLOGY

Research Design

This study employed a quantitative strategy based on statistics to collect data by sending a set of questions via Google Forms. This research discusses the technique and approach used to collect and analyse data. Investigation and analysis of relevant facts the questionnaires were utilised to get a better understanding of the elements that influence satisfaction in Malaysian health tourism. The information was gathered by asking respondents about their satisfaction

with health tourism, particularly in terms of cost of treatment, motivation for health tourism, and destination image.

Data Collection

Primary data was collected via Google Forms surveys, which were distributed to 384 participants in the study. The respondents were also chosen at random to answer the self-made questionnaire about the impact of health tourism in Malaysia on satisfaction.

Sampling

In this work, the probability sampling technique was chosen as the sampling method. Convenience sampling, often known as non-probability sampling, was used to select the respondent. The researchers utilised Krejcie and Morgan's (1970) equation to determine the sample size for this study in order to achieve a reliable and valid sample. The current study uses a quantitative research method and a deductive approach to determine the effects of different variables of patient satisfaction on Malaysian health tourism. Because the current study's purpose is to uncover and test correlations between variables, the quantitative method is appropriate (Hair et al., 2009). Furthermore, while the bulk of studies on health tourism are qualitative in character and focus on issues related to its conceptualization and description (Lee and Kim 2015; Aydin & Karamehmet, 2017), quantitative studies on the subject are scarce. As a result, thinking quantitatively about this issue is now more critical than ever. This equation's formula is as follows:

$$S = \frac{x2Np\,(1-p)}{e2\,(N-1) + X2p\,(1-p)}$$

n = sample size
N = population size
e = the degree of accuracy expressed as proportion (0.05)
$x2$ = 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 analysis used in this study which descriptive, reliability and Pearson Correlation Analysis. The collected data were analyzed by using Statistical Package for the Social Sciences (SPSS) to determine the relationships between the dependent variable and the independent variables. SPSS is a program window that can be used to create tables and pie charts for data entry and analysis. It is used for the data analysis of this study and performs frequency analysis, descriptive analysis, correlation analysis, and reliability analysis.

FINDINGS

Demographic Analysis

A total of 384 respondents have been collected in this research. From Table 1, majority of respondents were female (52.6 %), age of 21 - 40 years old (47.1 %), Nationality Malaysia (97.9 %), marital single (44 %), current occupation (26 %) and financial income 1,000 MYR – 5,000 MYR Only (40.1 %) respondents.

Table 1: Respondents' Profile

Respondent's Profile	Category	Frequency (N)	Percentage (%)
Gender	Male	182	47.4
	Female	202	52.6
Marital Status	Single	169	44.0
	Married	161	41.9
	Divorced	51	13.3
	Others	3	0.8
Age	20 Years Old Below	63	16.4
	21 – 40 Years Old	181	47.1
	41 – 60 Years Old	113	29.4
	61 Years Old Above	27	7.0
Nationality	Malaysia	376	97.9
	Others	8	2.1
Current Occupation	Unemployed	33	8.6
	Student	100	26.0
	Government	72	18.8
	Private Sector	94	24.5
	Entrepreneur	85	22.1
Financial Income	1,000 MYR Below	126	32.8
	1,000 MYR – 5,000 MYR Only	154	40.1
	5,001 MYR – 10,000 MYR Only	82	21.4
	10,000 MYR Above	22	5.7

Descriptive Analysis

Table 2: The Descriptive Analysis of Factors that Influence the Satisfaction of Health Tourism in Malaysia (N=384)

Item Description	Mean Score	Standard Devotion
IV 1: Cost		
I received a quality medical treatment with reasonable price	2.08	0.651
The medical treatment delivered at superior value	1.94	0.618
The medical treatment received was good value for money	1.98	0.691
The cost of travel for the private treatment are affordable	2.00	0.760
Higher cost needed for a quality treatment	2.01	0.574
IV 2: Service Quality		
The medical staff has good communication skill	2.01	0.574
Medical staff was polite	1.93	0.640
The hospital amenities were conveniently located	1.97	0.650
The hospital has a strong concern on the patient's safety	1.84	0.606
The hospital's alert on patients privacy confidentiality and disclosure	1.90	0.649
IV 3: Motivation		
There are opportunity to combine medical service with a vacation	1.98	0.585
It is great place for relaxation after medical treatment	1.89	0.580
Variety of tourist attractions caused the patients to go for medical treatment	1.92	0.572

I am coming because there are medical treatment	1.90	0.654
Less expensive medical treatment as compared to my country	1.88	0.649
IV 4: Destination Images		
International hospital accreditation	1.96	0.532
High standard level of medical facilities and staff	1.92	0.614
Ease of visa and immigration procedures	1.85	0.610
Tourist safety from crime and terrorist attack	1.84	0.597
No language barriers while travelling in Malaysia. The local can speaks in multiple	1.91	0.584
DV: Satisfaction of Health Tourism in Malaysia		
I feel satisfied with facilities and health care services	2.04	0.607
I am satisfied with overall hospital services	1.93	0.583
I feel satisfied with accommodation services	1.89	0.606
I satisfied with food and beverage services	1.92	0.610
I have intention to recommend to families and friends	1.90	0.600

The number of respondents, mean and standard deviation of the factors that influence satisfaction with health tourism in Malaysia. For the factors, the highest mean is 'I feel satisfied with facilities and health care service', which is (M = 2.04, SD = 0.607). Followed by 'I am satisfied with overall hospital service' (M=1.93, SD=0.583), 'I feel satisfied with accommodation' (M= 1.89, SD= 0.606), 'I feel satisfied with food and beverage' (M= 1.92, SD= 0.610) and lastly 'I have intention to recommend families and friends' which is (M=1.90, SD= 0.600). The mean and standard deviation analysis of the independent and dependent variables, which was cost. The highest value was on item 1 'I received quality medical treatment at a reasonable price,' which is (M = 2.08, SD = 0.651) and the lowest mean value on 'The medical treatment delivered at a superior value' (M = 1.94, SD = 0.618). It is the lowest because some respondents did not receive medical treatment at a superior value. The independent variable service quality. The highest is item 1, which is about 'The medical staff has good communication skills' (M = 2.01, SD = 0.574) and the lowest is accounted for by 'The hospital has a strong concern for the patient's safety' (M = 1.84, SD = 0.606). Some respondents did not agree, because not all hospitals have a strong concern for their patients. The independent variable motivation. For this variable, the highest mean is about 'There is an opportunity to combine medical service with a vacation' (M = 1.98, SD = 0.585). It is the highest among respondents because the idea of combining medical service with vacation is such a great idea to further develop this industry. The lowest item for this variable is about 'Less expensive medical treatment as compared to my country' (M = 1.88, SD = 0.649). The independent variable destination image is shown in Table 4.2.6. For this variable, the highest mean is about 'International hospital accreditation' (M = 1.96, SD = 0.532). "International hospital accreditation" is based on a self-assessment and external peer assessment process used by health care organisations. The lowest item for this variable is about 'Tourist safety from crime and terrorist attack' (M = 1.84, SD = 0.597).

Reliability Analysis

Table 3: The Reliability Analysis of Factors that Influence the Satisfaction of Health Tourism in Malaysia (N=384)

Variable	Number of items	Cronbach's Alpha coefficient	Level of Reliability
Satisfaction of Health Tourism	5	0.832	Very Good
Cost	5	0.858	Very Good

Service Quality	5	0.830	Very Good
Motivation	5	0.795	Good
Destination Image	5	0.834	Very Good

As a result, the coefficients obtained for the questions in the independent variable were reliable. Next, there had five questions of cost in the treatment health tourism. The result of Cronbach's Alpha coefficient that showed in this section is 0.858 which indicated as very good. Thus, the coefficient obtained for the questions in the independent variable were reliable. Furthermost, in measuring the service quality in health tourism, five questions were used. The Cronbach's Alpha result for this section's question was 0.830 which resulted as very good. Therefore, the coefficient obtained for the questions in the dependent variable were reliable. In addition, in variables of the feeling motivation in health tourism, had five questions were used in this study. The Cronbach's Alpha result for this section's question was 0.795 which resulted as good. Therefore, the coefficient obtained for the questions in the dependent variable were reliable. Last but not least, the variable of destination also had five questions. The Cronbach's Alpha result for this section's question was 0.834 which resulted as very good. Therefore, the coefficient obtained for the questions in dependent variable were reliable. The surveys are highly reliable, and the study can continue, because the Cronbach's Alpha charge for the variables exceeded 0.7. Overall, the respondent's understanding of the questions was high, demonstrating that the questionnaires were adequate for this study.

Pearson Correlation Analysis

Table 4: The Pearson Correlation Analysis of Factors that Influence the Satisfaction of Health Tourism in Malaysia (N=384)

Independent Variables	Hypothesis	p Value	Interpretation	Significant level	Results (Supported/ Not Supported)
Cost	H_1: There is a relationship between cost and patient satisfaction of health tourism in Malaysia	0.673	Low degree	0.01	H_1 is supported
Service Quality	H_2: There is a relationship between service quality and patient satisfaction of health tourism in Malaysia.	0.750	Low degree	0.01	H_2 is supported
Motivation	H_3: There is a relationship between motivation and patient satisfaction of health tourism in Malaysia.	0.646	Low degree	0.01	H_3 is supported
Destination Image	H_4: There is a relationship between destination image and patient	0.731	Low degree	0.01	H_4 is supported

For hypothesis 1, the p-value was 0.000, which was less than significant level of 0.01. The correlation coefficient of 0.673 suggested a moderate positive correlation between cost and satisfaction of health tourism. For hypothesis 2, the p-value was 0.000, which was less than significant level of 0.01. The correlation coefficient of 0.750 suggested a moderate positive correlation between service quality and satisfaction of health tourism in Malaysia. For hypothesis 3, the p-value was 0.000, which was less than significant level of 0.01. The correlation coefficient of 0.646 suggested a moderate positive correlation between motivation and satisfaction of health tourism. For hypothesis 4 the p-value was 0.000, which was less than significant level of 0.01. The correlation coefficient of 0.731 suggested a moderate positive correlation between destination image and satisfaction of health tourism.

DISCUSSION & RECOMMENDATIONS

The study's goal, based on the discussion, is to determine the relationship between patient satisfaction with health tourism and cost, service quality, motivation, and destination images. The findings show that there is a significant relationship between patient satisfaction with health tourism and cost, service quality, motivation, and destination images, according to the findings of the researcher's study. According to previous research, there is a link between factors like cost, service quality, motivation, and destination images and patient satisfaction in Malaysian health tourism. Furthermore, all factors of weak and moderate negative correlation score for correlation strength were calculated using the Pearson Coefficient value of the study for this research. There are several effects of value changes of tourists or customer's perceptions of the health environment such as the way they communicate or the services provided. Some of the factors that influence tourists' motivation to enjoy good health in Malaysia. When tourists visit Malaysia, they are often unaware that they can enhance their health. (Calle Poeta Joan Maragall, R. d., 2018).

Recommendations for additional research into recommendations, particularly those made by competent entities. Researchers can use the method of face-to-face questionnaire distribution to successfully collect data. This is simpler because the researcher can encourage respondents to take their time filling out the questionnaire and assist them if there are any questions they don't understand. Furthermore, researchers can utilise Google Form as one of the data collecting mediums. This is because employing this method saves time and allows for faster gathering results. Next, I propose using the interview method as one of the data collection methods in future studies. . The word "health tourism" refers to a variety of activities that can be combined with leisure and relaxation in a specific region, including healthcare, health evaluations, and surgery, as well as beauty, health spas, cures, rehabilitation, and convalescence (Helmy1, 2011).

CONCLUSION

In conclusion, this study has been accomplished to discover the factor that influenced the satisfaction health tourism in Malaysia. The independent variables are cost, motivation, service quality and destination images have been chosen to examine their relationship with the .dependent variable which is the factor that influenced the satisfaction health tourism in Malaysia. A total of 384 respondent from age 20 years old and above were selected from all states in Malaysia and International Overall based on Pearson's correlation analysis the cost factor scored a value of 0.673 followed by service quality with 0.750, motivation with 0.646 and destination images with 0.731. The data obtained from the questionnaire were evaluated

by a software program using the Statistical Package for Social Science (SPSS). The independent variables have officially significant with the main dependent variable is satisfaction. Summary of the results based on data analysis. Therefore, all of the hypothesis (H1, H2, H3 and H4) stated were accepted. In addition, the limitations and recommendations while conducting this research of study also include those that can be used for further study.

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The Factors that Influence Tourist Intention to use Grab Car in Malaysia

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ABSTRACT

The purpose of this study is to examine the factors that influence tourist intention to use Grab Car in Malaysia. The problem statement is about to make sure e-hailing Grab Car can run in the long term, understanding passenger behavior towards the new concept of e-hailing Grab Car the problem identified of ride-sharing service. There are three research objectives of this study that is focuses to identify the relationship between price, safety and usefulness tourist intention to use Grab Car. Methodology used in this study is using a survey method which is quantitative research. This study has conducting through a questionnaires survey google for collecting data where the sample used in this study is 385 respondents. Findings of the study are significant between independent and dependent variable. Price, safety and usefulness of Grab Car to develop marketing strategies in order to attract tourist intention to use Grab car. This study could provide recommendations for practices and future research.

Keywords: E-Hailing, Tourist Ride Intention, Ride-Hailing, Affordable Price

INTRODUCTION

Grab Car began as a third-party cab e-hailing mobile app in Malaysia in 2012 (Lin & Dula, 2016). The use of Grab Car nowadays is increasing and popular among the tourists in Malaysia. This study will be more focused on tourist in Malaysia who use Grab Car booking service for several reasons. However, e-hailing Grab Car company allows people who want to register as a Grab driver and need to meet the terms of conditions which has been set by the company. This is to avoid problems happening to passengers in terms of misconduct and misbehavior: sexual harassment, price overcharging or accident during the journey. This is to prevent drivers from being blamed and incure losses in the event that something bad happens to the passengers. Safety is a priority forn passengers and this is to make tourists feel satisfied with the services provided by Grab.

Besides that, e-hailing service is very interesting to study since e-hailing services like Grab Car has already been in the markets for four years. This is because service is very useful, and it is often used by tourist when travelling domestically or internationally and is also used by the community since the beginning of service's establishment. To make sure e-hailing Grab Car can run for long term, understanding passengers behavior toward the new concept of e-hailing Grab Car apps is important in terms of identifying problems in the ride-sharing service. The use of mobile phone technology omnipresenly has caused a demand for e-hailing services for those who are often on the go. The growing and increasing number of the vehicles on the road nowadays has contributed to the traffic. By using an e-hailing Grab Car service can reduce shorter waiting time (Teo et al., 2018).

The main objective of this study is to do research about perceived price, perceived safety, tourist intention to use e-hailing Grab Car service, perceived usefulness and the types of Grab Car service application facilities that are useful to tourists. This is because e- hailing Grab Car has more advantages than disadvanages even on e-hailing notice boards in several cases. Therefore, this study will be useful for future researchers. Understanding the attitudes of passengers

toward ridesharing could help policy by making sure passenger safety, protection, as well as fair pricing, which have been major issues for e-hailing companies.

There are three objectives of this research:
a)   To examine the relationship between price and tourist intention to use Grab Car.
b)   To examine the relationship safety and tourist intention to use Grab Car.

c)   To examine the relationship between usefulness and tourist intention to use   Grab CarSignificant of the Study

The findings of this study will be of use to the community because Grab transportation is an essential component of the online transportation technology that is currently available to tourists in Malaysia. When deciding how to get around, visitors to our country have a greater need to locate convenient modes of transportation, such as Grab, that will make it simpler for them to get where they need to go. This demand is driven by the increased number of tourists visiting our nation. In addition, the goal of this research is to gain an understanding of consumer preferences regarding online transportation technologies that can be of benefit to tourists who use e-hailing services like Grab.

Next, the passengers who use the ride hailing app Grab will have their level of safety and protection evaluated as part of this study. In addition to that, the significance of this study lies in the fact that it offers readers the opportunity to better plan their financial resources for transportation in Malaysia. It is anticipated that the findings of this study will provide an understanding of the decision-making behaviors of consumers, which will allow for the enhancement of services provided to tourists visiting Malaysia. According to a survey that was carried out in 2016 by the Land Public Transport Commission of Malaysia, approximately 80% of Malaysians favored Grab over taxis (SPAD, 2016). This is because of a number of factors, including the fact that they are convenient, inexpensive, and trustworthy (Nur' Najmah et al., 2019).

LITERATURE REVIEW

Cheap and Affordable Price

Grab car providsa cheap and affordable prices for its services. This is the reason why tourist choose Grab Car. The driver and the users also can enjoy trip with low operational costs (Kencana, 2018). Grab Car services that provide low fares help travelers to manage their expenses and travel from one place to another. This also makes travel movement easy and saves time. The use of service e-hailing Grab Car will give satisfaction to passengers who use the grab service because they can book Grab Car just in a short time and with affordable price. Grab Car service is very worth for money. The cheap fares offered also have a positive influence on passengers to choose Grab Car service.

Safety of Passenger Using the Grab Car Service

E-hailing Grab Car services provide a very safe and comfortable space to users. This is because drivers knowsafety and comfortable space is their priority servic to passengers because passengers will give a rating symbol for their satisfaction. Thus, drivers want to always make passengers arrive safely from one place to another. Passenger preferences for this e-hailing mode were drivern by other factors such as passenger characteristic (Tran, 2020). In generally, safety and comfortable space provide by e- hailing grab is a main role play for passengers especially for tourist that come to Malaysia because they also contribute in develop to our country. safety is the focus for the drivers: , vehicles conditions and insurance for coverage while using the service e-hailing alongside passegers' privacy.

Furthermore, e-hailing grab car services also can reduce traffic jams. That is also the advantages of grab compared to other transportation. This is because grab car is easily accessible in many locations When tourist come to travel to some place, they might use a night flight, so they will arrive at airport in the night, so when they want to book grab car once their arrived at airport, they can get a booking in a short time. Traffic jams do occur dailybut tourist also do not need to rush and scramble with the crowd (Phuong & Trang, 2018).

Useful Application and Facilities

Tourists, for example, can greatly benefit from using Grab. The Grab online platform has comprehensive information on all of the locations and destinations vacationers want to visit. They can see the time and distance involved when using e-hailing as their mode of transportation. It will be easier for tourists to estimate the time and distance to their destination. As the price of a ride is displayed on the Grab app, passengers can avoid being cheated, especially when paying. This ensures that drivers don't overcharge passengers based on the price set by the Grab app's platform system based on distance.

Because the Grab app provides ride service and other benefits on one platform, such as Grab Pay, the service is not only useful for getting a ride but also for other things. Tourists can pay trip fees with Grab Pay. Then get food. This can help tourists find food by letting them order and obtain food. Tourists who are too tired to go out and find food often order grab-and-go food. With this service, reaching millions of hungry consumers is easier.

The Grab app supports Grab Mart and pay later payment methods. Grab Mart allows tourists to order items, have them delivered to their door, and pay for them later without incurring interest charges. This 'all-in-one' solution has piqued the interest of the public, particularly recent arrivals to Malaysia.

Tourist to use Grab Car

The development of tourism in Malaysia influences travelers' intentions to use Grab Car as a mode of transportation, and Grab Car is very beneficial and in high demand among domestic tourists and Malaysians. Grab Car is a cutting-edge transportation approach that allows consumers to acquire short-term access to various types of transportation based on their requirements and expectations. The booking and payment process are straightforward because everything is done online.

The additional amenities given has increased the demand for Grab Car among Malaysian tourists. When tourists wish to book a Grab Car, the Grab Car service always shows the area near the current car grab on the grab platform, making it easy to find and access anywhere on the platform. This circumstance will save tourists time waiting because they only had to book and wait for Grab Car to arrive at their specified pick-up spot. One of the key reasons why many tourists in Malaysia utilize Grab Car for transportation is the safety it provides. When passengers board the Grab Car, they feel safe. The dependent variables of this study are related with the independent variable which is price, safety and usefulness of Grab Car that can be a factor intention to use Grab Car in Malaysia.

Research Hypotheses

The hypotheses in the study are to find out whether there are any correlations or relationships between dependent variables and independent variables.

H1   There is a significant relationship between the factor of tourist satisfaction on the price of grab service compared to other transportations and the factors that affect
tourists in Malaysia to use Grab Car.

H2   There is a significant relationship between the level of safety of passenger using the grab service and the factors that affect ourists in Malaysia to use GrabCar.

H3   There is a significant relationship between the types of grab service application facilities that are useful to the tourist and the factors that affecting tourist in Malaysia to use Grab Car.

Research Framework

This is demonstrated by the summary of the related research, theoretical framework of the factors that influences tourist intention in Malaysia to use grab. This researches to identify the factors that influence tourists to use grab, examine tourist's satisfaction with use of Grab Car and identify advantages, facilities that are provided to grab users compared to other modes of transportation. This research will identify the factors that influence tourists to use Grab Car due to the higher perceived value and the greater possible amount of the tourist in Malaysia intention to purchase a grab transportation service. The high demand from the tourist will be a good indicator for grab transportation service to advance in this sector in the future. The independent variable is applied in this research which become the explanation on the dependent variable.
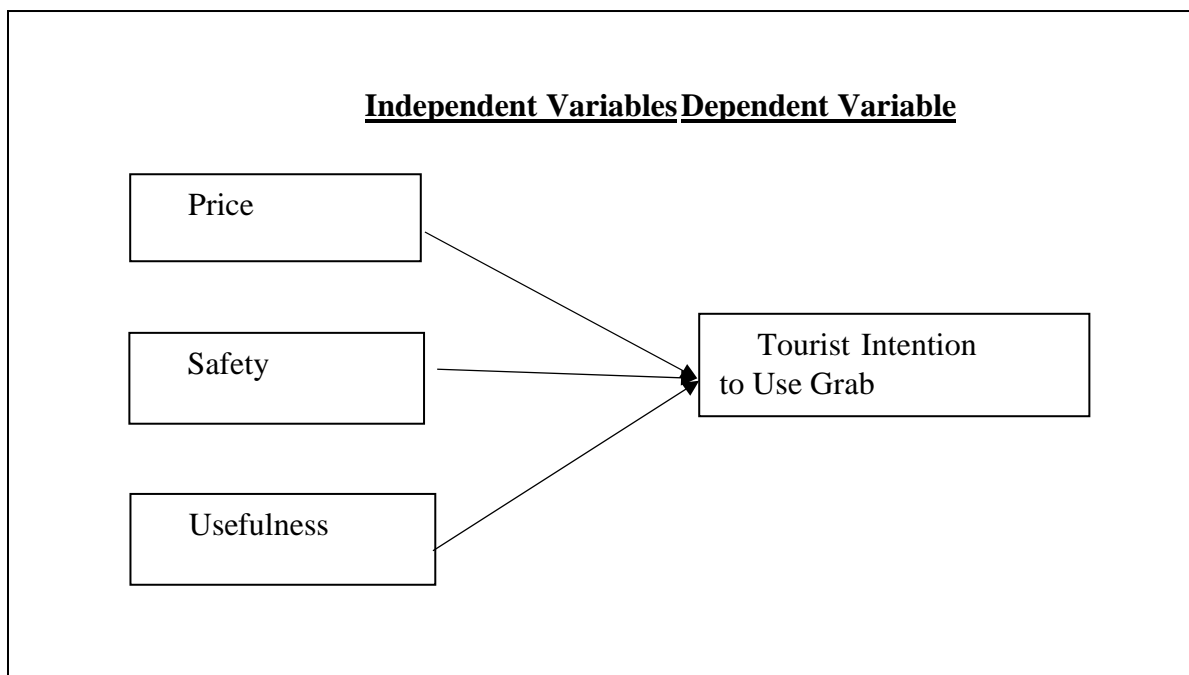
Independent Variables **Dependent Variable**

Price		Tourist Intention to Use Grab
Safety		
Usefulness		

Figure 1: Research Framework **METHODOLOGY**

Research Design

This study uses quantitative data. This study uses questionnaire to test and contrast the opinion about e-hailing grab service among people. The sample chosen in this study consist of domestic tourists and also open to the public to be respondents for the questionnaires about Grab Car transportation. Quantitative and descriptive approaches apply through questionnaire as the research instrument. The questionnaire is to accumulate the information about e-hailing grab service based on the objective of study. In this study, questionnaire contains the essence of human experience and knowledge about specifics issues with multiple choices. The respondents need to respond based on their experiences whether they hve used e- hailing Grab Car service or not before.

Besides that, the researchers allow the respondents to freely answer the questionnaire. All information gathered from respondents using Google Forms. Google Forms is free online software that allows to create surveys, quizzes and so on. This platform was used by the researchers because during Covid-19 pandemic, surveys cannot be conducted face to face or

physically. In this study, the researchers analyse the data using the statistical analysis for social science (SPSS). SPSS software is a graphical data science and predictive analytics platform get the data required.

Data Collection

Questionnaires were used to obtain information. The Google forms tool was used to disseminate the questionnaires. All of our target respondents received a link to a Google form. Our target respondents are domestic tourists and students of Universiti Malaysia Kelantan who frequently utilize the Grab Car service as their primary mode of transportation when travelling. Application of WhatsApp was used to distribute Google Forms. A set of questionnaires was distributed to the population to collect Grab Car user data.

The questionnaire is divided into five sections: section A, section B, section C, section D and section E. The questionnaire link will be given to responders via social media platforms such as through WhatsApp. The questionnaires were created using the Google Form platform and provided to the respondents in both English and Malay. It is quite simple to cut costs, save time, and apply effectively throughout the pandemic.

Sampling

There are two primary approaches to sampling that are utilized in commercial research: probability sampling and non-probability sampling (Quarterly, 2016). According to Frerichs et al., (2015), a general specification for a single random sample is necessary for the probability sampling methodology. Because a random numerical table or an alignment generator that uses random methods is used to sample those in the population, the probability of being selected for the sample is the same for everyone that is still in the population.

The non-probability technique was selected to be used as the method of sampling that will be carried out. Researchers are able to select the respondents they prefer from the pool of those who are available thanks to the convenience sampling method (Haba&Dastane,2018). In addition, the researchers decided to use the convenience sampling method for this research because it could save them both time and money when it came to the process of data collection. The respondents were chosen at random, and a significant number of them are students at various educational institutions. Since almost everyone uses ridesharing apps these days, almost all of the respondents were college students.$s = x^2 N_P (1 - \rho)$

$$\overline{e^2(N-1) + x^2 p(1-P)}$$

n= sample size
N= population size
e= the degree of accuracy
x2= chi-square of degree of freedom 1 and confidence 95% (3.841)
 P= proportion of population (if unknown, 0.5)

Data Analysis

The collected respondent data were recorded into SPSS software. In this study, there were three analyses carried out which are about price, safety and usefulness of the intention tourist to use Grab Car. Besides that, the demographic characteristics of respondents were examined using of descriptive statistic which is measured by frequency. The analysis also was conducted to test the hypotheses and to determine the relationship between independent and dependents variables of the conceptual framework of the study.

FINDINGS

Demographic Analysis

Table 1: Demographic Analysis

Characteristic	Frequency	Percentage
Gender		
Male	154	40.0
Female	231	60.0
Age		
18-24 years	216	56.1
25-29 years	117	30.4
30 years old and above	52	13.5
Race		
Malay	221	57.4
Indian	63	16.4
Chinese	51	13.2
Other	50	13.0
Occupation		
Employed	185	48.1
Unemployed	19	4.9
Student	176	45.7
Retired	2	5
Other	3	8
Marital Status		
Single	288	74.8
Married	97	25.2
Income		
Below RM1000	210	54.5
RM1000-RM1999	111	28.8
RM2000-RM2999	27	7.0
RM3000 and above	37	9.6

Table 1 show the demographic profiles of respondents that was collected through Google Form. According from the result data, the majority of respondents are female which is 231 respondents from the total sample which is 385 respondent that involved in this survey. In term of race, the majority are Malay respondent at about 57%, Indian 16.4%, followed by Chinese 13.2% and other race respondents at 13.0%.

Result of Descriptive Analysis

Variables	Items	Mean Score	Standard Deviation
Price	Grab car service is very friendly and affordable	4.3636	0.74493
	Cheap fares give satisfaction to tourist to use Grab Car	4.2468	0.76641
	Grab Car service makes payment straight forward and flexible	4.3377	0.72547
	The price offered becomes cheaper with the voucher redemption	4.3455	0.73431
	Grab Car provides service that worth the cost	4.2727	0.77789
	Cheap price offered helps attract tourist easily	4.3870	0.69097
	Everyone can use the service by enjoying a cheap price	4.3091	0.71847
	Cheap prices make it easy for tourists to manage travel expenses from one destination to another	4.4104	0.72736
Safety	I feel safe when using e-hailing services because the booking transparency information are provided such as driver name and car plate number	4.3922	0.72847
	I feel secure when travelling using E-hailing services because the historic journey is recorded systematically	4.3636	0.72005
	I feel safe when travelling using e-hailing services because I can declare my location on social media	4.2987	0.72645
	I feel safe when using e-hailing services in the same road with other road users	4.3325	0.71706

	I concerned about the speed limits when using the e-hailing services	4.24 94	0.80049
	I feel safe when using e-hailing because there's SOS button that will connect me to emergency services	4.30 39	0.70976
	I feel safe when using e-hailing because the driver's car is in good condition based on the company's rules	4.35 32	0.70334
	E-hailing service will not allow another passenger to be in the same car with me	4.29 35	0.79686
Usefulness	The use of Grab Car facilitates my movement	4.49 09	0.64189
	The Grab Car application is easy to use while travelling	4.42 60	0.68492
	Tourist attractions are accessible using Grab Car	4.31 95	0.68027
	I often use Grab Car while traveling	4.28 05	0.79008
	Grab Car is the main transportation while I am travelling	4.23 64	0. 81568
	I am satisfied using Grab Car	4.33 77	0.71097
	There are comprehensive Grab Car movement to all places especially at tourist attractions	4.33 77	0.68485
	Grab Car is a major transportation these days	4.30 39	0.74555
	The use of Grab Car facilitates my movement	4.49 09	0.64189
Tourist Intentio n to Use Grab Car	Grab Car is very user friendly	4.59 22	0.56591
	The Grab Car application is easy to access from everywhere	4.60 52	0.57733
	Grab Car is the choice of people regardless of generation	4.52 73	0.64138

	Grab Car is the best initiative for e-hailing users	4.57 14	0.62559
	Grab Car prices are affordable	4.52 73	0.64138
	Grab Car has become one of the most frequently used transportation	4.58 18	0.57661
	Grab car driver's background are criminal free	4.59 22	0.56129
	Grab Car payment method is convenient	4.5688	0.60040

Table 2 shows the result of descriptive analysis of this study. The mean and standard deviation show of the result for three independent variable and one dependent variable for this study. First independent of this study is price, safety and last on is usefulness with is related with dependent variable that is tourist intention to use Grab Car.

Result of Reliability Analysis

The table 3 below shows the result of reliability analysis

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Price	8	0.8 87
Safety	9	0.9 11
Usefulness	8	0.8 82

The table 3 shows the result of reliability analysis of independent variable and dependent variable of this study. The p-value is 0.000 which it is mean that the hypothesis stated in this study is accepted.

Result of Pearson Correlation Analysis

The Table 4 below shows the Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/ Not Supported)
H₁: There is a significant relationship between the factor of tourist satisfaction on the price of grab service compared to other transportation and the factors that affecting intention tourism in Malaysia to use grab	0.0 00	H1 is supported

H_2: There is a significant relationship between the level of safety of passenger using the grab service and the factors that affecting intention tourism in Malaysia to use grab	0.000	H2 is supported
H_3: There is a significant relationship between the types of grab service application facilities that are useful to the tourist and the factors that affecting intention tourism in Malaysia to use grab	0.000	H3 is supported

**. Correlation is significant at the 0.01 level (2-tailed).DISCUSSION AND RECOMMENDATION

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 factors that influence tourist intention to use grab car in Malaysia. Based on the findings of the study, the current study would provide several recommendations for grab car drivers and future researchers that allow grab car drivers to understand their responsibilities to uses and express concerns about improvements that can be made in the future.

Grab car service should follow Standard Operating Procedures (SOPs) to ensure proper implementation by giving primary focus of continuing to protect drivers, delivery partners and businesses, as well as at the same time, need to protect the health and safety of the community. SOPs also help establishments provide specific service guidelines to meet the needs or wants of customers. SOPs can be used as one of the cores of the establishment to prevent customers from contracting infectious diseases or any disease due to poor hygiene environmental practices while traveling. As Malaysia is also facing the COVID-19 pandemic starting from 4th of May, 2020, the government has set some strict conditions in terms of Standard Operating Procedures (SOPs) in grab car services under the Conditional Movement Control Order (PKPB) (New Strait Times, 2020). This includes Only two people including the driver are allowed to board a taxi or e-hailing vehicle at a time regardless of vehicle capacity. Passengers should sit in the back seat and always maintain personal hygiene with the use of alcohol -based hand sanitizer and face mask.

CONCLUSION

In conclusion, this study is about the factors that influence tourist intention to use Grab Car in Malaysia. There are three independent and one dependent variable include in this study. The independent variables in this study is price, safety and usefulness while dependent variables is tourist intention to use grab among the influence tourist to use Grab Car in Malaysia. Total number of respondent for this study is 385 respondents. Overall, based on Draugalis & Plaza,(2009), correlation analysis the price scored the value 0.114, Safety scored 0.133 and the last on is usefulness score was scored 0.159.

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Sport Tourism Potential as Tourism Attraction in Malaysia

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ABSTRACT

Sports tourism can be defined as traveling from one location to another with the intent of getting involved in a sports event or activities. Before a sporting event can take place, each state or country must make specific preparations in terms of sporting infrastructure, athlete lodging, stadium maintenance, logistics, and a variety of other activities. To make sure that every event goes smoothly, it is important for the destination to seem to be well and has adequate infrastructure facilities. Furthermore, for the upcoming tournaments, each host country will require the assistance of sports volunteers and for officers and management committees to receive additional training and courses. This study will examine the potential of sports tourism as a tourist attraction in Malaysia. Malaysia is a country that organizes many world-class sports activities which can benefit the national economy and society. Among the strengths of sports tourism is through print and electronic media.

Keywords: Sport Tourism, Potential, Tourist Attraction, Malaysia

INTRODUCTION

Sport is about an experience of physical activity, whereas tourism is about an experience of travel and place. Sport and tourism are two industries that have piqued the interest of people all over the world. Athletes, judges, coaches, supporters, volunteers, and other people interested in sport and tourism attraction were confronted with the intersection of both industries, which is divided into two categories: travel to participate in sport and travel to observe the sport. Furthermore, at the crossroads of both industries, sports tourism has emerged as a prevalent and growing phenomenon (Standeven and De Knop, 1999).

According to Standeven and De Knop (1999), sports tourism is "all forms of active and passive involvement in sporting activity, participated in casually or in an organized way for non-commercial or business commercial reasons that necessitate travel away from home and work locality." Pitts (1999) believes that sports tourism is divided into two broad product categories from the standpoint of sports marketing and management. The first type of travel is sports participation travel, which is defined as travel to participate in a sport, recreation, leisure, or fitness activity.

Sports tourism is defined as "a leisure-based travel that takes individuals temporarily outside of their home communities to participate in and watch sporting events as well as visit sporting attractions" (Gibson, 2006). Sport tourism is divided into three types: event sport tourism, active sport tourism, and nostalgia sport tourism (Ross, 2001). Sports tourism is divided into three categories: Sports Event Tourism, Active Sport Tourism, and Nostalgia Sport Tourism. Small-scale and large-scale events, such as the Olympic Games and the World Cup soccer championships, are examples of sports event tourism. Active sport tourists are people who travel to attend sporting events in a variety of sports. Climbing, skiing, hiking, golf, kayaking, tennis, fishing, snowmobiling, and visiting famous sport-related attractions such as a sports hall of fame, sport tourism tours, a sports tourism museum, and a famous stadium or facility are all popular activities. There are 3 objectives of this research:

1. To examine the relationship between early preparation with potential sport tourism as an attraction in Malaysia.

2. To examine the relationship between media coverage and potential sport tourism as an attraction in Malaysia.

3. To examine the relationship between sponsorship and potential sport tourism as an attraction in Malaysia.

Significance of the study

Potential

Potentials "potential," from Latin potentia "power, might, force;" figuratively "political power, authority, influence," from potens "powerful," from potis "powerful, able, capable; possible;" of individuals, "better, preferable; chief, principal; strongest, foremost," from PIE root poti- "powerful; lord." By 1817, the noun "that which is possible, something that may be" was derived from the adjective (Samuel Taylor Coleridge). In Middle English, "a caustic medication" was a potency.

Preparation

Preparation is defined as "putting things in order or getting ready for a specific goal," a back construction from preparation that is partly derived from Old French preparer from Latin. Praeparare "to prepare ahead of time," from the PIE root pere- "to produce, procure" + prae "before" (see pre-) + parare "to prepare ahead of time." Contrast with pare, which is derived from the same Latin verb. In the intransitive sense, "prepare oneself ahead of time." By the 1520s, the meaning had shifted to "putting oneself in a specific mental state with regard to the future." The meaning "supply or procure for future use" was added in the 1530s. Robert Baden-Powell coined the term "prepare" from the Latin praeparatus, the past participle of praeparare.

Media

Media frames, according to Scheufele (1999), are significant variables that put emphasis on "extrinsic and intrinsic factors driving the production and selection of news," such as worldview, social etiquette, and value systems. For example, news output is influenced by the news source's ideology as well as the values of the country in which one lives. Sources imposing dominant frames on the news can distort even the most objective journalist (Entman, 1989; Entman & Rojecki, 1993). These dominant frames persist, resulting in a one-dimensional representation of the data, event, or "narrative."

Sponsorship

A sponsorship agreement is one in which a sponsor provides financial assistance to a beneficiary, who can be an association, a team, or an individual, in order for the latter to participate in a specific activity and thus reap the benefits envisioned in the sponsor's promotion strategy (Abratt et al., 1987). Sports sponsorship clearly encompasses more than one aspect of the marketing mix. It is determined by the initial marketing and, after that, the promotional goals that have been established. 'Modern sponsorship is, in essence, a mutually beneficial economic agreement between the sponsor and the sponsored to achieve specific goals' (Head, 1981, p. 2).

LITERATURE REVIEW

Early Preparation of Sport Tourism

Organizing a sport tourism tournament necessitates extensive planning and logistical considerations such as identifying locations, preparing sports facilities, and enlisting a sufficient number of volunteers to handle all weather preparation and day of event procedures. According to the media ("Planning a Sporting Event", 2020), first and foremost, the host country must determine the projected attendance and personnel. One of the challenges that arises when planning a larger sporting tournament is that it will take place over numerous

locations or routes, which can be a problem for the host country. As a result, a significant number of staff and volunteers will be required to organize and oversee each area.

In addition, aside from the preparation of the tournament, one of the most pressing considerations is safety. This is because the tournament normally involves a large number of people, which include athletes, staff, and the spectators so that the host country must prepare early in terms of safety. There are a lot of things that can happen in a sport event and it is important for the host country to have qualified medical staff on hand to handle minor injuries for the athlete. For example, trained first aid volunteers are needed to attend regular hydration breaks and ensure they assist the athletes when the need arises (A Guide to Safe Sport Management, 2021). All of this preparation contributed to the sport tourism tournament's success.

Media Coverage of Sport Tourism

Most individuals regard media coverage as a primary source of knowledge and a significant component in life and social events and most people consider media coverage to be a diverse and entertaining activity for their audience. The purpose of using media to attract spectators to the sport tourism tournament is to aid the marketing industry in the host country which depends on the presence of tourists and encourage the growth of marketing in that area. The sports industry includes broadcasting, advertising, social media, digital operating systems, ticket sales and also social relations (Mohamed Saled Kiani, 2020). There are three elements of sports marketing which are to encourage sports advertising and organizations, to promote sports, teams and athletes and to publicize sports to attract people.

The internet can be a means for disseminating information about sports tournament. Most individuals today use information and communication technology to communicate in a new day. According to Jalager A.M (2017), new media and internet websites have progressed from simple means of information sources to use instruments for delivering services. Internet can cover all forms from travel alternatives to tournament information and schedule anytime and anywhere. This will draw people to sports tournament, travel and boost tourism appeals in the area where the tournaments are held. Furthermore, radios can also be used to disseminate information about sports tourism tournaments. Radios listeners will be able to use it while doing their tasks as radio is no longer consider as a type of public media but a sort of community media. The radio can also tell listeners about the distinctive talents, capacities, and attraction of sport tourism because of the high-level interest in sports tournaments. Aside from that, television might be used to promote the sport tournament. By using this medium, the audiences might be shown medal standings and the tournament. This can entice viewers to watch the sports tournament whether it is a tournament from Malaysia or other countries.

Sponsorship of Sport Tourism

Sport tourism tournaments have been proven to be the most popular form of sponsorships investment among the many options available to corporations. Many organizations have chosen to sponsor events rather than pay for advertising in order to gain a higher return on investment (Turco, 1998). Sponsorship from any organization or company is needed to make sure the tournament can reach the incoming spectators. Free tournament tickets and complimentary food are the examples of what sponsor can do.

Other than that, sport tourism tournaments also provide the sponsor with a wide range of advantages and opportunities. According to Delpy el Al (1998), a business seeks to sponsor an event or tournament for a variety of reasons which are the opportunity to launch and promote new items, boost media and public exposure and also to lock out the competitors. In addition, there are also reasons claimed by businesses for offering sponsorship which are community involvement, brand or company awareness, brand positioning, and media coverage. By saying

that, it is found that sports tourism tournament had been discovered to be the most popular form of sponsorship in corporate work.

Sport Tourism Potential as Tourism Attraction

Tourism is currently one of the world's fastest economic sectors, accounting for 9% of global GDP and a record of US$ 1.075 billion in global receipts (World Tourism Organisation, 2013). According to Kurtzman & Zauhar (2010), sport is widely regarded as the world's largest social phenomenon and tourism is expected to be one of the world's largest industries. Sport tourism, according to Peric (2010), is a theoretical construct which has risen within last century and is the fastest-growing sector in the global travel tourism industry. The growth of sport tourism tournaments has occurred due to the change from the traditional sun, sea and sand vacations to more experience base vacations, particularly for those which are sport related. Sports function also can be a tourist attraction and may influence seasonal patterns of tourist demand. (Higham, 2005)

One of the potentials of sport tourism is tourism attractiveness. Malaysia is known as one of the countries with a big number of tourist attractions and receives a large number of visitors each year. As far as we know, the majority of the tourists have made their plans for their vacations, including the destination and activities that they would engage in while on vacations. Tourist who enjoys scuba diving, for example, will spend their vacations in the state of Sabah and Terengganu. This is owing to the tourism attractions that entice them to choose the location as their vacation spot. Another tourist attraction, Tasik Kenyir is ideal for individuals who want to engage in difficult sports such as mountain climbing, kayaking and cycling during their vacation. Langkawi, is one of several notable tourism destination that offer facilities for sporting activities and may be visited by tourists on vacation. Sports tourism is a relatively new method for attracting both local and international visitors to a tourism site. Several international sporting events serve as a major draw for visitors (Zulhalmi Ibrahim, 2016).

Research Hypotheses

The literature review highlighted that the independent variables like early preparation, media coverage, and sponsorship of sport tourism have a significant relationship with dependent variables. Based on the literature discussed, the hypotheses of this study were outlined in the following manner:

H_1 There is a significant relationship between an early preparation before a sport tourism tournament and the sport tourism potential as a tourism attraction

H_2 There is a significant relationship between media coverage of sport tourism and sport tourism potential as a tourism attraction

H_3 There is a significant relationship between sponsorship of sport tourism and the sport tourism potential as a tourism attraction.

Research Framework

The Figure 1 below shows the research framework use for this study.

| **Independent Variables** | **Dependent Variable** |

Early Preparation of Sport Tourism

Media Coverage of Sport Tourism

Sponsorship of Sport Tourism

Sport Tourism Potential as Tourism Attraction
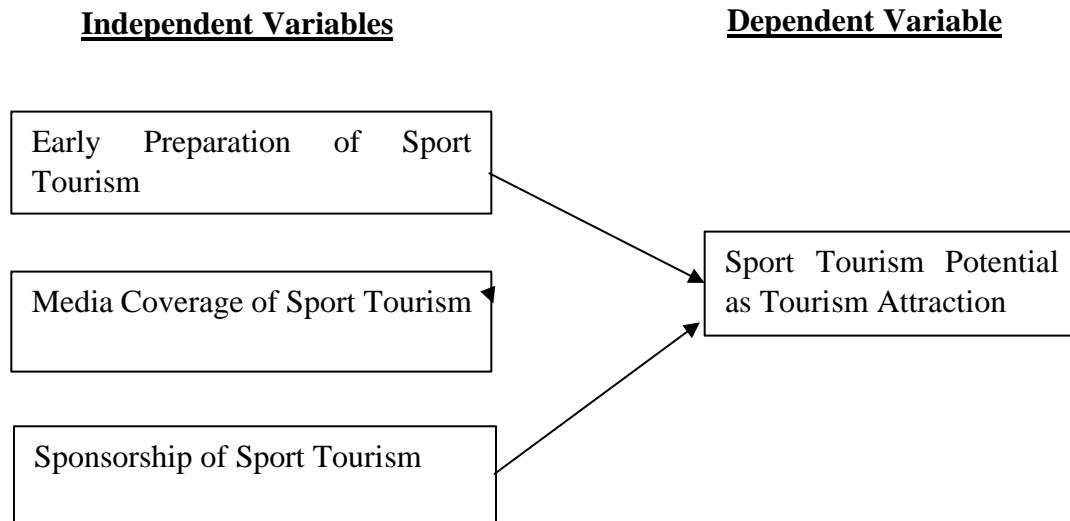
METHODOLOGY

Research Design

This study used the quantitative method. While for the target populations chosen were Malaysian sports enthusiasts, who are people who go to sports events just to watch the tournaments or just watch the tournaments on television only in Malaysia.. In the set of questionnaires distributed, questionnaires are divided into three sections, which are Sections A, B, and C. For section A relating to the demographic profile of the Malaysian sports enthusiast, such as their gender, nationality, age, marital status, and occupational status, while, for sections B and C, the questionnaire discusses independent variables and dependent variables where the researchers used the five-point Likert-scale types. The Likert-scale types show from strongly disagreeing to strongly agreeing with the statements based on three independent variables: early preparation before the tournament, media coverage, and sponsorship, while the dependent variable is sports tourism potential as a tourist attraction in Malaysia.

Data Collection

In the first stage, data collection was conducted using the questionnaires with Google Form as the platform to distribute the questionnaires. The link to the Google Form was shared on all social media platforms, including Instagram, Facebook, Telegram, and WhatsApp, to easily collect data at a low cost. By using this, the data is also quickly gained and collected. Additionally, due to the COVID Pandemic, it can minimise the spread of the virus and save time for the researchers doing the study.

The second stage of data collection where the questionnaire was prepared and distributed among Malaysian sports enthusiasts where 300 respondents surveyed.

Sampling

Convenience sampling is the most suitable method that was applied in this research. This method is known as non-probability sampling and was used in this research since the questionnaire was done online using Google Forms. The questionnaire will be posted on all social media to gain information quickly from the respondents, who are Malaysian sports enthusiasts, who go to sports events just to watch the tournaments or just watch the tournaments on television only in Malaysia.

Data Analysis

In this study, data analysis was explained with the four types of data refers to the frequency analysis, descriptive analysis, reliability analysis and Pearson correlation analysis. The SPSS version 26 was used.

FINDINGS

Result of Frequency Analysis

Table 1 Frequency Analysis

Characteristic	Frequency	Percentage
Gender		
Male	160	53.3
Female	140	46.7
Age		
18-30 years old	71	23.7
31-40 years old	149	49.7
41 years old and above	80	26.7
Race		
Malay	128	42.7
Chinese	83	27.7
Indian	50	16.7
Iban	8	2.7
Bidayuh	5	1.7
Melanau	5	1.7
Bugis	4	1.3
Kadazan-Dusun	5	1.7
Bajau	3	1.0
Orang Asli	5	1.7
Murut	2	.7
Javanese	1	.3
Tidung	1	.3
Occupation		
Student	158	52.7
Employed	94	31.3
Unemployed	34	11.3
Retired	14	4.7

How often do you play sports		
Everyday	58	19.3
Once a week	104	34.7
Twice a month	128	42.7
3 times a week	3	1.0
3 times a month	2	.7
4 times a week	2	.7
Rarely	3	1.0
Does sport tourism have a potential as a tourism attraction		
Agree	226	75.3
Neutral	74	24.7

Based on Table 1, the respondents were chosen from among the Malaysian sports enthusiasts, with a total of 160 respondents, (53.3%) male respondents being chosen to complete the survey. Women made up the bulk of those who participated in the 140 respondents (46.7%). Male respondents outnumber female responders in this survey. There were three age groups based on the table above. The findings revealed that the majority of those questioned were answered ranged aged 20 years old and below, consisting of 49.7% of the 149 survey respondents. The age 21 years old and above group, which includes 26.7 % showed 80 respondents. Next the respondents by age which is around 18-20 years old consisting of 23.7 %where showed 71 respondents. Meanwhile, in terms of race, the majority are Malay with 128 respondents(42.7%), followed by Chinese with 83 respondents (27.7%), Indian with 50 respondents (16.7%),Iban with 8 respondents (2.7%),Bidayuh with 5 respondents(1.7%) , Melanau with 5 respondents (1.7%), Bugis with 4 respondents (1.3%), Kadazan-Dusun with 5 respondents(1.7%), Bajau with 3 respondents(1.0%) ,Orang Asli with 5 respondents (1.7%) , Murut with 2 respondents (0.7%), Javanese with 1 respondents (0.3%)and the last is Tidung with 1 respondents(0.3%).

Then for the occupation, the respondents among students are the highest participating in this survey consisting of 52.7 % of the 158 survey respondents. The second highest is employed, which is have 94 respondents with 31.3 %. Unemployed respondents are 11.3 % of the 34 respondents. For the retired group occupation where this group is the lowest total of respondents is 34 respondents, which is 11.3 %. For how often do you play sports, respondents who often play sport twice a month are the which is 18 respondents (42.7%) followed by respondents who play once a week with 104 respondents. (34.7%) Respondents who play every day which is 58 respondents (19.3%). Respondents who play 3 times a week and rarely play sports have the same percentage is 1.0% where 3 respondents. The lowest and last is respondents who play 3 times a month and 4 times a week with 2 respondents (0.7%). Respondents agree that sports tourism has potential as a tourism attraction with 226 respondents (75.3%), while respondents respond that neutral sports tourism has a potential as a tourism attraction with 74 respondents (24.7%).

Result of Descriptive Analysis

Table 2 Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Early Preparation Before the Tournament	Should early preparations be made to organize a sports tourism event?	4.49	.533
	As a host event, is early preparation before the tournament important to sports tourism?	4.53	.513
	Does early preparation in sports tourism can address minor injuries to national athletes by having medical staff?	4.41	.539
	Is it possible to succeed in sports activities with early preparation?	4.48	.526
	Will mistakes that occur during the game affect the image of the sporting event host?	4.49	.581
Media Coverage	Is media coverage important in conveying news about sports tourism?	4.58	.494
	Does media coverage play an important role in providing information about sports tourism?	4.53	.507
	Does the availability of media coverage attract non-sports fans to watch sports events?	4.59	.544
	Is with writing blog and chatting is a way to increase awareness of the sport is it better than using social media ads?	4.51	.564
	Can media coverage boost the enthusiast of sports fans to attend sports tournament?	4.61	501
Sponsorship	Is sports tourism sponsorship important in sports tourism?	4.48	.494
	Does sports tourism sponsorship have a good impact on the success of sports tourism?	4.54	.509
	Are donations given in the form of money, volunteers and equipment from an organization?	4.51	.544
	Does sports tourism sponsorship have a positive impact on sponsors?	4.51	.564
	Will the locals be able to build income during the match?	4.61	.501
The Sport Tourism as Tourism Attraction	Tourism is one of the largest and fastest growing economic sectors in the world.	4.50	.558

	Sport tourism has considered as the fastest growing sector in the global travel tourism industry.	4.44	.524
	One of the sport functions is as tourist attraction and influence seasonal pattern of tourist demand.	4.58	.521
	Tourism attractiveness is one of the sport tourism potentials.	4.52	.513
	Tourist destination should provide more facilities for sport tourism.	4.62	.486

Table 2 showed the mean and standard deviation for fifteen statements under three independent variables and five statements under the dependent variable based on the survey involving 300 respondents among Malaysian sports enthusiasts. The highest mean value for the early preparation before the tournament factor was obtained by Question 2 with a 4.53 mean score and a standard deviation is .513, where respondents agreed that early preparation before the tournament is important to sports tourism. The lowest mean value belongs to Question 3 with 4.41 and the standard deviation is .539, where the respondents agreed that early preparation in sports tourism can address minor injuries to national athletes by having medical staff. While for the factor of media coverage, the highest mean value was obtained by Question 5 with 4.61 and the standard deviation is .501, where the respondents agreed that media coverage boosts the enthusiast of sports fans to attend sports tournaments. Question 3 with 4.51 and a standard deviation is .564 is the lowest mean value, where the respondents agreed with writing a blog and chatting is a way to increase awareness of the sport is better than using social media ads. The factor of sponsorship is the highest mean value obtained by Question 5 with 4.61 and the standard deviation is .501, where the respondents agreed that the locals be able to build income during the match. The lowest mean value belongs to Question 1 with 4.48 and the standard deviation is .494, where the respondents agreed that sports tourism sponsorship is important in sports tourism. For the dependent variable, a factor of the sport tourism as tourism attraction where the highest mean value belongs to Question 6 with 4.62 and the standard deviation is .486, where the respondents agreed that tourist destinations should provide more facilities for sports tourism. Respondents who agreed that sports tourism has considered the fastest growing sector in the global travel tourism industry refers to the lowest mean value of 4.44 and the standard deviation is .486 was obtained by Question 2.

Result of Reliability Analysis
The table 3 below shows the result of reliability analysis
Table 3 Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Early Preparation Before the Tournament	5	.407
Media Coverage	5	.289
Sponsorship	5	.397
The Sport Tourism as Tourism Attraction	5	.299

Based on Table 3 describing each independent variable and dependent variable, the questionnaire results underwent a reliability test, which is reliability Cronbach's Alpha Coefficient, since this method is most suitable for measurement on the Likert Type Scale. In an in-depth explanation, the first independent variable refers to early preparation before the tournament, where the Cronbach's Alpha showed a value of 0.407, which was ranked unacceptable in terms of internal consistency, and Likert-Scale questions are considered quite reliable. The second independent variable is media coverage, where the Cronbach's Alpha Coefficient showed a result of 0.289, which is very unacceptable so the Likert-scale question was considered rather reliable. The third independent variable is sponsorship, where the Cronbach's Alpha Coefficient showed a result of 0.397, which is unacceptable so the Likert-scale question was considered rather reliable. For the measurement, the dependent variable refers to the sports tourism potential as a tourist attraction. The tests were tested for reliability and validity, where the result was 0.299, which was classified as unacceptable, and the Likert-Scale question was considered rather reliable. All variables have 5 questions prepared.

Result of Pearson Correlation Analysis

The table 4 below shows the result of the Pearson Correlation Analysis

Table 4 Pearson Correlation Analysis

Hypotheses	P- Value	Result (Supported and Not Supported)
H_1 There is a significant relationship between an early preparation before a sports tourism tournament and the sport tourism potential as a tourism attraction.	0.001	H1 is supported
H_2 There is a significant relationship between media coverage of sport tourism and sport tourism potential as a tourism attraction.	0.001	H1 is supported
H_3 There is a significant relationship between sponsorship of sport tourism and the sport tourism potential as a tourism attraction.	0.015	H3 is not supported

Based on Table 4 describe the Pearson correlation analysis which has three hypotheses. For hypothesis H1, where there is a significant relationship between an early preparation before a sports tourism tournament and the sport tourism potential as a tourism attraction which is the P-Value is 0.001 which is the result supported. While for hypothesis H2, where there is a significant relationship between media coverage of sports tourism and sports tourism potential as a tourism attraction which is the P-Value is 0.001 and the result show is supported. For hypothesis H3, where there is a significant relationship between sponsorship of sports tourism and the sport tourism potential as a tourism attraction which is the P-Value is 0.015 and the result is not supported.

DISCUSSION AND 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 sports tourism potential as a tourism attraction in Malaysia. We have figured out the relationship between the variables, which are the relationship between early preparation, media coverage, and sponsorship of sports tourism with sports tourism potential as a tourist attraction in Malaysia. Indeed, it has been shown that sports tourism can help in contributing to the development of a country,

including Malaysia, which is known has the potential to be developed as a location for organizing a world-class sports event.

Based on the findings of this study, there are several recommendations for future research. The main agency for sports tourism is the Ministry of Youth and Sports should work together with the Ministry of Tourism, Art, and Culture, too, to help in terms of promoting sports tourism to the public. They need to find out a way to make sports tourism considered the fastest growing sector in the tourism global industry.

The next recommendation is to develop more detail about the demographic features of the respondent of the study's respondents. In addition, it is important to understand the potential of sports tourism as a tourist attraction in each Malaysian state. In future research, we need to know which states have sports enthusiasts who attend the tournaments solely to see them or who only watch them on television in Malaysia to get different results.

CONCLUSION

In conclusion, this study has been accomplished to discover the relationship between the independent variables and dependent variables. Three independent variables, namely early preparation, media coverage, and sponsorship of sports tourism have been chosen to examine their relationships with the dependent variable, which is the sports tourism potential as a tourism attraction in Malaysia. A total of 300 respondents aged 18 years old and above were selected from all states in Malaysia to examine their awareness of sport tourism.

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Intention to Visit Malacca for Medical Tourism

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ABSTRACT

This study aims to identify the relationship between perceived risk, perceived benefits and resource availability towards tourist intentions to visit Malacca for medical tourism. In this study, it also discusses about the domestic tourist intentions to visit Malacca for medical tourism. A set of questionnaires was distributed directly to 384 members of the target population via Google Forms. Descriptive analysis, reliability analysis and Pearson Correlation Coefficient analysis were applied to the usable data. The results show that there is a significant relationship between perceived risk, perceived benefits and resource availability and tourist intention. Among the three perceived studies, perceived risk has the highest value with tourist intention. The methodology employed in the study allows a comprehensive and firm evaluation of all perceptions of tourist intentions to visit Malacca for medical tourism. The findings of this study are community will have a piece of better knowledge and exposure to medical tourism in Malacca and students and future scholars can use this research as a reference.

Keywords: Tourist Intention, Perceived Risk, Perceived Benefits, Resource Availability, Medical Tourism in Malacca

INTRODUCTION

Health tourism means a visit or travel to a country while undergoing treatment or to seek treatment. Health tourism also includes tourists who provide health treatment (Theobald, 1994). Malacca is one of the states in Malaysia that is advanced in terms of medical, the study also shows that the state of Malacca receives the most visitors among the states in Malaysia. This can be proven in 2021 in which over 17.02 million come to Malacca, making it one of the most popular spots and the number of tourists visiting Malacca this year has increased compared to last year and this number is more than the previous year and statistics show 60 percent of visitors to the state are made up of domestic tourists. Individuals who travel abroad aim to seek medical services in other countries. (Snyder, Crooks and Johnston (2012) The factor that makes Malacca a top destination for medical tourism is the quality and affordability of treatment provided, which is unsurpassed elsewhere in Malaysia such a quality of healthcare that they provide.

Based on that, Malacca is also the leading private healthcare education providers and is also one of the leading training centers, they serve as a training ground for houseman who undergo a compulsory 4 year of training in its large healthcare facility was under the watchful eye of many top specialists. In Malacca, there are two medical options, either in a government hospital or in a private hospital, for individuals who want private medical services they can use a private hospital. Individuals who want free services or cheap medical services, they can visit government hospitals.

Past research indicates the majority of visitors will choose to undergo treatments and procedures in private hospitals because they provide a higher level of comfort and personal attention than the public health care system, although equally good, usually experience congestion. Individuals who travel abroad aim to get cheaper and faster medical treatment. The cost factor is also one of the factors they seek treatment abroad. (Sarwar, Manaf, & Omar, 2012). The Ministry of Health established the Malaysia Healthcare Travel Council (MHTC) in 2009 to act as a leading agency in promoting and developing the country's medical tourism industry. Currently MHTC is working closely with medical providers from peninsula Malaysia to raise awareness of Malaysia's world-class health services.

The implementation of healthcare travel bubble has also been implemented by the government. This implementation aims to help restore and maintain the tourism and health sector in Malacca. The purpose of the implementation of this travel bubble is to ensure that tourists from Indonesia and Singapore and other states who want to seek medical service in Malacca can come even if the country's borders are closed. In addition, most of the patients who come to Malacca are also from Indonesia and Singapore.

Currently, Malacca. is one of the best medical tourism centers in Malaysia that offer a variety of medical treatments and one of the contributors to the rate of tourist arrivals to Malaysia for medical treatment in Malacca.

1. To identify the relationship between perceived risks and tourist intention to visit Malacca for medical tourism.

2. To identify relationship between perceived benefits and tourist intention to visit Malacca for medical tourism.

3. To identify the relationship between resource availability and tourist intention to visit Malacca for medical tourism.

Significance of the study

The outcomes of this research are crucial for better understanding Malacca's medical tourism. Many private healthcare providers in Malacca are continuing to invest in a variety of high-quality diagnostic and treatment equipment, with the goal of improving their reputation as a medical center by delivering accurate diagnoses and high-quality treatment. The community and the general public will have better knowledge and exposure to medical tourism in Malacca as a consequence of this study.Besides that, the outcomes of this study allow the government to market Malacca as a medical tourism destination. This is due to Malacca's reputation as a heritage tourism destination rather than a medical tourism destination. As a result, the Malaysia Healthcare Travel Council (MHTC) in particular should promote medical tourism in Malacca more effectively. This may indirectly boost travelers' awareness of Malacca's medical tourism potential, whether from inside the country or from overseas.

This study is also important for students, scholars, and researchers involved in medical tourism in Malacca. This study looks at how many tourists come to Malacca for medical reasons. The study also discusses the link between tourists' perceptions of risk, benefit, resource availability, and intentions. This theoretical framework provides the foundation

for future scholars to do more extensive investigations. Students and researchers will have a better understanding of the medical tourism potential in Malacca.

LITERATURE REVIEW

Medical tourism

Medical tourism and health tourism are two of the fastest growing areas of the world's tourism industry (Meštrović, 2018). As healthcare systems around the world become more privatized and more competitive, consumers are more likely to be looking for the highest quality or lowest price for medical care. However, medical tourists travel abroad for a variety of reasons, including low cost, referrals from friends and family, the ability to combine medical and vacation destinations, and care preferences from providers who share the culture of travelers (Benowitz, 2020). For example, surgery abroad is cheaper than domestic surgery, and modern consumers also want to travel abroad for surgery to avoid insurance company restrictions (A., 2019).

Nowadays, medical tourism is described as the act of traveling to other nations to seek medical, dental, and surgical care, or where people travel to other countries to obtain care that may include complementary (alternative) and traditional medicine, according to several studies. Medical services include elective procedures as well as complex specialized surgeries such as knee/hip replacement, heart surgery, dental procedures, and cosmetic surgery. Medical tourism, on the other hand, refers to the acquisition and delivery of healthcare services outside of the customer's own nation.

Perceived Risks

Perceived risk is defined as the consumer's perception of the possibility that an action will expose them to danger, which can influence travel decisions if the perceived danger appears to be greater than an acceptable level (Chang, 2016). There is always a defined probability of predicting the potential loss associated with risk. In line with the development of the concept of "risk", tourism risk is gradually understood as an integration of the two aspects that tourists may face various misfortunes in travel and tourist destinations, after a tourist's travel. There are many possible reasons that can lead to physical, financial, psychological, and health risks while traveling, such as natural disasters, plagues, terrorism, and political instability (Haron, 2016). Destination-related safety is an importantissue for travelers. Risk awareness is paramount in tourist decision-making as it can revolutionize the decision-making process when choosing a destination.

Perceived Benefits

Perceived benefits can be defined as the acceptance of personal vulnerability to conditions and are also believed to be important when was held to produce a force leading to the behaviour. The most applicable measurement for perceived benefits in medical tourism is product quality (Chan, 2017). It involves consumers' cognitive assumptions of the product's excellence and superiority. Product quality can be divided into three components, namely perceived medical quality, perceived service quality, and perceived enjoyment. As such, perceived benefits are also likely to influence attitude over the action of intention on medical tourism. The use of advanced technology would certainly enhance the quality of medical services which in turn leads to greater value offerings as perceived by the patients (Aziz, 2018). The perception of patients, on the value that they can obtain, will influence their decision to identify the medical service provider or destination for medical treatments or services. The capability of a destination to provide a high level of

medical standard is an essential ingredient towards maintaining favorable perception of value in the mindset of medical tourists.

Resource Availability

The conditions for easy access to resources and infrastructures associated with technological knowledge and detail via the internet are referred to as resource availability. It includes government portals, media websites on medical tourism publications and commercial interests, medical tourism marketing, and professional and policy websites, among others (Chan, 2017). Assistive technology infrastructure will be lighter and more readily available, and potential medical tourists are expected to be more likely to value information about medical tourism information from the Internet. These include connectivity, standards, security, consistent product descriptions, and compliance with specific standards and procedures that provide optimal business information for potential medical tourists. Therefore, resource availability is important for promoting the use of Internet commerce by providing and expanding knowledge to medical tourists on themes such as medical tourism, as well as maintaining and installing facilities to promote online commerce.

RESEARCH FRAMEWORK

The conceptual framework is to make an analysis with some variation and context. It can be used in different categories of work it serves to create an overview relevant to the study. In addition, the conceptual framework as a guide for the understanding of researchers and readers about the main purpose of the study is done and it is used to differentiate concepts and organize ideas.

The Figure 1 below shows the research framework use for this study
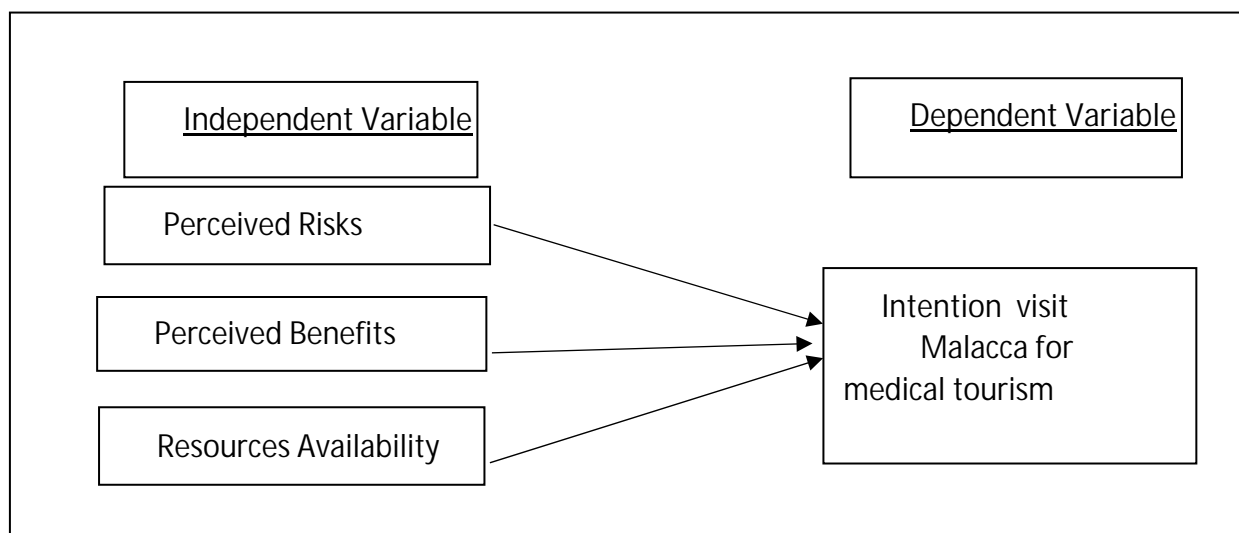
METHODOLOGY

Research-Design

In this study, the researcher uses quantitative methods since numerous research methods guide and enable the researcher to collect and analyze data. Quantitative research is defined as a formal, objective, systematic procedure for describing and testing correlations and investigating cause and effect interactions among variables. A quantitative research problem is identified based on trends in the domains or the desire to

explain why something occurs. Therefore, this research used a quantitative research design to study the intention to visit Malacca for medical tourism. Thus, the quantitative research approach, using a cross-sectional study design used to measure the relationship between tourist intention and independent variables, namely perceived risks, perceived benefits, and resource availability was selected.

Data-Collection

Primary data and secondary data are the two forms of data utilized by researchers in collecting various information in a study. A primary data source is an original data source, meaning that the data was obtained by the researcher directly for a specific study goal or project (Blog, 2020). Primary data can be obtained in a variety of ways, but self-administered surveys, interviews, field observations, and experiments are the most popular. Secondary data refers to information that has already been gathered for another reason and is frequently contrasted with original data. The latter is derived directly from first-hand sources such as questionnaires, observations, focus groups, or in-depth interviews, whereas the former refers to data gathered by someone other than the user (S, 2020). In this case, the study adopted the secondary data technique, which is it will be composed of questionnaires. By using the quantitative method, the researchers easily gain and clarified much information from the respondents. Our sampling size is 384 local tourists in Malaysia who were selected to answer the questionnaire.

Sampling

The sampling method is to select a subset of the population to draw an assessment or conclusion about the entire population. Each of these major categories has its own sampling procedure. In this study, researchers may be using a non-probability sample, which is convenience sampling. A convenience sample simply includes the individuals who happen to be most accessible to the researcher. Convenience sampling frequently aids in overcoming many of the limitations of research. Since we didn't have an exact population figure for our study, we used this method to collect data.

Data-Analysis

Data collection is the efficient approach to assembling and measuring the information from an assortment of sources in order to get comprehensive and accurate data. Data collection enables a person or an association to answer related questions, evaluate results and create conjecture regarding upcoming probabilities and trends.

The data analysis procedure begins once the survey has been conducted and the results have been acquired. The IBM Statistical Package for Social Science (SPSS) version 25 computer software packages will be used to analyze the data collected from the questionnaire. SPSS is a window-based tool that may be used to create graphs and tables, as well as enter and analyses data. With numerous techniques, the obtained data will be simply executed and can handle information fast. Data analysis software assists users in processing and manipulating data, analyzing links and correlations between data sets, and identifying patterns and trends for interpretation.

FINDINGS

Result of Frequency Analysis
Table 1 shows the demographic profile of the respondents. Out of 384 respondents, 199 were male respondents and 185 were female. Most respondents are age 31 to 40 years old which is 215 out of 384 respondents with a percentage of 56.0% and the least respondents are 41 to 50 years old which only 3 respondents and gets 0.8%. the highest number of respondents is single, 213 out of 384 respondents with 55.5%. The majority nationality is from Malaysia, which has 356 respondents with 92.7%. The balanced 28 respondents with

7.3% are from other nationalities. The highest respondents for religion are Islam taking up 122 from 384 respondents having 31.8% were the least is others having 30 respondents at 7.8%. Most of the respondent's race is Malay which is 161 respondents with a percentage of 41.9% and at least Bajau, Dayak, Kadazan, Murut, and Punjabi with the same number of respondents is 1 with the same percentage which is 0.3%. Lastly, most of the respondents' educational level shows a majority in the degree which is 124 respondents with a percentage of 32.3%, and least from others which is 5 respondents with a percentage of 1.3%.

Table   1:Frequency Analysis

Characteristic	Frequency	Percentage (%)
Gender		
Male	199	51.8
Female	185	48.2
Age		
Less than 20	10	2.6
21 – 30	156	40.6
31 – 40	215	56.0
41 – 50	3	0.8
Marital Status		
Single	213	55.5
Married	171	44.5
Nationality		
Citizen	356	92.7
Non – citizen	28	7.3
Religion		
Buddha	49	12.8
Christian	56	14.6
Hindu	82	21.4
Islam	122	31.8
Muslim	45	11.7
Other	30	7.8
Race		
Bajau	1	0.3
Bumiputra	4	1.0
Chinese	91	23.7

Dayak		1	0.3
Iban		2	0.5
Indian/India		94	24.5
Kadazan		1	0.3
Malay/Melayu		161	41.9
Murut		1	0.3
Punjabi		1	0.3
Other		27	7.0
Educational Level			
Degree		124	32.3
Diploma		68	17.7
Master		67	17.4
Others		5	1.3
PhD		6	1.6
Post Graduate		78	20.3
SPM	36		9.4

Elaboration: This shows the descriptive data for the demographic profiles of the respondents such as gender, age, marital status, nationality, religion, race, and educational level roughly describing the profiles of the study samples studied.

Result of Descriptive Analysis

Table 2 shows the value of mean and standard deviation in independent variables (Perceived Risks, Perceived Benefits, and Perceived Availability) and dependent variables (Intention to visit Malacca for Medical Tourism). The results are examined using SPSS software and a five-point Likert scale to measure all the questions in section B which is independent variables, and section C which is represented as a dependent variable.

Table 2: Descriptive Analysis

Variable	**Items**	**Mean. Score**	**Standard. Deviation**
Perceived Risks	Traveling to Malacca for treatment can give a risk to a person's mental health in a positive way.	4.62	0.517
	Financial stability is the main factor for foreign tourists coming to Malacca for medical treatment.	4.59	0.507

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	One of the risks of tourism treatment is that it has a positive effect on people's psychology.	4.57	0.531
	A person's mind will be calmer if they seek treatment outside the area is a risk that tourists face.	4.57	0.546
	The effect of the arrival of foreign tourists is to elevate the medical system in the state of Malacca.	4.58	0.563
Perceived Benefits	Medical tourism technology in Malacca are advanced gaining benefits in treatment of reducing the treat of diseases.	4.56	0.575
	Customer services given out through treatment in Malacca are good quality and pleases customers to come again in the future.	4.56	0.552
	Medical tourism in Malacca provide a high level of medical standard treatment.	4.58	0.521
	Medical tourisms' advance technology in Malacca enhanced the quality of the treatment that leads to a greater value of offerings.	4.59	0.514
	Medical and service quality influences an acceptance of personal vulnerability and non-health-related perceptions.	4.57	0.521
Perceived Availability	Internet commerce provides and expands knowledge on the procedures provided to optimal business information.	4.58	0.524
	Internet platforms such as professional and policy and medical tourism marketing is an easy way to know about local facilities related medical tourism in Malacca.	4.60	0.505
	Internet founding about medical tourism on government and private portals are reliable and trustworthy.	4.58	0.520
	The availability of complete and sophisticated medical resources encourages tourists to seek treatment in Malacca.	4.58	0.534
	Sources of effective and diverse medicines make the state of Melaka one of the main tourist destinations.	4.60	0.532

Elaboration: Table 2 shows the value of mean and standard deviation in independent variables (Perceived Risks, Perceived Benefits, and Perceived Availability) and dependent variable (intention to visit Malacca for Medical Tourism). The results are examined using SPSS software and a five- point Likert scale to measure all the questions in section B which is independent variables, and section C which is represented as a dependent variable.

Result of Reliability Analysis

Internal consistency reliability is where each item of a scale measures some aspect of the construct and the items should be consistent in what they are indicating regarding the construct. According to Cronbach's Alpha, the greater the value of the result, the more reliable the item. In table 3 the alpha value of reliability analysis for the study is 0.708 with several 20 items. These 20 items consist of independent variables (Perceived Risks, Perceived Benefits, and Perceived Availability) and dependent variables (Intention to visit Malacca for Medical Tourism). So, this result shows the reliability was acceptable.

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Perceived Risks	5	0.402
Perceived Benefits	5	0.454
Perceived Availability	5	0.436
Intention to Visit Malacca for Medical Tourism	5	0.276

Elaboration: This test showed tested using Cronbach Alpha statistical test.

Result of Pearson Correlation Analysis

Table 4, shows the results of Pearson Correlation Coefficient analysis (r) of perceived risks, perceived benefits, and perceived availability as independent variables and intention to visit Malacca formedical tourism as a dependent variable. Significance value (2-tailed) or p-values is 0.000. In conclusion, based on the rule of thumb of Correlation Coefficient Size by Hair, Celsi, Money, Samouel, and Page (2016), perceived risks of 0.370, perceived benefits of 0.287, and perceived availability of 0.251 is categorized as a weak coefficient of range. Meanwhile, the p-value is
0.000 shows that the hypothesis stated in the study is accepted.

Table 4: Pearson Correlation Analysis

Hypothesis	P – Value	Result (Supported/Not Supported)
H1: There is a significant relationship between perceived risks and tourist intention.	0.370	H1 is not supported.
H2: There is a significant relationship between perceived benefits and tourist intention.	0.287	H2 is not supported.
H3: There is a significant relationship between resources availability and tourist Intention.	0.251	H3 is not supported.

RECOMMENDATION

This section will discuss some suggestions for further research that can be used as guides for other researchers. This study focuses on the intentions to visit Malacca for medical tourism. This study focuses on the perceived risk, benefits, and availability of the intention to visit Malacca for medical tourism.

Thus, the limitations of the current study suggest some recommendations for future research. The majority of respondents were Malaysian citizens and only a few are from other countries. Therefore, future research should broaden the sample and balance the number of local and foreign tourists so that the study will become more diverse and a comparative study between two groups can be carried out (Aliman, Mohamed Hashim, Mohd Wahid, and Harudin, 2016).

Furthermore, in contrast to questionnaires, the researcher should consider employing the interview approach to collect data because it appears to be more honest and the respondents will be more engaged with the questions given. It invites others to respond with their thoughts and opinions.

CONCLUSION

In conclusion, this study focuses on finding the relationship between perceived risks, perceived benefits, and perceived availability towards the intention of visiting Malacca for medical tourism. There is a positive relationship between these independent variables (perceived risks, perceived benefits, and perceived availability) and the dependent variable (intention to visit Malacca for medical tourism). As a result, this study can be beneficial for future research in the aspects of government, academics, and related parties.

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The Impact of Memorable Tourism Experience on Behavioral Intention: A Case Study of Dark Tourism Destination - Kellie's Castle, Perak

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ABSTRACT

The purpose of this study was to determine the factors that influence tourists' behavioural intentions in dark tourism in the state of Perak. Very little research has been done to investigate the relationship between MTEs and behavioural intention, particularly in the context of Dark tourism. The purpose of this study was to investigate the relationship between involvement, novelty, refreshment, meaningfulness and behavioural intention in dark tourism. The researcher collected data using a purposive sampling technique from 375 tourists who visited the famous dark tourism destination in Perak which is Kellie Castle. According to the findings, involvement, novelty, meaningfulness and refreshment all had a positive effect on behavioural intention to visit Malaysia. The findings of this study help the tourism industry create attractive activities and packages suitable for entertaining visitors at dark tourism sites and entice them to visit dark tourism sites in the near future.

Keywords: behavioural intentions, involvement, novelty, meaningfulness, refreshment.

INTRODUCTION

Malaysia is one of the countries that is struggling to compete with other dark tourism sectors throughout the world (Ismail et al., 2010). Although Malaysia offers numerous wonderful dark tourism locations, none of them is well-known outside of Malaysia; only locals are aware of the dark places (Braithwaite et al., 2014). Furthermore, due to a lack of support and cooperation from government bodies, public agencies, tourism organisations, and tourism operators, the potential growth of these locations cannot be realised (Bhuiyan et al., 2013). Similarly, specials, packages, and tours are frequently difficult to find online. For example, a study conducted by researchers discovered that there are no packages available for dark tourism in Malaysia, causing the dark tourism sector to grow at a slower rate than other tourism themes. Furthermore, a lack of experience causes this dark tourism business to struggle to flourish, although having a tremendous potential to develop.

This indicates that staging and offering a unique experience are necessary. However, according to McCormick et al. (2012), not all tourism experiences are memorable, making it extremely difficult to stage a Memorable Tourism experience (MTE) for visitors. Difficulties in the evaluation of the constituents of these experiences also occurred due to the fact that there was a significant mismatch between the different experiences and components between the visitors (Moutinho, 1987). The results of this research have also been supported by a statement issued by Jeong et al. (2007), which stated that the difficulties in the study of MTE are due to the difference in dimensions between experiences and memories that make it challenging to implement this matter. Meanwhile, according to Beasley (2015), misunderstanding or having the wrong intention is one of the contributors to the failure of the implementation of MTE, where each person involved in this matter gives different suggestions and opinions. Some claim that it is ethical to visit to gain a deeper understanding or pay respect to the victims.

Despite all the issues above, little research has been done to investigate the relationship between MTEs and behavioural intention, particularly in the context of dark tourism. This is because

most of MTE's studies are conducted outside of dark tourism, which has complicated the process of obtaining data in developing this sector. Furthermore, these differences in writing in the dark tourism sector have led to other dimensions that may impact different contexts (Sthapit and Coudounaris, 2018). According to Dwyer & Kim (2003), MTE is very subjective and varied as it depends on the type of attraction. Hence, this study is designed to investigate which memorable tourism experience (MTE) elements will significantly impact visitors' behavioural intentions, particularly in dark tourism attractions. This study examined the impact of a MTE on behavioural intention. More specifically, this research examines the relationship between involvement, novelty, meaningfulness, and refreshment with regard to behavioural intention to visit dark tourist destinations.

There are four objectives of this research:
1. To examine the relationship between involvement and behavioural intention in dark tourism at Kellie's Castle, Perak.
2. To examine the relationship between novelty and behavioural intention in dark tourism at Kellie's Castle, Perak.
3. To examine the relationship between meaningfulness and behavioural intention in dark tourism at Kellie's Castle, Perak.
4. To examine the relationship between refreshment and behavioural intention in dark tourism at Kellie's Castle, Perak.

SIGNIFICANCE OF STUDY
Practical perspective
From a practical standpoint, this study will assist tourism players and marketers in better understanding the many difficulties of experiential tourism and dark tourism. Furthermore, the organiser can use this scale as an alternative to measuring satisfaction performance in terms of their competence throughout the event, which will aid in understanding the desires and needs of dark tourism visitors. This discovery also will assist the tourism industry in developing a variety of activities and packages ideal for engaging guests in addition to sightseeing around dark tourist spots.

Academic perspectives
From an academic perspective, this study provides a noble contribution to a memorable tourism experience area, and dark tourism study as it provides a notable insight that extends the current research setting. Additionally, this study will help guide future research improvements, especially on subjects related to dark tourism and adventure. Besides that, this study will enable researchers to draw a significant conclusion about the results of theories, hypotheses, and research inquiries.

LITERATURE REVIEW
Involvement
According to Goldsmith and Emmert (1991), involvement is a customer's level of relevance attributed to an action, object, or activity, as well as the passion and interest it generates. Involvement can alternatively be described as the degree to which visitors are interested in a workout and their subjective responses induced by the exercise (Gursoy & Gavcar, 2003). In tourism, research evidence suggests that increasing tourist involvement improves the overall visitor experience and may result in a higher degree of MTE (Rasoolimanesh, Seyfi & Hall, 2021; Chen & Rahman, 2017; Hall, Seyfi, & Rasoolimanesh, 2021). According to Chen and Rahman (2017), different motivations for travelling will result in varying degrees of tourist

involvement. Similarly, participation and awareness of a destination also will result in a higher rate of MTE.

Novelty

According to Ma (2013), a novelty in tourism is "the degree to which an experience differs from an individual's anticipation." Novelty is regarded to be integral to the sense of pleasure through the sensations of flow, concentration, and creativity (Filep et al., 2019). Mitas and Bastiaansel (2018) claimed in their statement that unexpectedness, delight, surprise, thrill, and enjoyment are all feelings associated with novelty in tourism and travel. Feelings are very important in conveying unforgettable vacation experiences (MTEs). The previous study has shown a positive relationship between novelty and behavioural intention in the setting of experience (Dedeoglu et al., 2018). Furthermore, novelty influences both short-term and long-term behavioural decisions (Mitas & Bastiannsel, 2018). According to Vitters et al. (2017), tourists who do things that aren't particularly novel are more likely to help others comprehend, but they are less likely to return to the location. Tourists who participate in an analytical method describing high-novelty activities, on the other hand, are more likely to recommend and evaluate the site.

Meaningfulness

According to Jamal et al. (2017), one way people obtain meaning through tourism is through meaningfulness. Furthermore, this meaningfulness might be identified as a critical element that occurs as a result of comprehending the event and has a long-term impact (Sutherland et al., 2011). This study looks into how a remarkable tourism experience influences travellers' behaviour and intentions. According to the findings of this study, various critical elements influence the efficiency of the factor meaningfulness on behavioural intention to visit. The fundamental elements in the link between meaningfulness and behaviour are satisfaction and a passionate attitude. Tourists will encounter important sensations during their stay, which will lead to feelings of delight and excitement, influencing their behaviour and inclination to return, according to Ali et al. (2016). Positive emotions are connected with future behaviours and constitute the second component of the relationship between behavioural and meaningfulness intention. According to Barnes et al. (2016), enjoyment makes people feel good, which gives a visit significance and motivates them to improve their behaviour in the future.

Refreshment

Refreshment, which comprises escape from one's stressful and day-to-day routine, is one of the most powerful motivators for tourist experiences. The most important feature that distinguishes travel or tourism experiences from everyday life is refreshment (Cohen, 1979; Kim, 2014). Tourism, for example, is defined by Cohen (1979, p. 181) as "essentially a temporary reversal of typical activity—it is a no-work, no-care, no-thrift condition." Scientific evidence supports the value of refreshment in travel and tourist experiences, as well as its positive impact on visitors' travel memories. (Morgan and Xu, 2009; Kim, 2010). As a result, structures and orderings that are potentially liberating and powerful, such as travel, tours, and events, can be used to conduct tourism instead of everyday systems like rigid school and work time schedules (Franklin as cited in Coles & Hall 2008). Bowen and Clarke (2009) claim that a person's perception of "free" time is crucial to their tourist experience. It's meant to help travellers keep a more stable mood by letting them collect happy memories and get rid of psychological problems they might face in their everyday lives (Uysal et al., 2012).

Behavioural Intention

According to Wayne (2019), "behavioural intention" refers to the driving factors that influence a specific behaviour; the stronger the desire to complete the activity, the more likely it will be accomplished. Some researchers have proven that the impact of destination pictures on behavioural intentions is the inclination to continue doing a specific behaviour in the future

(Afshardoost and Eshaghi, 2020). Four independent aspects influence behavioural intention in night time tourism, according to the hypothesis: engagement, meaningfulness, refreshment, and novelty will impact memorable tourism experiences. Other categories of visitors discovered in the research include the morbidly curious and adrenaline junkies (Schrier, T, Lewis, H., and Xu, S.,2021). Tourists may travel to dark tourism places in order to build emotional bonds with celebrities or to observe the reality behind media portrayals (Lewis et al., 2021). Travellers frequently form emotional bonds with their destinations (Duncan, 2017). Furthermore, tourist incentives such as enthusiasm, relaxation, and curiosity have been proven to have a direct impact on their behaviour intentions (Lewis et al., 2021).

Research Hypothesis

The following research hypothesis is based on a conceptual framework; independent variables, namely involvement, meaningfulness, refreshment and novelty, were determined and dependent variables, i.e. behavioural intention.

H1: There is a positive relationship between involvement and behavioural intention in dark tourism at Kellie's Castle, Perak.

H2: There is a positive relationship between meaningfulness and behavioural intention in dark tourism at Kellie's Castle, Perak.

H3: There is a positive relationship between refreshment and behavioural intention in dark tourism at Kellie's Castle, Perak.

H4: There is a positive relationship between novelty and behavioural intention in dark tourism at Kellie's Castle, Perak.

5.   Research Framework

A study framework has been presented to examine the link to discover the influence of memorable tourist experiences on behavioural intention in Dark Tourism -based tourism. The dependent variable is the factor influencing behavioural choice on Dark Tourism. The proposed independent variable consists of involvement, meaningfulness, refreshment, and novelty.
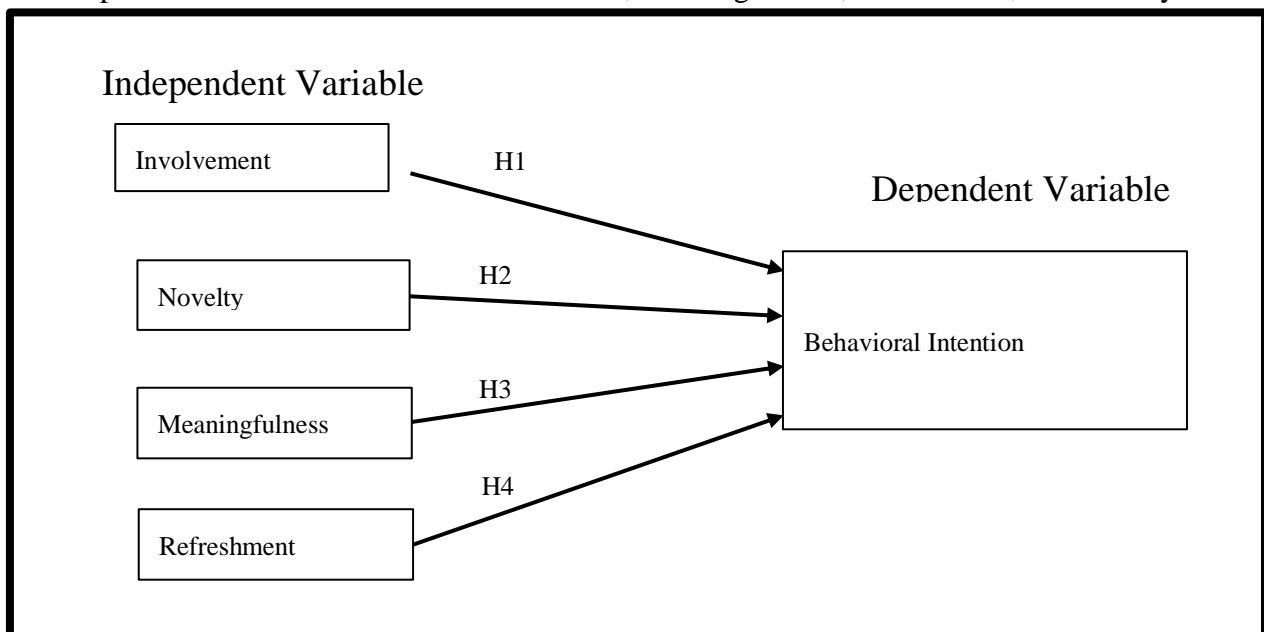
Figure 1: a conceptual framework of the dependent variable influences behavioural choice on Dark Tourism adapted from Kim, Ritchie and McCorick (2012)

METHODOLOGY
Research Design

Research design is essentially an analysis strategy that describes the researchers' techniques to complete their research objectives or analyse the hypotheses presented for their research. According to Nazir (in Nasution, 2004), the research design is a unified, detailed, and specific strategy for acquiring, considering, and interpreting data. The researchers used a quantitative research design to gather the information needed to do this research. Respondents will be asked to fill out a questionnaire that can be answered through the Google Form that has been provided. Using the questionnaire method is easy to answer and saves time.

Data Collection

A self-administered Google form questionnaire was utilised to gather data. According to Sekaran (2003), self-administered questionnaires are a practical data collection approach, provided the researcher understands precisely what is wanted and how to quantify the desired variables. This survey engaged Malaysians who have been to the dark tourism destination we have chosen: Kellie Castle, Perak. A set of questionnaires was distributed targeted to respondents who had visited Kellie Castle, Perak. The questionnaire will be given out on the internet and on social media platforms.

In comparison to a possible respondent elsewhere globally, the researchers feel that the targeted respondent at this event is more inclined to engage in this study. Additionally, the respondents were informed and educated about the purpose of the research. After completion, the researchers will personally return the surveys. To safeguard the respondents' identities, their surnames were omitted.

Sampling

In this study, researchers will choose to do purposive sampling, also known as selective, subjective, and judgmental sampling. It is a sampling approach in which the researcher selects participants from the population based on their assessment (Saunders, M., Lewis, P., & Thornhill, A., 2019). According to Saunders et al. (2019), purposive sampling is a non-probability sampling approach in which "the sample components are chosen by the researcher's judgement." Researchers often feel that by using excellent judgement, they get to observe a representative sample, thus saving time and money. The researcher chose approximately 375tourists who visited the famous dark tourism destination Perak which is Kellie Castle. The sample was chosen as the researchers believed that the samples would be able to provide the right information to the researchers. Furthermore, the quantity is deemed adequate because similar studies used a similar number of respondents.

Data Analysis

To conduct this study, the researchers used statistical data analysis for the Social Sciences (SPSS) (Bala et al., 2011). The implementation of this system is used because it provides data analysis for descriptive and bivariate statistics and numerical outcome prediction to identify groups (Jyoti et al., 2016). The results will be presented using frequencies and percentages (Ho and Robert 2013). In addition, the researcher collects data for the following data analysis of this research: descriptive analysis, correlation analysis, and reliability analysis.

FINDINGS
Descriptive Analysis

Table 1: The Overall Mean Score on Each Variable and Dimension

Section	Dimension	N	M	SD
Part 1	Involvement	375	4.0453	0.70825
Part 2	Novelty	375	3.9259	0.84013
Part 3	Meaningfulness	375	3.8844	0.86249
Part 4	Refreshment	375	3.9355	0.85016

Source: Fieldwork study (2022)

As a result of descriptive analysis, this segment research explains the mean score obtained. The mean and standard deviation of all variables and sub-variables were calculated using a five-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree). The overall mean (M) and the standard deviation (SD) for each variable and measurement are shown in the table below.

According to the research, it showed that independent variables verified a moderate mean score (M = 3.8844, SD = 0.86249). Altogether, the dimension variables also scored a moderate mean score where meaningfulness was 3.8844 (SD = 0.86249), novelty was 3.9259 (SD = 0.84013), and refreshment was 3.9355 (SD = 0.85016). Besides, the dependent variable verified a middle mean score (M = 4.0475, SD = 0.80492), where the sub variable named involvement gained 4.0453 (SD = 0.70825).

Reliability Test
The reliability analysis was conducted in this analysis to determine Cronbach's Alpha values for all variables. The values are as follows: involvement (0.863), novelty (0.893), meaningfulness (0.920), refreshment (0.919) and behavior intention (0.898). All the reliability was above the 0.86 average, usually considered very good (Matkar, 2012).

Demographic Profile
The online platform had assigned a total of 375 sets of questionnaires. Table 2 shows the summarized demographic results of the respondent's profile. About 38.9% of the respondent were male, and another 61.1% were female. According to the data, Malay respondents had the greatest value of 204 respondents, or 54.4 per cent, while India had the lowest value of 23 respondents (6.1%). While Chinese had the second-highest number with a total of 78 respondents (20.8%), others came in third with a value of 70 respondents (18.7%).

Based on the above data, it can be concluded that Muslim respondents recorded the highest number, with a respondent value of 229 people, or equivalent to 63.9%, while other religious respondents recorded the lowest number, with only 8 respondents (2.1%). In addition, this data also showed that Christian respondents recorded the second-highest value with 63 respondents

(16.8%), while Hindus and Buddhists recorded a total of 18 respondents (4.8%) and 46 study participants (12.8%), respectively.

According to the data acquired using a Google Form survey for the Marital Status area, singles have the biggest number with 262 respondents, corresponding to 69.9 per cent, while married and others have 104 (27.7 per cent) and 9 (2.4 per cent) respondents, respectively.

The findings of table 2 show that the majority of respondents in this study have a degree, with a total of 243 people, or 64.8%. In addition, diploma recorded the second-highest value with 69 respondents (18.4%), followed by secondary in third place with 28 respondents, leading to a value of 7.5%, while primary recorded the fourth-lowest value with a reading of 8 respondents (2.1%), and PhD. was the lowest position with only 6 respondents, or equivalent to 1.6%.

Based on the above data, it can be concluded that Muslim respondents have recorded the highest number, with a respondent value of 229 people, or equivalent to 63.9%, while other religious respondents recorded the lowest number, with only 8 respondents (2.1%). In addition, this data has also shown that Christian respondents recorded the second-highest value with 63 respondents (16.8%), while Hindus and Buddhists recorded a total of 18 respondents (4.8%) and 46 study participants (12.8%) respectively.

Based on table 2, it shows the average monthly income for the group "Below RM 1000" recorded the highest number of respondents with a record of 216 people (57.6%). RM2001-RM3000 was ranked second with 53 respondents or 14.1%, followed by the income group of RM1001-RM2000 with 38 people (10.1%), while RM3001-RM4000 was in fourth place with 37 respondents or with a percentage value of 9.9%, and the lowest was RM4001 and above with only 31 respondents (8.3%).

Table 2: Respondent Demographics profile

Respondent profile	Classification	Frequency N=375	Percentage (%)
Gender	Male Female	146 229	38.9% 61.1%
Age	Less than 20 years old 21-30 years old 31-40 years old 41-50 years old 51 years old and above	29 225 45 55 21	7.7% 60% 12% 14.7% 5.6%
Race	Malay Chinese Indian Other	204 78 23 70	54.4% 20.8% 6.1% 18.7%
Marital Status	Married Single	104 262	27.7% 69.9%

	Other	9	2.4%
Respondent's Religion	Islam Christian Hindu Buddist Other	229 63 18 46 8	63.9% 16.8% 4.8% 12.8% 2.1%
Education	Primary Secondary Diploma Bachelor of Degree Master of Degree PHD	8 28 69 243 21 6	2.1% 7.5% 18.4% 64.8% 5.6% 1.6%
Income (RM)	Less than RM1000 RM1001-RM2000 RM2001-RM3000 RM3001-RM4000 RM4001 and above	216 38 53 37 31	57.6% 10.1% 14.1% 9.9% 8.3%

Source: Fieldwork study (2022)

Hypothesis Testing
There are four (4) possibilities provided. The first hypothesis establishes a favourable association between involvement and behavioural intention. The second hypothesis establishes the existence of a positive link between novelty and behavioural intention. The third hypothesis establishes the existence of a positive link between meaningfulness and behavioural intent. Finally, the fourth hypothesis investigates the link between refreshment and behavioural intention.

Table 3: Hypothesis testing data

Hypothesis	Result	Findings of Data Analysis
H1: There is a positive relationship between involvement and behavioural intention.	r = 0. 706, p = 1.000 Very high positive	**H1: Accepted**
H2: There is a positive relationship between novelty behavioural intention.	r = 0. 707, p = 1.000 Very high positive	**H2: Accepted**
H3: There is a positive relationship between meaningfulness and behavioural intention.	r = 0. 791, p = 1.000 Very high positive	**H3: Accepted**
H4: There is a positive relationship between refreshment and behavioural intention.	r = 0. 786, p = 1.000 Very high positive	**H4: Accepted**

Source: Fieldwork study (2022)

The above table serves to summarise the findings of this study. Hypotheses that have been tested for this study will be further elaborated as follow:

The first hypothesis (H1) claimed that involvement participation has a strong positive correlation with behavioural intention. The education recorded value of the Spearmen Correlation Coefficient, which is r = 0.709, p = 1.000, according to the findings provided in Table__. As a result, the finding supports hypothesis 1 (H1), which states that participation is positively related to behavioural intention.

Hypothesis 2 (H2) also argued that novelty has a strong positive association with behavioural intention. The entertainment recorded a Spearmen Correlation Coefficient of r = 0. 707, p = 1.000, according to the findings provided in Table__. As a result, the data support hypothesis 2 (H2), which states that novelty has a positive relationship with behavioural intention.

Meaningfulness, according to Hypothesis 3 (H3), has a very strong positive association with behavioural intention. The data revealed that meaningfulness is documented in the Spearmen Correlation Coefficient, r = 0. 791, p = 1.000, as shown in table __. As a result, the data support hypothesis 3 (H3), which states that meaningfulness is positively related to behavioural intention.

Refreshment, according to Hypothesis 4 (H4), has a very strong positive link with behavioural intention. The findings revealed that refreshment is recorded in Spearmen Correlation Coefficient, r = 0. 786, p = 1.000, as shown in table__. As a result, the finding supports hypothesis 4 (H4), which states that refreshment is positively related to behavioural intention.

DISCUSSION & RECOMMENDATIONS

Based on the result above, some empirical factors that determine the impact of MTE on behavioural intention to visit dark tourism sites in Perak have been determined. According to the findings, involvement, meaningfulness, refreshment, and novelty all had a positive effect on behavioural intention to visit dark tourism sites in Perak. Based on the study by Tung & Ritchie (2011), offering a memorable experience will facilitate the development of dark tourism destinations and enhance M.T.E.s among tourists.

For future researchers, the researcher could emphasise other research settings because enlarging the size of the study to several areas can facilitate the data collection process because of data findings would not just focus on one area of data discovery only.

The next suggestion that the researcher would like to propose is to look at other MTE variables such as hedonism, local culture and knowledge. Looking at other variables as well will definitely provide great insight into the current study. Furthermore, knowing and comprehending the notion of MTE will make it easier for tourism practitioners to plan and construct the types of MTE that may be delivered to visitors. Furthermore, further research can assist in speeding up the process of improving Malaysia's dark tourism business.

Moreover, more methodological work is required. It is possible to use qualitative methods to assess the impact of perceived health risks on international tourists' intentions to visit Malaysia. In-depth research in this area may yield unexpected results that may help to improve present studies and provide great insight.

Finally, future research should conduct a comparison study. Although methodologically difficult, conducting multiple comparison studies to measure the impact of MTE on behavioural intention will provide great insight to tourism players in the dark tourism industry. This is due to the fact that understanding this field will assist tourism players in developing the right experience program that can entice travellers to visit again the destination in future.

CONCLUSION

The link between four independent factors, namely engagement, novelty, meaningfulness, and refreshment, and the dependent variable, behavioural intention in dark tourism, was investigated using a framework from Kim, Ritchie and McCorick (2012). The results show the extent to which the independent variable impacts the dependent variable.

The overall objectives of this research have been answered, and a responsible synthesis of knowledge has been provided. Almost all respondents stated that their visit to Kellie's Castle provided them with an unforgettable tourist experience based on engagement, novelty, meaningfulness, and refreshment. They were ecstatic to have had the opportunity to visit the dark tourist spot and hope to do so again. They also agreed that going to Kellie's Castle, a gloomy tourist attraction, could give them a taste of the experiences there while also pleasing their minds.

The findings of this study are believed to provide great help to the tourism industry, creates attractive activities and packages suitable for entertaining visitors at dark tourism sites and enticing them to visit dark tourism sites in the near future research.

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The Impact of Memorable Gastronomy Tourism Experience (Mgte) On Behavioural Intention

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ABSTRACT

Gastronomy tourism has grown its popularity in Malaysia where tourists are drawn to the food, cultural diversity, and cuisine bazaars that are considered uniquely Malaysian. The objective of this study was to examine how such experiences influence behavioural intention and why travellers tend to recall earlier remarkable encounters to recreate the same positive sensations months and years after travelling. The present study's main contributions include the extension of the memorable tourism experience construct and the inclusion of the servicescape, novelty-seeking, experience co-creation, choice overload and experience intensification as crucial variables that influence tourists' memorable gastronomic experiences. Data were collected using a quantitative method by distributing 200 questionnaires to tourists who experience gastronomy tourism. The data collected were analysed using Statistical Package for Social Science (SPSS). The result revealed that the servicescape, novelty-seeking, experience co-creation, choice overload and experience intensification positively impact memorable gastronomy tourism experience. This paper is believed to provide great insight to the restaurant owner, policymaker, and tourism marketer in designing and promoting a memorable gastronomy experience for visitors.

Keywords: Gastronomy, Experience Co-creation, Servicescape, Novelty seeking, Choice overload, Experience intensification & Malaysia.

INTRODUCTION

Gastronomy tourists are people who travel, particularly to learn about different cultures via unique culinary encounters. They are of diverse ages, nationalities, and socioeconomic backgrounds (Williams, Yuan & Williams, 2018). Gastronomy tourism is becoming more popular worldwide, focusing on tasting authentic and traditional local meals. It gives local producers and service providers a means to create regional identities, raise environmental consciousness, and preserve traditional ways of life (Birch & Memery, 2020).

Gastronomy tourism has also grown in popularity in Malaysia. Tourists are drawn to Malaysian food because of its rich flavour, spiciness, and variety. Furthermore, Malaysia's cultural diversity and cuisine bazaars are viewed as distinctive to the country, making it an enticing reason to visit the country. (Saad, 2019). The amazing flavours and distinct cultural elements have made Malaysia's culinary tourist experience one-of-a-kind, attracting many people. A study conducted by Safian, Osman, Wahab, Othman, and Azhar (2021), found that first-time tourists to Malaysia find the eating experience more engaging and memorable.

Despite the uniqueness of Malaysia's gastronomy tourism experience, the online gastronomy offerings are rather limited compared to the neighbouring countries. For example, on Tripadvisor (2021), there are fewer gastronomy experiences available in Malaysia's online marketplace compared to Thailand and Indonesia, which have a more significant number of gastronomic experiences (see table 1). Such limited numbers of gastronomy experience had put Malaysia far behind its neighbouring countries.

Table1: Numbers of the gastronomy service offered in the online marketplace as of December 2021 (Source: Tripadvisor experience websites)

	Numbers of gastronomy service offer		
Online Platform Tripadvis or	Malaysia	Thailand	Indonesia
	67	164	129

Although travel-related eating experiences may trigger memories, there is little evidence that these associations are common. Authenticity and the cultural differences may influence Memorable Gastronomy Tourism Experiences (MTEs), hence the traveller's home culture may also play a role (Stone, Migacz & Sthapit, 2021). Travellers tend to recall earlier remarkable encounters to recreate the same positive sentiments months and years later. MTEs can also help attract new visitors to a place by spreading word of mouth recommendations, as many travellers would like to suggest MTEs to others (Chandralal & Valenzuela, 2013).

In Malaysia, little research has been conducted to study the influence of a memorable gastronomic tourist experience (MGTE) on behavioural intention. In comparison to other countries, Malaysian gastronomic tourism is considered as immature. Many food enterprises are still working to increase consumer acceptance of gastronomic tourism. As a result, the Malaysian MGTE research should be carried out to encourage more individuals to be concerned about this market. This study is designed to investigate the possible outcome variables, such as servicescape, novelty seeking, experience co-creation, experience intensification, and choice overload on memories of gastronomy tourism experiences in enhancing tourist behavioural intention.

There are five objectives of this research:

1. To examine the relationship between novelty seeking and gastronomic behavioural intention.
2. To examine the relationship between experience co-creation and gastronomic behavioural intention.
3. To examine the relationship between servicescape and gastronomic behavioural intention.
4. To examine the relationship between experience intensification and gastronomic behavioural intention.
5. To examine the relationship between choice overload and gastronomic behavioural intention.

Significance of the Study
Future researchers may extend the body of literature in gastronomy tourism research. The findings can assist practitioners in the contemporary event industry in gaining insight on how to improve their business in today's challenging, and competitive market.

Practical perspective
This study will benefit the general consumers in comprehending various issues of gastronomic tourism. Furthermore, the gastronomy organisation can use this scale as an alternative in evaluating satisfaction performance throughout the gastronomy tourism experience and helps to understand the needs and wants of the guest who dines in the restaurant. This finding will assist the gastronomy establishment in developing various activities and packages suitable for entertaining guests other than just dining at the restaurant.

Academic perspective
Provides a novel contribution by extending literature review of experience and gastronomic tourism. Additionally, this study will help guide future research improvements, especially on subjects related to gastronomic tourism. Besides that, this study will help researchers make a great conclusion from the results of theories, hypotheses and research enquiries.

LITERATURE REVIEW
Behavioural intention
According to Leong, Ab Karim, Awang, and Abu Bakar (2017), the basic assumption of the behavioural intention notion is that evaluative reactions to a subject, such as a product, service, or environment, and their contribution to the construction of a good or poor feeling. The notion has been widely employed in the tourism sector to measure visitor behaviour after exposure to tourism products or services in a location. Tourists interested in visiting a specific location or participating in a tourism-related activity are more likely to be loyal.

Gastronomic tourism experience
Gastronomy tourism is one of today's most prominent speciality tourist segments (Saadiah and Isa, 2002). According to scholars in gastronomy tourism, the appeal of gastronomic tourism is sometimes referred to as soft power tactics. Gastronomy significantly impacts the overall trip experience (Correia, Moital Da Costa & Peres, 2008; Okumus & McKercher, 2007). According to Telfer and Wall (2000), travellers spend one-third of their travel budget on food, demonstrating the importance of food consumption in tourism. For both recreational and economic reasons, the tourism industry heavily relies on local cuisine. Visitors' contentment is influenced by gastronomic experiences (Fox, 2007), meaning that the experience that attracts tourists impacts their satisfaction levels.

Novelty seeking
The concept of novelty-seeking behaviour is broad, covering feelings of excitement, accomplishment, awe, and avoidance of boredom. The desire for novelty is generally regarded as an inherent characteristic of travellers (Lee & Crompton, 1992). Tourists' gastronomic tastes are influenced by the novelty seeker's desire to try new dishes (Mak, Lumbers, Eves, & Chang, 2012). This research focuses on the delicate, contradictory, and private aspects of traveller eating experiences. As a result of this exclusive concentration on particular tourist activity, any association between food intake and general travel motivation, particularly novelty seeking, has been lost. Travellers' choices of tourist activities and attitudes toward them are influenced by their desire for novelty (Fields, 2002; Weaver et al., 2009). According to several studies, the knowledge link between novelty seeking and behavioural intention has a declining effect on tourist revisit intention (Assaker, 2011). For example, Assaker (2011) discovered that travellers with a high level of novelty seeking usually did not revisit the places they have visited. Jang and Feng (2007) contend that tourists seek novelty for short-term or long-term revisit intents.

Experience co-creation
According to Prahalad and Ramaswamy (2004), co-creation is an opportunity for businesses and consumers to collaborate in such a way that both parties benefit from the activity, are free to participate in it, and acknowledge their own and each other's roles as contributors to customer behaviours. Eschevins, Giboreau, Julien, and Dacremont (2019) explained that the gastronomy of existence occurs when visitors seek out food and beverage complements as well as dining excursions that promote gastronomy education. A previous study discovered a link between co-creation and memorable holiday moments (Mathis et al., 2016; Sthapit et al., 2018). Sthapit et al. (2019) found a significant positive relationship between experience co-creation and behavioural intention. Racho, Breda, Fernandes, and Joukes (2021) found that tourists actively participate in food and wine tourism.

Servicescape

The term "servicescape," sometimes known as "atmospherics," refers to a variety of physical or built environment elements that influence consumer and employee behaviour in service organisations. The servicescape (e.g., music, odour, colour, equipment, and architecture) assists guests in differentiating and categorising service organisations based on their expected quality. According to some studies, there are known links between servicescape and gastronomic behavioural intention since both substantive and communicative servicescape have a favourable impact on intention. Nguyen & Nguyen, 2021, observed that servicescape, or a restaurant's appearance, had a moderating influence and impacts on tourists' behavioural intention.

Experience intensification

On-the-spot purchase behaviour is the term for experience intensification. Tourists' memorable gastronomic experiences are influenced by the intensity of their experiences. The enjoyment of a journey has an impact on other elements of one's life, which has an impact on one's overall happiness. Furthermore, life satisfaction refers to happiness in all areas of one's life, including health, safety, and travel (Sthapit et al., 2019). Several researchers have found that knowledge has an impact on experience intensification and behavioural intention (Coudounaris & Sthapit, 2017). Experience intensification was identified by Sthapit et al. (2019) as a critical factor impacting travellers' memorable gastronomic experiences. Anton, Camarero, and Laguna-Garcia (2018) revealed that experience intensification had a moderating effect on culinary tourists behavioural intentions.

Choice overload

The intricacy of a decision problem confronting an individual surpasses the cognitive resources available to them, resulting in choice overload, also known as over choice. In tourism, "choice overload" refers to the causal relationship between the number of options and choice-related experiences. Recent research has found that having excessive options can be hazardous. Diehl and Poynor (2010) reintroduced choice overload by Iyengar and Lepper (2000), which demonstrated that having more options has detrimental consequences. Choice overload is defined as a relationship between the number of available options and choice-related emotions such as discontent (Scheibehenne et al., 2010). The occurrence of option overload influences throughout tourist decision-making processes and is the subject of controversy in this area (Nguyen & Yuksel, 2017). Therefore, choice overload affect behavioural intention (Sthapit et al., 2019).

Research Hypothesis

In this study, there were five hypotheses were determined. The independent variables were novelty seeking, experience co-creation, servicescape, experience intensification, and choice overload. Dependent variable in this study was behavioural intention on gastronomic tourism. Based on the variables stated above, the hypotheses for this study were:

H1: There is a significant relationship between novelty seeking and gastronomic behavioural intention.

H2: There is a significant relationship between experience co-creation and gastronomic behavioural intention.

H3: There is a significant relationship between servicescape and gastronomic behavioural intention.

H4: There is a significant relationship between experience intensification and gastronomic behavioural intention.

H5: There is a significant relationship between choice overload and gastronomic behavioural intention.

Research Framework

A study framework was developed to investigate the relationship between gastronomic behavioural intention and the relationship of memorable gastronomic tourism experiences.
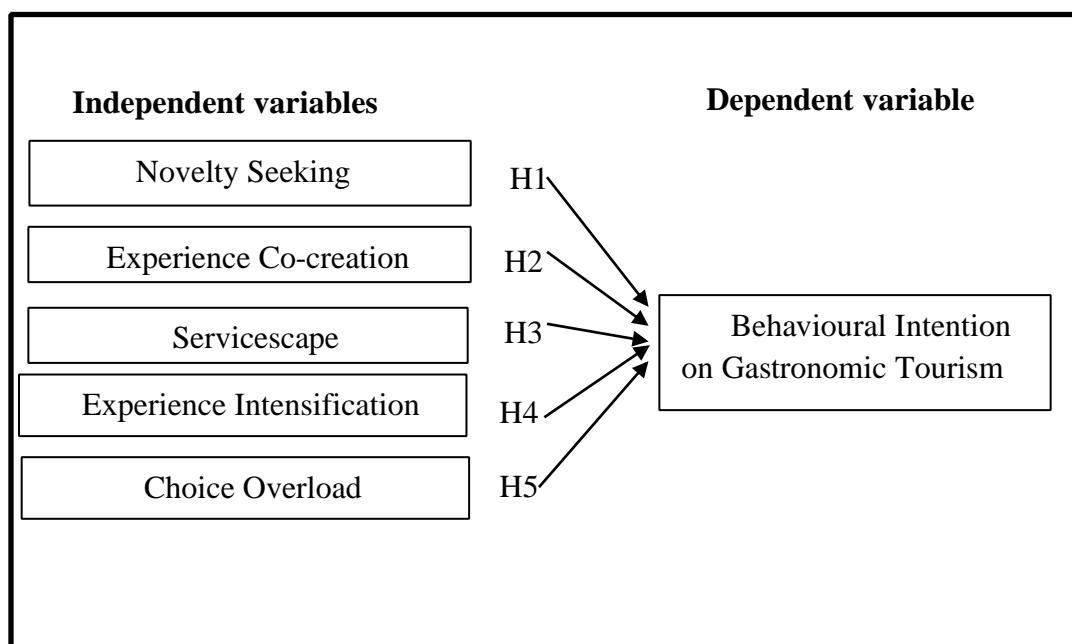
Figure 2.1: Proposed Conceptual Framework adopted from Sthapit et al. (2019)

METHODOLOGY
Research Design

Research design can be defined as a method used by a researcher to conduct a scientific study systematically. A suitable conclusion is reached by the total synchronisation of recognised components and data (Hyun, 2018). Research design can be divided into two, which are quantitative and qualitative research design. For the current study, the researchers employed quantitative research to carry out the research.

Data Collection

This research was conducted based on primary data. The process of obtaining data through surveys, interviews, or experiments is known as primary information gathering. An online questionnaire has been used in this study, which was constructed using Google forms. It was used because of the current situation of COVID-19 pandemic, and it is the best option that researchers can do because they cannot meet face-to-face. The sample size for this study was 250 respondents.

Two hundred fifty respondents mentioned above are those tourists who have participated and visited the place of gastronomy tourism. They were selected for this study because they were suitable to be the respondents, and they also have the experience of visiting such gastronomic places. Furthermore, the respondents for this study were discovered on social media platforms such as Instagram by searching for hashtags used by users. The respondents were reached personally via social media and asked whether they wanted to participate in this study by answering the questionnaire.

Sampling

Non-probability sampling was used in selecting participants in this research. Convenience sampling, quota sampling, judgement (or purposive) sampling, and snowball sampling are just a few of the non-probability sampling approaches. Purposive sampling was used in this study.

Purposive sampling is the deliberate selection of a participant based on the subject's qualities, which is appropriate for this study. Non-random technique does not need any underlying concepts or a set number of participants. In essence, the researchers determine what data was required and then search for people who can and will provide it based on their knowledge or experience. Finding and choosing persons and groups that are knowledgeable and experienced about a topic of interest is part of this process (Etikan, Musa & Alkassim, 2016).

Data Analysis

The researchers used the statistical application Statistical Programmers for Social Science (SPSS) version 20.2 to analyse the primary data. SPSS is a program-based data analysis and processing window that enables the creation of tables and pie charts. Computers assisted researchers by reducing the work necessary to gather data and facilitating quantitative analysis. The researchers presented the quantitative data using descriptive statistics, reliability statistics, Pearson's correlation, and regression.

FINDINGS

Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Novelty Seeking	4	4.20	0.650
Experience Co-Creation	5	4.05	0.734
Servicescape	4	4.17	0.737
Experience Intensification	3	4.11	0.773
Choice Overload	2	3.97	0.789
Behaviour Intention	5	4.11	0.405

The descriptive analysis of independent variables shows a moderate mean score (M=3.9430, SD=0.46479). Altogether the dimension variables also scored a moderate mean score where novelty seeking (M=4.0213, SD=0.41771), experience co-creation (M=3.9430, SD=0.46479), servicescape (M=4.2200, SD=0.51884), experience intensification (M=4.1783, SD=0.57384). The choice overload variable scored(M=3.9900, SD=0.86313). The dependent variable is behaviour intention (M=4.11, SD=0.405).

Reliability test

Table 3: Result of Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Novelty Seeking	4	0.241
Experience Co-Creation	5	0.563
Servicescape	4	0.611
Experience Intensification	3	0.568

Choice Overload	2	0.191
Behavior Intention	5	0.420

This analysis used the reliability analysis to determine Cronbach's Alpha values for all variables. The values are as follows: novelty seeking (0.241), experience co-creation (0.563), servicescape (0.611), experience intensification (0.568), choice overload (0.191) and behaviour intention (0.420). All the reliability was above the 0.9 average, usually considered excellent (Matkar, 2012).

Demographic Profile

The online platform assigned a total of 200 sets of questionnaires. Table 1 shows the ssummarised demographic results of the respondent's profile. The majority of respondents are female, with 55 per cent (n=110) as opposed to 45 per cent (n=90). This indicated that the survey collected a range of male and female responses, which would demonstrate how many people of both genders participate in gastronomic tourism.

As shown by Table 4, the respondents of this survey are primarily between the ages of 23 and 30, with a total of 123 respondents (61.5%). The 19-22 years old with 46 responses (23.0%), age between below and above 30 years old with 25 respondents (12.5%), and age 18 years old and below with six respondents (3.0%). The result indicated that the survey was able to know the age range that respondents most experience gastronomy because most of them are students and employed.

Respondent profile	Classification	Frequency N=200	Percentage (%)
Gender	Male	90	45%
	Female	110	55%
Age	18 Years Old and Below	6	3%
	19-22 Years Old	46	23%
	23-30 Years Old	123	61.5%
	Above 30 Years Old	25	12.5%
Race	Malay	165	82.5%
	Chinese	18	9%
	Indian	13	6.5%
	Indonesia	2	1%
	Bumiputera Sabah	1	0.5%
	Melanau	1	0.5%
Marital Status	Single	155	77.5%
	Married	45	22.5%
Education	Primary	1	0.5%
	Secondary	15	7.5%
	Diploma	53	26.5%

	Bachelor of Degree	111	55.5%
	Master degree	20	10%
	PhD	0	0%
Occupation	Student	107	53.5%
	Employed	60	30%
	Employed part time	10	5%
	Self-Employed	19	9.5%
	Unemployed	3	1.5%
	Retired	1	0.5%
Income (RM)	Below RM2000	178	50.4%
	RM2001-RM3000	69	19.5%
	RM3001-RM4000	64	18.1%
	Above RM4000	19	5.4%
States	Kelantan	33	16.5
	Negeri Sembilan	13	6.5
	Kedah	11	5.5
	Johor	17	8.5
	Pahang	14	7
	Pulau Pinang	12	6
	Perlis	9	4.5
	Selangor	30	15
	Melaka	14	7
	Terengganu	8	4
	Perak	12	6
	Wilayah Persekutuan	16	8
	Sarawak	4	2
	Sabah	7	3.5

Table 4: Respondent Demographic Profile

With 165 responses, the data shows that Malays form the majority of those who participated in the questionnaire (82.5%). With 18 respondents (9.0%), Chinese are second, followed by Indians with 13 respondents (6.5%), Indonesians with two respondents (1.0%), and Bumiputera Sabah and Melanau with only one responder each (0.5%). The finding indicated that the survey was able to receive data on races. Most of the respondentwho experience gastronomy are Malays because Malay is the majority race in Malaysia, and most of them are Kelantanese.

According to the result, majority of the respondents are single, with 77.5% (n=155) as opposed to 22.5% (n=45). The survey was able to collect information on how many people of both marital statuses participate in gastronomic tourism. For education level, the majority of respondents had a Bachelor's Degree, with 111 respondents (55.5%). Following that, 53 of the respondents (26.5%) have a diploma, 20 of the respondents (10.0%) have a Master's Degree, 15 of the respondents (7.5%) are secondary students, one of the respondents (1.0%) is a primary school student.

The average monthly income is shown in Table 4. The highest income of respondents is below RM2000, with 133 respondents (66.5 per cent), followed by income RM2001-RM3000 with 43 respondents (21.5 per cent), RM3001-RM4000 with 22 respondents (11.0 per cent), and income exceeding RM4000 with tworespondents (6.3 per cent).

The majority of respondents (33%) live in the state of Kelantan (16.5 per cent). Following that, 30 of the respondents (15.0 per cent) live in Selangor, 17 from Johor (8.5 per cent), and 16 from (8.0 per cent) Wilayah Persekutuan. In both Pahang and Melaka have 14 respondents, with a response rate of 7.0 per cent The rest of the respondents are from Negeri Sembilan (6.5 per

cent, n=13), 12 respondents from both Pulau Pinang and Perak with 6.0 per cent, Kedah (5.5 per cent, n=11), Perlis (4.5 per cent, n=9), Terengganu (4.0 per cent, n=8), Sabah (3.5 per cent, n=7), and the lowest, which four responses were collected from Sarawak region respondents (2.0 per cent).

HYPOTHESIS TESTING

Five (5) hypotheses were presented in this section. The first hypothesis determines the positive relationship between novelty seeking and behavioural intention. The second hypothesis determines the positive relationship between experience co-creation and behavioural intention. The third hypothesis determines the positive relationship between servicescape and behavioural intention. The fourth hypothesis determines the positive relationship between experience intensification and behavioural intention. Finally, the fifth hypothesis determines the positive relationship between choice overload and behavioural intention.

Table 5: Pearson Correlation Analysis

Hypothesis	Result	Findings of Data Analysis
H1: There is a positive relationship between novelty seeking and behavioural intention.	r = 0. 288, p = 0.001 Weak	**H1: Accepted**
H2: There is a positive relationship between experience co-creation and behavioural intention.	r = 0. 498, p = 0.001 Moderate	**H2: Accepted**
H3: There is a positive relationship between servicescape and behavioural intention.	r = 0. 451, p = 0.001 Moderate	**H3: Accepted**
H4: There is a positive relationship between experience intensification and behavioural intention.	r = 0. 269, p = 0.001 Weak	**H4: Accepted**
H5: There is a positive relationship between choice overload and behavioural intention.	r = 0. 406, p = 0.001 Moderate	**H5: Accepted**

The above table serves to summarise the findings of this study. The hypothesis that has been tested for this study will be further elaborated as follow:

Hypothesis one (H1) proposed that novelty seeking correlates positively with behavioural intention. The finding reported in this study revealed that the novelty seeking recorded value of Pearson Correlation, which is r = 0.288, p = 0.001. Thus, the result accepts hypothesis 1 (H1), whereby novelty seeking is positively significant with behavioural intention.

Hypothesis two (H2) proposed that experience co-creation positively correlates with behavioural intention. The finding reported in this study revealed that the experience co-creation recorded value of Pearson Correlation, which is r = 0.498, p = 0.001. Thus, the result accepts hypothesis 2 (H2), whereby experience co-creation is positively significant with behavioural intention.

Hypothesis three (H3) proposed that servicescape positively correlates with behavioural intention. The finding reported in this study revealed that the servicescape recorded value of

Pearson Correlation, which is r = 0.451, p = 0.001. Thus, the result accepts hypothesis 3 (H3), whereby servicescape is positively significant with behavioural intention.

Hypothesis four (H4) proposed that experience intensification positively correlates with behavioural intention. The finding reported in this study revealed that the experience intensification recorded value of Pearson Correlation, which is r = 0.269, p = 0.001. Thus, the result accepts hypothesis 4 (H4), whereby experience intensification is positively significant with behavioural intention.

Hypothesis five (H5) proposed that choice overload positively correlates with behavioural intention. The finding reported in this study revealed that the choice overload recorded value of Pearson Correlation, which is r = 0.406, p = 0.001. Thus, the result accepts hypothesis 5 (H5), whereby choice overload is positively significant with behavioural intention.

DISCUSSION AND RECOMMENDATION

The preceding chapter has determined certain empirical characteristics that influence gastronomic behavioural intention. In order to acquire a higher number of respondents, researchers can expand the study region from one country to another (for example, Thailand, which has a lot of culinary tourism) to increase the number of participants and could improve the results. Comparing demographics of regions studied overseas might also increase the number of questions in each segment.

Furthermore, future research should incorporate additional MTE characteristics such as hedonism and culture because looking at other variables will provide a greater insight into the study area. By understanding and grasping the concept of MGTE would make it easier for tourism practitioners to design and develop the various sorts of MGTE that may be provided to guests. Additional studies can also help to accelerate the process of improving Malaysia's tourism sector.

Lastly, more methodological work is needed for researchers' reference. Future researchers are recommended to use qualitative methodologies because it is feasible to document the experiences and opinions of tourists who have had mixed or negative experiences. They are willing to contribute their time to this type of research. Returning to research events will be beneficial if the researcher establishes a strategy and conducts a thorough cost-benefit analysis. Although methodologically challenging, conducting long-term research to investigate the factors of visitor gastronomic experience and intent to return to gastronomy tourism events could be beneficial.

CONCLUSION

Gastronomy tourism has increased in popularity in Malaysia, with tourists drawn to Malaysian food, the country's cultural richness, and cuisine bazaars that are considered particularly Malaysian. The aim of this study was to investigate how such experiences influence behavioural intention and why travellers have a tendency to recall past spectacular encounters in an attempt to reproduce the same happy sensations months and years later after travelling. The current study's main contributions include the extension of the memorable tourism experience construct and the inclusion of the servicescape, novelty-seeking, experience co-creation, choice overload, and experience intensification as critical variables influencing tourists' memorable gastronomic experiences. Data were gathered through quantitative study by delivering 250 questionnaires to gastronomic visitors. The data collected were analysed using the Statistical Package for Social Science (SPSS). The findings demonstrated that servicescape, novelty-seeking, experience co-creation, option overload, and experience intensification all had a beneficial impact on memorable gastronomic tourism experiences. This study is expected to provide valuable insight to restaurant owners, policymakers, and tourist marketers in planning and promoting a memorable gastronomic experience for visitors.

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Impact Of Perceived Health Risk on Behavioral Intention To Visit Malaysia Among International Tourists

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ABSTRACT

The COVID-19 epidemic had a significant impact on the travel and tourism business where visitors are forced to postpone and consider their travel intention. Hence, this study is designed to determine the effect of perceived health risks on international tourists' behavioural intention to visit Malaysia. Data was gathered by performing quantitative research and distributing 250 questionnaires to tourists who actively travel across the world. The acquired data were analysed using the Statistical Package for Social Science (SPSS). From the findings, perceived susceptibility, perceived severity, perceived uncertainty and perceived psychological risk positively affected behavioural intention to visit Malaysia. The findings of this study contribute to tourism crises in the travel and tourism sector, as well as responses to modify tourists' travel risk toward perceived health during the COVID-19 pandemic era in future research.

Keywords: Perceived Health Risk, Perceived Susceptibility, Perceived Severity, Perceived Uncertainty, Perceived Psychological Risk

INTRODUCTION

Malaysia used to be one of the countries with a significant number of COVID-19 cases. Beginning March 15, 2020, Malaysia had a large surge in active COVID-19 cases. Malaysia is the third country in Southeast Asia affected by COVID-19 infection cases and deaths, trailing only Indonesia and the Philippines. As of December 4 2021, Malaysia had a total of 2,654,474 confirmed cases, with 2,561,230 patients recovered, 30,574 instances of death, and 62,670 active cases . The scenario has affected Malaysia's image in the eyes of the globe, particularly foreign tourists planning to visit the country. This is most likely because the media frequently exaggerates the risks of a scenario by stressing specific parts of COVID-19 instances in Malaysia, which substantially impacts public opinion and individual risk perceptions (Parvin, 2020).

Aside from that, the relationship between opinions and travel intentions is influenced by perceived travel risk. Tourists are more inclined to rearrange their vacation plans to avoid "dangerous" areas and seek safer alternatives when the press associates certain destinations with negative events or a greater likelihood of incidents (Sönmez, 1998). Visitors are far more inclined to avoid locations with a high risk of terrorism, natural disasters, or pandemic outbreaks (Pizam, 2002). As a result, it is vital to comprehend the relationship between risk attitude and travel behaviour.

Furthermore, little study has been conducted to investigate international tourists' perceptions of risk when visiting Malaysia, particularly in the aftermath of COVID-19. Characteristics such as perceived susceptibility, perceived severity, perceived ambiguity and perceived psychological risk are not commonly employed in perceived risk studies. Most scholars explore other elements in risk perception, such as perceived travel risk, perceived health risk and many more. Due to the general research gap above, this study is designed to investigate the perception of tourists or a person's propensity for the disease, the perceived severity and travel behaviours among international tourists towards travelling in Malaysia.

There are four objectives of this research:

1. To examine the impact of perceived susceptibility of COVID-19 health risk on behavioural intention to visit Malaysia.

2. To examine the impact of perceived severity of COVID-19 health risk on behavioural intention to visit Malaysia.

3.To examine the impact of perceived uncertainty of international travel on behavioural intention to visit Malaysia.

4.To examine the impact of perceived psychological risk of COVID-19 health risk on behavioural intention to visit Malaysia.

Significance of the Study
Practical Perspective
In terms of practical perspective, this study is expected to benefit tourism players such as the tourist industry by providing a better understanding of the numerous challenges encountered during the perceived health risk and assisting businesses in improving their business following post-covid. The tourism player can utilise this scale as an option to evaluate the influence of performance on tourist experience across the COVID-19 epidemic. This discovery will assist tourism players in improving their company by promoting a low-risk travel experience to lure travellers to Malaysia and developing additional activities and packages ideal for the post-covid trip.

Academic Perspective
In terms of academic perspective, the study's input and data can serve as a reliable reference source for postgraduate students researching perceived health risks among international tourists. The findings of this study will also create awareness of perceived health risks among tourism players in Malaysia. Aside from that, this study can be utilised as a reference and guideline for future research, particularly in the area of perceived health risk.

LITERATURE REVIEW
Behavioural Intention
The degree to which the behaviour or destination or product and its performances are judged favourably or unfavourably by tourists may be characterised by their attitude toward tourism behaviour, destination, or product (Han,2020). The concept indicates that the travel's tendency toward the tourism behaviour, destination, or product is formed based on their cognitive valuation, which is either positive or negative. The attitude towards the action is often incorporated in diverse social psychology theories or models because the concepts influence the individuals' intention formation for the behaviour.

Perceived Susceptibility
Perceived susceptibility refers to a person's assumption that suffering from a disease is the outcome of a specific behaviour. Perceived susceptibility is also defined as a perceived vulnerability that alludes probability of being exposed to the disease (Ayniariqa, 2014). When there is COVID-19 throughout the world, especially in Malaysia, tourism activities are disrupted because tourists are lack of confidence and feel nervous when they want to participate in tourism activities. In addition, high-risk tourists such as the elderly, children, pregnant women, smokers, chronic patients (diabetes, hypertension, heart, asthma), and low-risk patients (cancer, HIV) would have a different perceived susceptibility as compared to low-risk tourists(Kementerian Kesihatan Malaysia, 2020).

Perceived Severity
People typically consider the medical and social implications when determining the severity of an illness or disease (Wayne et al., 2019). The probability that a person will change their health behaviours to prevent a coronavirus outbreak depends on the person's perception of the severity consequences. Some tourists travel despite having health difficulties, and these interactions are influenced by personal factors as much as the surroundings. At the same time, tourism scholars fail to study the relationship between perceived health risk and perceived severity. This is due to the fact that COVID-19 disease is a novel disease that has never been found in a biological system, and no vaccination has ever been developed (WHO, 2020).

Perceived Uncertainty

Perceived uncertainty is the anticipation of an unknown impending loss, and it was assumed to influence attitudes toward behaviour (Vanessa, 2009). Perceived uncertainty has long been studied in tourism studies. Initially, it is associated with numerous outcomes in customer behaviour, such as purchase intention, revisit intention, contentment, and loyalty (Farias, 2020). Uncertainty is a cultural value that reflects how uncomfortable people feel in unfamiliar settings. Cultures with a high level of uncertainty avoidance value structure consider the unknown and ambiguous to be dangerous, whereas cultures with a low level of uncertainty avoidance are more willing to take risks.

Perceived Psychological Risk

Psychological risk factors are environmental elements that have the potential to affect society's mental health and well-being (psychological risk in the health and safety, 2019). Psychological factors can influence one's sense of health and illness, as well as one's health practices. Chronic stress can cause anxiety, despair, and the inability to manage painful and unpleasant emotions. Furthermore, the constant fear of infection affects daily living and social isolation, affecting human connections (Valeria, 2020). At the same time, if a person believes that a tourist location is unsafe and that the risk of an epidemic is high, they will experience increased anxiety and stress. The situation will affect the psychological danger that a person feels when under stress.The widespread impact of COVID-19 is most likely to induce psychological harm. As a result, there is a higher need to understand visitors' psychological risk aversion for COVID-19.

Research Hypotheses

In this study, there were four hypotheses determined. The independent variables are perceived susceptibility, perceived severity, perceived uncertainty, and perceived psychological risk. The dependent variable for this study isbehavioural intention towards international travel to visit Malaysia.

H1:   There is a positive relationship between perceived susceptibility and behavioural intention towards international travel to visit Malaysia.

H2:   There is a positive relationship between perceived severity and behavioural intention towards international travel to visit Malaysia.

H3:   There is a positive relationship between perceived uncertainty and behavioural intention towards international travel to visit Malaysia.

H4:   There is a positive relationship between perceived psychological risk and behavioural intention towards international travel to visit Malaysia.

Research Framework

A research framework has been conducted to investigate the connection between four independent variables used to measure the perceived health risk and behavioural intention to visit Malaysia among international tourists.
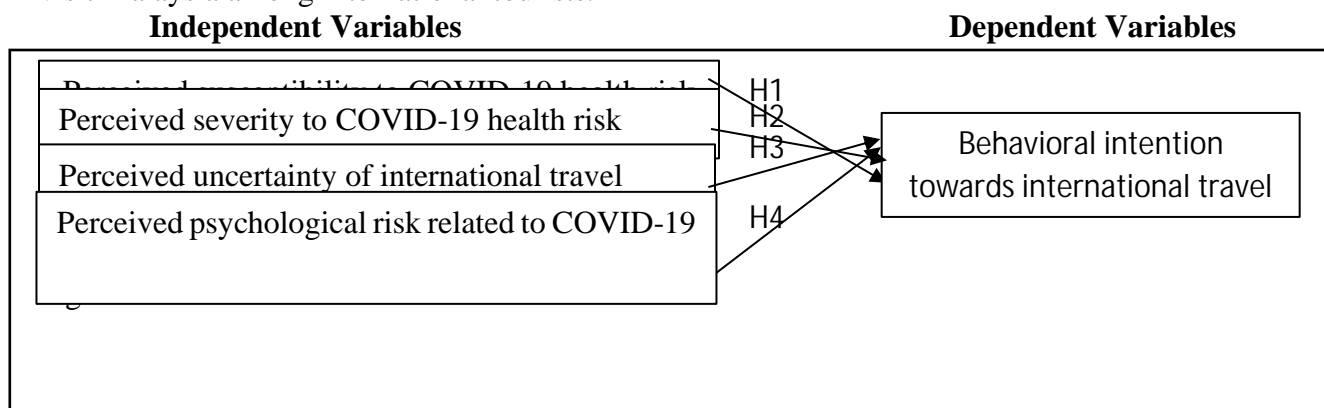
METHODOLOGY
Research Design
A research design can be defined as a strategic framework for action that links research questions and research implementation. According to Martin (2006), study designs are plans that guide the creation of data collection and analysis settings to combine relevance to the research objective. The quantitative research method has been used to study impact of perceived health risk on behavioural intention to visit Malaysia among international tourists.

Data Collection
Due to COVID-19, the best approach is to use social media, as face-to-face communication is inappropriate. A cross-sectional online survey and google form questionnaire was used in this study. According to Sekaran (2003), a self-administered survey is an effective data collection when the researcher is aware of what is required and how the variables of interest will be measured. A set of questionnaires was distributed and targeted to the respondents splanning to travel to Malaysia during the Covid-19 endemic. The researchers believe that the targeted respondent can provide the necessary information for the current study. Additionally, the research purposes have been described and explained only through social media accounts. Respondents' names will not be revealed to protect their identity.

Sampling
Non-probability sampling is the sampling approach used in this investigation, in which the researcher selects samples based on subjective judgement. The researcher used the convenience sampling method, in which samples were gathered from overseas tourists wanting to visit Malaysia. The researcher chose these samples primarily because they were easier to recruit, and the researcher did not consider choosing a sample that reflected the entire population. The researcher chose approximately 250 international tourists who were scheduled to visit Malaysia. The number was chosen based on the socialising community on Facebook and Instagram. Furthermore, the quantity is deemed adequate because similar studies used a similar number of respondents.

Data analysis
The Statistical Package for the Social Sciences, or SPSS as it is commonly known among researchers, was used in this study for data analysis. After the data collection period, all responses were evaluated in SPSS. Before doing any tests, the data were carefully screened, and invalid samples with missing values were eliminated. The data analysis results on all variables' score distribution were reported using descriptive statistics and reliability analyses. Later, the researcher conducted a correlation test on the foreign tourist respondents. The research objectives were examined using a correlation test (which measures respondents' perceived susceptibility, perceived severity, perceived uncertainty, and reported psychological danger toward international tourists).

FINDING
Descriptive Analysis

Table 1: Descriptive Analysis

Variables	Items	Mean Score	Standard Deviation
Perceived susceptibility	I will suffer serious negative consequences.	4.24	0.936
	The Covid-19 disease will have a severe negative impact on me.	4.26	0.928
	The disease will be detrimental to my well–being.	4.30	0.905

	The disease will affect my health.	4.42	0.843
Perceived severity	I feel was at risk of contracting Covid-19 while traveling.	4.47	0.772
	My chances of contracting Covid-19 while traveling are high.	4.46	0.817
	My chances of being in close contact with others are very high.	4.43	0.825
	It is difficult for me to accept that I will be infected with covid-19 while traveling in high.	4.40	0.864
	Covid-19 had a giving impact on my mental health.	4.33	0.997
Perceived uncertainty	I think travel experience does not function as expected.	4.17	1.140
	I think my financial will loss caused by the flight or hotel cancellation.	4.26	0.979
	I think psychological discomfort increased if I do not travel during the Covid-19 pandemic.	4.21	1.051
	Travel during the Covid-19 pandemic will make me lose social caused hearing other people's negative opinions about travel.	4.22	0.935
	I think will be a threat to health if I go travel during the Covid-19 pandemic.	4.29	0.964
	I think it is a waste of time if I go travel during the Covid-19 pandemic.	4.25	1.073
Psychological risk	I feel uncomfortable travelling anywhere at the moment during the Covid-19 pandemic.	4.30	1.026
	Domestic travel is equally risky as international travel.	4.30	0.886
	Tourists should avoid visiting destinations seriously affected by the COVID-19 outbreak.	4.40	0.787
	I feel nervous about international travel at the moment during the Covid-19 pandemic	4.36	0.887
	Travelling to destinations severely affected by the COVID-19 outbreak is risky.	4.42	0.809

Descriptive analysis showing independent variables confirmed a moderate mean score (M = 4.3287, SD = 0.73946). Overall, the dimensional variables also got a moderate mean score where the perception of vulnerability was 4.3070 (SD = 0.80815), the perception of severity 4.4176 (SD = 0.74597), the perception of uncertainty 4.2340 (SD = 0.91129). Moreover, the dependent variable confirmed an intermediate mean score (M = 3.0712, SD = 1.41576) in which a sub -variable named psychological risk perception obtained 4.3560 (SD = 0.76813).

RELIABILITY TEST

Table 2: Reliability Test

Variable	Number of items	Reliability Cronbach's Alpha
Perceived susceptibility	4	0.916
Perceived severity	5	0.919
Perceived uncertainty	6	0.946
Perceived psychological risk	5	0.919
Behaviour intention	5	0.976

Reliability analysis was conducted in this analysis to assign Cronbach's Alpha values for all variables. The values were as follows: Perceived Tendency (0.916), Perceived Severity (0.919), Perceived uncertainty (0.946), Perceived psychological risk (0.919), and Behavioral Intent (0.976). All reliability is above the average of 0.9, usually considered excellent.

DEMOGRAPHIC PROFILE
The findings of a summary of the demographics of the respondents' profiles are shown in Table 2. Male and female respondents made up half of the total. According to the table, the majority of respondents (89) are Chinese (35.6 %). Malays were followed by 73 responses (29.2%), 44 respondents (17.6%) from Indians/Indians, 15 respondents (6.0%) from Arabs, eight respondents (3.2%) from Rohingya, four Japanese respondents, and three Thai respondents. Bangladesh, the Betawi, and the Khmers each had two respondents (0.8%). The last respondents were Australians, Canadians, and Russians (0.4%).
The results show that respondents are specifically aged between 21 and 30 years old, with a frequency of 120 respondents (48.0%). Following that, 31-40 years old had 107 respondents (42.0 %), and 41-50 years old had 23 respondents (9.2%). The findings also revealed that the majority of respondents (65.6%, n = 164) were single, while 34.4% (n = 86) were married.
Table 2: Respondent Demographic profile

Respondent profile	Classification	Frequency N=250	Percentage (%)
Gender	Male	125	50%
	Female	125	50%
Age	21-30 years old	120	48.0%
	31-40 years old	107	42.8%

	41-50 years old	23	9.2%
Marital Status	Married	86	34.4%
	Single	164	65.6%
Race	Arab	8	3.2%
	Australia	1	0.4%
	Bangladesh	2	0.8%
	Betawis	2	0.8%
	Canadian	1	0.4%
	Chinese	89	35.6%
	India/Indian	44	17.6%
	Japanese	4	1.6%
	Khmers	2	0.8%
	Korean	15	6.0%
	Malay	73	29.2%
	Rohingya	5	2.0%
	Rusia	1	0.4%
	Thai	3	1.2%
Religion	Budha	51	20.4%
	Catholicism	6	2.4%
	Hindu	18	7.2%
	Islam	101	40.2%
	Kristian	73	29.2%
	Non-religion	1	0.4%
Education	Degree	93	37.2%
	Diploma	50	20.0%
	Master	33	13.2%
	Not School	8	3.2%
	PhD	10	4.0%
	Postsecondary	5	2.0%
	Postgraduate	46	18.4%
	Primary School	4	1.6%
	SSC	1	0.4%

Table 2 illustrates the results of the demographic profile of respondents by religion. The majority of respondents are Muslims which is 101 respondents (40.4%), followed by Christians with 73 respondents (29.2%). Next followed Buddhism, which is 51 respondents (20.4%), Hindu, 18 respondents (7.2%) and followed by six respondents (2.4%), which is Catholic and the last non-religious with one respondent (0.4%).

The table shows that most respondents have a degree (37.2%, n = 93), followed by 50 of the respondents (20%) having a diploma, and 46 of the respondents (18.4%) having a postgraduate degree. 33 of the respondents (13.2%) having a master's degree, ten of the respondents (4.0%) have a PHD, eight of the respondents (3.2%) not in school and recorded a total of five respondents (2.0%) were secondary school graduates. Next stated primary school as many as four respondents (1.6%), and the last is SSC stated one respondent (0.4%).

HYPOTHESIS TESTING

Four (4) hypotheses were presented in this section. The first hypothesis determines the positive relationship between perceived susceptibility and behavioural intention towards international travel to visit Malaysia. The second hypothesis determines the positive relationship between perceived severity and behavioural intention towards international travel to visit Malaysia. The third hypothesis determines the positive relationship between perceived uncertainty and behaviour intention. Lastly, the fourth hypothesis determines the positive relationship between perceived psychological risk and behaviour intention towards international travel to visit Malaysia.

Table 3: Hypothesis Testing

Hypothesis	Result	Findings of Data Analysis
H1: There is a positive relationship between perceived susceptibility and behaviour intention.	$r = 0.916$, $p = 1.000$ Very high positive	**H1: Accepted**
H2: There is a positive relationship between perceived severity and behaviour intention	$r = 0.919$, $p = 1.000$ Very high positive	**H2: Accepted**
H3: There is a positive relationship between perceived uncertainty and behaviour intention.	$r = 0.946$, $p = 1.000$ Very high positive	**H3: Accepted**
H4: There is a positive relationship between perceived psychological risk and behaviour intention	$r = 0.918$, $p = 1.000$ Very high positive	**H4: Accepted**

The above table serves to summarise the findings of this study. Hypotheses that have been tested for this study will be further elaborated as follow:

Hypothesis one (H1) proposed that perceived susceptibility has a very high positive relationship with behavioural intention. The finding reported in this study revealed that the perceived susceptibility recorded value of convenience, which is $r = 0.808$, $p = 0.000$. Thus, the result accepts hypothesis 1 (H1), whereby perceived susceptibility is significant with behavioural intention.

Hypothesis two (H2) proposed that perceived severity has a very high positive relationship with behavioural intention. The finding reported in this study revealed that the perceived severity recorded value of convenience, which is $r = 0.745$, $p = 0.000$. Thus, the result accepts hypothesis 2 (H2), whereby perceived severity positively correlates with behaviour intention.

Hypothesis three (H3) anticipated that perceived uncertainty has very high positive relationship with behavioural intention. The findings show that perceived uncertainty recorded value of convenience, which is $r = 0.911$, $p = 0.000$. Thus, the result accepts hypothesis 3 (H3), whereby perceived uncertainty is positively significant with behavioural intention.

Hypothesis four (H4) anticipated that perceived psychological risk has very high positive relationship with behavioural intention. Based on the findings, perceived psychological recorded value of convenience, which is $r = 0.768$, $p = 0.000$. Thus, the result accepts hypothesis 4 (H4), whereby perceived psychological risk is positively significant with behavioural intention.

DISCUSSION & RECOMMENDATION

Based on the results above, some empirical factors that impact perceived health risk on behavioural intention to visit Malaysia have been determined. According to the findings, perceived susceptibility, perceived severity, perceived uncertainty, and perceived psychological risk all had a positive effect on behavioural intention to visit Malaysia. Regarding perceived susceptibility, tourism activities are affected while COVID-19 is present around the world, particularly in Malaysia, because tourists lack confidence and are worried about participating in tourism activities. So, it influences the behavioural intention of tourists, especially international tourists, to travel to Malaysia. Other than that, the chances that a person will change their health behaviour to prevent a coronavirus epidemic is dependent on the degree of the person's severity and thinking about the consequences. Next, in terms of perceived uncertainty in this research, it influences behavioural intention to visit Malaysia because perceived uncertainty makes tourists feel uncertain or hesitant to make decisions, especially when worrying about and involving matters of health and life. In addition, in terms of perceived psychological risk, people feel uncomfortable and nervous when travelling anywhere during the COVID-19 pandemic. So, these four independent variables influence behavioural intention toward international travel to Malaysia.

Numerous recommendations were made to improve future research. Firstly, future researchers can expand the study area from one country to another with a large population capacity to obtain more significant number of respondents. Results from a larger number of respondents will help to improve the results. The number of questions in each section can be increased by comparing countries with high demographic travel intentions.

Secondly, more methodological work is required. It is possible to use qualitative methods to assess the impact of perceived health risks on international tourists' intentions to visit Malaysia. In-depth research in this area may yield unexpected results that may help to improve present studies and provide great insight.

Finally, researchers can devise strategies and conduct comprehensive cost-benefit evaluations for international visitors participating in tourism activities during COVID-19 pandemics, which will benefit them indirectly in their decision to visit Malaysia. Although methodologically difficult, conducting multiple long-term studies to measure the impact of perceived health concerns on international tourists' desire to visit Malaysia is beneficial. By understanding in this field will assist tourism players in developing low-risk travel experience promotions to entice international travellers to visit Malaysia, as well as in developing additional activities and packages perfect for the post-covid trip.

CONCLUSION

This study has used a framework from Surianti (2020) to examine the relationship between the four independent variables: perceived susceptibility, perceived severity, perceived uncertainty, and perceived psychological risk, with the dependent variable, which is the behavioural intention of international tourists to visit Malaysia. Data was gathered by distributing 250 questionnaires to tourists who have travelled worldwide. Later, the acquired data were analysed using the Statistical Package for Social Science (SPSS). The outcome showed that these four independent variables influenced the behavioural intention of international travellers to visit Malaysia. The findings of this study contribute to tourism crises in the travel and tourism sector, as well as responses to modify tourists' travel risk toward perceived health during the COVID-19 pandemic era in future research.

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A Cross-Ecotourism Activities Comparison of Memorable Tourism Experience Among Penang National Park Visitors.

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ABSTRACT

Memorable tourism experience has been a recent focus of tourism academics. There have been various studies that have focused on the behavioural intentions of tourists in various settings. The present study focuses on the relationship between memorable tourism experiences and tourist satisfaction. A quantitative research survey was distributed to online survey numbers of 300 respondents who have visited Penang National Park in Pulau Pinang, Malaysia, which suggests different dimensions for the MTE scale. It was found that only four dimensions of MTEs, namely hedonism, involvement, refreshment & knowledge, were meaningfully contributing to the tourist's satisfaction. The results also proposed that hiking has a stronger memorable experience than trekking. The findings of this paper are believed to provide great insight into how to improve tourism packages. It enables the tour operator and national park to create more spectacular tourism packages that place a greater emphasis on the tourist experience. This is because, in today's world, tourists are not only interested in seeing the sights but also the experience that they will never forget.

Keywords: Memorable tourism experiences, Satisfaction

INTRODUCTION

Penang National Park (PNP) in Malaysia was once known as Pantai Acheh Forest Reserve. It was also known as the 'Bay of Glowing Amber' due to its spectacular sunset vistas (Rajoo, 2020). PNP is the world's smallest national park, yet it has plenty of intriguing things to do for a nice day out in nature (Ferrarese, 2021). Although it is Malaysia's smallest national park, it is one of the country's most prominent ecotourism sites, attracting a substantial number of ecotourists each year (Kaffashi, 2015). Despite its tiny size, the park's beach-fringed woodland is home to many distinctive flora and fauna species, including silvered leaf monkeys, flying lemurs, leopard cats, and numerous bird, amphibian, and reptile species. Furthermore, at PNP, everyone can easily do some exciting activities that will fill a day, such as forest walks and taking a boat ride to tranquil golden-sand beaches (Planet, 2021).

Table 1: Malaysian and International Tourist Arrivals PNP, 2014-2020.

Year	Malaysian Visitors	International Visitors	Total
2014	75,331	51,503	126,834
2015	90,651	57,936	148,587
2016	83,114	64,726	147,840
2017	87,850	69,382	157,232
2018	79,303	68,437	147,740
2019	85,205	68,590	153,795
2020	47,018	19,246	66,264

Table 2: Experiences offered between Penang National Park and National Park.

Penang National Park	National Park
1. Interpretation Centre	1. Hike to Bukit Teresek
2. Camping	2. Hike to Gunung Tahan
3. Wildlife Observation	3. Go for a Night Jungle Walk
4. Canopy Walkway	4. Visit the Kampung Orang Asli
5. Water activities	5. Go rapid shooting
6. Picnic	6. Take a boat cruise to Lata Berkoh
7. Fishing	7. Feed the fish at Kelah Sanctuary
8. Jungle Trekking	8. Observe the animals
9. Hiking	9. Go fishing
10. Muka Head Lighthouse	10. Go spelunking at Gua Telinga
11.Turtle Conservation Centre	11. Explore Gua Kepayang Besar
12. Visit to Meromictic Lake	12. Hike to the Four Steps Waterfall
	13. Go bird watching
	14. Climb the Canopy Walkway
	15. Go on a night 4WD Safari
	16. Hike to Lubok Simpon
	17. Trek to Gua Luas and Gua Daun Menari

Although memorable tourism experience is very important to enhance tourism businesses' competitiveness, there are relatively limited studies on MTEs specifically at PNP. Many researchers have concentrated on other types of tourism, such as cultural tourism (Chen & Rahman, 2018), rural tourism (Loureiro, 2014), food consumption among tourists (Tsai, 2016) and Islamic tourism (Mahdzar, 2018). Nonetheless, Kim (2010) notes that not all seven elements of MTEs are not applicable across a range of destination-specific tourism scenarios. Hence, additional research on MTEs in a different research setting, especially in Penang National Park is warranted.

This study is carried out to examine a cross-ecotourism activities comparison of memorable tourism experiences among Penang National Park visitors based on Kim and Ritchie's cross-cultural validation of the memorable tourism experience scale (MTES). Specifically, this research examines the relationship between refreshment, knowledge, novelty andinvolvement in memorable tourism experiences of Penang National Park visitors and finally compares tourist MTEs based on ecotourism activities in which they participated. The result of this research can help the future study of memorable tourism experiences among tourists.

There are five objectives of this research:

1. To examine the relationship between refreshment and re-participation.
2. To examine the relationship between knowledge and re-participation.
3. To examine the relationship between novelty and re-participation.
4. To examine the relationship between involvement and re-participation.
5. To compare 'tourists' MTEs based on ecotourism activities in which they participated.

Significance of the Study

Academic Perspective

It will aid scholars by improving their understanding of memorable tourism experiences in ecotourism settings. Aside from that, this research will be valuable for academics because it will help to expand the present research context, which focuses on ecotourism sites. The findings of theories, hypotheses, and research queries will benefit future studies in obtaining a firm conclusion.

Practical Perspective

The entire tourism sector will gain from it as the insights may be useful in improving tourism packages. It enables the tour operator and national park to design outstanding tourism packages that focus more on the tourist experience. In today's world, travellers are interested in more than just viewing the sites; they want to have an experience they will never forget.

LITERATURE REVIEW

Refreshment

Refreshment is referred to as relaxation as the main push factor motivating travelling, such as a travel experience where people can feel happier, relaxed and healthier (Sthapit, 2017). Refreshment is also a major component of tourism and leisure that concentrates on the state of mind and the depth of experiential engagement. Ramanpong (2019) discovered that refreshment has significantly positive effects on visitors' behavioural intention. Moreover, the individuals highly value refreshments as psychological benefits from their travel experiences.

A previous study by Coudounaris (2017) stated that refreshment has no significant relationship with behavioural among visitors to a zoo and museum in Rovaniemi, Finland.

Knowledge

Knowledge is defined as a cognitive aspect of the tourist experience that includes guidance during the vacation. Travel experience gives unique experiences and possibilities for the visitor, such as new practical skills and experience (Coundounaris, 2017). In addition, the study also has explored whether other possible outcome variables, such as subjective well-being, may be used (Kim H., 2015). Coundounaris (2017) said numerous MTE researches have demonstrated that knowledge affects satisfaction and behavioural intentions, and it is also indicated that knowledge and behavioural intention had no significant relationship. However, the knowledge dimension exerted a significantly negative effect on visitors' MTE (Ramanpong, 2019).

Novelty

Research by Mitas (2018) defined novelty seeking as an antecedent of emotional arousal. The basic notion underlying the construct of novelty seeking appears to be that through some internal drive or motivating force, the individual is activated to seek out novel information. According to Ramanpong (2019), novelty positively affects the MTE and negativelyaffects the memorable. So, in other words, the novelty dimension exerted non-significant influences on visitor MTE and revisit intentions. In addition, it also involves the willingness-to-take physical, psychological, and social risks for the sake of varied, novel and complex sensations. Novelty seeking is particularly important in tourism as a popular motivation for anindividual to travel.

Involvement

According to Ramanpong (2019), involvement influences satisfaction and behavioural intention has significantly positive effects on visitor MTE intention. Involvement also important for psychographic constructs because of its potential effects on people's attitudes toward activity and their behaviour with respect to the activity and decision-making. Involvement also has a significant relationship with the behavioural intentions of heritage tourists through the mediating role of satisfaction (S. Mostafa Rasoolimanesh, 2021). Next, tourists know that an experience is closely related to their interests and develop involvement through active participation in tourism programmes during the on-site phase of tourism experiences.Visitors also find themselves immersed in a leisure activity and are more likely to have a memorable experience.

Re-Participation

Behavioural intention is the component that leads to the intention of a return visit or re-participation and is within the scope of conative loyalty. The intention of re-participation is the intention of the visitor to re-experience the same product, place or activities in the future (Tosun & Fyall, 2015). According to Whitehead & Wicker (2018), travel costs is a barrier to re-participation in sports events. In addition, there are studies linking the propensityfor re-participation with the overall degree of satisfaction with the experience (Huang, Mao, Wang, & Zhang, 2015).. Next, tourists or visitors who decide to re-participation are evidence showing that tourists are satisfied with cross-ecotourism activities comparison memorable tourism experiences.

Research Hypothesis

In this study, there are five hypotheses. The independent variables are refreshment, knowledge, novelty, and involvement.A dependent variable for this study is re-participation. Based on the variables mentioned above, thehypotheses are:

H_1 There is a positive relationship between refreshment and re-participation.

H_2 There is a positive relationship between knowledge and re-participation.

H_3 There is a positive relationship between novelty and re-participation.

H_4 There is a positive relationship between involvement and re-participation.

H_5 Hikers have a more Memorable Tourism Experience as compared to

Research Framework

A research framework has been conducted to investigate the connection between four independent variables used to measure a cross-ecotourism activities comparison of memorable tourism experiences and re-participation.
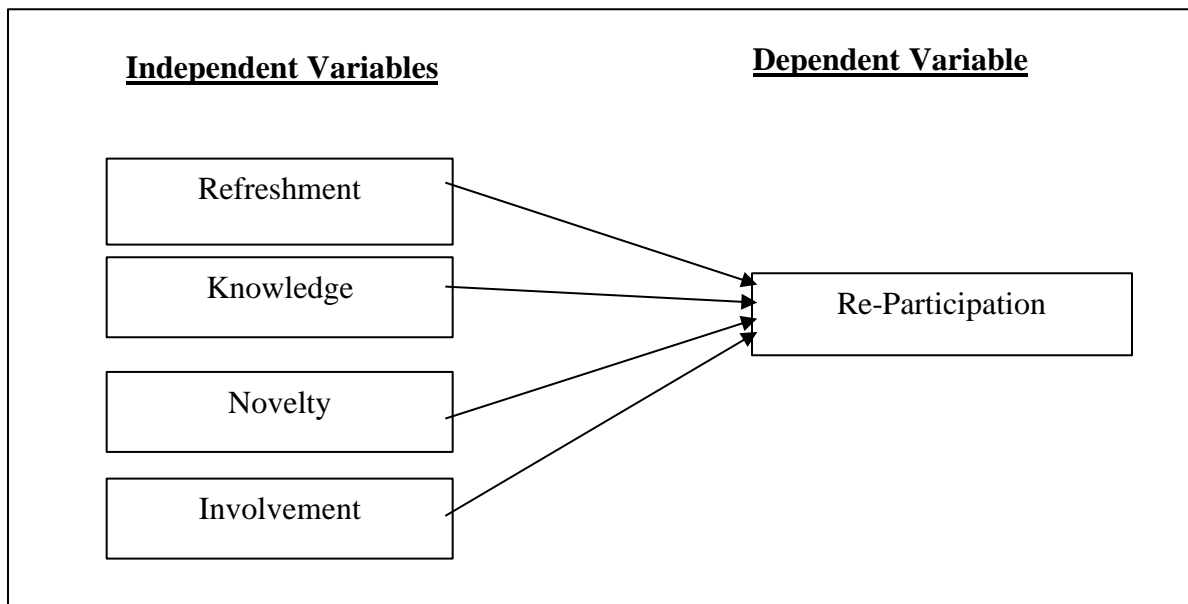
Figure 1: Conceptual Model of Memorable Tourism Experience and Re-Participation adopted from Kim and Ritchie (2013).

METHODOLOGY

Research Design

This study will adopt the quantitative method as a research design. Quantitative research is based on the aspect of quantity or extent. It is related to the object that can be expressed in terms of quantity or something that can be counted. The researcher believes that the quantitative method is the most suitable research design to be adopted in this study. The objective of the study is to investigate the relationship between memorable tourism experiences towards behavioural intention among tourists who have visited ecotourism sites. The study is designed to investigate cross-ecotourism activities comparison of memorable tourisexperiences among Penang National Park (PNP) visitors.

A set of questionnaires was distributed to collect data from tourists who have visited PNP. The researchers divided the questionnaire into four sections which are Section A, B, C and D. For Section A, the questionnaire requested general information about the Malaysian demographics such as the living area of respondents, gender, age, race, education level, working status, and income level. For Sections B, C and D, the questions elaborated more on the dependent and independent variables, which were (i) Refreshment, (ii) Knowledge, (iii) Novelty, and (iv) Involvement. This questionnaire used the format of multiple choices and a 5-point Likert scale of agreement.

Data Collection

The data collection was conducted using questionnaires. The researchers chose to distribute the questionnaire using the Google Form application to identify how they once travelled to PNP.

The researcher uses social media platforms such as Facebook' and 'Instagram' to approach them. Researchers began searching for them using #PenangNationalPark as well as looking at the pictures they had posted when they travelled to the PNP. The purpose of using the ' is because the researchers believe that the person who posted the picture using this hashtag is a person who has been to the PNP. The next strategy is that the researchers sent a message through social media accounts to ask for their permission to answer this PNP- related questionnaire. If they agree, then a set of questions made by the researchers using Google Form was given to them.

Sampling

This study uses non-probability sampling techniques. This study adopted convenience sampling because convenience sampling is a method used to collect samples taken around a location or from an internet service. The researchers took a sample from the closest part of the population by hand. For example, 'Facebook' and 'Instagram' surveys or questions can be categorised as simple as well as popular examples for convenience sampling. Furthermore, this method also involves participants from wherever they can be found and appropriate. In other words, it does not focus on just one participant.

Data Analysis

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

FINDINGS
Result of Frequency Analysis

Demographic Profile

The online platform assigned a total of 31 sets of questionnaires. About 46.3% of the respondent were male, and another 53.7% were female. Table 3 showed most of the respondents in the race are Malay, with 163 respondents (54.3%), followed by Chinese with 66 respondents (22%), Indian has 37 respondents (12.3%), 34 of the respondents (11.3%) are from other races.

According to the results, most of the respondents aged between 21-30 years old with a frequency of 170 respondents (56.7%). This is followed by those below 20 years old with 50 respondents (16.7). Respondents aged between 31-40 years old with 41 respondents (13.7%), 28 respondents (9.3%) aged between 41-50 years old with, and those aged above 51 years old are 11 respondents (3.7%).

Demographic	Frequency	Percentage

Gender		
Male	139	46.3%
Female	161	53.7%
Race		
Malay	163	54.3%
Indian	37	12.3%
Chinese	66	22.0%
Others	34	11.3%
Age		
Less than 20 years old	50	16.7%
21 - 30 years old	170	56.7%
31 - 40 years old	41	13.7%
41 - 50 years old	28	9.3%
51 years' old and above	11	3.7%
Education Level		
SPM	54	18.0%
Diploma	65	221.7%
Degree	99	33.0%
Post Graduate	23	7.7%
Masters	19	6.3%
PHD	16	5.3%
Others	24	8.0%
Income (RM)		
Less than RM1000	117	39.0%
RM1000-2000	69	23.0%
RM2001-RM3000	55	18.3%
RM3001-RM4000	33	11.0%
RM4001 and above	26	08.7%
Participation		
Rarely	130	43.3%
Sometimes	94	31.3%
Frequently	49	16.3%
Never	27	9.0%

Table 3: Respondent Demographic Profile

In addition, the table indicated that most of the respondents have Degree (33.0%, N=99). Next, the second highest respondents have Diploma (21.7%, N=65). While for, SPM is t (18.0%. N=54) and for others is (8.0%, N= 24). Next, for postgraduate (7.7%. N= 23) and for Master's holder is (6.3%, N=19). Lastly, for PhD (5.3%, N=16). This survey shows that education background was able to gather a mixed education from SPM to PhD..

Based on Table 3, the result found that the highest monthly income of the respondents who earned less than RM1000 with 117 respondents (39%), followed by RM1001-RM2000 with

69 respondents (23%). Next, for monthly income from RM2001-RM3000 is a total of 55 respondents (18.3%), income from RM3001-RM4000 is 33 respondents (11%) and the respondents who earned a monthly income of RM4001 and above are the fewest respondents with 26 respondents (8.7%). Overall, the results that have been received found that most respondents earn salaries from RM1001-RM2000, which starts from the basic salary.

According to the result, the participation of respondents for rarely visitors was 130 (43.30%). For the sometimes and frequently participation of respondents 94 respondents (31.3%) and 49 respondents (16.3%), respectively. The last one was the one who never participated, with 27 respondents (9%). These results indicate that the arrival of visitors to Penang National Park is infrequent, which may be because they are busy working.

Descriptive Analysis

Variables	Items	Mean	Standard Deviation
Refreshment	Trekking and hiking activities stimulate my curiosity.	4.40	0.704
	I find trekking and hiking activities stimulate my emotions.	4.35	0.737
	The place and activities enhance my philosophy of living.	4.37	0.727
	I shared my experiences of trekking and hiking activities with my family.	4.41	0.729
Knowledge	I interact with others while doing the activities.	4.24	0.834
	The activities increase my knowledge.	4.54	0.619
	The activities improve my knowledge.	4.66	0.583
	I have fun learning new things.	4.51	0.593
	I get to share new knowledge to people.	4.41	0.719
Novelty	I become someone else while doing the activities.	3.46	1.194
	I imagine living in a different time and place.	3.86	1.029
	I experienced unusual experienced.	4.36	0.740
	The activities make me escape from reality.	3.90	4.060
	I can get away from crowds of people.	4.06	4.310
	I can get away from a stressful social experiment.	4.31	0.843
Involvement	I visited place where I really wanted to go.	4.51	0.652
	I enjoyed doing activities which I really wanted to go.	4.53	0.656
	I was interested in all activities in Penang National Park.	4.17	0.819
	I vividly enjoyed the experience in all the activities.	4.62	0.655
	I observed that the activities boost up my productivity.	4.53	0.598

Table 3: Descriptive Analysis

The descriptive analysis that showed independent variables verified a moderate mean score (M=3.9917, SD=0.77178). Altogether the dimension variables also scored a moderate mean score where refreshment was 4.3825 (SD=0.54608), knowledge 4.472 (SD=0.51488), novelty 3.9917 (SD=0.51488). Besides, the sub-variable named involvement gained 4.472 (SD=0.50620).

Reliability Test

This analysis used the reliability analysis to determine Cronbach's Alpha values for all variables. The values are as follows: refreshment (0.862), knowledge (0.857), novelty (0.908), involvement (0.872) and re-participation (0.864).

Variable	Number of Items	Cronbach Alpha
Refreshment	4	0.862
Knowledge	5	0.857
Novelty	6	0.908
Involvement	5	0.872
Re-participation	5	0.84

Table 4: Reliability Test

Hypothesis Testing

In this study, there were four hypotheses were determined. The first hypothesis determines the positive relationship between education and re-participation. The second hypothesis determines the positive relationship between knowledge and re-participation. The third hypothesis determines the positive relationship between novelty and re-participation. Lastly, the fourth hypothesis determines the positive relationship between experience and re-participation.

Hypothesis	Result	Analysis
H₁: There is a positive relationship between refreshment and re-participation	r = 0.683, p = 1.0000 Very high positive	**H₁: Accepted**
H₂: There is a positive relationship between knowledge and re-participation	r = 0.699, p = 1.000 Very high positive	**H₂: Accepted**
H₃: There is a positive relationship between novelty and re-participation	r = 0.596, p = 1.000 Very high positive	**H₃: Accepted**
H₄: There is a positive relationship between involvement and re-participation.	r = 0.701, p = 1.000 Very high positive	**H₄: Accepted**

Table 6: Hypothesis Testing

The above table serves to summarise the findings of this study. Hypotheses that have been tested for this study will be further elaborated as follow:

Hypothesis 1 (H1) proposed that refreshment is a very high positive relationship with re-participation. The results of the correlation between refreshment and re-participation are 0.683. So, the result accepts hypothesis 1 (H1), whereby refreshment is positively significant with re-participation.

Based on the relationship between knowledge and re-participation is stated as 0.683. These results are intended to indicate a relationship between the variables. So, a positive value for the correlation coefficient 0.683 indicates that their relationship is strongly positive. Therefore, the prescribed (H2) was to assess the relationship of knowledge and re-participation, is accepted.

Furthermore, the relationship between novelty and re-participation stated as 0.596. These results are intended to indicate the existence of a relationship between the variables. So, a positive value for the correlation coefficient 0.596 indicates that their relationship is strongly positive. Therefore, the prescribed (H3) was to assess the relationship of novelty and re-participation, is accepted.

Next, the relationship between involvement and re-participation stated as 0.701. These results are intended to indicate the existence of a relationship between the variables. So, a positive value for the correlation coefficient 0.701, indicates that their relationship is strongly positive. Therefore, the prescribed H4 was to assess the relationship of involvement and re-participation, which is accepted.

Comparison Result

Preference	Frequency	MEAN	SD	SD differences	T values	P values
REFRESHMENT Hiking Trekking	151 149	4.589 4.176	0.440 0.565	0.584 0.585	7.070 7.058	0.001
KNOWLEDGE - Hiking Trekking	151 149	4.634 4.301	0.401 0.561	0.563 0.565	5.925 5.913	0.001
NOVELTY - Hiking Trekking	151 149	4.211 3.768	0.801 0.672	0.855 0.854	5.170 5.176	0.001
INVOLVEMENT Hiking Trekking	151 149	4.629 4.314	0.435 0.524	0.556 0.557	5.663 5.656	0.001

Table 7: Comparison between Hiking and Trekking Activities using T-Test

A two-sample t-test was used to compare the memorable experiences of hikers and trekkers. Table comparison is shown in table 7. Based on the table, majority of hikers has a strong

refreshment, knowledge and involvement experience compared to trekkers. There was a significant difference in tourist' refreshment experience between hikers (M =.589, SD = 0.440) and trekkers (M = 4.176, SD = 0.585(df), T = 7.070, p=0.001). Hikers seem to have a more refreshing experience as compared to trekkers.

In term of knowledge experience between hikers (M=4.634, SD =0.401) and trekkers (M =4.301, SD 0.565 (df), T= 5.913, p=0.001). This indicates that trekkers seem to have learned a lot of knowledge when they went to Penang National Park.

Furthermore, in terms of novelty experience between hikers (M=4.211, SD=0.801) and trekkers (M=3.768, SD=0.672). This shows that hikers had more novelty new experiences as compared to trekkers.

Finally, for involvement experience between hikers (M=4.629, SD=0.435) and trekkers (M=4.314, SD=0.524). This shows that hikers had more involvement than trekkers when they went to Penang National Park.

DISCUSSION AND RECOMMENDATION

Based on the previous chapter, some empirical factors that determine the ecotourism activities comparison of memorable tourism experiences and re-participation in the activities have been determined. As a result, some recommendations are made to improve the research for future study.

Researchers can expand the study area from one state to another. For example, from Penang National Park to all existing national parks throughout the state. The aim was to obtain a higher number of respondents based on a comparison of the two activities. Therefore, a higher number of respondents will allow improvement of the results. However, the number of questions in each section also needs to be increased to be able to compare places studied elsewhere according to demographics.

Next, more methodological work is needed as a reference for researchers. It can also be done using qualitative by seeing and observing for themselves the experience of tourists participating in hiking and trekking activities. Moreover, they voluntarily participate in such research.

The researcher can also add other strenuous activities in the study to analyse the differences between those activities. Although methodologically challenging, it is very useful to conduct some long-term studies to measure the comparative experience factor between the activity with the intention of re-participation.

CONCLUSION

This study used a framework from Kim and Ritchie (2013) to examine the relationship between four independent variables: refreshment, knowledge, novelty, and involvement with the dependent variable, which is re-participation intentions among tourists for hiking and trekking activities. As a result, it provides an outline of the level of influence of the independent variables on the dependent variable. The findings from this study shows that independent variables have influenced the intention to re-participation in hiking and trekking activities among tourists in Penang National Park.

Almost all respondents said they would like to re-participate in hiking and trekking activities in Penang National Park. They also agreed that participating in the two activities makes them calmer, can keep their bodies healthy, and can avoid unpleasant environments. It also gives them refreshment, knowledge, novelty, and involvement.

Furthermore, the researchers discovered that tourists who hike have a more memorable experience than those who go trekking. This is probably because hiking activities are more challenging such as mountain and hill climbing, compared to trekking, which only goes through the forest. Hiking activity can also see much more beautiful natural scenery such as flora that is rarely found, hills, mountains, and even the sea or beach.

In this paper, the researchers also discuss some limitations in carrying out this study. For instance, the relatively limited sample of the study is limited to respondents who have only participated in hiking and trekking activities in Penang National Park. There is not much data or study comparing these two activities. Hence, future researchers can extend this sample area from one state to another for example, all national parks in Malaysia to get a higher number of respondents depending on the number of tourists who do hiking and trekking activities.

The findings of this paper are believed to provide great insight into how to improve tourism packages. It enables the tour operator and national park to create more spectacular tourism packages that emphasise the tourist experience.

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The Effect of the Interpersonal Skills Attributes in Volunteerism Activity Among Undergraduates in UMK

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ABSTRACT

Volunteering has been recognised as a beneficial combination of assistance to the host community while simultaneously providing cultural and educational advantages for students. Volunteering in the tourism industry is also an important element of the tourism education process because volunteers are so vital in the tourism industry. Therefore, because volunteering is an education process, this study aims to examine the effect of the interpersonal skills attributes in volunteerism activity among undergraduates at UMK. In this research, team working, negotiation, non-verbal communication and relationship building have been used as variables to measure the effectiveness of these interpersonal skills attributes in motivating undergraduates in this field of volunteering. 341 students who took the subject of volunteerism from the Universiti of Malaysia Kelantan are the target population to answer the questionnaire from Google Form.
Keywords: Volunteerism, Team Working, Negotiation, Non-Verbal Communication, Relationship Building

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INTRODUCTION

Over the years, there seems to be some pedagogical argument and public dispute about acknowledging different forms of tourism, such as ecotourism, sustainable tourism, and responsible tourism (Smith & Font 2014). Volunteer tourism (Molz, 2016) is one of the quickest developing kinds of alternative tourism. It has been recognised as a beneficial combination of assistance to the host community while simultaneously providing cultural and educational advantages for students (Sin 2009, McGehee 2014).

Interpersonal skills must be used in everyday life to engage and communicate with others, whether alone or in groups. According to previous studies, interpersonal skills have been referred to as social skills, social competence, human skills, human talents, and social intelligence. "Skills essential for individuals to communicate effectively with each other or a community of individuals," according to Rungapadiachy (1999).

Next, interpersonal skills, on the other hand, refer to a collection of abilities that includes interactive conversations, connections, and a collaborative way of managing relationships in teams and inside organisations, along with networking with individuals from various communities and different expertise (Malaysian Qualification Framework, 2017). Nonverbal communication, listening skills, conveying information, negotiating, collaboration, decision making, team working, networking, relationship building, assertiveness, respect, tolerance, socialising with skills and etiquette, self-awareness, and ethical responsibility are 16 characteristics (Malaysian Qualification Framework, 2017) that can be used in interpersonal skills.

This research is to determine whether understanding interpersonal skills contributes to volunteerism activity among undergraduate students at UMK. As a result, this initiative aims to accomplish the following three key objectives:

1. Assess whether negotiation is important and affects UMK students.
2. To identify non-verbal communication, develop and improve interpersonal skills and motivate all UMK students.
3. Determine the relationship between good team working and good relationship building for institutions and Students of UMK.

Significance of Study

Researchers

Conducting this study will be a significant resource for future researchers, including students from other institutions and related government departments. For future researchers, this may only be an analysis of UMK students in volunteerism. Instead, investigators need to learn more about the interpersonal skill attributes that can be developed in volunteering and understand the perceptions of other professions. Future investigators could use this study to compare with future research, allowing future researchers to see if volunteering has made a difference to UMK students or individuals in the community and whether the issues of their interpersonal skills have improved.

Undergraduates Students

UMK undergraduates or the community know the usefulness of volunteering to help others and enhance and develop their interpersonal skill attributes. This is because interpersonal skills can be communication skills, an attitude, and a virtue as a social being.

LITERATURE REVIEW

Non-Verbal Communication

Non-verbal communication is frequently described as a form of communication that does not include verbal expression. Even though most people are more aware of and use verbal communication daily, non-verbal communication occurs unintentionally. It may reveal much information about people's feelings and situations. Non-verbal communication encompasses a wide range of behaviours, some of which could be unnoticed by everyone, as defined by Hess (2016). Thus, the face, posture, volume of speech, touch and gaze are among the more obvious non-verbal behaviours.

Non-verbal communication is helpful in communicating with regular individuals and is also useful for persons suffering from misfortune, such as the deaf. Being a standard volunteer means not being able to select people who are in difficulty. Since there are speech therapists who provide more knowledge of non-verbal communication, volunteers are provided with the opportunity to experience non-verbal communication. This kind of communication maybe just a matter of comparing hands and feet for an average person, but from the perspective of a non-verbal child, this is how they have to communicate in a world where communication is mainly verbal (Very Special Kids, 2015).

Team Working

Teamwork is a powerful concept that can be applied to almost any organised industry or activity (Sonnenschein, 2020). The fundamental component of teamwork is to distribute the work construct logically and then engage with each other to a large extent on site. However, understanding among volunteers does not develop on the first day they meet, so they must share their thoughts more frequently and allow everyone to seek guidance from one another.

In addition, teamwork represents a process in which two or more people are interdependent and cooperate towards a shared objective, with each person being assigned a specific role or task to perform (Ellis, Bell, 2005). In basic terms, the purpose of teamwork development should be to create synergy and cooperate towards a common goal. Teamwork development in every organisation, regardless of the nature of the task, has the same purpose of motivating employees and increasing organisational capacity. As an example, all volunteers are allocated their specific tasks with the express objective of helping the victims through their difficulties.

Negotiation

Negotiation is an interaction or process for the agreement in terms of mutual interest while optimising their utility (Adnan, Muhamad Hariz Muhamad; Hassan, Mohd Fadzil; Aziz, Izzatdin; Paputungan, Irving V, 2016). According to Will Kenton (2021), negotiation is also one of the ways to gain an advantage to create a decision after successfully resolving the point of difference. Negotiations, distribution, or compromise are submitting positions and making agreements to reach the right moment. Some types of negotiation may take place unconsciously. Michael K. Swan (2011) states that listening and conversing are unquestionably effective communication. As a result, when a misunderstanding occurs, it is simple to hear and comprehend. While two-way exchanges occur naturally, they must be carefully planned at times and in most cases. Students who have overcome obstacles will gain the confidence to face more difficult challenges in the future. Besides, negotiation is simply a technique and discussion among individuals to reach a mutual agreement (Michael K. Swan, 2011). Everyone will get something, and conflict can be avoided.

Building Relationship

Relationship-building abilities are soft skills that a person employs to connect with others and develop positive bonds. Relationship-building abilities are critical for interacting with coworkers, teams, and individuals and increasing mutual understanding (Prachi Juneja, 2015). According to Anayet Hossain (2014), building a relationship must be between an individual and a person. This is because no relationship exists for one person alone. It is a shared interest with each other to build a good relationship. Relationships will not exist if there is no constant interaction with others. Trust and respect are important aspects of a relationship by Md. Korban Ali (2014).

Moreover, relationship building is significant in motivating UMK students. Good relationships, to some extent, contribute to mental and physical well-being. In addition, relationship-building skills are also crucial for socialising with peers while contributing to a group that builds understanding with each other (Anayet Hossain, 2014). Strong working relationships can also benefit student activities. For example, students can look for opportunities to move forward and develop their teamwork skills to become stronger and more resilient.

Altruism

Altruism is commonly defined as a person's willingness to sacrifice himself for the sake of others, including personal behaviour. Altruism is necessary on three levels because it relates to the main goals of socialisation, core personality traits, and human-related theories. The independent variables associated with altruism were based on experimental measurement sources and generality. Thus, positive and negative emotional states, as well as conditions caused by model observations, would affect altruism and interpersonal interdependence and attraction and were also found to influence the recipient's ability to evoke altruism.

In addition, altruism is also discussed or divided into two parts, namely, as a selfish and unselfish motive. Many actively seek opportunities to serve others, such as helping at a nursing home, volunteering at a fire department, or even taking out their neighbours' garbage (Brewer & Kramer, 1986). While there are many possibilities for altruism in daily activities, one of the simplest models for measuring generosity is to observe a person's behaviour. Many people are actively looking for opportunities to serve others, such as helping at home, volunteering at their respective universities (such as at UMK), or disaster-stricken areas or areas in need of assistance. On the real motive of this action, two streams of thought emerge. Leading researchers on both sides of this issue debate whether the goal of altruistic behaviour is selfishness (Batson, Ahamd, & Tsang, 2002).

Research Hypotheses

In this study, the following four hypotheses were indicated based on the research objectives:
H1: Non-verbal communication relates to the motivation to volunteer among undergraduates in UMK.
H2: Team working correlates with the motivation to volunteer among undergraduates in UMK.
H3: Negotiation relates to the motivation to volunteer among undergraduates in UMK.
H4: Building relationships correlates with the motivation to volunteer among undergraduates in UMK.

Research Framework

Based on the background and extensive literature review, the following conceptual model has been formed (Fig. 1). The operationalisation of the research construct considers four independent variables that contribute to the motivation to volunteer among undergraduates in UMK.
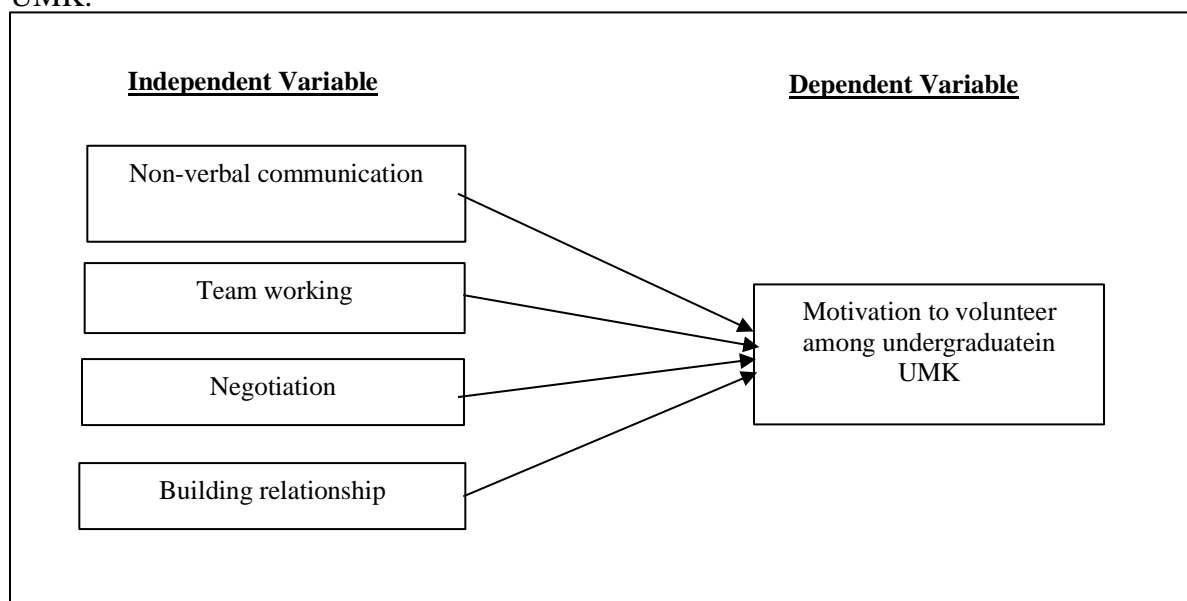
Figure 1: Research Framework

METHODOLOGY

Research Design

This study design is a broad framework that might accommodate all of the aspects of a research study. Earlier studies have characterised the design of this study as a collection of conditions for data collecting and analysis in a way that tries to combine data and information, according to Jahoda, Deutch, and Cook (1965). This study was designed in various ways, including qualitative, quantitative, and mixed research. In this study, the researchers have decided to employ a quantitative research design to collect and analyse data in this study.

Data Collection Procedure

Data collection is the process of collecting and measuring information on variables in a predetermined and systematic manner that allows respondents to answer predetermined research questions, test hypotheses, and forecast future trends (Kabir, 2016). Parts of data collection are universal to all research sectors, including commercial, physical, social, and humanities. All data collecting aims to produce high-quality evidence, which can subsequently be translated into comprehensive data analysis and used to provide reasonable answers to the questions stated. Regardless of how the research field or preference defines data (quantitative, qualitative), reliable data collecting is critical to the study's integrity.

Sampling Method

The researcher chose the sampling method in the study to make data collection easier. The sampling methods used in this study are critical. This is because it is a procedure for selecting a sufficient number of policies from the population (Kumar, 2013). During the sampling phase, the researcher selects individuals from the general public to serve as the sample population's subjects. Furthermore, there are two sorts of sampling methods: probability and non-probability.

Data Analysis

There were three data types of data analysis used in this study; Data analysis, on the other hand, is the process of obtaining, modelling, and analysing data in order to derive insights that can be used to make decisions. Any study's analytical approach is mainly focused on two areas, namely the quantitative and qualitative methods. Besides primary data and secondary data are the types of data analysis. Primary data is collected through surveys, interviews, or experiments for specific research purposes. In addition, the researchers examined the statistical data analysis using the SPSS, as known as Statistical Analysis for Social Sciences, version of this research.

FINDINGS
Demographic

Demographic Percentage %	Classification		Frequency	
Gender	Female		181	53.1
	Male		160	46.9
Age	18 - 20 years old		25	8.2
	21 - 23 years old		255	74.8
	24 years old and above		58	17
Race	Malay		217	63.6
	Chinese		69	20.2
	India		42	12.3
	Others		13	3.8
How expose are you to Volunteer activities	Through the volunteerism club available at UMK		141	41.3
	Through the volunteerism subjects that offered at UMK		200	58.7
Participated in Volunteerism Activity's times	Never		76	22.3
	Once		109	32
	2 - 5 times		108	31.7
	More then 5	Yes	48	14.1
Interpersonal skills attributes	Non-verbal communication	No	150	44
		Yes	191	56
	Team working	No	251	73.6
		Yes	90	25.4
		No	140	41.1
	Negotiation	Yes	201	58.9
		No	206	60.4
	Building relationship		135	39.6

Table 1: Demographic Profile

Table 1 shows the characterization of respondents. Out of 341 respondents, 160 respondents were male and the remaining 181 respondents were female. 21-23 years old is the highest of

respondents with 255 (74.8 %). The age is 24 years old and above that is 58 (17%) meanwhile 18-20 years old of respondents is 25 (8.2%). The highest percentage of the race is Malay, which accounted for 64%. This is followed by the Chinese (20%) and Indians (12%). A minority percentage of our respondents is coming from the other race (Kadazan, Suluk, Dusun, Bumiputera and Brunei), which is 4.0%. in terms of respondents, 141 respondents (41.3%) were through the volunteerism club, which is available at UMK and the remaining 200 respondents (58.7%) were through the volunteerism subjects offered at UMK. According to the above results, 76 out of 341 respondents (22.3%) have never participated in volunteerism activities. In addition, the percentages of respondents who had participated once volunteering and those who had participated in 2-5 volunteering were very close, at 109 respondents (32%) and 108 respondents (31.7%), respectively. According to the results, respondents who had participated more than five times were the lowest percentage, with 48 respondents (14.1%). According to the above results, 150 respondents (44%) agreed with non-verbal communication, while 191 respondents (56%) disagreed. Team working was the one interpersonal skill attribute that was identified by the highest number of respondents, with 251 (76.3%); the remaining 90 respondents (26.4%) did not believe that this skill could be acquired through volunteering activities. The following skill that many people identified was building a relationship, with 206 respondents (60.4%), in contrast to 135 respondents (39.6%) who did not think so. Then, 251 respondents (58.9%) disagreed that negotiation skills could be acquired through volunteering, but 140 (41.1%) respondents agreed.

Result of Descriptive Analysis
Table 2: Descriptive Analysis

Variable	Item	Mean Score	Standard deviation
Non-verbal Communication	A person's emotions can be known through non-verbal communication behaviors.	4.34	.834
	Non-verbal communication is more important in volunteering activities than verbal communication.	4.13	.964
	Compared to other activities, I think that I can learn more about non-verbal communication by volunteering.	4.29	.808
	Non-verbal communication is very effective when there is emergency involving OKU.	4.41	.771
	Non-verbal communication can give awareness to other people of how important it is.	4.46	.795
Team Working	Creativity increases when people work together as a team.	4.54	.757
	Team working can shape everyone self-discipline to achieve high interpersonal skills.	4.41	.753
	Team working can build closer relationships in interpersonal skills.	4.53	.745

	I believe team working allows stress to be reduced because of being able to share responsibilities.	4.56	.694
	Team working helps share knowledge and stimulates interpersonal skills.	4.56	.736
Negotiation	I believe that negotiation skills can be improved through volunteering activities.	4.45	.879
	I believe that negotiation skills are something that will help me gain an advantage in the future social activities.	4.47	.769
	I would think that negotiation skills are in common use in our daily dealings.	4.42	.803
	I believe that negotiation skills can enhance a smoother way of expressing oneself with people.	4.53	.717
	When I doing volunteerism activity, I often invent new ideas in negotiations to get agreement and the negotiation can move forward.	4.49	.754
Building Relationship	I would build relationships with unfamiliar volunteers/disaster victims.	4.39	.814
	It is important to have the skills to build relationship with the community so that I can increase my involvement in volunteering.	4.42	.762
	In order to build relationships with the community, I have to understand their culture and get to know people in order to build relationships with them.	4.35	.843
	I believe that building relationships with the community as a volunteer allows me to get understand the community up close-and-personal.	4.46	.799
	I believe that participating in volunteering activities strengthens my own connections with the people I help and builds a relationship (such as friendships) with other volunteers.	4.48	.762
Student motivation to volunteer	Doing volunteerism activity make me feel happy.	4.54	.776
	Through volunteerism it enables UMK students to improve their skills and motivation in delivering high quality services.	4.51	.734
	Did having a skills such as non-verbal communication, team working, negotiations and building relationship can make student's motivation to get more involves in volunteerism activity.	4.49	.762

		4.44	.771
	Undergraduate students can be interest in the work, along with having a spare time and wanting to learn or gain experience that will help in the future career.	4.44	.771
	Undergraduates students can give contributions to many people and achieve goals by having altruism in completing the works.	4.41	.827

Based on table 2, the highest scores mean value for non-verbal communication was 4.46, where the respondents agreed that non-verbal communication could give awareness to other people of how important it is. Meanwhile, non-verbal communication is more important in volunteering activities than verbal communication is the lowest mean of 4.13. In addition, the highest mean for team working is I believe team working allows stress to be reduced because of being able to share responsibilities. Team working helps share knowledge and stimulates interpersonal skills with a mean score of 4.69. However, team working can shape everyone's self-discipline to achieve high interpersonal skills is the lowest mean of 4.41. Next analysis, the highest mean for negotiation is I believe that negotiation skills can enhance a smoother way of expressing oneself with people with a mean score of 4.53. But I would think that negotiation skills are in common use in our daily dealings is the lowest mean score of 4.42.

Furthermore, the highest mean for building relationships are I believe that participating in volunteering activities strengthens my own connections with the people I help and builds a relationship (such as friendships) with other volunteers, with a mean score is 4.48. Instead of in order to build relationships with the community, I have to understand their culture and get to know people in order to build relationships with them is the lowest mean score with 4.35. Lastly, the highest mean for student motivation in a volunteer is doing volunteerism activity makes me feel happy with a mean score of 4.54.

Reliability Analysis
Cronbach's Alpha is an instrument used for reliability analysis and it is widely used and has assessed the internal consistency of psychometric instruments, and it is very convenient for calculations as well as guidelines provided for constructing single-dimensional scales. This reliability analysis was to measure the internal consistency between items in the scale. Table 2 has shown the results based on calculations from Cronbach's Alpha values for the variables.
Table 3: Reliability Analysis Result based on Cronbach's Alpha Value

Variable	Number of Items	Cronbach's Alpha
Non-verbal Communication	5	0.5
Team Working	5	0.8
Negotiation	5	0.8
Building relationship	5	0.8
Motivation to volunteer among undergraduate students in UMK	5	0.9

Table 3 shows the Cronbach's Alpha values for the variables in the questionnaire questions that the researcher has distributed, which range from the lowest level of non -acceptance which is (0.5) to the highest level of acceptance (0.9). Five variables were tested using Cronbach's Alpha output of reliability. The findings of the study have found that motivation to volunteer among undergraduate students in UMK has a very high trust value (5 items; $\alpha = 0.9$), followed by three variables, namely team working, negotiation and relationship building, that have the same Cronbach's Alpha value that is (5 items; $\alpha = 0.8$) and the lowest reliability value was non-verbal communication (5 items; $\alpha = 0.5$).

Variables for non-verbal communication, team working, negotiation, building relationships and motivation to volunteer among undergraduate students in UMK can be maintained. Existing variables that remain using the five items include team working, negotiation, building relationships and motivation to volunteer among undergraduate students in UMK. The non-verbal communication variable is at the lowest level in acceptance through calculations from Cronbach's Alpha. Therefore, the data are acceptable and suitable for further analysis except for the first variable, non-verbal communication.

Hypothesis Testing

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H$_1$: There is a relationship between non-verbal communication and motivation to volunteer among undergraduate students in UMK	0.477	H$_1$ is supported
H$_2$: There is a relationship between team working and motivation to volunteer among undergraduate students in UMK	0.450	H$_2$ is supported
H$_3$: There is a relationship between negotiation and motivation to volunteer among undergraduate students in UMK	0.535	H$_3$ is supported
H$_4$: There is a relationship between building relationship and motivation to volunteer among undergraduate students in UMK	0.521	H$_4$ is supported

Hypothesis 1 which is there is significant relationship between non-verbal communication and motivation to volunteer among undergraduate students in UMK with a P-value of 0.477 is supported. Next, hypothesis 2, a significant relationship between team working and motivation to volunteer among undergraduate students in UMK with P-value 0.450, is supported. In addition, hypothesis 3, a significant relationship between negotiation and motivation to volunteer among undergraduate students in UMK with a P-value of 0.535, is supported. Lastly, hypothesis 4, which is there is a significant relationship between building relationships and motivation to volunteer among undergraduate students in UMK with a P-value of 0.521, is supported.

DISCUSSION AND RECOMMENDATION

The discussion is designed to solve problems and address the hypotheses mentioned in the first chapter of this study. In general, this study extensively investigated the effect of interpersonal skill attributes on students' motivation to volunteer among undergraduate students in UMK. Based on the findings, the current study will provide suggestions for future researchers who

want to understand the motivation of undergraduates to volunteer and express their interest in better understanding he/she studies. Hence, this could be done in future studies.

The findings of the study are also essential for future research. As such, it is recommended that future studies perceive the motivation of university students to participate in volunteering activities by including more demographic characteristics of the respondents, such as students from other schools, monthly income, marital status, occupation, and so on, in order to generate different results or findings from different perspectives. Furthermore, the four interpersonal skill attributes (non-verbal communication, team working, negotiation and building relationship) are not the only ones present in volunteering activities as listed in this study. However, each person's individuality is different and the way in which people relate to each other will change as a result. Consequently, the attributes that come out of getting along may be more than these four, such as: listening skills, decision-making skills, respectfulness, tolerance, self-awareness, ethical responsibility, and more.

In addition, it is recommended that future researchers collect data for this study in an improvised manner, especially in terms of questionnaire distribution. Instead of distributing the questionnaire through the internet, future researchers could conduct a physical face-to-face questionnaire distribution. As a result, the researcher could explain the purpose of the study in detail while distributing the questionnaire to potential respondents. In addition, the level of interaction between the researcher and the respondent would also assist in giving the respondent a clearer understanding of what will be asked in the questionnaire. Accordingly, future studies could add research methods to give more valid results, such as qualitative methods.

CONCLUSION

In conclusion, this study has been completed to find out the motivation of UMK undergraduates towards participating in volunteer activities. Four interpersonal skill attributes were chosen as independent variables, namely non-verbal communication, team working, negotiation and building relationships, in order to examine their relationship with the dependent variable, i.e. motivation to volunteer among students in UMK. Besides, a total of 341 respondents aged 18 years and until 24 years and above from University Malaysia Kelantan (UMK) were selected to examine and understand their motivation for participating in volunteering. According to Pearson's correlation analysis, non-verbal communication scored *0.477, followed by the team working with a score of *0.450, negotiation with a score of *0.535 and building relationships with a score of *0.521.

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purchase were investigated in this study to identify the interrelationship. The research also categorizes the relationship between service quality and customer satisfaction.

LITERATURE REVIEW

Service Quality

Service quality is a critical component of customer satisfaction in the hospitality industry. Service quality can be defined as the difference between customer expectations and perceptions of the service received. When the perceived service meets or exceeds the expectations, customers are satisfied. Service quality has become a significant factor in determining the success of the hotel industry. The concept of service quality is multidimensional and includes several dimensions such as reliability, responsiveness, and assurance.

Reliability

Reliability refers to the ability to perform the promised service dependably and accurately. It is one of the most important dimensions of service quality. Reliability means that the hotel delivers on its promises about delivery, service provision, problem resolution, and pricing. Customers want to do business with companies that keep their promises, particularly their promises about the service outcomes and core service attributes.

Responsiveness

Responsiveness is the willingness to help customers and provide prompt service. This dimension emphasizes attentiveness and promptness in dealing with customer requests, questions, complaints, and problems. Responsiveness is communicated to customers by the length of time they have to wait for assistance, answers to questions, or attention to problems.

Assurance

Assurance refers to the knowledge and courtesy of employees and their ability to inspire trust and confidence. This dimension is likely to be particularly important for services that the customer perceives as involving high risk or about which they feel uncertain about their ability to evaluate outcomes.

repurchase and recommend to others were explored in this study, which focused on the customer's decision-making process. This study also will aid us in recognizing the basic qualities of satisfaction as well as identifying service quality factors that contribute to visitor satisfaction. As previously stated, customer happiness is a crucial goal in the hotel industry. In order to boost the company's image, no hotel or other hospitality industry property can exist if it is not focused on its consumers, specifically meeting their needs, requirements, and expectations.

LITERATURE REVIEW

The Reliability of Hotel Services

The term "reliability" refers to a carrier firm's ability to provide the correct carrier at the primary time, without making any mistakes, and to finish what it has promised by the agreed-upon deadline. Reliability, additionally referred to as trustworthiness, shows a carrier firm's ability to offer reliable and correct offerings to its clients. In the SERVQUAL paradigm, reliability refers to the ability to supply offerings exactly and always as promised.

"Reliability" refers to a carrier company's ability to provide a steady and correct carrier. It comprises "getting it well the primary time," and it's one of the maximum essential dimensions for the consumer. In similar detail, the dependability approach the business enterprise follows via its guarantees, which includes the ones concerning delivery, carrier delivery, trouble resolution, and pricing policy. Clients want to collaborate with corporations who comply with their guarantees approximately carrier outcomes. Reliability is highly essential to the visitor, and it has been found to perform below consumer expectations. The reliability of any hotel can have a major impact, especially during the COVID-19 pandemic. This service performance may have an impact on the number of consumers as well as economic difficulties. Guest overall satisfaction has decreased because of the reliability of hotel service during the COVID-19 pandemic.

The Assurance of Hotel Services

It is crucial for the hotel to ensure hotel service and guest satisfaction during MCO in Kelantan, Malaysia. As we all know that the tourism industry is dominated by customer service, and the life and death hotel business is determined by the satisfaction of the guests. Customers should feel comfortable using various hotel services, and the customers would definitely like to feel protected during their stay. As we all know that the tourism industry is dominated by customer service, and the life and death hotel business is determined by the satisfaction of its guests. Customers should feel comfortable when using various hotel services, and customers would like to feel protected during their stay. Proponents of the above-mentioned services prefer to emphasize the importance of adhering to specifications, meeting standards, and providing customers with the desired level of service quality. If a customer leaves the hotel without being satisfied, the company's efforts to improve service quality will be for nought.

The Responsiveness of Hotel Services

Responsive is the ability of hotels and flexible hotels to serve and assist their customers. Responsive hotels are very important for running a hospitality business and ensuring all hotel customers are comfortable inquiring about and staying at the hotel. Responsive decisions will be more successful if the hotel has the willingness to serve guests quickly. It can give satisfaction to customers. In addition, the hotel must be able and always ready to answer all requests and inquiries of guests at anytime and anywhere. In addition, the hotel should be flexible in following guests 'requests and meet all their expectations for their requests. The hotel's ability to provide assistance to customers and hotel guests is an important aspect that will directly have a positive impact on customer satisfaction as most customers are more likely

to receive fast and prompt service from the hotel. As a convenient step for the hotel, they can also provide information on the wall to make it easier for guests and customers to read the information. It is important and the responsibility of the hotel to provide sound training for the entire hotel staff. With training, staff can turn the training into a service guide, and they will also be more motivated to make sure they guess that they are satisfied with the service they provide. There is a good relationship between responsive service quality and satisfaction can illustrate that the hotel can provide service quickly and can provide relevant services that allow their customer satisfaction is guaranteed.

Hotel Guests Satisfaction

Guest satisfaction refers to the condition of a client in which their objectives, expectations, and criteria are met. A service is considered fulfilling when it satisfies the needs and expectations of the customer. Customer satisfaction is crucial when providing superior, more efficient, and effective service. If a service's patrons are dissatisfied, it may be termed ineffective and inefficient. This is crucial for the hotel's guests' satisfaction. If a good customer relationship is developed, the firm will surely gain a competitive advantage. Guest happiness may confer major competitive advantages on hotels, resulting in greater profitability and expansion. Customer satisfaction is crucial in defining the level of service demand and the function or operationalization of providers, especially in competitive contexts where customers have the capacity to choose among various alternative services and have the necessary knowledge. However, when a single agency, public or private, offers all services, the use of visitor satisfaction to evaluate service performance and efficiency is often overlooked.

Research Hypothesis

The literature review shows that the independent variables are reliability, assurance, and responsiveness of hotel service toward guest satisfaction during MCO in Kelantan, Malaysia. Based on the literature discussed, the hypotheses of this study were summarized in the following manner:

H_1 There is a significant relationship between the reliability of hotel service and guest satisfaction during the MCO in, Kelantan, Malaysia

H_2 There is a significant relationship between assurance of hotel service and guest satisfaction during the MCO in, Kelantan, Malaysia.

H_3 There is a significant relationship between the responsiveness of hotel service and guest satisfaction during the MCO in, Kelantan, Malaysia

Research Framework
The Figure 1 below shows the research framework used for this study
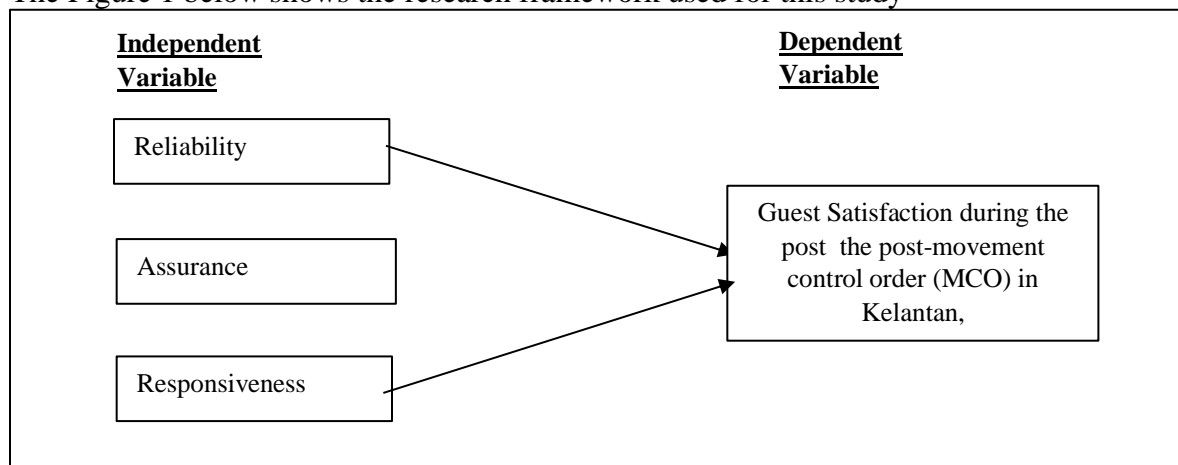
Figure 1: Research Framework

METHODOLOGY

Research Design

The purpose of research design is to ensure that the collected evidence enables researchers to answer research questions as clearly and effectively as possible. Customers' overall satisfaction with hotel service performance during the post-movement Control Order (MCO) period is also being investigated in this study.

Consistently and logically, researchers must establish the needed data, Techniques for collecting, measuring, and analyzing data, as well as strategies for solving research problems. This study used a quantitative research design. Data was acquired via an online survey due to the COVID-19 epidemic. When compared to a personal interview, the advantages of survey research are that it is more efficient and convenient. Furthermore, the collecting of responders takes less time and costs. The questionnaire will be circulated to gather data in order to identify the relationship between hotel service performance and guest satisfaction in Kelantan, Malaysia during MCO.

Data Collection

Data may be acquired in a variety of ways, which are qualitative and quantitative. Two forms of information include primary data and secondary data. The main data relates to the researcher's collection of information such as age and gender, which was evaluated using frequency and other numerical descriptive statistics. The correlation coefficient will be utilized to identify the relationship between service performance and guest satisfaction. Furthermore, secondary data refers to any information obtained from publicly available sources. The main was employed in this investigation. The responder completed a questionnaire and answered all of the questions, which provided primary data. As a result, primary data is an important source of information in this study.

Sampling

Sampling method was attempted to collect samples that are representative of the population in question. Sampling is less costly and faster than measuring the entire population, yet it can yield insights in circumstances where sampling the full population is impossible. In this study, the populations we selected are Kelantan people and the tourists who have come travel to Kelantan and stay in hotels in Kelantan. Each person was selected at random and has the same possibility as any other group of people of being included in the sample. Kelantan was chosen as to be a target demographic. Respondent data will be collected through the survey method. The questionnaire on the survey will use google forms and be distributed through social media, especially to the people of Kelantan.

s= XNP(1-P) + d(N-1) +X*P(1-P)

s = Required sample size

X= The table value of chi-square for 1 degree of freedom at the desired confidence level (3.841)

N = The population size

P= The population proportion (assumed to be 50 since this would provide the maximum sample size)

d = The degree of accuracy expressed as a proportion (.05)

Data Analysis

Data analysis is a method of summarising the information obtained. It is an assessment of data or information gathered via the use of respondents to be utilized as meaningful records. The qualitative method will be used by the researcher. The data can be utilized for research, surveys, and other purposes. Data analysis will be analyzed with IBM SPSS (Statistical Package for the Social science). SPSS will make it easy for researchers to analyze the statistics that were collected. Furthermore, in order to study facts, the researcher must select a descriptive

technique of analysis as well as an inferential method of analysis. The feature of this strategy is then to outline the demographic and social finance based on the descriptive analysis. Furthermore, inferential analysis investigates and assesses the link between the dependent and independent variables in this study.

FINDINGS

Demographic Analysis

Table 1: Frequency Analysis

	Frequency	Percentage
Gender		
Male	**133**	**44.5**
Female	**166**	**55.5**
Age		
18 - 25	**152**	**50.5**
26 - 35	**53**	**17.6**
36 - 45	**42**	**14.0**
46 - 55	**44**	**14.6**
56 and above	**10**	**3.3**
Race		
Malay	**213**	**71.0**
Indian	**36**	**12.0**
Chinese	**42**	**14.0**
Other	**9**	**3.0**
Occupation		
Employed	**118**	**39.3**
Unemployed	**25**	**8.3**
Student	**145**	**48.3**
Retired	**12**	**4.0**
Marital Status		
Single	**199**	**66.6**
Married	**100**	**33.4**
Income		
Below RM1000	**143**	**49.1**
RM1000 - RM1999	**57**	**19.6**
RM2000 - RM2999	**38**	**13.1**
RM3000 and above	**53**	**18.2**

Table 4 shows the demographic distribution of 302 respondents. The table shows that there are 166 female respondents (55.5%) more than male respondents which are 133 respondents (44.5%). The difference between the gender of males (44.5%) and females (55.5%) is 33 respondents. The female respondents were more than male respondents because females were more willing to answer the questionnaire during the data collection than males. There are 5 categories in the table which are 18-25 years old, 25-35 years old, 36-45 years old, 46-55 years old, and lastly 56 years old and above. Based on the table, there are 152 respondents (50.5%) who are 18-25 years old, 53 respondents (17.6%) are 26-35 years old, 42 respondents (14.0%) are 36-45 years old, 44 respondents (14.6%) is 46-55 years old, 10 respondents (3.3%) is 56 years old and above. The highest data in this table is 18-25 years old which is 152 respondents (50.5%) and the lowest data is 56 years old and above which is 10 respondents (3.3%).

There are 213 Malay respondents (71.0%), 36 Indian respondents (12.0%), 42 Chinese respondents (14.0%), and 9 respondents (3.0%) which is other race. It can be illustrated that the highest percentage of respondents are Malay (71.0%) while the lowest percentage of respondents are included in the other race (3.0%). Malay respondents were more willing to answer the questionnaire during the data collection. Hence, the hotel services performance towards guest satisfaction in Kelantan, Malaysia, has a predominantly Malay population, which may have different perceptions of its findings and may not be extrapolated to the entire population of Malaysia. Table 4 also shows that the highest frequency of the occupation is 145 students (48.3%) and the lowest frequency is 12 respondents (4.0%) who were retired. Occupations are job situations held by people with specific areas of interest and specific skills that benefit that field. The person may seek employment in a particular occupation so that the person is interested in continuing the occupation, and if the occupation requires licensing and certification, the person pursues it as an occupation. The others occupation include 118 employed respondents (39.3%) and 25 unemployed respondents (8.3%).

In this study, the marital status characteristics of respondents are divided into two categories which were single and married. Based on Table 4.1, there are 199 respondents are single and 100 respondents are married. The difference between these two categories is 99 respondents. Malaysia is gradually becoming a high-income country and nowadays people are increasingly sensitive to service quality spend (Loo & Normala, 2020). Based on the table, respondents who had the most income, 143 respondents, earned below RM1000 with a percentage (49.1%), and the least income was the 38 respondents (13.1%) who have earned a household income of RM2000-RM2999. There are 57 respondents (19.6%) who had earned RM1000-RM1999 and 53 respondents (18.2%) who earned a household income of RM3000 and above.

Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Reliability	When the hotel promises to do something by a particular time, it does so.	4.06	.842
	When you have a problem, the hotel shows a sincere interest in solving it.	4.10	.769
	The hotel performs the services right the first time.	4.08	.852
	The hotel provides its services at the same time it promises to do so.	4.06	.803
	The hotel insists on error-free records.	3.92	.902
	When the hotel promises to do something by a particular time, it does so.	4.06	.842
Assurance	The behavior of hotel employees instills confidence in customers.	4.16	.795
	You feel safe in your transactions with hotel.	4.08	.802
	The hotel employees are consistently courteous with you.	4.13	.846
	The hotel employees have the knowledge to answer your questions.	4.11	.802

Responsivenes	The hotel employees tell you exactly when services will get performed.	4.11	.787
	The hotel employees give your prompt services.	4.15	.813
	The hotel employees are always willing to help you.	4.15	.798
	The employees are never too busy to respond to your requests.	4.01	.901
	The hotel employees tell you exactly when services will get performed.	4.11	.787
	The hotel employees give your prompt services.	4.15	.813
Guest Satisfaction	Hotel's physical facilities.	4.13	.805
	Hotels equipment.	4.14	.769
	Appearance of hotel employees.	4.17	.783
	Communication materials.	4.12	.820
	Timeliness of services.	4.11	.796
	Problem-solving interest.	4.10	.794
	Efficient services.	4.14	.799
	Consistency of services.	4.15	.801
	Accuracy of records.	4.12	.805
	Problem resolution time.	4.10	.781
	Prompt attention to guests' requests.	4.16	.809
	Willingness to help.	4.13	.777
	Flexibility of employees.	4.16	.791
	Behaviour of employees.	4.17	.796
	Safety and security.	4.19	.755
	Courtesy of employees.	4.18	.766
	Competence of employees.	4.15	.796
	Individualized attention.	4.15	.767
	Convenient operating hours.	4.18	.775
	Personal attention from employees.	4.11	.815
	Concern about guests' interest.	4.12	.824
	Understanding guest-specific needs.	4.16	.777

Table 2 shows the descriptive analysis of the independent variable (reliability, assurance, and responsiveness) and dependent variable (guest satisfaction) in this research. It is apparent that the majority of respondents agree (Mean=4.06) with the first statement, "When the hotel promises to do something by a particular time, it does so." The standard deviation is 0.8. The mean of "When you have a problem, the hotel shows a sincere interest in solving it." is 4.10, and the standard deviation is 0.8. There are (Mean=4.08) and 0.9 standard deviation for the third statement, "The hotel performs the services right the first time.". "The hotel provides its services at the same time it promises to do so." are (Mean=4.06) and 0.8 deviations. The statement, "The hotel insists on error-free records." also has a positive result" (Mean=3.92). Thus, it is apparent that most respondents agree with all the statements shown in the descriptive analysis of reliability in hotel services.

The table also shows the descriptive analysis of assurance in hotel services. It is apparent that most respondents agree (Mean=4.16) with the first statement, "The behaviour of hotel employees instils confidence in customers." The standard deviation is 0.8. The mean of "You

feel safe in your transactions with the hotel." is 4.08, and the standard deviation is 0.8. There are (Mean=4.13) and 0.8 deviations for the third statement, "The hotel employees are consistently courteous with you.". "The hotel employees have the knowledge to answer your questions." are (Mean=4.11) and 0.8 deviations. Thus, Table 4.8 indicates that most respondents agree with all the statements shown in the descriptive analysis of assurance in hotel services.

The majority of respondents agree (Mean=4.11) with the first statement in the descriptive analysis of responsiveness: "The hotel employees tell you exactly when services will get performed..". "The hotel employees give your prompt services." had a positive result (Mean=4.15) and 0.8 deviations. Next, there are also (Mean=4.15) and 0.8 deviations for the third statement, "The hotel employees are always willing to help you.". "The employees are never too busy to respond to your requests." are (Mean=4.01) and 0.9 deviations.

For the descriptive analysis of the dependent variable, which is guest satisfaction, there are 22 statements in this study. It includes the Hotel's physical facilities (4.13), Hotels equipment (4.14), Appearance of hotel employees (4.17), Communication materials (4.12), Timeliness of services (4.11), Problem-solving interest (4.10), Efficient services (4.14), Consistency of services (4.15), Accuracy of records (4.12), Problem resolution time (4.10), Prompt attention to guests' requests (4.16), Willingness to help (4.13), Flexibility of employees (4.16), Behaviour of employees (4.17), Safety and security (4.19), Courtesy of employees (4.18), Competence of employees (4.15), Individualized attention (4.15), Convenient operating hours (4.18), Personal attention from employees (4.11), Concern towards guests' interest (4.12), and Understanding guest specific needs (4.16). The mean for the average guest satisfaction is 4.14. The deviation for all the statements was 0.8.

Reliability Analysis

Table 3 below shows the result of the reliability analysis

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Reliability	5	0.908
Assurance	4	0.882
Responsiveness	4	0.896
Guest Satisfaction	22	0.982

The Cronbach's Alpha Coefficient Values. Alpha value were described as excellent (0.9), very good (0.8<0.9), good (0.7<0.8), moderate (0.6<0.7), and poor (<0.6). All the variables shown in Table 4.3 include reliability, assurance, responsiveness, and guest satisfaction. Alpha results fall between the low acceptable level (0.6) and the high acceptance level range (0.9). The reliability of Cronbach's Alpha was used to check the reliability of the three independent variables. All the independent variable and dependent variable which is reliability (5 item;= 0.9) , assurance (4 item;= 0.9) , responsiveness (4 item;= 0.9) and guest satisfaction (22 item;= 0.9) had stated excellent following the values of Cronbach's alpha.

Pearson Correlation Analysis

Table 4 below shows the Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H₁: There is a significant relationship between the reliability of hotel service and guest satisfaction during the MCO in, Kelantan, Malaysia	<0.01	H₁ is accepted
H₂: There is a significant relationship between assurance of hotel service and guest satisfaction during the MCO in Kelantan, Malaysia	<0.01	H₂ is accepted
H₃: There is a significant relationship between the responsiveness of hotel service and guest satisfaction during the MCO in, Kelantan, Malaysia	<0.01	H₃ is accepted

The Pearson correlation analysis between an independent variable and the dependent variable is shown in Table 4. There is a significant link between hotel service quality and guest satisfaction because the p-value between the independent and dependent variables is <0.01. It demonstrates that the reliability of hotel service and guest satisfaction has a strong positive relationship. There was a strong positive association between assurance of hotel service and guest satisfaction, with $p < 0.01$. The correlation coefficient suggests a positive connection between assurance of hotel service and guest satisfaction. There was a statistically significant correlation between the responsiveness of hotel service and guest satisfaction, with $p < 0.01$. The correlation coefficient reveals a positive connection between the responsiveness of hotel service and guest satisfaction.

DISCUSSION & RECOMMENDATIONS

Reliability influence has been shown to influence the guest's satisfaction during MCO in Kelantan Malaysia. The objective to study the reliability influence on the guest's satisfaction during MCO in Kelantan Malaysia has been achieved. The research has five questions that have also been supported in this study. We can refer to table 2 shows the descriptive analysis of reliability in hotel services. The majority of respondents agree (Mean=4.06). The percentage that responded to reliability is the third-lowest percentage in the variable.

Based on the descriptive analysis of assurance in hotel services, most respondents agree with the first statement, "The behaviour of hotel employees instils confidence in customers", with the highest mean=4.16 and the standard deviation being 0.8. Mean=4.13 and deviations 0.8 for the third statement, "The hotel employees are consistently courteous with you". While "The hotel employees know to answer your question" mean=4.11 and 0.8 deviations. "You feel safe in your transactions with the hotel" mean=4.08 and standard deviation 0.8.

The Third hypothesis predicts a positive and significant relationship between responsiveness and guest satisfaction in Kelantan Malaysia. According to a Pearson Correlation analysis in Table 4, the result showed that responsiveness has weakly correlated with guest satisfaction in Kelantan, Malaysia. Based on the result, a weak positive correlation relationship between independent variable 3 (Responsiveness) and dependent variable (Guest satisfaction in Kelantan Malaysia) at $r = 0.842$, $p = < 0.01$ are shown supported.

Based on the findings of this study, it is proposed that all hotels in Kelantan Malaysia improve in all thirteen areas determining guests' satisfaction. This feature will assist these hotels in

increasing client satisfaction. Aside from that, these hotels should incorporate the latter's three-dimensional characteristics because they have a beneficial influence on client satisfaction. Furthermore, it is advised that more attention be placed on the dependability dimension during resource allocation because it greatly impacts guests' satisfaction. Finally, it is suggested that hotel communication methods to be enhanced, as most consumers are unsatisfied with this aspect.

There is also the data gathering techniques section. Future research might employ qualitative methodologies to investigate other variables that impact guest satisfaction and hotel performance, and the study should be more complete to provide a more open response. Furthermore, communication becomes more straightforward, and it is advantageous to provide news and information quickly. To address the challenge of discovering generalizability, future research should include a variety of sampling procedures, including both probability and non-probability sampling.

CONCLUSION

In conclusion, this study was conducted to better understand the survey on the effect of hotel service performance on guest satisfaction during (MCO) in Kelantan, Malaysia. A survey questionnaire was completed to find the elements influencing hotel service performance towards guests' satisfaction during the post- Movement Control Order (MCO) in Kelantan. This research project has identified the relationship between reliability, assurance, and responsiveness to guest satisfaction during MCO in Kelantan, Malaysia. The results showed that all three independent variables had a significant positive relationship with guest satisfaction after testing the reliability analysis and Pearson Correlation analysis.

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environment in the aviation sector, airlines are implementing green management to strengthen its green image (Lee et al., 2010).

So, the problems that we found in this topic are first we want to know how service experience can effect passengers loyalty in airlines industry in Malaysia. There are three factors that measure airlines passengers loyalty which is emotion, effectiveness and ease of use towards the service experience. The service experience will determine the quality that will affect passengers loyalty. Besides that, the main problem for this topic to be conducted is because the airlines company wants to know either the emotion, effectiveness and ease of use can influence airlines passengers towards their loyalty. By knowing this problem, the airlines company can provide the best service to make their passengers loyal to the company.

Other than that, the airlines company will waste their budget if they don't know how the service experience can affect passengers loyalty. This is because if the airlines don't know the main factor that affects passengers loyalty, the company will spend a lot of money to provide the service that cannot satisfy their passengers. So, this topic needs to be conducted to help airlines company give the best service towards their passengers. This is because the service experience is very important to ensure that the passengers are satisfied with the airlines service.

Overall, these problems in this topic are suitable to be conducted to help airlines passengers and the airlines company. This study will help the airlines company to know how to make their passengers loyal to their company. This research also will provide the best solution to all the problems faced by the airlines company. So, this study is very important to help airlines industry in Malaysia become the best industry.

The main objective of this study is to examine the service experience of airlines passengers towards loyalty in airlines industry in Malaysia. The specific objectives are to examine the relationship between emotion and airlines passengers loyalty, to examine the relationship between effectiveness and airlines passengers loyalty and to examine the relationship between ease of use and airlines passengers loyalty.

LITERATURE REVIEW

Loyalty

Customer loyalty is the act of repeatedly buying a company's products or services. It reflects a customer's willingness to continue doing business with a particular company and recommend its products to others. According to Oliver (1999), loyalty is a deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior.

business climate within which global airlines operate, most airlines consider customer retention even as important as gaining new customers. Customers must be retained for the market to succeed. Therefore, it can assess the extent of the airline's service experience in maintaining consumer trust and creating airline loyalty.

This study aims to examine the service experience of airline passengers towards the loyalty of the airline industry as an airline's passenger service experience on customer loyalty in the airline sector. This research highlights the service experience as a result of customer loyalty, which includes emotion, effectiveness, and ease of use.
There were three objectives of this research:
1. To identify the relationship between the effectiveness of service experience and the loyalty of passengers towards the Airlines Industry.
2. To investigate the relationship between the emotion of passenger loyalty and service experience in the Airlines Industry.
3. To determine the relationship between the ease of use of service experience and the loyalty of passengers towards the Airlines Industry.

Significance of the Study

Passengers
This research seeks to provide high-quality service to passengers. This is because passenger satisfaction service occurs when a corporation can serve passengers with advantages that surpass their expectations, and this is considered value-added. Passenger satisfaction is a fundamental aim of every airline that provides passenger services (R. Archana & M.V. Subha, 2012). This study is essential because, according to Karunagaran, R., Kumaran. K., Ragoo, P. & Rajan, N. (2020) gives a practical contribution to airline marketers by presenting a deeper insight and better knowledge of customer relationship management in Malaysia's airline industry.

Customers
The next significance of this study is for customers or specifically airline passengers. This research will help to clarify the service experience of airlines passenger towards the loyalty of the airline industry. Because customer satisfaction and loyalty have benefited market share and return on investment in the airline industry. Furthermore, in the airline industry, airline service quality is a major concern. Therefore, they will be more thorough with all of the new developments produced by the airline in the quality of service to consumers as a result of this study.

Students
The next significance of this study is for students. This report might be used as a resource for students. Students will gain a better understanding of the service experience of airline passengers towards loyalty in the airline industry, as well as learn new things. To support these ideas, some university students fly abroad to further their studies or travel somewhere and by that automatically they experience the services airlines themselves provide by the airline industry. This research is also beneficial and vital for them to learn more about this. On the other hand, they can use this research for their own profit and extra study thesis.

LITERATURE REVIEW

Customer Loyalty

Customer loyalty is defined as a customer's commitment to a firm. Brand preference, satisfaction level, purchase frequency, loyalty, price sensitivity and brand support are all common ways to measure loyalty. Furthermore, loyal consumers are the tendency of attitudes

and behaviours to choose one brand over another, whether to enjoy its goods or services, convenience or performance, or simply familiarity and comfort. According to Schminke, D. (2015), excellent customer service is critical in the airline industry. Since airlines depend on customers, they are the most important factor in the industry. This is because the airline will stop operating without users.

Effectiveness

A positive customer service experience will help a brand or organisation grow. It also has a positive impact on the relationship between customer loyalty and service excellence. Customers are happier when they obtain high-quality services, resulting in improved customer loyalty (Caruana, 2002). According to Bojei. J., Edura. W., and Nadia. N. S. (2013) customer loyalty to low-cost airlines has also been influenced by service quality. Reliability, tangibility, responsiveness, reassurance and empathy are among its characteristics.

Emotions

Emotions are affective states in which joy, pleasure, sadness, anger and many more emotions are more likely to be triggered. (Cohen & Areni, 1991). In other words, these emotions have been seen as affective states but not all situations will be effectively caused by emotions. (Cohen & Areni, 1991). Thus, it seems logical that emotions can be made as a proposition that emotions greatly influence a person's feelings. This means that everything that happens to the customer, no matter the negative or positive things, greatly affects the emotions of the customer. This will also have a huge impact on the company.

Ease of Use

To ensure market viability, airlines should adapt their websites from marketing tools to online sales platforms complete with additional features for their users, such as close communication and relationship building, in addition to basic functions such as search, booking, ticketing and internal review. service. Since the late 19190s, tourism research on website evaluation has been conducted and the importance of e-commerce is growing nowadays. This is because it aims to determine how to encourage visitors to browse and buy goods on tourism websites (Sookyup Chong & Rob Law, 2018).

Research Hypothesis

Customer loyalty has been impacted by this service experience. Customer loyalty to the airline is evaluated as part of the service experience. Smith and Bolton (Smith and Bolton, 2002). Passengers may switch to other airlines if the airline fails to give the greatest service experience. (Wen and Chi 2013, for example). Customers remain loyal to the same airline as a result of the excellent service offered, and it is highly recommended to many contacts. Of course, this results in a significant profit for the airline. Based on the above discussion, the parties the following hypotheses are proposed.

H_1 The relationship between the effectiveness of service experience and the loyalty of passengers towards the Airlines Industry.

H_2 The relationship between the emotion of passenger's loyalty and service experience towards the Airlines Industry.

H_3 The relationship between the ease of use of service experience and the loyalty of passengers towards the Airlines Industry.

Research Framework

Figure 1 below shows the research framework use for this study.
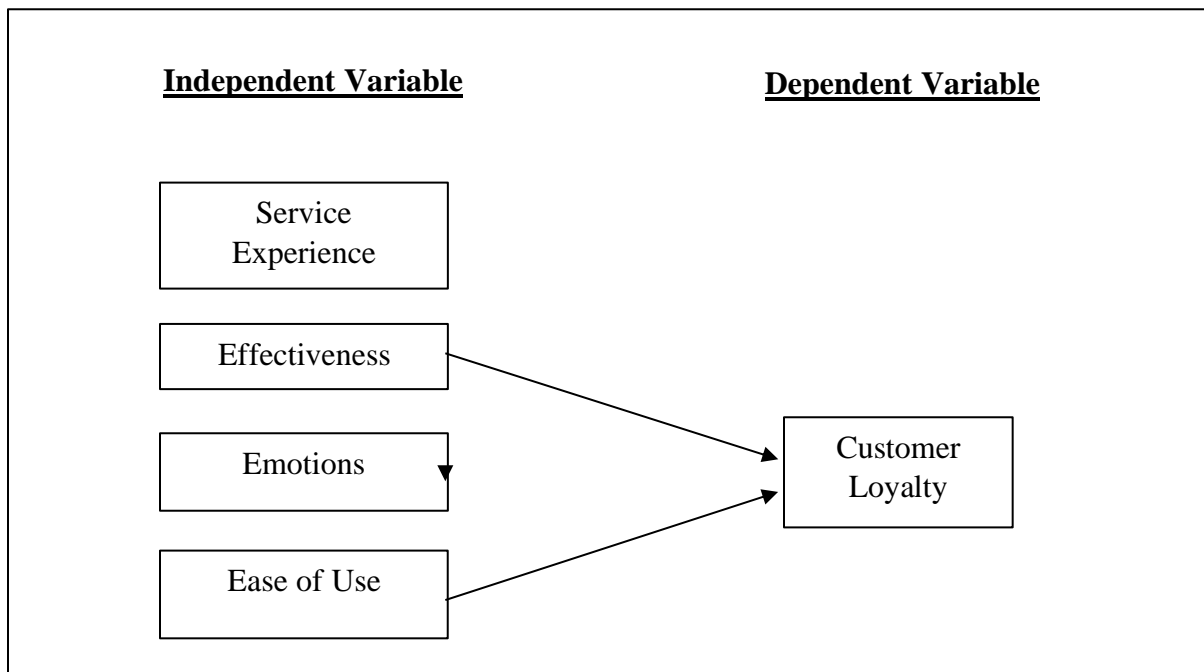
Figure 1: Research Framework

METHODOLOGY

Research Design

This study used the quantitative method to gain data through questionnaires. The questionnaire consisted of 3 sections, a total of 28 items. The first section which is the demographic profile included many choices of questions. The second and third section is the independent variable and dependent variables included 22 items with a five-point Likert-Scale ranging from 1=Strongly disagree to 5=strongly agree. These techniques are used on bigger samples (V,2021). The most basic instrument for all methods and investigations of quantitative outcome research is the survey study. Online surveys, online surveys, paper questionnaires, and web shortcut surveys were used to ask questions to a sample of respondents (Bhat, 2021). Therefore, the researcher has used the survey research method to achieve the researcher's goal which is to study the airline passenger service experience toward customer loyalty.

Data Collection Procedure

Data collection is a systematic process of gathering observations or measurements. (Bhandari, P., 2020). For this research, data will be collected using an online survey via Google forms and sent to 384 respondents via social media such as WhatsApp, Twitter and Facebook. The questionnaire contained three sections that represented the study's objectives. Section A depicts the demographic profile of Malaysian citizens, notably airline passengers. Section B discusses the independent variables, emotions, effectiveness, and ease of use. Section C, on the other hand, is focused on the dependent variable, namely customer loyalty. The data collection process took two months.

Sampling Method

In this study, we used the probability sampling method has an equal chance of being chosen. This research's target population focuses on Malaysian citizens, notably airline passengers. Thus, this sampling method is the process of selecting an individual or subset of a people to draw statistical conclusions and estimate the characteristics of an entire group. Researchers have used a variety of sampling approaches to avoid surveying whole populations to collect meaningful data. It is also a time and money-saving strategy and is the foundation of every

research plan. In research survey software, sampling strategies can be used to obtain the best results.

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

n = sample size
N=population size
e = the degree of accuracy expressed as a proportion (0.05)
x2= chi-square of a degree of freedom 1 and confidence 95% (3.841)
p = proportion of the population (if unknown, 0.5)

Data Analysis

Data analysis is the act of processing and analysing the data obtained to convey ideas to the data collected through observation as well as prima (Greener & Martelli, 2015). Basic analysis produces relevant information and guides further analysis and interpretation of the data. Data collected from the questionnaires will be analysed using IBM Statistical Program for Social Science (SPSS) version 25. SPSS is a resolution-based software program that can be used to enter data and analyse graphs and tables. Statistics such as valid percentages and cumulative percentages will be calculated using SPSS data. To examine the data, the researchers used basic descriptive analysis.

FINDINGS

Result of Frequency Analysis

Table 1.1: Frequency Analysis

Respondents	Classification	Frequency	Percentage
Gender	Male	136	34.8
	Female	255	65.2
Age	17-21 years old	79	20.2
	22-26 years old	190	48.6
	27-31 years old	31	7.9
	31 years old and above	91	23.3
Race	Malay	305	78
	Chinese	40	10.2
	Indian	40	10.2
	Others	6	1.5
Education Level	SPM	61	15.6
	Diploma/STPM/Matric	79	20.2
	Bachelor of Degree	179	45.8
	Master Degree	53	13.6
	PhD	19	4.9
Occupation	Working (Government)	46	11.8
	Working (Non-Government)	77	19.7
	Self Employed	35	9.0
	Unemployed	18	4.6
	Students	215	55.0

Table 1.2 Respondents Experience in Dealing at the Airport.

Classification		Frequency	Percentage%
	Yes	292	74.7

Have you ever had experience in dealing at the Airport?	No	99	25.3

Table 1.3 How Frequently Do Respondents Fly With Airlines.

Classification		Frequency	Percentage%
How frequently do you fly with Airlines?	Always	34	8.7
	Once a year	80	20.5
	2-5 times a year	118	30.5
	Once a lifetime	82	21
	Never	77	19.7

Based on table 1.1, the demographic background of 391 respondents, the majority of the respondents are female with 255 respondents (65.2%) and male with 136 respondents (34.8%) Most of the respondents are students between 22-26 years old with a frequency of 190 (48.6%), 31 years old and above with 91 respondents (23.3%), 17-21 years old with 79 respondents (20.2%) and 27-31 years old with 31 respondents (7.9%). While the most race is among Malay respondents with 305 frequencies (78%). Indian and Chinese with the same frequencies with both 40 respondents (10.2%) and other respondents with 6 frequencies (1.5%).

Most of the respondent's education levels are Bachelor of Degree students with 179 frequency (45.8%). Diploma/STPM/Matric with 79 frequency (20.2%). SPM with 61 frequency (15.6%). Master's Degree with 53 frequency (13.6%) and PhD with the lowest 19 frequency (4.9%). Next, most of the respondent's occupations are among students with 215 frequency (55%), working (non-government) with 77 frequency (19.7%), working (government) with 46 frequency (11.8%), self-employed with 35 frequency (9%) and unemployed with 18 frequency (4.6%).

Therefore, table 1.2 represents the respondent's experience. The classification which has you ever had experience in dealing at the Airport?. The majority of the frequency is yes with 292 (74.7%) and no frequency with 99 (25.3%). In addition, table 1.3 represents how frequently respondents fly with airlines. Most of the respondents fly with airlines 2-5 times a year with 118 frequency (30.2%), 'once a year with 80 frequency (20.5%), 'once a lifetime' with 82 frequency (21%), respondents who 'never' fly with airlines with 77 frequency (19.7%) and the lowest frequently fly with airlines is 'always' with 34 frequency (8.7).

Result of Descriptive Analysis
Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Effectiveness	The effective service quality experience will give satisfaction to passengers.	4.66	0.568
	A responsive service quality will lead to an effective service experience.	4.63	0.615
	An effective service quality and experience will guide to a positive relationship with customer satisfaction.	4.61	0.602
	An effective service must meet passenger's expectations.	4.49	0.720

	Effective service will give strength to Airlines Industry.	4.67	0.557
Emotions	Customers can regulate their emotional experiences.	4.08	0.789
	Emotions can influence an emotional experience.	4.37	0.711
	Promote positive things about airlines can react to the good emotions and impact.	4.39	0.690
	Experiencing goods airlines services would give great emotions to customers.	4.62	0.616
	A great customer service in airlines industries will give positive feedback and emotion to customers and airlines industries.	4.63	0.599
Ease of Use	Passenger satisfaction is a key metric for assessing service quality and determining whether customer will keep continue the service or not.	4.60	0.649
	With having quality ease and services, passenger will tend to repurchase airlines services,	4.60	0.620
	The availability of quality ease will result in a reduction in the number of complaints to airlines.	4.54	0.708
	Providing better service than competitors can build a strong customer loyalty foundation.	4.60	0.628
	Customer satisfaction is a criterion for evaluating the quality of service ease.	4.62	0.595
Customer Loyalty	Tracking customer satisfaction is important for all brands.	4.63	0.631
	Customer Loyalty gives an advantage to Airlines Industry to grow.	4.61	0.636
	Passenger satisfaction is a big driven factor to retain customers in the Airlines Industry	4.61	6.40
	Effective complaint handling can turn an aggrieved customer into a satisfied and loyal customer.	4.56	6.96
	Consideration for more hotel accommodation near the airport give an effective and positive impact on loyal customers and others.	4.44	0.815
	The airline passenger service experience as a whole has provide satisfaction to the passenger.	4.58	0.663

Based on table 2 above, the highest mean score value for effectiveness was 4.67, where respondents strongly agreed that "Effective service will give strength to Airlines Industry." The standard deviation is 0.557. In contrast, "An effective service must meet passenger's expectations." are the lowest mean score with 4.49, and the standard deviation is 0.720. Next, the highest mean score for emotions is "A great customer service in airlines industries will give positive feedback and emotion to customers and airlines industries." with a 4.63 score and the standard deviation is 0.599. Meanwhile, the lowest means score for emotions is "Customers can regulate their emotional experiences." The score is 4.08 and the standard deviation is 0.789. Hence, the highest mean score for ease of use is "Customer satisfaction is a criterion for

evaluating the quality of service ease." with 4.62 scores and the standard deviation is 0.595. The lowest mean score for ease of use is "The availability of quality ease will result in a reduction in the number of complaints to airlines". with a 4.54 score, and the standard deviation is 0.708. Lastly, the highest mean for customer loyalty is "Tracking customer satisfaction is important for all brands." with 4.63 scores, and the standard deviation is 0.631, meanwhile, the lowest mean score for customer loyalty is "Consideration for more hotel accommodation near the airport give an effective and positive impact on loyal customers and others." with 4.44 scores and the standard deviation is 0.815.

Result of Reliability Analysis

The table 4 shows that result of reliability analysis

Table 3: Result of Reliability Analysis

Variable	Number of items	Cronbach Alpha
Effectiveness	5	0.886
Emotions	5	0.790
Ease of Use	5	0.897
Customer Loyalty	6	0.900

Table 3 shows the Cronbach Alpha values for the variable in the questionnaire questions that the researchers have distributed, which range from the lowest level of non-acceptance which is (0.5) to the highest level of acceptance (0.9). Five variables were tested using Cronbach Alpha output of reliability. The findings of the study have found that the dependents variable, namely Customer Loyalty, has a very excellent trust value (6 items α = 0.9), followed by the independents variable, which has one good value, which is emotions (5 items α = 0.7)., the two another independents variable namely effectiveness and ease of use also got a very good value of trust with (5 items α = 0.8).

Variables for effectiveness, emotions, ease of use and customer loyalty in examining the service experience and loyalty of airline passengers be maintained because all variables are at a high level based on calculations from Cronbach's Alpha. Therefore, the data are acceptable and suitable for further analysis.

Result of Pearson Correlation Analysis

Table 5 below shows the Pearson Correlation Analysis
Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported / Not Supported)
H_1 The relationship between the effectiveness of service experience and the loyalty of passengers towards the Airlines Industry.	0.732	H1 is supported
H_2 The relationship between the emotion of passenger's loyalty and service experience towards the Airlines Industry.	0.573	H2 is supported
H_3 The relationship between the ease of use of service experience and the loyalty of passengers towards the Airlines Industry	0.827	H3 is supported

Hypothesis 1, which is the relationship between the effectiveness of service experience and the loyalty of passengers towards the Airlines Industry with Pa -value of 0.732, is supported. Next, hypothesis 2, the relationship between the emotion of passengers' loyalty and service experience towards the Airlines Industry. with a P-value of 0.573, is supported. Lastly, hypothesis 3 supports the relationship between the ease of use of service experience and the loyalty of passengers towards the Airlines Industry, with a P-value of 0.827.

DISCUSSION AND RECOMMENDATION

As stated in the first chapter of this study, conversations try to answer questions and address hypotheses. In summary, this study comprehensively investigated the service experience of airline passengers regarding airline industry loyalty. Based on the study's findings, the current study would provide numerous recommendations for service experience toward customer loyalty of airline passengers and future researchers, allowing passengers to comprehend service experience loyalty in the airline industry and indicate concern about future studies.

Next, a practical service experience, emotions, and ease of use will significantly influence the airline industry and convey understanding to passengers and Malaysians who use airline services. This study aims to examine how service experience towards passengers and customer loyalty in the airline industry are used and to comprehend service experience in the airline industry. According to the findings, both push and pull elements influence airline passengers' service experience and loyalty to the airline industry. The findings of the study are also required for the continuation of future research. As a result, it is advised that future research look at other areas of the service experience in the airline industry regarding customer loyalty. The researchers distributed an online questionnaire to the respondents containing other demographic data such as gender, age, race, educational level, occupation, and many more to acquire varied outcomes or conclusions from multiple perspectives.

Future researchers should also enhance data collection for this study, particularly regarding questionnaire distribution. Future researchers can do face-to-face questionnaire dissemination instead of disseminating surveys through the internet. As a result, while providing questionnaires to potential respondents, the researchers may elaborate on the research aim. Furthermore, some discussion between researchers and respondents may be advantageous in alerting respondents about the questions that would be asked in the surveys.

CONCLUSION

Consequently, this survey was completed to determine the service experience of passengers regarding airline industry loyalty. As a result, three independent variables, effectiveness, emotions, and ease of use, were chosen to investigate their relationship with the dependent variable, customer loyalty. A total of 391 Malaysian citizens, notably airline passengers, were selected to examine the service experience and loyalty of the airline industry. According to Pearson's correlation analysis, the effectiveness component scored 0.732, followed by emotions at 0.573 and ease of use at 0.827. All of these variables have the exact p-value of p 0.01. As a result, the hypothesis for efficacy, emotions, and ease of use is validated.

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Assessing the Change in Air Travelling Behaviour Patterns During Pre and Post Pandemic COVID-19 in Malaysia on Customer Loyalty: The Case of AirAsia

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ABSTRACT

The study that has been conducted is assessing the change in air travelling behaviour patterns during pre and post-pandemic COVID-19 in Malaysia towards customer loyalty: the case of AirAsia. The problem statement for this study is the emergence of the COVID-19 pandemic has led to the occurrence of changes in this pattern of air travelling behaviour. Previously, it could be seen that the total rate of people travelling is very high. However, COVID-19 has led to a decrease in travel by the public. This phenomenon happens because they are still worried and consider their safety first. The objective of this study was to understand the change in behaviour patterns of travelling pre and post COVID-19. Next, to identify the travelling patterns pre and post-pandemic COVID-19. Next, to examine the impact of travel behaviour change on customer loyalty in using AirAsia flights. This research applied a quantitative approach. In this study, the survey was conducted through questionnaires that included questions on travelling purpose, frequency of trips, travel duration and the impact of travel behaviour change on customer loyalty.

Keywords: Pandemic, Travel Behaviour, Travel Patterns, COVID-19 and AirAsia.

INTRODUCTION

COVID-19 was designated a worldwide pandemic by the World Health Organization (WHO) in March 2020. As a result, many countries have imposed some measures of social imprisonment on their citizens. The examples include the closure of schools, shops, and restaurants, and the ban on groups or public events. In addition, the government has also implemented a movement control order for everyone as a preventive measure against this coronavirus outbreak. Therefore, the complete prohibition of large-scale protests and gatherings throughout the country includes religious, sporting, social and cultural activities. In addition, air travel also undergoes very significant changes in travel behaviour patterns. This is because previously, the airline had high demand and a large number of customers. However, the COVID-19 pandemic has led to changes where there are not many more customers. In addition, many flights also had to be cancelled due to the COVID-19 pandemic and, as consequence, the occurrence of this movement control order.

Next, before the COVID-19 pandemic, many people would travel, either within the country or abroad. This is because the current situation is still safe, and there is nothing for everyone to worry about. However, after the COVID-19 pandemic, there was a change in travel behaviour, where no one people went to travel. In addition, the COVID-19 pandemic has affected the tourism sector in the world. During this pandemic, there was a significant decline in demand for travel. In other words, the demand for travel before the pandemic was very high compared to after the pandemic COVID-19.

Besides that, this travel behaviour was seen before and after the outbreak of the COVID-19 pandemic. Where nowadays people prefer to stay at home only. Also, the lack of feeling to go travelling anywhere. However, if people want to travel, they should abide by the rules and

always take care of social imprisonment. Next, do not be too present in a crowded place. Undoubtedly, this new norm is happening in society caused of this pandemic.

The aviation industry has become one of the important sectors in the industry. The current COVID-19 crisis has forced the airline industry to adapt quickly to the situation. Many planes grounded due to a significant drop in passenger demand (Serrano & Kazda, 2020). While the COVID-19 pandemic has become more widespread quickly in this situation of extraordinary world interconnection, particularly through air traffic, international air routes have faced major challenges due to travel suspensions and large-scale disruptions, and travel to different places has different constraints. Appropriately, the outbreak has caused a sharp decline in air travel activity, and some airlines are experiencing international and national recovery (Hassan, 2022). The impact of travel behaviour change on customer loyalty in using AirAsia flights may vary across countries depending on the travel restrictions imposed by the government of that country, as well as the risk perceptions of citizens. The current study explores the influence of lockout policy on changes in travel behaviour during the third wave of the COVID-19 pandemic in Malaysia (Dias et al., 2021).

Due to the global coronavirus crisis, there were changes before and after the COVID-19 dynamics in the customer loyalty of AirAsia. Before the advent of COVID-19, customers did not hesitate to go on a tour. They have their own travel purpose and do not have to worry about the surrounding situation. However, following the emergence of the COVID-19 virus, it has also disrupted customer loyalty to AirAsia. Currently, they are more concerned about the airline's determination to deal with this virus, as far as the company is concerned about the safety of their customers.

Significance of the Study

This research will be contributed to by the Ministry of Tourism, Arts and Culture (MOTAC) and also to AirAsia as a contribution of data and also to the tourism industry and tourists in general. The significance of the study is divided into two managerial parts and literature aspects. In the managerial aspect, the assessing the change in air travelling behaviour patterns during pre and post-pandemic COVID-19 in Malaysia toward customer loyalty. This is because the occurrence of this pandemic has changed the pattern of travelling, which has led to many significant changes. This research also can help to find the reason for the change in travel behaviour patterns during this COVID-19. Thus, people will be able to know about these travel behaviour patterns before and after COVID-19.

In the literature aspect, this research will provide knowledge to students about this study, which is assessing the change in air travelling behaviour patterns during pre and post-pandemic COVID-19 in Malaysia towards customer loyalty. The reason why is exposing students to this research process gives them a different perspective than just seeing it in social media and journals. This is because students can and will know what happens, can know and how the change of travel patterns due to COVID-19. Next, this study also informs the student that during this pandemic COVID-19, there was a change in the travel behaviour pattern. Besides that, this study to make the student know how travel behaviour patterns will change due to COVID-19.

LITERATURE REVIEW

Change in Behaviour Pattern

According to Zhao et al. (2018), "Changes in the fundamental pattern of travel behaviour that are sudden, significant, and long-lasting" are classified as "travel pattern changes." Travel behaviour research examines people's physical movements outside of their usual areas for any

reason (Axhausen, 2014). The movement of freight is only mentioned in the context of persons transporting freight for the workplace, shopping, or other personal reasons. Human movement and interaction patterns affect the spreading of infectious illnesses, especially during outbreaks (Peixoto et al., 2020). Every human is defined by their unique mind, which they develop in relation to their habitats. They tend to have a common pattern of certain aspects that mimics the basic characteristic of all human beings rather than having distinct environments and completely varied behaviour (Reddy, 2016).

Travelling Purpose

People travel for various reasons. According to Abdullah et al. (2021), travelling purpose is the essential reason why travellers go on a daily basis. This might be the cause that travellers have little or no influence over their surroundings. In travel studies, various trip purpose categories have been utilised for classifications refined (i.e. work, personal, unstructured time, shopping, appointment, visiting, school and college) (Krizek, 2003). The purpose of travel is to foster social connections, provide opportunities to learn and grow, and demonstrate dedication. It allows travellers to be fully immersed in an activity, learn new skills, and experience different cultures. It brings individuals and other travellers closer together (Filep, 2014). According to Yang et al. (2020), the trip purpose is included more thoroughly to correctly capture the impression and encourage post-travel plans in the model.

Frequency of Trips

One tap-in of passenger movement is defined as a trip (Jenelius & Cebecauer, 2020). In most situations, transferring between different modes of transportation would result in a new route; however, there are exceptions at several key transfer hubs. According to Mokhtarian (2001), travel has always been a component of human daily life, whether in the shape of a vehicle or a non-vehicle method. It was defined as "any distance travelled by any mode of transportation" or "trips or multi-trips completed from origin to destination". A trip is defined as a journey between two activities that take place in different areas (Timmermans et al., 2003). The trip's definition depends on the activity's specification to determine its beginning and ending points. By modifying the definitions of "activity," it is possible to vary the frequency of trips, the most often used reference unit in the transportation modelling (Axhausen, 2017).

Travel Duration

Travel duration is a basic concept of transportation, and reducing it is a crucial component of planning. The time it takes to travel between two points usually rises as the distance between them grows (Park, 2020). The amount of time it takes to go from one location to another is called travel duration. According to Zahavi & Ryan (1980), the study of travel time was conducted on the assumption that daily visits and travel time were both constant and reliable. The appeal of a destination is linked to the duration of travel. Trips between high-population-density regions are more probable than trips between low-population-density regions. The larger the distance between the supervisor and the subordinate, the longer the travel duration and the further distant the goal (Mäkelä et al., 2021).

Pandemic

Pre-Pandemic

In the global economy before COVID-19, one of the most significant industries has been travel and tourism, which has contributed to more than 320 million people and 10% of global GDP jobs internationally (Adam, 2020). Since 2018, AirAsia has been not only an airline, but it has also transformed into hotels, vacations, activities, and online shopping. AirAsia is more of a travel, lifestyle and e-commerce platform such as AirAsia super apps, integrated logistics,

including long-distance shipping. AirAsia was Southeast Asia's first low-cost carrier. AirAsia has over 160 destinations, and it has transported over 600 million guests from Asia, Australia, the Middle East and the United States (AirAsia, 2020). AirAsia has won various awards for employee and workplace excellence, customer service, innovation and operational safety.

Pandemic COVID-19

The Covid-19 pandemic has now affected the travel and tourism sector, particularly the airline and hotel industries. This is the biggest challenge in the history of the airline sector. In 2020, low-cost carrier the COVID-19 pandemic impacted AirAsia, resulting in a reduction in passenger numbers carried by down to 13.31 Million (Müller, 2021). The COVID-19 outbreak has impacted AirAsia Group Bhd's financial performance, resulting in a total in the first quarter, the company lost RM967.15 million, compared to a profit after taxes in the same quarter, RM21.31 million earned. previous year (Bernama, 2020b). AirAsia Bhd and AirAsia X Bhd (low-cost airline companies) have laid off 10% of their 24,000 employees to continue their survival due to the COVID-19 pandemic (Bernama, 2020a).

Post-Pandemic

The Ministry of Tourism, Arts and Culture (MOTAC) introduced the "green travel bubble" to promote domestic tourism (Sheikh Yahya, 2020). Langkawi have been chosen as the first tourism location under the pioneer travel bubble project, which aims to help locals improve their socio economic prospects. To travel to Langkawi under the travel bubble, tourists must have health documentation. Terengganu is also participating in efforts to reopen the tourism sector but only for individuals who have fully vaccinated. Chairman Ariffin Deraman as State Tourism, Culture, and Digital Technology Committee said Terengganu will open a tourism industry in Tasik Kenyir, Pulau Kapas, Pulau Tenggol and Pulau Redang (Bernama, 2021). Interdistrict travel will be permitted during Phase 3, but not interstate travel.

Customer Loyalty

Customer loyalty is a major outcome of relationship marketing Hennig-Thurau et al. (2002) and is seen as a high level of competition for a service provider. The main factor that results in customer loyalty is customer satisfaction as it is influenced by customer expectations, the perceived service quality and perceived value (Chonsalasin et al., 2020). A loyal customer can raise an organization's profitability by lowering costs and increasing revenue per customer (Hennig-Thurau et al., 2002). Customer loyalty is extremely important to an airline company, as stated by (Gómez at al., 2006), Airlines prioritize loyal passengers because they require less effort to engage with and are less price sensitive. Consumer loyalty, according to Aasker (1991), is the possibility that a customer may migrate to another brand/company, particularly when that brand/company changes its price, product characteristics, communication, or distribution systems.

AirAsia as Company

AirAsia know as low-cost airline that located in Malaysia and it was founded in 1993. In December 2001, Tune Air Sdn Bhd (Tony Fernandes' company) purchased this airline from DRB-Hicom for RM1 and assumed its debt of RM 40 Million. Tony Fernandes, the CEO of AirAsia Group, has made his company profitable after two years (WargaBiz, 2018). To pay off the debt, Tony Fernandes has mortgaged his home and withdrawn his personal savings. He also had to handle 200 staff and 2 old Boeing 737s without any prior airline experience. The tagline of Air Asia is "Now Everyone Can Fly" is famous in Asian countries (Ming, 2018). The airline sells low-cost flights throughout Asia, including Vietnam, Thailand, and Malaysia, under the name AirAsia (Emma, 2019). AirAsia has a large network throughout Malaysia and Southeast Asia.

Research Hypothesis

In this study, there were three hypotheses formulated:

H₁ There is a significant relationship between travelling purpose and customer loyalty pre and post-pandemic COVID-19 in the case of AirAsia.

H₂ There is a significant relationship between frequency of trips and customer loyalty pre and post-pandemic COVID-19 in the case of AirAsia.

H₃ There is a significant relationship between travel duration and customer loyalty pre and post-pandemic COVID-19 in the case of AirAsia.

Research Framework

Figure 1 depicts the conceptual framework; the independent variables that have been chosen are travelling purpose, frequency of trips, and travel duration. The dependent variable is customer loyalty.
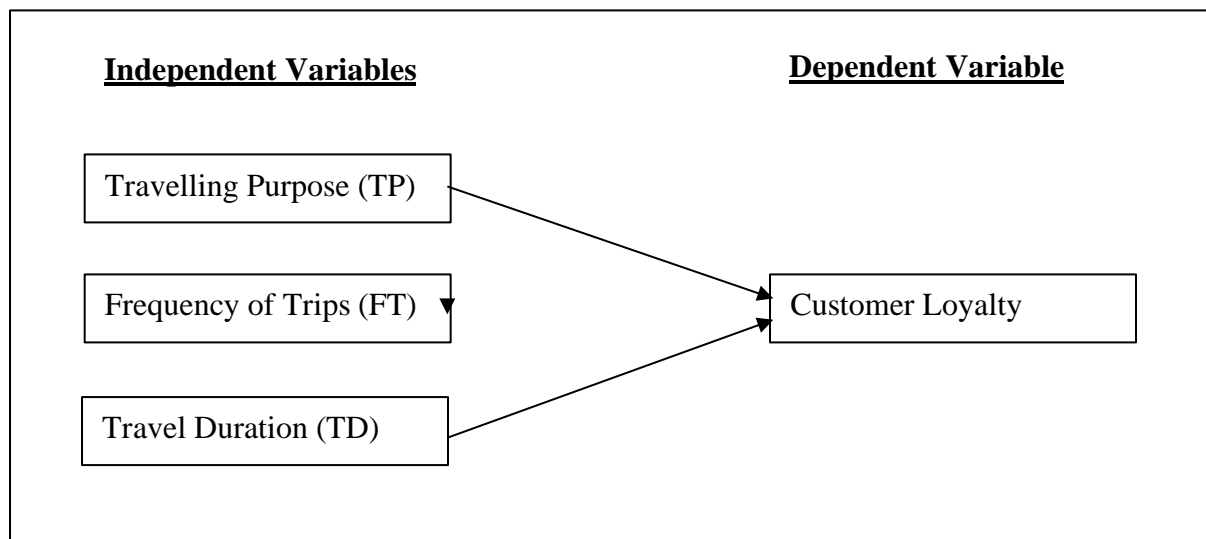
Figure 1: Research Framework

METHODOLOGY

Research Design

A research design is a decision of making choices. It means that the research design serves as a framework for carrying out the research project and outlines the steps necessary to gather data for answering the research topic. The goal of the research design is to assure the study's validity. Thus, the research design for the study will be applied to a quantitative approach.

This must be done to accomplish the study goal of gathering information regarding Assessing the change of air travelling behaviour patterns during pre and post COVID-19 in Malaysia towards customer loyalty: the case of AirAsia. Therefore, data will be collected virtually through the google form platform, and the respondent will get a questionnaire; as a key data collecting strategy for this quantitative investigation, the questionnaire allows the study to get trustworthy and accurate information.

Data Collection

Due to the current worsening pandemic of COVID-19 situation, researchers have decided to make research methods using smart telephone platforms and social media. The research method that the researcher used to know the change in air travelling behaviour patterns during pre and post-pandemic COVID-19 in Malaysia towards customer loyalty is a questionnaire method. The respondents will answer all the questions by using the google form platform. The questions

provided are straightforward, concise and easy to understand by the respondents. Aside from that, using the internet or mobile application to collect results is quick and uncomplicated. This means that, depending on the scope and reach of the questionnaire, it can get insights in as short as 24 hours or less. Google forms link has been distributed on social media to get a response from the AirAsia flight traveller.

Sampling

Non-probability sampling and probability sampling are the two types of sampling procedures. According to Frerichs (2008), the probability sampling approach necessitates a broad formulation of simple random sampling. As a result of a random number table or a random number generator, each remaining in the population has the same chance of being chosen for the sample.

The sampling approach in this research is a non-probability convenience sampling method. Instead of picking from whole populations, the convenience sampling approach allows researchers to select any of their preferred respondents who are accessible. Furthermore, the convenience sampling strategy was used in this study since it may save researchers time and money while collecting data. In addition, by using this sampling, researchers can collect data from the target population more quickly, easily, and at a low cost.

Data Analysis

Four types of data analysis were used in this study: frequency analysis, t-test analysis, reliability analysis and Pearson correlation analysis. The data obtained was using SPSS version 26.

FINDINGS

Result of Frequency Analysis

Table 1 below shows the result of the frequency analysis:

Table 1: Frequency Analysi

Item	Frequency	Percentage (%)
Gender		
Female	168	43.6
Male	217	56.4
Education Level		
Primary School	1	0.3
High School	75	19.5
College	96	24.9
Degree or Bachelor	188	48.8
Masters	24	6.2
PHD	1	0.3
Age		
10 – 21 years old	37	9.6
21 – 30 years old	191	49.6
31 – 40 years old	134	34.8
Above 41 years old	23	6.0
Employment Status		
Student	140	36.4
Part Time Job	23	6.0

Self-employed	38	9.9
Government Employee	80	20.8
Private Employee	104	27.0
Monthly Income		
Below RM500	120	31.2
RM5001 – RM1000	31	8.1
RM1001 – RM2000	60	15.6
RM2001 – RM5000	152	39.5
Above RM5000	22	5.7
Marital Status		
Single	250	64.9
Married	135	35.1

This table is a summary of the demographics. In demographics, there are six items, which are gender, education level, age, employment status, monthly income and marital status. The total number of females was 168 (43.6%), while the number of mthe ale was 217 respondents (56.4%). The highest percentage of respondents' education level was degree or bachelor (48.8%) with 188 respondents, second highest education level is college (24.9%) with 96 respondents. The third highest is high school which have, with 19.5% (76 respondents). The fourth is master, which has 6.2% (24 respondents). Both primary school and PHD have the same percentage, 0.3% (1 respondent).

The highest percentage of respondents was respondents with a range of age from 21-30 years old with 49.6% (191 respondents). The second highest age range is 31-40 years old (34.8%), which is 134 respondents. The third highest range of age respondents was respondents. The survey is 10-20 years old, which have 9.6% (37 respondents). The last age range is above 41 years old, with 6.0% with 23 respondents.

The highest number of respondents completed the survey is a student, with 36.4% (140 respondents). With private employees for 27.0% (104 respondents). There were 20.8%, with 80 respondents who were government employees. 9.9% with 38 self-employed respondents and 6.0% with 23 respondents doing a part-time job.

The respondents had an income level ranging from below RM500 to above RM5000. The highest income level is 39.5%, with 152 respondents who had an income of RM2001-RM5000 while 31.2% with 120 respondents had an income below RM500. There are 60 respondents, 15.6%, who had an income of RM1001-2000. The last is 5.7%, with 22 respondents with an income above RM5000. The total number of respondents for singles is 250 respondents and 64.9%, while for the married is 135 respondents and 35.5%.

Result of T-test Analysis

Table 2 below shows the result of the t-test analysis:

Table 2: T-test Analysis

				Paired Differences						
Pair	COVID-19	Mean	Std. Dev	Mean	Std. Dev	Std. Error	95% Confidence Interval of	t	df	Sig. (2-tailed)

							Mean	the Difference				
								Lower	Upper			
TP	Pre	2.88	.439	.834	.533	.027	.780	.887	30.691	38 4	.000
	Post	2.05	.350								
DT	Pre	2.68 77	.47838	.4026 0	.5727 6	.0291 9	.3452 0	.4599 9	13.79 2	38 4	.000
	Post	2.28 51	.34432								
FT	Pre	2.58 57	.26355	.2214 3	.5030 8	.0256 4	.1710 2	.2718 4	8.636	38 4	.000
	Post	2.36 43	.30818								

A paired-sample t-test was conducted to evaluate the change of travelling patterns pre and post-pandemic COVID-19. The results showed a significant decrease in the travelling purpose of travel Pre COVID-19 (M = 2.88, SD = .439) to Post (M = 2.05, SD = .350), t (384) = 30.691, $p < .001$ (two-tailed). The mean increase in the test score was .834 with 95% confidence interval ranging from .780 to .887. The eta square statistic (0.71) indicated a large effect size.

Next, the results showed a significant decrease for travel duration of Pre COVID-19 (M = 2.6877, SD = .47838) to Post (M = 2.2851, SD = .34432), t (384) = 13.792, $p < .001$ (two-tailed). The mean increase in the test score was .40260 with 95% confidence interval ranging from .34520 to .45999. The eta square statistic (0.33) indicated a large effect size.

The results showed a significant decrease for frequency of trips for Pre COVID-19 (M = 2.5857, SD = .26355) to Post (M = 2.3643, SD = .30818), t (384) = 8.636, $p < .001$ (two-tailed). The mean increase in the test score was .22143 with 95% confidence interval ranging from .17102 to .27184. The eta square statistic (0.16) indicated a large effect size.

Result of Reliability Analysis

The table 3 below shows the result of reliability analysis:

Table 3: Reliability Analysis

Scale	Number of Items	Cronbach's alpha
Customer Loyalty	10	0.854

The results for the above reliability analysis are indicative of Cronbach's Alpha variable. For the Likert scale, it shows the value of items for the dependent variable, customer loyalty is 10, and alpha Cronbach 0.854. Cronbach's alpha produced internal consistencies that exceed the minimum value of 0.70 required for acceptable reliability. The Cronbach's Alpha variables were reliable based on the test because Cronbach's alpha was more than 0.70.

Result of Pearson Correlation Analysis

Table 4 below shows the result of the Pearson Correlation Analysis:

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H_1: There is a significant relationship between travelling purpose and customer loyalty pre and post-pandemic COVID-19 in the case of AirAsia.	.112	H_1 is supported
H_2: There is a significant relationship between frequency of trips and customer loyalty pre and post-pandemic COVID-19 in the case of AirAsia.	-.028	H_2 is not supported
H_3: There is a significant relationship between travel duration and customer loyalty pre and post-pandemic COVID-19 in the case of AirAsia.	.158	H_3 is supported

H_1**:** There is a significant relationship between travelling purpose and customer loyalty pre and post-pandemic COVID-19 in the case of AirAsia.

The Pearson correlation between travelling purpose and customer loyalty was weakly positive and statistically significant ($r = .112$), p < 0.05). Hence, H_1 was supported. This shows that an increase in travelling would lead to higher customer loyalty pre and post-pandemic COVID-19 in the case of AirAsia.

H_2: There is a significant relationship between the frequency of trips and customer loyalty pre and post-pandemic COVID-19 in the case of AirAsia.

Based on the study conducted, the outcome showed that the frequency of trips was weakly negative ($r = 0$-.028), p = 0.00). It meant that H_2 should be rejected. This implies that the relationship between travel duration and customer loyalty pre and post-pandemic COVID-19 is negatively related in the case of AirAsia.

H_3: There is a significant relationship between travel duration and customer loyalty pre and post-pandemic COVID-19 in the case of AirAsia.

Pearson correlation of frequency of trips and customer loyalty was found to be weakly positive and statistically significant ($r = .158$), p < 0.01). Hence, H_3 was supported. There was a connection between the frequency of trips and customer loyalty pre and post-pandemic COVID-19 in the case of AirAsia.

DISCUSSION AND RECOMMENDATION

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 pre and post COVID-19 customer loyalty in the case of AirAsia. Therefore, based on the study's findings, the impact that affected tourist behaviour would make different outcomes for the passengers who use AirAsia as their travel transportation.

The changes happen after the COVID-19 outbreak, which makes people rarely travel. To ensure proper travel implementation, people should follow the Standard Operation Procedures (SOPs). The SOPs can be used as one of the cores of the establishment to prevent the customers from getting affected by the disease. Thus, under the Conditional Movement Control Order (CMCO), border flying from one place to another in Malaysia becomes difficult. They must go through some procedures, including recording employees' body temperature upon arrival, personal hygiene practices at the premise, alcohol-based hand sanitisers, and check-in using My Sejahtera. However, before COVID-19, customer loyalty toward the service of AirAsia was high because people were free to travel. There was no specific procedure before flying domestic or overseas.

Thus, the recommendation to upgrade the quality of the study when some shortcomings, such as technical issues like a poor internet connection that disrupted the survey procedure and a malfunctioning device, are among the drawbacks. Aside from that, due to social desirability bias, dishonest responses may impact the study. Future studies can limit responses to one account and require participants to fill out their email addresses to eliminate false entries.

To ensure that respondents have no problems with the survey, the questions should be strategically organised, brief, descriptive, and sufficiently graded. Apart from that, the researchers believe this research should not be conducted solely through a poll of everyone. Reaching out to respondents and explaining the survey beforehand can make the manual survey more accessible. Finally, future researchers must guarantee that the application and survey are mobile-friendly so that respondents are not confused by the data and can fully complete the survey.

CONCLUSION

To sum up, this study has been completed to assess the change in air travelling behaviour patterns during pre and post-pandemic COVID-19 in Malaysia toward customer loyalty: the case of AirAsia. This study focuses on AirAsia passengers or people who usually use AirAsia airlines. The result of this research will give a better understanding to researchers that this COVID-19 outbreak has changed the air travelling behaviour pattern during pre and post COVID-19. It also changed the customer loyalty of AirAsia. In this study, part of the research framework, three independent variables and one dependent variable were used. The independent variable is travelling purpose, frequency of trips and travel duration, while the dependent variable is customer loyalty. Due to the current worsening pandemic of COVID-19 situation, the research method that the researcher used to know the change in air travelling behaviour patterns during pre and post-pandemic COVID-19 in Malaysia regarding customer loyalty is a questionnaire method. The respondents will answer the question using the google form provided. The questionnaires consist of 3 sections: Section A, B and C. Therefore, customer loyalty will not be the same and will change based on the travel purpose, frequency of trips, and duration during this COVID-19 outbreak.

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Factors Affecting UMK Tourism Students' Lifestyles in Online Learning Engagement

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ABSTRACT

This study was conducted to identify the factors affecting UMK tourism students' lifestyles in online learning engagement. This study aims to identify the problem that students in university have faced during online learning due to Covid-19. This study was conducted by PPTA UMK students to identify the problems related to online learning. A number of 300 UMK students from the first year, second year and third year were involved in this study. This study investigates possible problems associated with online learning which are mental, financial, technology requirements and also communication skills.

Keywords: Online Learning, Mental Health, Financial, Technology Requirement, Communication, Student Engagement

INTRODUCTION

The coronavirus outbreak has stunned the entire world today. According to the World Health Organization, Coronaviruses, are members of a broad family of viruses that cause respiratory tract diseases such as SARS and Middle East Respiratory Syndrome-related Coronavirus (MERS-Cove). Novel Coronavirus 2019 (COVID-19) is the most recent pandemic to hit the planet. The outbreak was initially discovered in December 2019 in Wuhan, China (Lauren, 2021). COVID-19 was declared a pandemic by the World Health Organization (WHO) on March 11, 2020. More than 133.8 million COVID-19 cases have been reported in more than 221 countries since April 7, 2020, resulting in over 2.94 million fatalities and 107.9 million recovered patients (World meter, 2021).

The presence of Covid-19 infectious disease has a lot of impact on all countries in the world. The impacts were visible in all sectors, including economy, tourism, education and more. All activities are severely affected by this pandemic, especially the education sector (INDIA TODAY – 2021). Young children, school students and college students have only continued to learn online for almost two years in Malaysia. Indeed, in the beginning, university students felt stressed when learning online. Some of these students decided to quit due to study stress and chose to work to continue surviving during this pandemic season (INDIA TODAY – 2021). This online learning also has a significant impact on parents because they want to monitor learning so that they can continue learning effectively at home and not be left behind. Therefore, this study aims to see how students in UMK, especially those from the faculty of FHPK (tourism students), survive online learning in their homes.

Students' lifestyles are significantly influenced by online learning. In most cases, higher education uses face-to-face lecture methods to impart curriculum. However, a new phenomenon has emerged recently, where students were forced to study online. The main problem for these tourism students was, they could not participate in tourism and outdoor activities as they did previously. Online learning can pose significant risks to health, emotional, physical, and even health due to transition from active leisure activities and recreational sports to an inactive lifestyle. (Mangis, 2016). As a result, this online learning has an indirect impact on the lifestyle of tourism students. This is because they are unable to participate in activities relevant to the tourism programme that they have chosen. Not only that, but students' lifestyles

will also change when the regular habit of going to lecture sessions is no longer felt because they must learn solely from home. Many factors have influenced the lifestyle of tourism students because of the online learning that has taken place.

Due to the pandemic Covid-19, the education system in Malaysia was changed to e-learning, where all the students need to learn from home. Since students need to spend more time online learning on the computer, the possibility of getting a major risk in physical and mental health is high. Students were no longer exposed to being active in leisure pursuits and recreational sports as they are more inclined to sedentary entertainment such as television, video games and computer (University of Minnesota, 2007; Wong et al, 2012). This sedentary behaviour can be associated with many health risks and stress. Even in online learning, students need to take care of their mental and physical health because it will affect their health.

The growing number of cases has also forced tertiary institutions to stop from having face-to-face classes. Various legislative efforts are being developed by governments and higher institutions around the world to maintain teaching activities in the wake of the COVID 19 outbreak. However, there is confusion and dispute regarding what to teach, how to teach, and teacher and student workloads (Zhang, Wang, Yang & Wang, 2020). Since online learning is still on-going, the student lifestyle also changes, they cannot communicate face-to-face with lecturers and friends. They can only communicate through technology such as phone, video calls or google meet.

Previous researches highlighted shortcomings such as weaknesses of online learning infrastructure, information gaps and complex environment at home will result in student restrictions in online learning (Murgatrod, 2020). Since the students must stay at home, online learning at home totally changes their lifestyles. All the activities on campus have stopped, so it influenced the student lifestyle before the pandemic hit the world. All face-to-face activities have stopped. It can affect the student emotionally, such as depression, stress, insomnia which is bad for the student's health (Huang, 2020). There are four research objectives in this study.

1. To examine the relationship between the financial and students' engagement in online learning
2. To examine the relationship between health and students' engagement in online learning
3. To examine the relationship between technology requirements and students' engagement in online learning
4. To examine the relationship between communications skills and students' engagement in online learning.

Significance of the Study

The results of this research will determine the factors affecting UMK tourism students' lifestyle toward online learning engagement. The study will be able to examine the lifestyle of students on their effectiveness throughout the online learning since the Covid-19 pandemic hit the world.

In terms of the factors that most affect the student's lifestyle, the results of this study can determine the lifestyle of UMK tourism students in online learning, whether financial, health, technology requirements, or communication skills. Online learning will give different factors to each student, whether positive or negative factors.

LITERATURE REVIEW

Financial Factors

Financial burdens also affect students' lifestyles in online learning. Some students rely on computers and free internet in institutions because of socioeconomic inequities. Students from low socioeconomic backgrounds struggle to get fast internet access to participate in online learning. Fishbane and Tomer's (2020) found that internet accessibility rates decline rapidly as poverty levels rise in society. Therefore, students without or with low socioeconomic ability to gain access width are the most vulnerable to being left behind or facing the extra challenge of meeting others in online learning (Soykan, 2020). Not all students, particularly those from low-income households, can afford to purchase the internet and pay for it monthly to participate in online learning classes.

Students are particularly concerned about their parents' poor financial situation because of a physical incarceration policy that mandates their parents to stay at home due to the Covid-19 epidemic. Students with financially capable parents have the most access to online schooling. On the other hand, students from lower-income families are concerned about not being able to buy internet quotas, which would affect their final score in the course (Irawan1, 2020).

Health Factors

Mental and physical health are arguably the two aspects of health that are most frequently mentioned. Spiritual, physical, and financial wellness are also factors in overall health. Physicians have discussed and related this to reducing stress and increasing mental and physical well-being in those who want to live a healthy lifestyle (Felman, 2020). According to Adam Felman (2020), physical health is defined as a person's ability to perform body tasks and processes at their best.

Mental health issues can impact everyone and it is a health disorder characterised by changes in thoughts, emotions, behavior, or any combination of these, making it difficult to cope with everyday challenges. Without being diagnosed with a mental health disorder, a person can have poor mental health. The World Health Organization (WHO) defines well-being as an individual's or a group's optimal health condition. Realising one's full potential physically, psychologically, socially, spiritually, and monetarily, as well as fulfilling one's roles and expectations in the family, community, place of worship, and other contexts, are two major issues.

Technology Requirement

The technology requirement in online learning is much needed among students to follow the online learning sessions at home. However, the problem of technology constraints among students has prevented them from following online learning. Online learning is when it involves the use of technological educational devices, tools and the internet (Means et al., 2019). The continuous improvement of technological and internet innovations can increase the motivation of online learning (Joshi, 2020) concluded that the teaching of online learning can cause students to be unable to face to face during lectures.

Communication Skills

According to Duta et al., (2015) communication skill is the expression of an idea, information and expectations by a student. Communication can occur using speech, gestures, and body language, as well as written words. Therefore, to develop technology education is not only the cognitive aspect, but it is a combination with affective and attitude component (Blau et al; 2020). According to Ristanto et al., (2020) several studies show that e-learning can improve

the thinking skill of students, which encourage them to think out of the box. The use of e-learning can help students to identify, evaluate, consider the idea and students will be more attracted to talk and make decisions (Smith et al;2019).

Definition Of Students Engagement in Online Learning

Student engagement signifies both the time and effort students invest in academically purposeful activities and the endeavours that institutions dedicate to utilise effective educational practices (GD Kuh, TMCruce, R.Shoup & J.Kinzie, 2008). Student engagement reduces the sense of isolation and improves student's academic performance in online courses (MC Bickle, RD Rucker, KA Burnsed, & F.martin, DU Bolliger, 2019, 2018). Student engagement is described as the amount of time and effort students dedicate to educationally sound activities inside and outside the classroom, as well as the policies and procedures that institutions utilise to encourage students to participate in these activities (Heldref, 2017). Learning occurs when students are actively engaged in the learning process. The amount of student learning and personal development associated with any educational program is directly proportional to the quality and quantity of student involvement in that program (National Institute of Education).

The online learning process and student engagement are critical concerns in online learning. A large number of students are involved and learning standards as well as the nature of continuous learning grow at the cognitive level of students. However, the involvement of students in online learning sessions is unsatisfactory due to the lack of relationship between lectures and students. Therefore, the learning environment is very important and needs to be evaluated and researched to help students learn, understand, and facilitate them in the learning process. (Hu & Li 2017).

Research Hypothesis

The literature review highlighted that independent variables, like health factors, affect the students' lifestyles among UMK Tourism students. Based on the literature discussed, the hypotheses of this study were presented below:

H_1 There is a significant relationship between finance and student engagement in online learning.

H_2 There is a significant relationship between mental health and student engagement in online learning.

H_3 There is a significant relationship between technical requirements and student engagement in online learning.

H_4 There is a significant relationship between communication skills and student engagement in online learning.

Research Framework

Figure 1 shows the research framework used for this study.
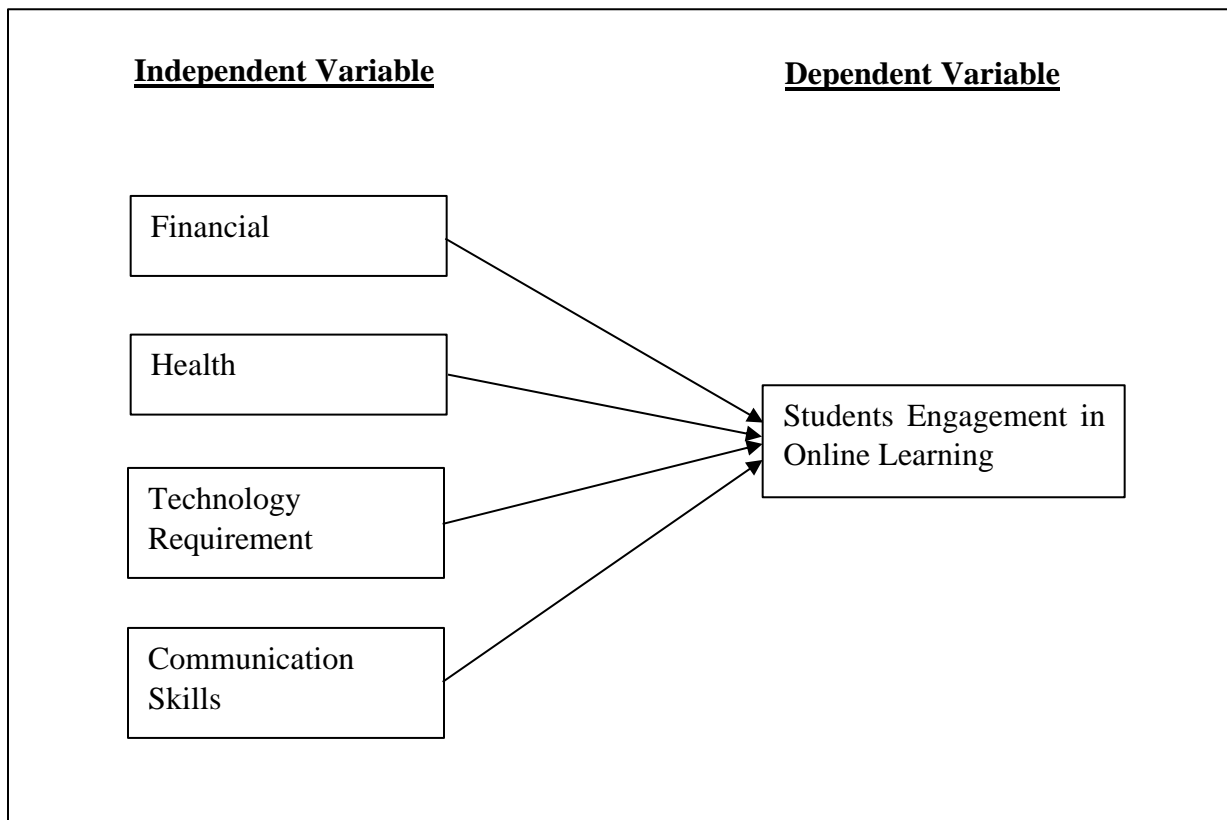
Figure 1: Research Framework

METHODOLOGY

Research Design

This research applied a quantitative approach. In this study, the survey was conducted using questionnaires. The sample chosen in this study consists of UMK tourism students from year 19 years old until 24 years old. The representative was chosen as a student to give his opinion about the problems students faced in online learning during the pandemic. A quantitative and descriptive approach was applied through questionnaires as the research instrument. The questionnaire is designed to accumulate information pertaining to the objective of the study.

The questionnaire contains a demographic section with multiple choices. The respondent must choose determinant choices. The questionnaire consists of four parts which are related to health, financial, technology requirement and communication skill section. The questionnaire used a Likert scale to know what students faced during online learning. The question choice is between 1-strongly agrees to 5-strongly disagrees. All the data were analysed using the latest version of the statistical package social science (SPSS), a software to evaluate, transform and produce a characteristic pattern between different data variables.

Data Collection

Data collection is the process of acquiring reliable information about anything known or has been gathered, which is then utilised as the foundation for a study that includes analysis and conclusions. Primary or secondary sources of data can be used to acquire information. Primary data research is collecting information specific to the study at hand from actual sources such as users, users/non-users, or other entities participating in the research.

Most of the information collected came through questionnaires. Questionnaires were utilised to collect data from a large number of people. A questionnaire is a set of questions pertaining to a specific topic or field that aims to learn the facts about people's beliefs, feelings, and

desires, among other things. Questionnaires become more practical and successful when the sample size is large. It is written in the form of a list of questions. The researchers prepared these questions by making a list of simple and easy-to-understand queries. The questionnaire, was distributed to 120 UMK tourism students from 19 years to 24 years. This questionnaire was sent via Google Form to be answered by the respondents.

Sampling

Sampling methods are classified into two types: probability sampling methods and non - probability sampling methods. The probability sampling method is a method in which all subjects in the target population have an equal opportunity to be selected in the sample. In contrast, non-probability sampling method is a method in which the sample population is selected in an unstructured manner that does not guarantee equal opportunity for all subjects in the target population (Tehran, 2017).

The sampling strategy used in this investigation was probability sampling. Respondents were chosen from UMK tourism students using this method. The responses ranged from the first year to final-year tourism students at UMK's Faculty of Hospitality, Tourism, and Wellness (FHPK), who were impacted by online learning lifestyle. The process of probability sampling is synonymous with quantitative research. The sampling procedure is carried out by selecting sample subjects, individuals who share all of the characteristics found in the research population. The researchers first determine the population's size and create a list of people in the population before starting the probability sampling technique. Respondents were chosen from a list of individuals using a sampling process. This study's sample approach did not include a complete data collection and only included a subset of the overall population of tourism students in UMK.

Data Analysis

Quantitative data analysis, according to John Dudovskiy (2011), necessitates the use of rational and critical thinking to transform raw information into relevant truths. Quantitative data analysis includes calculating variable frequencies and determining differences between variables. A quantitative method is usually associated with finding data to support or disprove hypotheses developed earlier in the research process.

For this study, the data collection was conducted using the questionnaire and analysed using Statically Package for Social Science (SPSS) version 24.0 computer software package. In analysing the data, a descriptive analysis, reliability analysis and inferential analysis were performed using SPSS to draw the result. The mean, average mean, and mode are employed in descriptive analysis to describe the demographics of the respondents. Using Pearson correlation, inferential analysis compares the relationship between the dependent and independent variables.

FINDINGS

Results of Frequency Analysis

Table 1: Frequency Analysis

Characteristics	Frequency	Percentage
Gender		
Male	163	54.5
Female	136	45.5

Age		
18 – 22 years old	112	37.5
23 – 27 years old	183	61.2
28 – 32 years old	2	0.7
33 – above years old	2	0.7
Religion		
Muslim	229	76.6
Buddhist	36	12.0
Hindu	27	9.0
Christian	7	2.3
Ethnicity		
Malay	224	74.9
Chinese	43	14.4
Indian	30	10
Others	2	0.7
Education		
Diploma	31	10.4
Degree	259	86.6
Master	6	2
PhD	1	0.3
Others	2	0.7
Years		
Years 1	60	20.1
Years 2	69	23.1
Years 3	142	47.5
Years 4	28	9.4
Types of Device Tools		
Laptop	165	55.2
Telephone	110	36.8
IPad	23	7.7
Laptop and smartphone	1	0.3
Place of Learning		
Home	172	57.5
Library	2	0.7
Campus	93	31.1
Rent house	32	10.7

Result of frequency analysis explained the demographic profiles in section A of the questionnaire, as well as the frequency and percentage. With this summary, the data gathered can be interpreted based on the context and turned into usable information, allowing the study to be better understood.

Results of Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Financial Factor	I agree that students need finances to buy internet quotas.	4.19	0.799
	I agree that financial problems do not influence students' desire to have their own gadget facilities for their convenience.	3.08	1.308
	I agree that financial backing is important for students to pursue online learning.	4.51	0.687
	I agree that online learning can ease the financial burden compared to face-to-face learning.	4.00	0.758
	I agree that students do not experience financial problems as long as online learning is conducted.	2.74	1.237
Health Factors	I agree that online learning does not affect my health.	3.70	0.615
	I agree that online learning does not affect me mentally and physically.	2.85	1.418
	I agree that online learning does not affect my rest and sleep time.	2.96	1.213
	I agree that online learning allows leisure activities to be done consistently.	3.20	1.100
	I agree that online learning makes me passionate about learning.	3.73	0.897
Technology Requirements	I agree that I require comprehensive technology to assist students in becoming more focused in online learning.	3.27	1.169
	I agree that the advantage of technology requirements affects students.	4.33	0.747
	I agree that technology is a very important requirement for students throughout online learning sessions.	4.21	0.696
	I agree that having the technology requirements to be able to follow online learning is not a burden to me.	4.56	0.634
	I agree that just one technological requirement such as a laptop is enough.	4.04	0.906
Communication Skills	I agree that online learning can improve self-confidence in communication skills.	2.99	1.372
	I agree. I am more comfortable interacting bilaterally with students. For example, I	4.32	0.779

	often open the camera while learning online.		
	I agree online learning become a barrier in communication.	3.88	0.910
	I agree I feel more comfortable while discussion using online with group.	3.98	0.833
	I agree if lecturers use interesting applications when learning online.	3.90	0.875
Students Engagement Towards Online Learning	I agree that I am more focused when using online learning.	2.79	1.204
	I agree that I am more active in participating in online learning.	3.22	1.000
	I agree that I am more excited about studying online.	2.91	1.174
	I agree that online learning makes it easier for me to participate in university activities.	3.28	1.046
	I agree that online learning makes it easier for me to discuss with other group members.	3.47	0.970

The mean and average mean of both dependent and independent variables have been described using descriptive analysis. Each statement is examined to establish mean and then interpreted in terms of standard deviation.

Results of Reliability Analysis

The Table 3 below shows the result of reliability analysis.

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Financial	5	0.599
Health	5	0.869
Technology Requirement	5	0.631
Communication Skills	5	0.653
Students Engagement Towards Online Learning	5	0.885

Table 3 shows the results of the reliability analysis by Cronbach's Alpha for each of the independent and dependent variables. There are four independent variables. The first independent variable is financial. This variable has a total of 5 items with a Cronbach's Alpha value of 0.599 with poor internal consistency ($0.6 > 0.5$).

Results of Pearson Correlation Analysis

Table 4 below shows the Pearson Correlation Analysis.

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported / Not Supported)

H₁: There is a significant relationship in studying the relationship between finance and student engagement in online learning	0.356	H1 is supported
H₂: There is a significant relationship in studying the relationship between mental health and student engagement in online learning.	0.501	H2 is supported
H₃: There is a significant relationship in studying the relationship between technology requirements and student engagement in online learning.	0.535	H3 is supported
H₄: There is a significant relationship in studying the relationship between communication skills and student engagement in online learning.	0.530	H4 is supported

Based on Table 4, Pearson's correlation analysis was used to test the relationship between hypotheses on the significance of financial, mental health, technology requirement and communication skill with the relationship between student engagement in online learning. The results showing all the hypotheses were accepted at 0.01 significance level.

DISCUSSION AND RECOMMENDATIONS

The discussion aims to resolve the questions and address the hypotheses as stated in the first chapter of this study. This study has examined the findings from the analysis conducted on the data collected from the questionnaires distributed using social media such as WhatsApp and Telegram. The data obtained from the questionnaires were evaluated by a software program using the Statistical Package for the Social Science (SPSS). The first recommendation is to maintain the use of quantitative methods to collect data from respondents. This method is the best to collect data for this study. Since this study is to find and ask the respondents whether or not health factors are very important for their involvement during this online learning. The results will be more relevant, reliable, and able to communicate bilaterally with respondents using quantitative data collection methods.

The second recommendation would be using simple and easy-to-understand language to help the respondents to understand the questions and attracts their interest in answering the questionnaire. The simpler the language, the better, especially with the younger generation. Some respondents are not very interested in answering the questionnaire if the question is so long unless the question is short, concise, and easy to understand. The following recommendation is to find respondents that have knowledge about the questionnaire. This would allow researchers to obtain more reliable survey data. This will make data gathering easier and enhance the number of samples available. As a result, there will be minimal misunderstandings among respondents who do not comprehend or know how to respond to the study's questionnaire.

The future researchers should collect data by expanding the study by including respondents in public sectors, private sectors, housewives, parents and also teenagers to get different data and different perspective from other respondents. All the information from many types of respondents, the data will be more effective and precise to represent the students' engagement in online learning.

CONCLUSION

In conclusion, this study was conducted to examine the factors that influence the lifestyle of UMK tourism students on the involvement of online learning. In addition, this study can also help other researchers to study the factors that influence the lifestyle of UMK tourism students on the involvement of online learning and can be used as their reference. The results obtained from the Statistical Package for the Social Sciences (SPSS) were discussed further, and at the same time, conclusions were drawn based on those results. As a result, it can be concluded that there is a significant relationship between financial, health, technology requirement, and communication skills in the lifestyle of students in online learning at home. Therefore, it is hoped that all the information provided during this research can help some researchers to obtain data related to online learning.

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Participation of Malaysian University Students in Leisure and Recreation Physical Activities

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ABSTRACT

In recent times, tourists are looking for a place that can provide them with priceless, enduring experiences as well as ineffable sensations of self-satisfaction and fulfillment in a form of leisure and recreational physical activities. This study aims to see if university students are interested in participating in leisure and recreational physical activities. According to the findings of this study, both push and pull variables influence university students' acceptance of leisure and recreation physical activities. A cross-sectional field survey was distributed online using a questionnaire and analysed quantitatively. The findings of this study revealed three elements that are the most triggering factors in the Push and Pull factor, as well as how much this acceptance of university students affects their participation in leisure and recreational physical activities.
Keywords: Leisure and Recreation, Physical Activities, Accessibility, Knowledge, Institutional Exposure

INTRODUCTION

Leisure time is a person's free time from doing duty and daily chores such as eating and sleeping and jobs, whether paid or unpaid. Leisure activity can be done in the public, with the family or in groups to do activities together in their free time. Recreational activities, on the other hand, are separated into various forms that must contribute to a socially acceptable way for recreation to evolve. Sports, music, games, travel, reading, arts and crafts, and dancing are examples of recreational activities. Physical activity is classified as the contraction of skeletal muscles that increases energy expenditure above and beyond the metabolic rate, frequency, duration, and intensity of any human body movement.

The issue found in the accessibility of leisure and recreation physical activities factor is personal barriers, while the issue found in the knowledge factor is university students' limited knowledge about leisure and recreational physical activities. Therefore, the issue found in the knowledge factor is university students are less knowledgeable about leisure and recreation physical activities.This study aims to identify university students' participationin leisure and recreational physical activities. It is important to identify university students' participation in leisure and recreation physical activities that assist in students' stress management. Leisure and recreational activities contribute to a student's overall physical, mental, and emotional development. It not only aids in acquiring knowledge but also in the ethical application of that knowledge to live a healthier and more fulfilling life.

This research is to determine the participation in leisure and recreational physical activities among universities in Malaysia. As a result, this initiative aims to accomplish the following three key objectives:
1. To identify the relationship between accessibility and participation in leisure and recreation physical activities among university students.
2. To investigate the relationship between knowledge and participation in leisure and recreation physical activities among university students.
3. To determine the relationship between institutional exposure and participation in leisure and recreation physical activities among university students.

Significance of Study

This study aims to identify the participation of university students in leisure and recreation physical activities. This is very important to identify university students' acceptance in leisure and recreation physical activities that assist them in stress management. Leisure and recreational activities contribute to a students' overall physical, mental, and emotional development. It not only aids in the acquisition of knowledge but also in the ethical application of that knowledge to live a healthier and more fulfilling life. Conducting this study will be an important resource for future researchers, including students from other institutions as well as relevant government departments. For future researchers, this may be just an analysis to look at the participation of university students engaged in leisure and recreational physical activities. Instead, investigators need to know more about the ethical application of university students' knowledge in living healthier and more fulfilling lives. Future researchers can use this study to compare with other research, even allowing future researchers to see whether leisure and recreation physical activities have changed the university students in Malaysia.

LITERATURE REVIEW

Participation in Leisure and Recreation Physical Activities

Leisure and recreation are described as activities selected by individuals to undertake in spare time according to the individual's interests and desires, whether performing activities to escape stress and load from an everyday job, health issues, and to fill free time (Jong & Stephen, 2018). Leisure gives community health advantages that are superior to those of anxiety and sadness. These advantages might be connected with one's free time to create possibilities and promote the potential to engage in meaningful activities such as self-expression and social involvement in society. Furthermore, leisure and recreation boost individual social action resources, prevent stress, and channel human emotions toward beneficial outcomes. Students participating in this physical activity may bring enjoyment to their free time, relieve stress, and promote the health of both mental and physical students (Jong & Stephen, 2018).

Hence, leisure and recreation activities manage students' time with learning and activities that require the body and mind to undertake leisure and recreation activities (Markwell et al., 2010). Students' proclivity for new cultures and conditions in leisure physical activity causes students to have difficulty communicating and interacting with peers, particularly those struggling to adjust to new lives and language barriers, particularly international students and students who use dialect state language (Kuo & Roysircar, 2004; Smith & Khawaja, 2011). Students' acceptance and engagement in leisure and physical recreation, this activity can bring advantages to physical, mental, and social students, as well as contribute to future leaders' greater growth of activism.

Accessibility

In the recreation and leisure research field, accessibility has been an enormous advancement, but there is still more progress to be made (Cole et al., 2019). Accessibility is the ability to access the physical environment, information, social activities, programmes, and services without difficulty (Cole et al., 2019). As a result, university students who want to participate in leisure and recreational physical activities require accessibility. Accessibility or total access to university recreation facilities may be an element available to university students to boost their enjoyment of leisure and recreation physical activities, as well as their intrinsic incentive to participate (Zhang et al., 2019).

According to Abdullah and Mohamad (2015), university students must develop healthy habits before entering the workforce, as they will be less likely to engage in physical activity while working. Physical activity participants who create a physically active lifestyle may have a more favourable attitude toward the benefits of physical activity. Universities may choose to promote

their gyms as welcoming therapeutic communities for all students rather than just a select few. Staff and student experiences could be significantly improved if instructors paid more attention to the shaping and modulation of discourses transmitted via signboards, gym etiquette guidelines, and more proactive monitoring of interactional behaviour (Rapport et al., 2018).

Knowledge

In leisure and recreational physical activities, knowledge is the most valuable resource. Knowledge of leisure and recreational physical activities has emerged as an important factor for university students seeking to improve and maintain their physical and mental health (Davenport & Prusak, 1998; Huang et al., 2015). The goals of supporting leisure activities based on a variety of knowledge, physical fitness development, and personal skill refinement acquired through the educational process are to target proactive behaviours and attitudes in the young generation. Supporting leisure activities that promote knowledge variety, physical fitness development, and personal skill development has one of the primary goals of educating the next generation about proactive behaviours and attitudes (Badau et al., 2018). Practical knowledge application during leisure time is crucial for university students in terms of preventing difficulties that might negatively influence their lives and feeling physically and mentally well (Mayda et al., 2017). Students are unaware of any physical activities that can be done in their spare time. According to Aksoy and Karadeniz (2020), students do not participate in sports because they do not know how to participate in physical and recreational activities. Students are unable to participate in sports due to a lack of adequate facilities and equipment, according to Cavdar (2019). A lack of facilities was the most significant constraint university students faced in utilising their leisure time.

Institutional Exposure

Recreation is defined by (Ekinci & Ozdilek, 2019) as a range of activities in which individuals of all ages can engage quietly or actively, depending on their interests and inventiveness. Leisure is an activity that improves the quality and well-being of one's life. A person's lifestyle may be conveyed through the importance of leisure and related to cultural customs (Kim and Lee, 2021). Recreational students have lacked of competency at the start of their careers since they were only exposed to topics in class but had no practical exposure outside of the classroom because students were confident in the usefulness of the "out-of-class" experience (Schreck et al., 2020). Students must exercise outside of the classroom because their physical development and health diminish significantly during their studies. In reality, there is an increasing percentage of students who are overweight or obese (& Osipov et al., 2017). Enrolling in the course lets students practice planning and prioritisation skills, which may lead to long-term leisure-time physical activity bargaining skills (Hartman, Evans, & Anderson, 2017). Students must participate in a range of activities in order to get the requisite competencies, which cannot be achieved exclusively from textbooks and theoretical lectures (Naude et al., 2011). According to Bowden, graduate characteristics are the traits, abilities, and understanding considered by the university community that his or her students should grow while they are at the institution

Research Hypotheses

In this study, the following four hypotheses were indicated based on the research objectives:
H1: There is a relationship between accessibility and participation in leisure and recreational physical activities among university students.
H2: There is a relationship between knowledge and participation in leisure and recreational physical activities among university students.
H3: There is a relationship between institutional exposure and participation in leisure and recreational physical activities among university students.

Research Framework

Based on the background and extensive literature review, the following conceptual model has been formed (Fig. 1). The operationalisation of the research construct considers three independent variables that contribute to university students' acceptance towards leisure and recreation of physical activities.
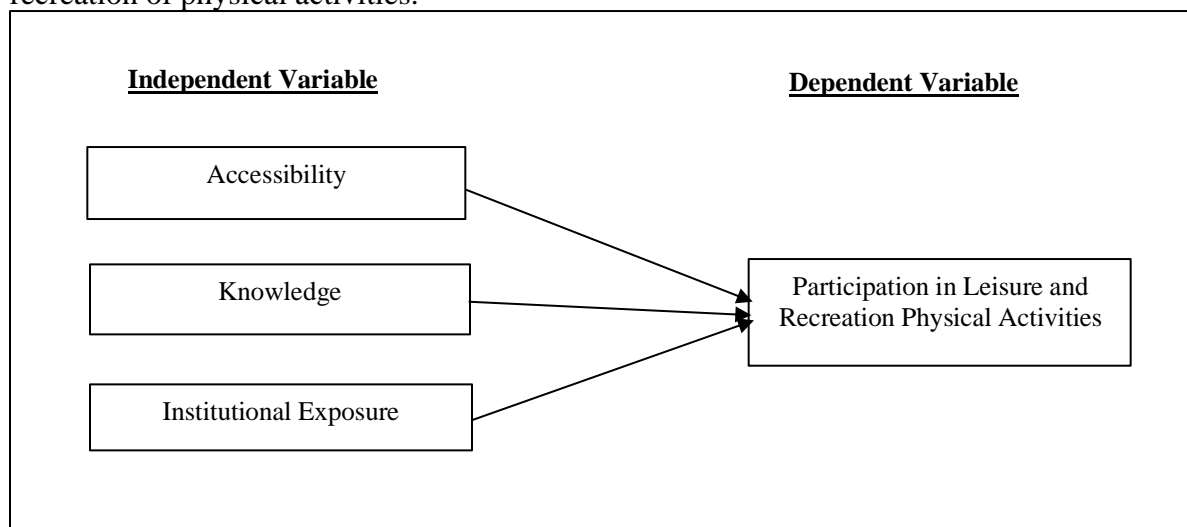
Figure 1: Research Framework

METHODOLOGY

Research Design

This study uses a quantitative approach to investigate the objectives of the study. Quantitative research is an organised method of collecting and analysing data from many sources. This study is designed to investigate the acceptance of university students toward leisure and recreational physical activities. Based on the objectives, a quantitative approach is deemed more appropriate because it allows testing the study's hypotheses. Data generated was accurately measured when using this method. Data collected using self -administered questionnaires were distributed to respondents.

Data Collection Procedure

Researchers agreed to use Google Forms to reach the respondents and they had distributed the questionnaires to the targeted respondents. The questionnaire is also user-friendly, allowing researchers to get information from Malaysian universities. The questionnaire was equipped with three sections representing the study's objective. Section A reflects the demographic profile of a student who fills out a google form. Section B is about the dependent variable, namely participation in leisure and recreation physical activities among university students. While, Section C consists of items related to independent variables, namely accessibility, knowledge, and institutional exposure. Social media channels such as WhatsApp, Facebook, and Instagram were used to distribute the surveys.

Sampling Method

In this study, the researchers used the probability sampling method. This sampling method provides an equal chance for the whole population to be chosen. The target population in this study is university students in Malaysia. The researchers employed the Krejcie & Morgan (1970) equation to determine the sample size to obtain a reliable and valid sample for this

investigation. Based on Krejcie and Morgan (1970), the appropriate sample size for this study is 217 people from 584, 576 university students.

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

n = sample size
N = population size
e = the degree of accuracy expressed as proportion (0.05)
= chi-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. Dataanalysis, on the other hand, is the process of obtaining, modelling, and analysing data to derive insights that can be used to make decisions. The analytical approach in any study is mostly mainly focused on two areas, namely the quantitative and qualitative methods. Besides, primary data and secondary data are the types of data analysis. Primary data defined as the researcher collects data through surveys, interviews, or experiments for specific research purposes. In addition, the researchers examined the statistical data analysis using the SPSS, known Statistical Analysis for Social Sciences, version in this research.

FINDINGS

Demographic

Table 1: Demographic Profile
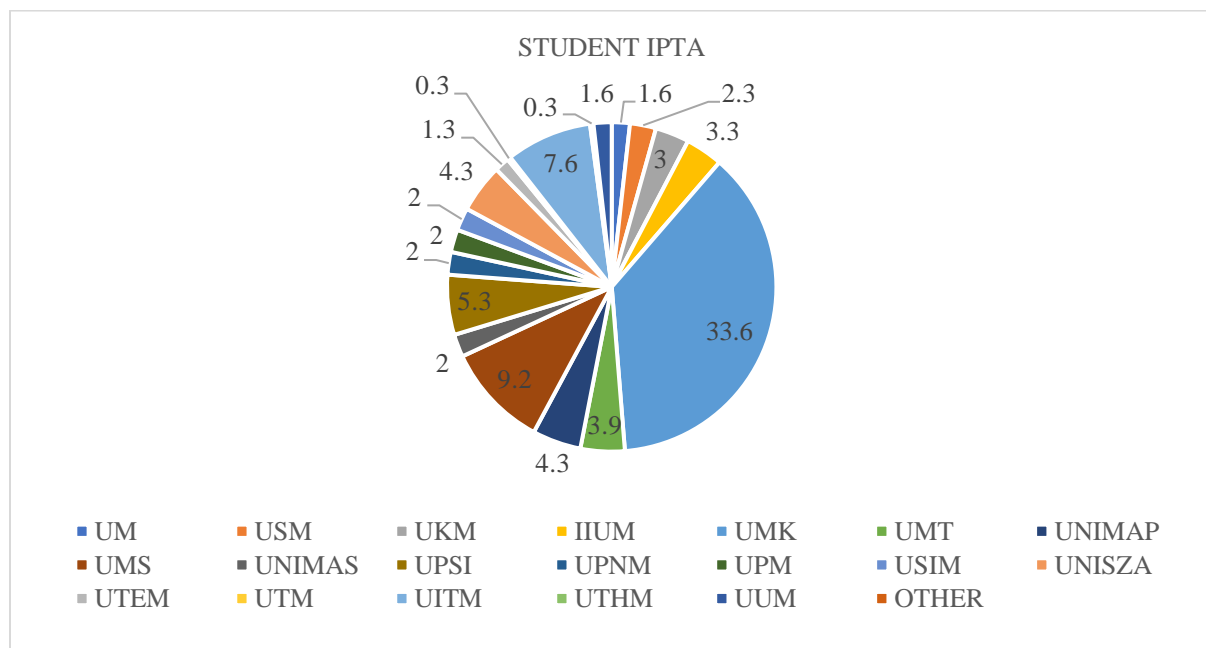
Based on the demographic background of 304 respondents, the majority of the respondents are females with 207 students (68.1%) and males with 97 students (31.9%). Most of the respondents are young students between 18 – 23 years old with a frequency of 236 (77.6%), 24 – 29 years old with 65 students (21.4%), and above 30 years old with 3 students (1.0%).

Most students are from UMK with 102 students (33.6%), followed by UMS students with 28 (9.2%). Meanwhile, UITM students with 23 (7.6%) followed by UPSI students with 16 (5.3%). In addition, UNIMAP and UNISZA students with 13 which is (4.3%) followed by UMT

students with 12 (3.9%). Next, IIUM students with ten (3.3%) followed by UKM students with nine(3%) and USM students with seven (2.3%). Students from UPNM, UPM, USIM and UNIMAS with six (2%). Students from UM and UUM with five (1.6%). Students from UTEM with 4 (1.3%). UTM and UTHM students with one (0.3%). Lastly, the other students from unlisted universities with 31 (10.1%).

Result of Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Participation	I agree that student interest will increase if the facilities for leisure and recreational activities are improved.	4.81	0.463
	I am interested in spending my free time for leisure and recreational activities.	4.71	0.569
	I agree the comfort of the place plays an important role.	4.83	0.437
	I am interested in participating in leisure and recreational activities that have a high level of safety.	4.80	0.490
	I agree the operating facilities should be of high quality.	4.76	0.510
Accessibility	I agree accessibility will have a positive impact on university student habits.	4.64	0.615
	I am interested in joining leisure and recreation activities if the facilities are improved.	4.68	0.558
	I agree that university students have more opportunities to attend leisure and recreation physical activities.	4.57	0.667
	I am satisfied with the facilities at the university to do leisure and recreation activities.	4.54	0.717
	I agree that the involvement or accessibility of University Students in leisure activities can produce a generation that is physically and mentally healthy	4.69	0.556
Knowledge	I agree knowledge plays an important role in influencing university students in leisure and recreation physical activities.	4.68	0.552
	I agree knowledge in reactional activities will have a positive impact on the well-being of university students.	4.69	0.584
	I agree that university students who have knowledge in recreational physical activities will be more likely to participate.	4.68	0.552
	I agree that university students will be happy when engaging in leisure and recreational physical activities.	4.64	0.623
	I agree knowledge is an important role to help university students in recreation and physical activities.	4.63	0.600
Institutional Exposure	I agree that physical and recreational activity lessons taught in academic institutions can improve the fitness of university students.	4.62	0.649

	I agree that the academic curricular studies in a classroom setting provide all of the skills students need.	4.61	0.636
	I agree that the experiential learning approach is good to use in leisure and recreational activities.	4.68	0.571
	I agree that students were more confident when they had "out-of-classroom" experience in leisure and recreational physical activities.	4.65	0.633
	I agree that wellness culture in university can develop a healthy and balanced student's life.	4.72	0.530

Based on the table, the highest scores mean value for participation was 4.83, where the respondents agreed that "I agree the comfort of the place plays an important role". In contrast, "I am interested in spending my free time for leisure and recreational activities" the lowest mean with 4.71. Meanwhile, the highest mean for accessibility is "I agree that the involvement or accessibility of University Students in leisure activities can produce a generation that is physically and mentally healthy" with 4.69. However, "I am satisfied with the facilities at the university to do leisure and recreation activities'' the lowest mean with 4.54. Next, the highest mean for knowledge is "I agree knowledge in reactional activities will have a positive impact on the well-being of university students" with 4.69. But, "I agree knowledge plays an important role in helping university students in recreation and physical activities" is the lowest mean with 4.63. Finally, the highest mean for institutional exposure is "I agree that wellness culture in university can develop a healthy and balanced student's life" with 4.72 means. Conversely, "I agree that the academic curricular studies in a classroom setting provide all of the skills students need" with 4.61 mean.

Reliability Analysis

Cronbach's Alpha is a widely used instrument for reliability analysis . It has assessed the internal consistency of psychometric instruments, and it is very convenient for calculations as well as guidelines provided for constructing single-dimensional scales. This reliability analysis measured the internal consistency between items in the scale. Table 3 shows the results based on calculations from Cronbach's Alpha values for the variables.

Table 3: Reliability Analysis Result based on Cronbach's Alpha Value

Variable	Number of items	Cronbach's alpha
Accessibility	5	0.913
Knowledge	5	0.960
Institutional exposure	5	0.899
Participation in Leisure and Recreation physical activities among university students	5	0.814

Table 3 shows the Cronbach's Alpha values for the variables in the questionnaire questions that the researcher has distributed, which range from the lowest level of non -acceptance which is (0.5), to the highest level of acceptance (0.9). Five variables were tested using Cronbach's Alpha output of reliability. The findings of the study have found that two independent variables, namely knowledge and accessibility, have a very high trust value (5 items; α = 0.9), followed by institutional exposure and also dependent variable, namely participation in leisure and

recreation physical activities among university students that have the same Cronbach's Alpha value that is (5 items; $\alpha = 0.8$).

Variables for accessibility, knowledge, institutional exposure and participation in leisure and recreation physical activities among university students must be maintained because all variables are at a high level based on calculations from Cronbach's Alpha. Therefore, the data are acceptable and suitable for further analysis.

Hypothesis Testing

Table 4: Pearson Correlation Analysis

Hypothesis	P- Value	Results(Supported or not supported)
H_1. There is a significant relationship between accessibility and participation in leisure and recreation physical activities among university students.	0.654	Therefore, H_1 is supported.
H_2. There is a significant relationship between knowledge and participation in leisure and recreation physical activities among university students.	0.671	Therefore, H_2 is supported.
H_3. There is a significant relationship between institutional exposure and participation in leisure and recreation physical activities among university students.	0.626	Therefore, H_3 is supported.

Hypothesis 1 is supported because there is a significant relationship between accessibility and participation in leisure and recreation physical activities among university students with P-value 0.654. Next hypothesis 2 is supported because there is a significant relationship between knowledge and participation in leisure and recreation physical activities among university students, with P-value 0.671. Lastly, hypothesis 3 is also supported because there is a significant relationship between institutional exposure and participation in leisure and recreation physical activities among university students with P-value 0.626.

DISCUSSION AND RECOMMENDATION

This study thoroughly studied university students' approval of leisure and recreational physical activities. Based on the findings, the current study provides several recommendations for leisure and recreational physical activities and future researchers that would allow leisure and recreational activities providers to understand their responsibilities toward university students and plan for improvements that could be made in future studies.

Furthermore, leisure and recreational physical activities are presently popular all around the world, regardless of the age group involved. Physical leisure and recreation activities give participants precious, long-lasting experiences as well as inexplicable sensations of self-

satisfaction and fulfillment. This study aims to see if university students are interested in participating in leisure and recreational physical activities. According to the findings of this study, both push and pull variables impact university students' adoption of leisure and recreation physical activities.

The study findings are also necessary for the continuation of future research. As a result, it is suggested that future studies look at additional aspects of the leisure and recreational industry. The researchers sent an online questionnaire to the respondents that included other demographic variables such as gender, age, race, monthly income, marital status, occupation, and many more in order to obtain diverse outcomes or findings from various viewpoints.

Furthermore, future researchers could improve the data collected for this study, particularly in terms of questionnaire dissemination. Instead of distributing surveys over the internet, future researchers can distribute the questionnaire face-to-facen. Consequently, while delivering questionnaires to potential responders, the researchers may describe the research goal in detail. Furthermore, some interaction between the researchers and the respondents might be beneficial in informing the respondents about what would be asked in the surveys.

CONCLUSION

In conclusion, this study managed to report on the acceptance of university students towards leisure and recreation physical activities. Therefore, three independent variables, accessibility, knowledge and institutional exposure have been chosen to examine their relationships with the dependent variable, which is the university students' acceptance toward leisure and recreational physical activities. A total of 304 respondents from the various universities were selected from all states in Malaysia. Overall, based on Pearson's correlation analysis, the accessibility factor scored 0.654, followed by knowledge with 0.671, and institutional exposure with 0.626. All these variables have the same p-value which is $p < 0.01$. Therefore, hypotheses for accessibility, knowledge and institutional exposure are supported.

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The Role of Social Media in Increasing Cultural Heritage Tourism Awareness Among University Students in Malaysia

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ABSTRACT

Cultural heritage tourism has been around for a long time, but recent demographic, social, and cultural changes have resulted in an increase in the number of specialty markets in new destinations. The World Tourism Organization (WTO) predicts cultural tourism will be one of the top five market segments in the future. However, awareness of cultural heritage among the younger generation is less disclosed. This study was conducted to identify the role of social media in increasing cultural heritage tourism awareness among university students in Malaysia. This study required 301 respondents among university students in Malaysia. The findings of this study have shown that students' knowledge, attitudes and travel behaviours influence University students' awareness of this cultural heritage.

Keywords: Social Media, Culture and Heritage, Tourism, Awareness, University Students

INTRODUCTION

According to UNWTO, tourism is a social, cultural, and economic activity that involves people travelling to different nations or locations outside of their typical environment for personal or business reasons. With the world's economic, cultural, and technological progress, cultural heritage tourism is growing rapidly. Travelling to places and activities that truly depict the stories and people of the past and present, such as historic, cultural, and natural attractions, is known as cultural heritage tourism (Ismail, Masron & Ahmand, 2014). Social media includes forums, video distribution, picture archives, and social networking sites. These social media differ in terms of how they communicate (one-to-many or many-to-many) and how they are used. Individuals between the ages of 18 and 30 are sometimes referred to as youth tourists. In this light, university students are frequently believed to be the best ambassadors for young visitors (Han et al., 2017a). Indeed, university students are commonly used as samples in a variety of empirical research looking into young travellers' decision-making processes and behaviours.

Cultural heritage tourism comprises both tangible and intangible legacy, such as societal structures, practices, values, and religion, as well as physical or visible heritage, such as places, colours, materials, and settlement patterns. Cultural heritage tourism involves communities or social groupings. Although social scientists have long been sceptical of the idea of community, it is still commonly used in tourist planning and development. Many of the younger generations, such as university students lack in-depth knowledge and understanding related to heritage cultural tourism as not many of them are involved as a community in tourism projects. Students should be involved in the heritage site's tourism planning, development, and operation. Their participation will aid in ensuring that tourism activity is attentive to community goals and objectives. It will also be able to capture the essence of the location and its inhabitants.

The focus of this study will concentrate on three objectives which are:

> 1. To determine the relationship between knowledge and the role of social media in cultural heritage tourism awareness.
>
> 2. To determine the relationship between attitude and the role of social media in cultural heritage tourism awareness.
>
> 3. To determine the relationship between travel behaviour and the role of social media in cultural heritage tourism awareness.

Significance of the study

This study will aid in the development of the cultural heritage sector by identifying the driving reason behind a person's participation in tourist activities. This study examines the impact of social media participation by the younger generation (university students) on the preservation of cultural heritage. As a result, tour planners and managers in Malaysia have a variety of options for promoting cultural heritage tourism.

LITERATURE REVIEW

Role of Social Media in Increasing Cultural Heritage Tourism Awareness

Social media apps play an important role in collective communal memory and cultural expression through storytelling and mapping. It is worth noting that the term "social media" is used in this paper to refer to any digital tool that allows users to quickly create and share content with the public. Photo-sharing apps such as Instagram and Flickr, video and audio-sharing apps like YouTube, short written message sharing apps like Facebook and Twitter, and other apps are designed for geo-location sharing with social interaction functions. Twitter, Facebook, Pinterest, Instagram, Flickr, and other social media platforms. These are some of the social media platforms that many cultural institutions across the world are adopting to engage with their communities by publishing daily updates on excavations, restoration efforts, and exhibition staging. However, the primary use of the apps is to raise awareness about cultural heritage issues.

Knowledge

The cultural heritage that provides an inhabited community with its own identity is a consequence of knowledge, works, values, beliefs, structures, and traditions from the past to the present. A commonly used definition of knowledge is an idea or understanding possessed by an entity that is used to take effective action to achieve an entity's goals. Knowledge through education is one of the methods that can be used to provide awareness of cultural heritage. Education is something amazing, but it should be remembered from time to time that nothing worth knowing can be taught (Oscar Wilde, 2014). The younger generation needs to be exposed to formal education on cultural heritage from an early stage to increase their knowledge of the importance of preserving heritage and culture to be passed on to future generations.

Attitudes

Attitude is also a human action that can be watched, assessed, and evaluated, as well as any action performed, whether consciously or subconsciously, directly or indirectly. Having inherited the culture and traditions of earlier races does not mean we are still living in the past. However, we should be proud of the culture that exists in our own country, which has the ability to bring people together in the development of a better Malaysia. Heritage and culture are being overlooked because of today's increasingly advanced technologies. Young people must be aware of the country's racial culture, heritage, and culture for traditional cultural practices to be preserved for future generations rather than simply dying away.

Travel Behaviours

Tourist travel behaviour is more difficult to analyse than regular residents due to the tourists' non-repetitive movements (Hasnat & Hasan 2018; Hendrik and Perdana, 2014). Ramires et al. (2018) have developed segmentation and characteristic for tourists visiting UNESCO World Heritage cities based on their travel behaviour in relation to the destination's qualities. With the rise in social media users, a new culture has formed. People are keeping their social relationships through social media, while face-to-face connections are dwindling. Previous studies in the tourism marketing literature have looked into and explained various aspects of

social media use in this field, such as the effects of social media on tourist behaviour, the use of social media by tourism organisations, the use of social media for co-creation of value, and the use of social media for personalisation and brand management of tourism services (Aurora et al., 2018).

Research Hypothesis

The hypothesis of this study is to find out whether there is any relationship between the independent variables and dependent variables.

H_1 There is a positive relationship between knowledge and the role of social media in cultural heritage tourism awareness.

H_2 There is a positive relationship between attitude and the role of social media in cultural heritage tourism awareness.

H_3 There is a positive relationship between travel behaviour and the role of social media in cultural heritage tourism awareness.

Research Framework

Figure 1 below shows the research framework used in this study.
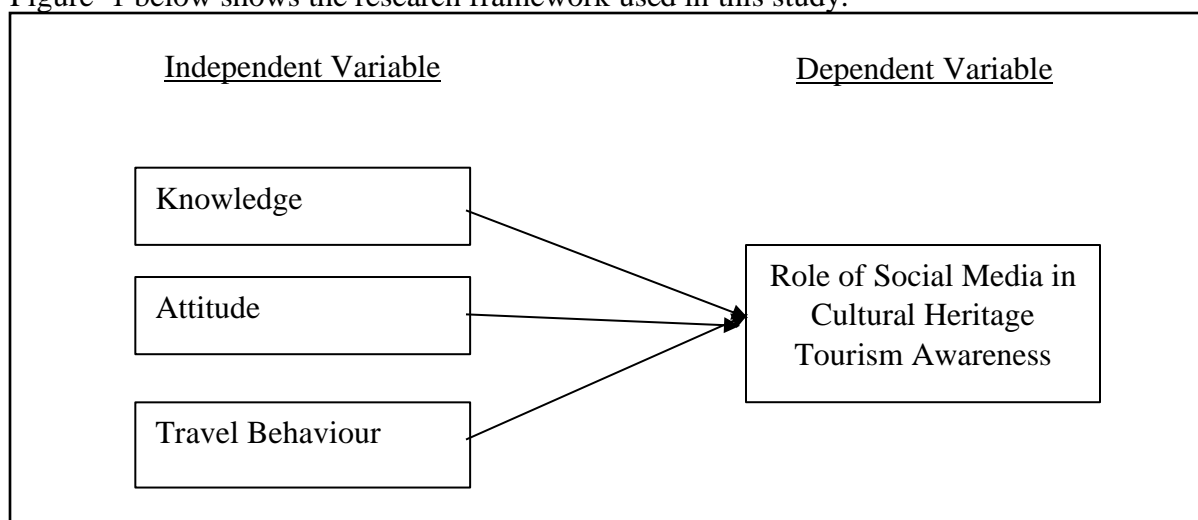
Figure 1: Research Framework

METHODOLOGY

Research Design

In this study, quantitative research has been used, which is objective and formal research, as well as statistical procedure. The use of a large sample, measuring standards, deductive methodologies, and organised interview instruments to collect data to test hypotheses are all hallmarks of quantitative research. A questionnaire was used to perform the survey in this study. In this study, the sample was made up of Malaysian university students. In both quantitative and descriptive research, questionnaires are utilised as the study instrument.

Data Collection

Data collection helps individuals or organisations to answer specific questions, determine outcomes, and predict future probabilities and systematic trends to get an accurate picture of research. Data collection helps researchers or organisations answer relevant questions, make predictions and evaluate future trends. The researcher decided to use the online survey method by using Google forms as a platform to distribute the questionnaire forms. This Google form has been disseminated through social media mediums such as WhatsApp, Instagram, Facebook, Twitter and Telegram to collect data from respondents. Respondents were selected based on

several characteristics related to awareness of cultural heritage among University students. This research mostly consists of researcher contacts such as friends and relatives who are studying at a University in Malaysia.

Sampling

The sampling method chose in this study is the convenience sampling method in non-probability sampling. The sample was chosen because it is accessible to the researcher, signifying that it entails the collection of widely available groups of respondents that are simple to utilise by researchers.

Data Analysis

The process of collecting, organising, defining, representing and analysing data to derive insights that aid decision-making is known as data analysis. It permits data collection to be prompted by a researcher's instinctual sense of where valuable information might be located while employing qualitative methods. To provide a way of extracting inductive conclusions from the data, several steps are required. The Statistical Package for Social Science (SPSS) is a program that helps researchers to examine closed questions. The statistical descriptive, reliability test and Pearson correlation were used to examine the data.

FINDINGS

Results of Frequency Analysis

Table 1:Frequency Analysis

Characteristics	Frequency	Percentage
Gender		
Male	115	38.2
Female	186	61.8
Age		
18 – 24 years old	267	88.7
25 – 29 years old	28	9.3
30 years old and above	6	2.0
Name of University		
UMK	78	25.9
USM	22	7.3
UKM	15	5.0
UTHM	21	7.0
UUM	28	9.3
Others	137	45.5
Education Qualification		
Diploma / STPM/ Matriculation	56	18.6
Bachelor's Degree	231	76.7
Postgraduate	14	4.7
Awareness about Cultural Heritage		
Yes	273	90.7
No	28	9.3
Social media		
Facebook	217	18.0

Instagram	229	19.0
Twitter	116	9.6
WhatsApp	160	13.3
TikTok	172	14.3
Website	83	6.9
YouTube	224	18.6
Other	3	0.2

Result of the frequency analysis is used to explain the demographic profiles.

Results of Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Role of Social Media	Instagrammable places influenced me to visit the cultural heritage sites.	4.1130	0.73521
	The pictures that bloggers share on social media influenced me to visit cultural heritage sites	4.1429	0.70912
	The attractive places that are posted on social media have influenced me to visit cultural heritage sites.	4.1694	0.74018
	I use social media information to promote the preservation of cultural heritage	3.9502	0.87608
	Social media information influenced me to focus on cultural heritage tourism	4.0997	0.78954
Knowledge	I watch YouTube to find out about cultural heritage.	3.9402	0.84641
	I use TikTok as an information sharing application to share with my contacts on social media.	3.7342	0.99789
	Among the factors, I visit cultural heritage because I have prior knowledge of the area.	3.8870	0.85276
	The knowledge of my past experiences can help me make a choice to visit cultural heritage sites.	3.9900	0.84256
	I am aware of cultural heritage through social media	4.0631	0.82825
Attitude	I encourage contacts who are interested in cultural heritage by sharing information on social media.	4.0266	0.86754
	I show solidarity by "subscribing" to social media accounts related to cultural heritage.	3.8007	0.91294
	I will not write bad stories related to cultural heritage on social media.	4.1827	0.79781

	I will not support anti-cultural heritage parties that are degrading the country.	4.2259	0.80548
	I uploaded a picture of a cultural heritage site on Instagram.	3.9435	0.85643
Behaviour	If I have free time, I will go visit cultural heritage tourism sites.	4.0299	0.78045
	I will maintain good manners while visiting cultural heritage sites.	4.1528	0.77238
	I feel more responsible when visiting cultural heritage sites.	4.1794	0.74007
	With the advent of social media, I will attract people to practise pro-heritage behaviour.	4.1130	0.80033
	While visiting cultural heritage on social media, I was able to learn about caring for behaviour.	4.1595	0.75795

Results of Reliability Analysis

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Role of Social Media	5	0.874
Knowledge	5	0.841
Attitude	5	0.816
Behaviour	5	0.879

Results of Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis		P-Value	Result (Supported/ Not Supported)
H_1	There is a positive relationship between knowledge and the role of social media in cultural heritage tourism awareness.	0.681	H_1 is supported
H_2	There is a positive relationship between attitude and the role of social media in cultural heritage tourism awareness.	0.781	H_2 is supported
H_3	There is a positive relationship between travel behaviour and the role of social media in cultural heritage tourism awareness.	0.792	H_3 is supported

DISCUSSION & RECOMMENDATIONS

The results show a moderate positive correlation between attitude and the role of social media in cultural heritage tourism awareness. As mentioned by (Efendi, F & Makhfudli), entrepreneurship is the study of these objects, and attitude is an individual's reaction to an object

in the environment. Based on the results in Pearson Correlation , there is a positive relationship between knowledge and the role of social media in cultural heritage tourism awareness. The results showed a high positive correlation between knowledge and the role of social media in cultural heritage tourism awareness.

In order to overcome the limitations, numerous recommendations had been proposed for future research. The first recommendation is that this study would be better and more efficient if it had been done using both qualitative and quantitative methods. This is because it can help researchers to get more accurate and quality results when this research is conducted in the future. If survey questionnaires are distributed online, researchers need to distribute them in a more formal form. Furthermore, the questionnaires are necessary with a letter of confirmation to conduct the study from the university or superiors during the study. For future researchers, researchers can also further expand the target respondents or more specific respondents to a smaller scope.

CONCLUSION

In conclusion, this study was conducted to examine the role of social media in increasing cultural heritage tourism awareness among university students. As a result, the dependent variable in this study is the role of social media in cultural heritage tourism awareness, while the independent variables are knowledge, attitude, and travel behaviour. The Pearson correlation coefficient was used to examine these independent and dependent variables. It shows that the independent variable has an influence on the dependent variable. The results showed a strong link between knowledge, attitude, and travel behaviour.

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Young Tourist Experience towards Cultural Tourism Intention to Visit

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ABSTRACT

Tourist refers to individuals who travel and stay in areas outside of their regular location for less than a year for enjoyment, work, or other reasons. Travel is known to help with life issues since it provides a chance to get away from the problems and pressures of everyday life and work. For the sake of having more tourists engage in cultural tourism in Malaysia with the purpose of gaining new knowledge about the culture, the top priority is to identify the key factors related to the tourists' intention in engaging with cultural tourism. This study aims to identify the factors of intention to engage in cultural tourism by young tourists. These factors are quality of service, attitude, and location. The data is obtained from self-organizing questionnaires for young tourists who travel to Malaysia for cultural purposes tourism. A total number of 280 respondents were involved in this research. The data collected was analysed using Social Science Statistics Package (SPSS) software and we used reliability analysis to test the research model. The research results show that all the factors which quality of service, attitude, and location have a positive relationship with the intention to visit cultural tourist places. This study has provided implications for future governments, tourism sectors, and researchers to acquire an understanding of the factors that influence young tourists' intention to visit cultural tourism places in Malaysia.

Keywords: Young Tourist, Cultural Tourism, Intention to Visit, Location, Attitude

INTRODUCTION

The goal for this research is to find out more about the experience young tourists experience towards cultural tourism and their intention to visit. In this chapter, researchers discuss and define the background of the study, the problem statement, the purpose of the study, the

Significant of Study

Researcher

This research was seeking to provide clearer information and to address the full existence of information in new research. This research also provided future studies with new resources, knowledge, and the latest information on the factors that might affect the number of visitors to cultural tourism places especially young tourists. In Malaysia for example, there are 131.7 million domestic visitors who travelled for leisure purposes in 2020. This may help to investigate young tourists' experience with cultural tourism and their intention to visit.

Authority

The next significance of the study is the authorities. This report aimed to provide specific information to the authorities on young tourists' experience with cultural tourism and their intention to visit. This research would provide the authorities with information about the factors that will help to attract young tourists to visit cultural tourism places in Malaysia. For example, the Malaysian government helps in finance to maintain the tourism facilities. This is because the initiative to help maintain the tourism facilities will help boost the tourism sectors in Malaysia. Campaigns, programs, and others can raise awareness among the government and the community, whether for local visitors or foreign tourists in Malaysia.

Consumer

This study was also significant for the consumers. Since consumers or communities were significant contributors to the cultural tourism industry, few studies have looked at the intentions of young travellers to continue participating in cultural tourism activities in the future. For cultural tourism organizers, the ability to keep tourists on their properties is advantageous. Those doing a study on the intentions of young tourists to return would uncover crucial implications for the development of efficient marketing tactics and new service design, which would be of great importance for retaining existing young visitors in the future. This study was also of considerable interest to society to help them become more aware of the factors on young tourist intention to visit cultural tourism places. The importance of this study was to lead in maximizing the interest of young tourists in order to visit cultural tourism places.

LITERATURE REVIEW

Attitude

Garcia-Fernandez et al. (2018) found that various elements, including psychological (attitudes), social (subjective norm) and perceived behavioural control as that tourist attitudes will influence travel decision-making. Travel decision-making is a complex process that is influenced by several aspects (Bianchi et al., 2017). Tourism literature identifies several elements that influence tourists' decision to return to a place. These elements include the destination's image, service quality, satisfaction, and perceived value, all of which have a substantial impact on tourists' behaviour (Seetanah et al., 2020; Zhang et al., 2018; Wang et al., 2017).

Attitude is described as an individual's favourable or unfavourable feelings connected with the outcomes of a particular action or behaviour (Bianchi et al., 2017). As a function of salient beliefs, attitudes are measured. These beliefs may have been influenced by secondary information, an inferential process, or by direct observation and comparison with others (Abbasi et al., 2020a; Meng and Choi, 2019). People's perceptions of positive and negative attitudes toward the outcomes of behaviour are shaped by their ideas about the world. As a result, attitudes have an impact on the intent to engage in the behaviour. Numerous research in the field of travel and tourism have discovered a statistically significant positive association between attitudes about visiting a destination and plans to visit or vacation at that destination (Bianchi et al., 2017; Hasan et al., 2017; Hasan et al., 2019).

In comparison to previous generations, tourists nowadays are more likely to seek out new experiences and develop long-lasting emotional memories than they were in the past (Ithnan and Ariffin, 2020). When compared to others, young visitors' perceptions of functional and epistemic or emotional values were high, however, their perceptions of social values were much lower. Tourists' impressions of how they are approved, respected, and accepted by others are reflected in the social value component of the tourism value equation. Although the travel experience of young tourists appears to meet their functional values which are primarily related to cognitive sides of value and epistemic or emotional values which are primarily related to affective sides of value, it appears to have fallen short of their social value expectations.

Although studies have been conducted to examine the relationship between art and emotions (Francourt, D.; Garnett, C.; Spiro, N.; West, R.; Müllensiefen, D., 2019). Cultural tourism is a

notion that refers to the movement of people outside their typical surroundings who are driven to go to cultural tourism destinations in order to meet their cultural requirements through the acquisition of knowledge and experiences. There will be trips to a variety of cultural attractions, both visible and intangible, with museums frequently being the most heavily frequented. The major qualities of tourist programmes that they want include adventure and active vacations, education, and novelty, among other things. It has been proven that emotional responses, which are frequently elicited by direct visitor engagement, are critical components of a successful cultural tourism offering. These types of cultural tourism goods are the direct result of sensory stimulation, which is one of the most important experience design elements in the field of tourism. Also included in the concept of emotional well-being are feelings and experiences of their own.

Quality of Service

The factor that influences young tourists toward cultural tourism and their intention to visit is the quality. Quality can be described as the basic method for evaluating an item's or service's natural quality and comparing it to similar items or services. The term "quality" has a variety of interpretations, but it basically refers to a set of fundamental features of an object that enable it to satisfy stated or implicit needs (MBN, 2021). In this study, quality is seen for the quality of services that the young tourist encounter while visiting cultural tourism and become one factor of the intention to visit.

Based on (N, A, & K, 2019), a customer's perspective on a service or product is referred to as service quality. It's a concept in which a client buys a product or service and sees that it can full fill his or her needs. Service quality is an important aspect that all employees in a company should aim for. Service quality is the difference between customer expectations and perceptions of service. When consumer expectations exceed performance, the perceived value falls short of expectations, leading to dissatisfaction. (Bhatta & Durgapal, 2016; Surahman, Yasa, & Wahyuni, 2020). The clarity of expected labour time, as well as the quality of service, can have a positive and significant impact on the customer's desire to return (Issn, 2019).

Customers' satisfaction with a service or product might be difficult to achieve if the service firm or industry does not completely understand what they desire. Different clients may have various levels of satisfaction with the same quality items or services. As a result, a business must pay special attention to the quality of its products and services at all times (Subashini & Gopalsamy, 2016; Surahman, Yasa, & Wahyuni, 2020). According to studies, when the assurance dimension, which includes the provision of experienced tour guides, employees who communicate in a language that is easy for the customer to understand, and services that are trustworthy, has a positive and substantial impact on customer loyalty. And there are concrete features, such as lodging and decent tourism amenities, as well as a strong tourism infrastructure (Akroush, 2016; Surahman, Yasa, & Wahyuni, 2020). In other words, the experience of quality of services is the key in the tourism industry. It determines the visitor's satisfaction with cultural tourism experiences and intentions to visit.

Location

Experiencing areas of art or history is one thing while travelling to immerse oneself in the language, customs, and culture of a region or location is quite another thing entirely. Expansion of people's travel to more particular cultural attractions such as historical places, creative works, cultural manifestations, and the performing arts and theatre outside of their usual residence (Fang, Wei-Ta. 2020). It is the movement of people to cultural attractions that are located distant from their usual place of residence to gain new information and experience in order to meet their demands relative to the cultural characteristics of the hosting community. Visitors from outside the host community who are drawn to the historical, artistic, or lifestyle heritage offerings of a community's religious groups or intuitions are known as visitors from beyond the host community.

There are numerous sorts of tourism including creative tourism, community-based tourism and cultural tourism. In creative tourism, travellers visit the creative attractions of locations and many areas focus on establishing creative attractions to suit the demands of the tourists (Suhartanto el et., 2020). The development of the tourism business and the preservation of the traditional cultural heritage formation are both important goals. At the same time, the motive encourages tourists to visit museums and heritage sites in order to learn about the ancient cultures of aboriginals and to gain an understanding of how their forefathers and foremothers lived in earlier times.

As a result of the lack of effective planning in the product development of local cultural aspects of the destinations, problems have been raised, mostly regarding the sincerity of civilising, the accessibility of tourist attractions, and the tenure of tourism assets. This unavoidably leads to the subjects of impartial allocation of tourism proceedings who benefit from the exhibiting and commercialization of cultural attractions to tourists becoming the subjects of tourism proceedings. (Fang, Wei-Ta, et al., 2020) Using fantastic tour guides, the initiative hopes to make isolated destinations more accessible to virtual travellers by allowing them to accompany a local host in spectacular tour guides (Discovery VR, 2018).

As previously stated in this article, travellers are increasingly looking for real and meaningful visitor experiences when planning their trips. While at the beginning cultural tourism was easily interpreted as a massive amount of tourists in a given place (Cheung and Li 2019). As a result, the objective authenticity of the tourism object is less important than the way in which it aids tourists in creating their individual, meaningful authentic experience is more important. In order to effectively display the touristic object, it is important to evaluate how the object produces meaning for the visitor, how it links to his or her values, and how it allows the visitor to develop his or her version of the experience when presenting the object.

Intention to Visit

The intention is something engaged behaviour (Oliver, 1997; Yacob, Johannes, & Nor Qamariyah, 2019), as it underlies someone to have tourism activities. In the field of tourism research, intention refers to tourists' desire to visit tourism places offered by tourism destination management as a tourism destination meanwhile in the tourism marketing strategy, intention refers to a person's desire to be interested in or thrilled by something (Purchasing intention and intention to use). The purchasing intention is similar to the concept of visiting intention related to "an intention to visit" in terms of "purchasing" in engaging all tourism activities, based on information that tourists have already observed (Yacob, Johannes, & Nor Qamariyah, 2019)

The tourist's perspective and value of what they feel as customers to evaluate the outcome or items they have already felt (service) is strongly linked to the intention to visit (Zeithaml, 1988; Yacob, Johannes, & Nor Qamariyah, 2019). Even if there is no link between cost and benefit for tourists as visitors or consumers, the value they perceive in their intention to visit is an indicator of customer satisfaction and future behaviour (Oh, 2000; Petrick, 2004; Chen and Chen, 2010; Yacob, Johannes, & Nor Qamariyah, 2019). For example, a traveller with a high perceived value of a tourism destination will undoubtedly experience various levels of satisfaction. This will motivate the visitor's intention to visit or recommend it to others.

Ariffin and Wee (2021) stated that the impact of service experience on behavioural intention was significant. The more their senses are activated while visiting cultural heritage locations, the more memorable their visit to the attraction will be. (Ariffin & Wee, 2021). Tourists are more likely to gain new experiences and search for unforgettable emotional memories (Ithan, 2020). Memorable tourism experiences have been one of the most powerful drivers of marketing behavioural intention in previous studies. If visitors can immerse themselves in the cultural experience, they will be happy with what tourism offers. Service experience also refers to the level of customer service provided by tourism personnel at cultural heritage sites.

Research Hypothesis

The hypothesis in the study is to find out whether there is any correlation or relationship between a dependent variable and an independent variable:

H_1	There is a relationship between quality of service and intention to visit cultural heritage tourism places.
H_2	There is a relationship between attitude and intention to visit cultural heritage tourism places.
H_3	There is a relationship between location and intention to visit cultural heritage tourism places.

Research Framework

By referring to the literature review, a research framework had been proposed in order to investigate the relationship between student's higher education toward satisfaction with cultural tourism.
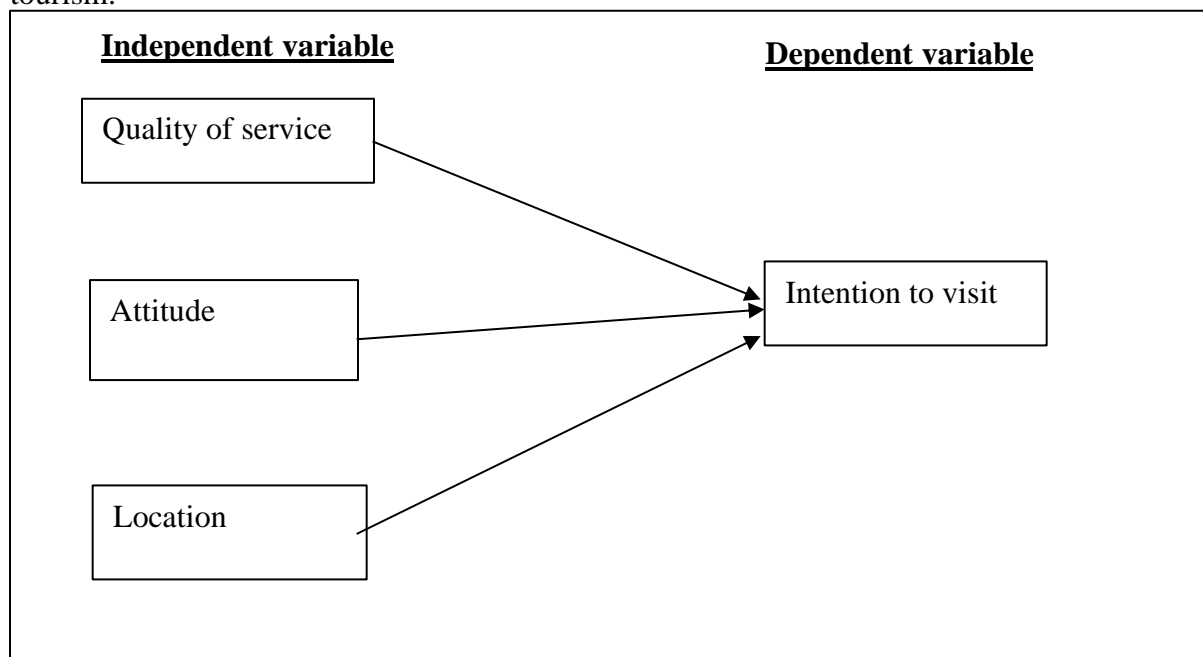
Figure 1: research framework

METHODOLOGY

Research Design

There are two methods of collecting data, which are quantitative and qualitative. Quantitative research findings are expressed using numbers and graphs. It is used to test and confirm theories and hypotheses, among other things. When conducting this form of research, it is possible to establish generalizable facts about a subject. Examples of quantitative approaches include experiments, observations that are documented as numbers, and surveys that contain only closed-ended responses. Quantitative research design generates statistics through the use of procedures such as questionnaires and structured interviews to collect data. We use quantitative research to get the data from the respondent using a questionnaire.

Words are used to express the findings of qualitative research. It's used to understand concepts, ideas, and feelings. By undertaking this type of research, it is possible to acquire in-depth insights into topics that aren't well-understood. Qualitative research approaches include open-ended interview questions, written observations, and literature reviews that look into concepts

and theories. Using methodologies such as focus groups and interviews to study behaviour, attitudes, and experiences, the qualitative research design is used to answer these questions.

In this research, the questionnaire contains the essence of young tourists' experience and knowledge about specific issues with multiple choices. The respondents needed to respond based on their experience with cultural tourism and intention to visit. The survey instrument included questions about experience on intention to visit, quality, location attraction and behaviour emotionally. Subjective evaluation selection which is to choose "yes or no" will be used to know the perception of the community with the experience of cultural tourism. It is suitable for exploratory research such as a pilot survey to clarify ambiguous problems in a particular situation. To collect standardised information from respondents using a questionnaire, researchers used Likert scale. The options range from 1 to 5 on e-survey, which is 1 strongly disagree, 2 disagree, 3 neutral, 4 agree and 5 strongly agree.

Data Collection

In this research, the data was collected using internet surveys. Internet survey questionnaires were assigned randomly to the young tourists who visit cultural tourism places in Malaysia. The questionnaires were assigned on social media and other online platforms, especially those that are popular among people at the age of 15 to 29 years old. The data were collected through popular online platforms among young people like WhatsApp, Twitter and Instagram.

Respondents were selected based on several characteristics. Firstly, respondents must be Malaysian. Secondly, the respondents should be people at the age of 15 to 29 years old and lastly, they should be tourists who visit cultural tourism places in Malaysia. To make sure the respondents selected are qualified for all the criteria stated above, researchers asked a few questions, "Are you a Malaysian citizen?" "How old are you?' before respondents answered the questionnaire.

The questionnaire was distributed in December 2021 by the researchers. The questionnaire contains items to answer the research objectives and has privacy and confidential agreements for the respondents.

Sampling

The number of people in a country is referred to as a population. Population is the total number of people occupying an area. They are called residents. The density of population is the average number of people in one location. For the research, a total population of domestic tourists in Malaysia was used to determine the level of young tourists' experience with cultural tourism and intention to visit.

A sample is a part of a large assembly. A sample is taken to learn the entire form (the "population") that is drawn. For the selection of participants in this research, a stratified, simple random sampling (SRS) method was used. Simple random sampling is a technique of probability sampling selection procedure, in which there are some fixed criteria in choosing respondents. The fixed criteria in choosing respondents in this study is either he or she must be a tourist aged 15 to 29 years old. With the simple random sample, each visitor is equally likely to be selected from the population being studied.

This technique ensures truly equal representation of the study variables. The sample, n is 380 random visitors from N population which is 131.7 million domestic visitors who travelled for leisure purposes in 2020. All visitors in the sample must have the same probability that each sample of size n is selected, 384 visitors from the population have the same chance of being selected.

Data Analysis

Data assessment is the type of analysing records using logical and analytical reasoning to examine all aspects of the data gathered or presented. It refers to some of the stages involved in conducting a research investigation. To examine the statistical data analysis, the researcher utilises Statistical Package for the Social Sciences, (SPSS) version IBM SPSS statistic 21 in this study. SPSS is an application that allows you to construct tables and graphs for data entry and analysis.

FINDINGS

Result of Frequency Analysis

Figure 2: Frequency analysis

Characteristic	Frequency	Percentage
GENDER		
Male	131	46.8%
Female	149	53.2%
AGE		
15 – 19	20	7.1%
20 – 24	221	78.6%
25 – 29	40	14.2%
RACE		
Malay	262	93.6%
Chinese	14	5%
Indian	3	1.1%
Other	1	0.4%
RELIGION		
Islam	263	93.9%
Buddha	5	1.8%
Christian	10	3.6%
Other	2	0.7%
NATIONALITY		
Bumiputra Malaysia	274	97.4%
Non Bumiputra Malaysia	6	2.1%
Foreigner	1	0.4%
EDUCATION LEVEL		
Masters and PhD	8	2.9 %
Degree	228	81.4 %
Diploma	32	11.4 %
Other	20	7.1 %
MARITAL STATUS		
Single	242	86.4 %
Married	38	13.6 %
Other	1	0.4 %

Result of Descriptive Analysis

Table 1: Descriptive Analysis

Variable	Item	Means score	Standard deviation

DV Intention to visit	I am interested in cultural tourism	4.21	0.937
	I heard a lot of good reviews about cultural tourism places	4.00	0.980
	I want to get experience in cultural tourism places	4.04	1.093
	I want to learn the way of other people live in cultural tourism	4.04	1.046
	I want to know the history of the cultural tourism	4.05	1.023
IV Attitude	I think cultural tourism has their own uniqueness	4.18	1.004
	I like to go to cultural tourism places.	4.05	1.051
	I enjoy visiting cultural tourism places.	4.06	1.091
	I think cultural tourism is important to the local community	4.11	.946
	I think we need to learn about cultural tourism.	4.11	1.38
IV Location	I prefer location that provides many facilities	4.23	0.920
	I prefer places that are easy to access for cultural tourism.	4.07	1.036
	I prefer location that is quiet for cultural tourism.	4.00	1.039
	I prefer location that has cultural authenticity in tourism.	4.06	0.969
	I prefer historical attractions places.	4.05	0.951
IV Quality of service	I prefer service for welcoming the tourist to appreciate them	4.20	0.955
	I prefer service in the promised time	4.02	1.011
	I prefer provision of prompt service	4.11	0.929
	I prefer quick correction of wrong service	4.13	0.954
	I prefer maintaining speed service during busy time	4.13	0.944

Quick correction of wrong service prefers maintaining speed service during busy time.

Result of reliability analysis

The result of reliability analysis
Table 2: Reliability analysis

Variable	Number of items	Cronbach alpha
Intention to visit	5	0.922
Attitude	5	0.922
Quality of service	5	0.903
Location	5	0.922

The table above shows the reliability test in Cronbach alpha item shows excellent internal consistency of 0.9222.

Result of Pearson Correlation Analysis

Hypothesis	P value	Result (supported / not supported)
H_1 There is a relationship between quality of service and the intention to visit cultural heritage tourism places.	.871**	Supported

H_2 There is a relationship between attitude and intention to visit cultural heritage tourism places.	.906**	Supported
H_3 There is a relationship between location with intention to visit cultural heritage tourism places.	.871**	Supported

The table above shows the result of the Pearson correlation analysis of the hypothesis. All the hypotheses recorded supported this research.

DISCUSSION AND RECOMMENDATION

This study forges a new path by emphasizing the recommendations of proposals to improve future investigations. This proposal could benefit new research on the study only focused intention to visit cultural tourism places in Malaysia

In order to overcome the limitations, numerous recommendations had been proposed for future research. Researchers made the study only focused on cultural tourism in Malaysia in this research based on several factors and researchers only used quantitative research. Therefore, further research can be done to get more data. Researchers can propose a study using both qualitative research and quantitative research such as unstructured interviews which generate qualitative data through the use of open questions. Researchers can get more data when using this qualitative research.

Next, the researchers proposed a study focusing on certain areas. This is because if we focus on certain areas such as rural areas we can get more information and data depending on the size of the area. Such as making surveys to get information and data. The researcher's recommendation made the study area easy to access and easier to make research. Next, the researchers proposed a study based on demographics. This is because different geographical locations can lead to different intentions to visit not just for cultural tourism, expanding more data.

Additionally, if they have enough time and money, future researchers may be able to collect data on multiple campuses based on variances in registered courses. This is because future research can collect data more broadly across all campuses and costs available in the university to efficiently gather facts and review them, resulting in a diversity of more fascinating ideas from various points of view. When students are well-rested and engage well when doing queries, the data acquired will be more accurate in determining their level of performance. Because the experience one has differed depending on the learning one has gained and deepened. Each student has more intelligence, knowledge, and experience from various angles therefore by doing data collection on various university campuses the next researcher will definitely obtain a variety of more useful information.

Finally, future researchers will be able to duplicate the study as well. This study compared findings from western countries using standard journals. Furthermore, people in different states have different perspectives, which might lead to bias. Future scholars can use Google Scholar and my Athens to search for journals, and also in public libraries to find more material regarding the aim to visit Malaysia's cultural tourism.

CONCLUSION

While this study was conducted from a theoretical standpoint, it also presented empirical evidence on the correlations between experiences and intention to visit as well as quality, emotional behaviour, and location attraction in the context of cultural tourism. According to the findings, all three explanatory variables were strongly associated with the desire to attend and suggest cultural attractions to others based on their own personal experience. On the practical side, given the findings of this study, which indicate that both quality and location aspects play critical roles in attracting young tourists in the future as well as encouraging them to recommend a destination to others, tourism authorities (of cultural destinations) must ensure

that their tourism officials or service providers are well-trained and equipped with all of the required abilities to offer exceptional customer care to future cultural visitors.

As part of the ongoing attempts to protect cultural tourism products offering, efforts must also be made to ensure that the city or destination attractiveness characteristics are not overlooked. In order to ensure that young travellers are completely satisfied with their overall touristic experiences in the city, the destination must be well-planned and designed. They would almost probably return to the tourism site in the future as a result of the memorable tourism experience they had while there. Creative tourism, according to Malik (2020), is one of the most significant aspects of cultural tourism that must be promoted in order to assure its long-term viability. It is recommended that future research be directed toward the topic of the merging or bridge between creative tourism and cultural tourism.

Cultural destinations may therefore concentrate on how to promote and improve the effectiveness of contact between visitors and hosts in order to enhance cultural exchange and give tourists a genuine experience. Additional engaging tactics, such as host-guest luncheons and live entertainment, could be used to engage visitors with the new culture and offer them more information about the new culture. Data might have also been collected to investigate how much time visitors spend on cultural activities in their spare time and if they work in cultural sectors. Future cultural tourism studies might also look into how interested visitors are in intangible, interactive, creative, and co-creative experiences in urban settings.

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Tourists' Awareness among Malaysian Towards COVID-19 Pandemic in Langkawi

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ABSTRACT

COVID-19 has been declared in Malaysia, and all tourism operations have been halted. On the other hand, domestic tourist efforts have been underway since 2021, but with a new unusual approach. Malaysian tourists must be informed of all government-imposed laws and regulations in order to avoid being infected with the virus. Malaysians who visited Langkawi after the epidemic is the target group and respondents in this study. As a result, the goal of the study was to look at the relationship between tourist knowledge, attitude, and behaviour in relation to COVID-19 awareness in Langkawi. This study included 205 participants and was conducted via social media platforms such as Instagram, Facebook, WhatsApp, and Telegram.

Keywords: COVID-19, tourist, awareness, Langkawi

INTRODUCTION

According to Euromonitor International, a worldwide market research firm located in London, Malaysia retained its position as one of the world's top ten tourist destinations in 2018,. As a result, the success has piqued the interest of Malaysia's Minister of Tourism, Arts, and Culture, among others, who believe that the announcement has significantly influenced the country's economy. They also work together to enhance their scores at a greater global scale. Throughout 2018, Saudi Arabia's tourist sector garnered multiple international accolades, including the BrandLaureate Best Brand Award 2017-2018 for National Brand Excellence. Bandar Di-Raja Muar-The Cleanest Tourism City in ASEAN, with the top grade for Islamic Economy Ecosystems for the past five years.

According to (WHO) He et al. (2020), Coronavirus Illness 2019 (COVID-19) caused by Severe Acute Respiratory Syndrome (SARS) -CoV-2 is the first coronavirus disease classified as a pandemic by the World Health Organization to date. The pandemic started in China, and Malaysia and adjacent Southeast Asian nations like Thailand and Singapore were the first to report this COVID-19 case. It is also known as the COVID-19 Virus. It is a continuing, infectious, and challenging to treat worldwide influenza pandemic that has been dubbed the world's deadliest post-World War II pandemic. According to Baldwin and Mauro (2020); Huynh (2020); Ruiz-Estrada Park and Lee (2020); and Wilder-Smith (2005), it has conquered the outbreaks of SARS in 2003 and Middle Eastern respiratory disease (MERS) in 2012.

The World Travel and Tourism Council (WTTC) (2020) then declared on April 14, 2020, that the COVID-19 virus had spread to over 20 nations, infecting an estimated 1.98 million individuals and causing 126,753 fatalities globally. This tourist business has resulted in SARS infections and is primarily recognized as a vector of the COVID-19 virus's global expansion. According to Arezki and Nguyen (2020); Novellia et al. (2018); Stezhko et al. (2020); Yanga et al. (2020), it resulted in substantial financial losses in the business and led all nations to operate creating closures and tight travel restrictions to control viral transmission (2020). The emergence of the COVID-19 illness in Malaysia has resulted in significant behavioural changes among the population. All Malaysians panicked and purchased commodities to enforce the curfew during the time. People gathered there as well, and there was a massive epidemic.

Following that, unprecedented public health efforts occurred. It was established to reduce COVID-19 socially controlled jails to military-enforced lockups, which have caused significant disruptions in global travel, economics, education, and daily life for billions of people worldwide. Conservative estimates indicate that the global tourist industry would lose at least 75 million jobs in the near term by 2020, with a loss of tourism GDP contribution of up to the US $ 2. It also has a negative impact on the country and its citizens. Furthermore, every other business, including the tourist sector, cannot be handled efficiently, and many are stuck, resulting in negative consequences such as suicide. There are several cures for this COVID-19 infection, such as spacing 1 meter apart, using hand sanitiser at all times, and more, to decrease this pandemic contagion. To this day, the authorities are coordinating their efforts to return the people and the nation's economy to a more positive and secure state.

The purposes of this research study are:

i. To examine the relationship between tourist attitude and their awareness towards COVID-19 in Malaysia.

ii. To evaluate the relationship between tourist knowledge and their awareness towards COVID-19 in Malaysia.

iii. To determine the relationship between tourist behaviour and their awareness towards COVID-19 in Malaysia.

Significance of the Study

Based on this research, we can help the community understand the most significant impact of visitors' attention to COVID-19 now and avoid the issue of accelerating instances. This connected study can allow visitors and the community to take a more active role in educating tourists about the hazards of the COVID-19 outbreak as a preventative and management tool. Tourists and the community may be made aware of the need to adhere to Standard Operating Procedures (SOPs) as a critical message to encourage growth and optimal physical activity for tourists and the community.

According to the study, in this scenario, a notice of Standard Operating Procedures (SOPs) is insufficient since visitors and the community must focus on becoming acclimated to following the Standards Operating Procedures (SOPs) supplied and attentive to government instructions from time to time. This research will encourage visitors and the community to adjust to the ministry of tourism's instructions and will assess the efficacy of tourists and thus the community to follow or fit the party's Standard Operating Procedures (SOP). Those present may also be sensitive to the negative consequences of the COVID-19 epidemic on tourism and the community. With the knowledge gathered from this report, they are also prepared to monitor visitors' health and lifestyle, as well as the community, as they participate in tourism activities. Outside tourists may benefit indirectly as a result of this.

Furthermore, prospective researchers may use this analysis to investigate further the dangers of the COVID-19 epidemic affecting tourists and the community if they do not follow the quality Operating Procedures (SOPs). It will help to preventor reduc the matter of lacking awareness regarding the care of ordinary Standard Operating Procedures (SOPs). This study aims to learn more about the impact of a lack of understanding of standard operating procedures (SOP) on visitors and the community.

LITERATURE REVIEW

The study sought to ascertain the level of knowledge about Covid-19 among Malaysian visitors. As a result, the tourist industry is critical to reviving the country in the midst of the COVID-19 pandemic. However, the general public and visitors should be advised that COVID-19 is extremely dangerous and can result in death. As a result, the community and tourists should be aware of how to address this issue.

Tourist and community awareness of COVID-19 in Malaysia can potentially have a good and beneficial influence on the tourism sector. This investigation will link them all to majors. Tourism attitudes, knowledge, behaviour, and awareness of COVID-19 in Langkawi, Malaysia, as well as the link between independent variables (IV) and dependent variables (DV), Tourist Knowledge, Tourist Attitude, and Tourist Behavior.

Tourist Knowledge

Tourist awareness of the COVID-19 sickness has grown as the disease spreads in Malaysia, and gained the people's interest . COVID-19 is an illness that has disrupted regular living and forced individuals to accept the new normal. There are several things that people should aware of regarding this new sickness, such as its variation, which is becoming more potent by the day.

People are naturally interested, and because we live in a technological age, they like to fuel their curiosity by researching the ailment. They begin to study publications and conduct research on COVID-19 to have a better understanding of it. This demonstrates how tourist awareness of knowledge has grown and how vital it is for them to acquire new things. Tourists have also expanded their travel knowledge by reading and watchingthe news and researching safe and sanitary travel as their new habits.

Tourists also do a lot of research and have a lot of open discussions on social media about the disease and how to prevent it by getting immunisations. Tourists' understanding of vaccinations has aided the government immunisationsimmunizations much more quickly and efficiently. COVID-19 knowledge, attitudes, and practises (KAP) are vital in identifying a society's readiness to accept physical, emotional, and behavioural changes enforced by health authorities (Sarkam et al., 2020). This demonstrates the importance of visitor knowledge in helping Malaysia combat sickness and begin a new life with new standards, particularly in tourism activities.

Tourist Attitude

Tourist sentiments have shifted since the pandemic began in Malaysia in 2020, when individuals are prohibited from travelling domestically or internationally. As previously demonstrated, tourist attitudes have a considerable impact on visitors' degree of knowledge of COVID-19. Tourists have begun to adjust to the norms and regulations of travel when they have prepared themselves to obey the restrictions that the authorities have created.

Tourist attitudes toward government laws and regulations have shifted after the government proclaimed that people are participating in tourist activities once again. Tourist attitudes such as adjusting to and understanding the regulations established by authorities in tourist activities while endemic are examples of such attitudes. After a year of not travelling, visitors' knowledge of travelling safely and following norms has grown, as they have formed a common understanding among themselves in order to travel during this period.

Tourists' attitude toward all the restrictions and regulations demonstrates that their knowledge of the sickness has risen as they can obey all of the guidelines. It is commendable that they are able to obey all of the laws while also enjoying and having fun when travelling with their loved ones. Meanwhile, attempting to develop a realistic approach for the travel and tourism industry's recovery from the COVID-19 pandemic catastrophe is founded on minimising perceived health, as well as tracking psychological and social risk and its influence on visitor behaviour (Matiza, 2020). That is why it is critical to educate and raise awareness among tourists about the new travel regulations.

Tourist Behaviour

Tourists' behaviour toward endemic people in Malaysia has enhanced their awareness after the government permitted individuals to travel domestically following a two-day lockdown. An individual's impression of a condition is determined by their interpretation of experience, which influences how they react to societal and personal reactions (Sarkam, et al., 2020).

After one year of lockdown, Malaysia Prime Minister Dato' Sri Ismail Sabri Bin Yaakob said that tourist activities in Malaysia could resume under Standard Operating Procedure (SOP). Tourists are more mindful of SOP compliance since they consistently wear masks and use hand sanitiser, making it a must-have item when travelling. This demonstrates that tourists are more aware of COVID-19 and are prepared to follow the SOP for visiting Malaysia.

Tourists are also aware of the significance of scanning MySejahtera before entering establishments or travelling anywhere. Scanning MySejahtera will assist the Malaysian Ministry of Help (MOH) in tracking and monitoring persons in order to avert any new clusters. Aside from that, tourists are all aware of the one-metre rule, which requires them to keep a one-metre gap between themselves. This demonstrates that visitors' behaviour has changed due to obeying the rules and restrictions established by the government.

Research Hypothesis

A hypothesis must be testable and realistic, considering current knowledge and procedures. Furthermore, a hypothesis is a forecast or explanation of a link between two variables. It suggests that an independent and dependent variables have a systematic relationship. As a result, the study has proposed:

H_1: There is a relationship between tourist knowledge and tourist awareness towards COVID-19 in Langkawi.

H_2: There is a relationship between tourist attitude and tourist awareness towards COVID-19 in Langkawi.

H_3: There is a relationship between tourist behaviour and tourist awareness of COVID-19 in Langkawi.

Research Framework
Figure 1 below shows the research framework used for this study.
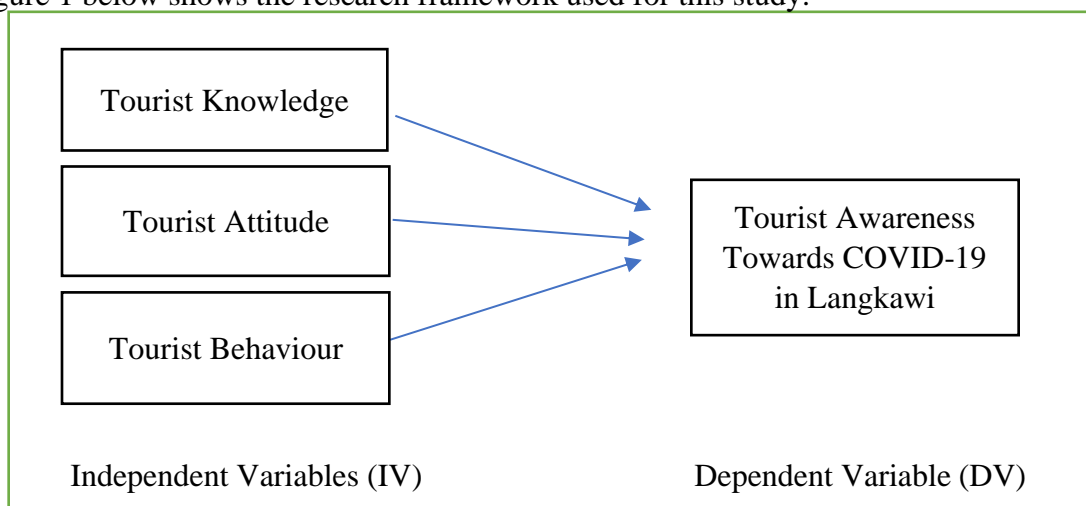
Figure 1: Research Framework

METHODOLOGY
Research Design

The quantitative method was applied in this study, with 205 respondents from both rural and urban areas receiving questionnaires. The Malaysian people that visited Langkawi after the pandemic was the target groups for this study. Tourism activity has changed due to the COVID-19 virus outbreak, which has recently affected the entire country.

A set of questionnaires was also issued to the populace in order to collect data from Malaysian citizens who visited following the outbreak. Sections A, B, and C are the three sections of the questionnaire created by the researcher. The demographic information regarding Malaysian citizens' demographics, such as gender, age, locality, and primary sources of knowledge about COVID-19, was requested in Section A of the questionnaire. The questions in Sections B and C focused further on the independent and dependent variables in the survey, which were **(i)** Tourist Knowledge, (ii) Tourist Attitude, (iii) Tourist Behaviour, and (iv) Tourist Awareness Of COVID-19 in Langkawi.

Data Collection

Questionnaires were used to obtain information. The Google form tool was used to disseminate the questionnaires in this study. The Google form link was shared across all social media platforms, including Instagram, Facebook, WhatsApp, and Telegram. It was quite practical in terms of minimising costs and saving time during this pandemic.

Sampling

The convenience sampling method employed in this study was the snowball sampling approach. Because questionnaires were produced and distributed online or uploaded to social media pages to acquire information from respondents, the study used this strategy. The questionnaire was provided to Malaysian nationals who visited Langkawi after the pandemic broke out in the country.

$$S = \frac{x^2 Np(1-P)}{d^2(N-1) + x^2 p(1-p)}$$

s= Sample size required
n= sample size
N= population size
e = the degree of accuracy expressed as percentage (0.05)
$x\,2$ = chi-square of degree of freedom 1 and confidence (3.841)
p = proportion of population (if unknown, 0.5).

Data Analysis

Frequency analysis, descriptive analysis, reliability test, and Pearson correlation analysis were the four types of data analysis used in this study. SPSS version 22 was used to analyse the data collected.

FINDINGS

Result of Frequency Analysis

Table 1 below shows the results of the frequency analysis

Table 1: Frequency Analysis

Characteristics	Frequency	Percentage
Gender		
Male	82	40.0
Female	12	60.0
Age		
18-27	124	60.5
28-37	53	25.9
38-47	18	8.8

48-56		10	4.9
Locality			
Rural		98	47.8
Urban		107	52.2
Main Source of Knowledge about COVID-19			
MOH		65	31.7
Social Media		99	48.3
TV/Radio/Newspaper		24	11.7
WHO		17	8.3

Table 1 reveals the gender of the respondents. Male respondents accounted for 82 (40.0%) of the total, while female respondents accounted for 123 (60.0%) among the 205 participants in this study.

The total number of respondents by age was shown in Table 1, 205 participants aged 18 to 27 (124 responses), 28 to 37 (53 responses), 38 to 47 (18 responses), and 48 to 56 (18 responses) completed the survey (10 respondents). Table 1 shows that respondents aged 18-27 had the highest percentage of responses (60.5 percent), followed by respondents aged 28-37 (25.9%), 38-47 (8.8%), and 48-56 (8.8%). (4.9 percent).

The questionnaire was completed by 205 people, including Rural 18 (98 responses), and Urban (107 respondents). Figure 4.3 shows that Urban respondents have a more significant percentage of respondents (52.2 percent) than Rural (47.8 percent).

The questionnaire was completed by 205 people according to the Main Sources of Knowledge About COVID-19 including in MOH (65 responses), social media (99 respondents), TV/Radio/Newspaper (24 respondents), and WHO (17 respondents). The table above shows that respondents according to Main Sources of Knowledge About COVID-19 on social media had the most significant percentage of respondents (48.3 percent), followed by respondents in MOH (31.7 percent), TV/Radio/Newspaper (11.7 percent), and WHO respondents (8.3 percent).

Result of Descriptive Analysis

Table 2 below shows the result of the descriptive analysis

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Tourist Knowledge	The main clinical symptoms of COVID-19 are fever, fatigue, dry cough, and body aches	4.4293	0.61924
	Unlike the common cold, stuffy nose, runny nose, and sneezing are less common in persons infected with the COVID-19 virus.	4.1122	0.81775
	There currently is no effective cure for COVID-19, but early symptomatic and supportive treatment can help most patients recover from the infection.	4.2000	0.75667
Tourist Attitude	Do you agree that COVID-19 will be successfully controlled?	4.0244	0.86568
	Do you have confidence that Malaysia can win the battle against the COVID-19 virus?	4.1220	0.84584

	The government of Malaysia is handling the COVID-19 health crisis very well.	4.0439	0.88729
Tourist Behaviour	I use a face mask when leaving home.	4.3317	0.75875
	I wash my hands with water and soap when I reach home.	4.2049	0.75211
	I cover my mouth and nose while coughing and sneezing.	4.2732	0.75635
	I practice a 1-metre social distance when I am outside.	4.1610	0.80953
	If I feel COVID-19 symptoms, I will go directly to the nearest emergency department hospital.	4.1463	0.82726
Tourist Awareness Towards COVID-19 in Langkawi	I am concerned about prevention regarding facilities during COVID-19.	4.2000	0.75016
	I am concerned about hygienic issues during travelling to Langkawi.	4.1220	0.73415
	I will visit a tourist attraction that has fewer COVID-19 cases.	4.1756	0.79112

This table shows descriptive analysis results for independent and dependent variables. The independent variables that have been produced with the highest mean is tourist knowledge, which is 4.4293, followedare by tourist attitude, which is 4.1220 and tourist behaviour, which is 4.3317. The mean for the dependent variable is 4.2000.

According to the table, the first independent variable consists of three items. Item 1 scored the highest mean value which was 4.4293, where the respondents agreed that the main clinical symptoms of COVID-19 are fever, fatigue, dry cough, and body aches. The lowest mean item 2, with the mean value of 4.1122, where the respondent somewhat agreed that the common cold, stuffy nose, runny nose, and sneezing are less common in persons infected with the COVID-19 virus.

Moreover, the second independent variable also consists of three items in the survey. Item 2 scored the highest mean value which was 4.1220, where the respondents agreed that they have confidence that Malaysia can win the battle against the COVID-19 virus. The lowest mean item was 1, with a mean value of 4.0244, where the respondent somewhat agreed that COVID-19 would be successfully controlled.

Furthermore, the last independent variable, tourism behaviour, consists of five items in the survey. Item 1 scored the highest mean value which was 4.3317, where the respondents agreed that they need a face mask when leaving home. The lowest mean item 5, with a mean value of 4.1463, was the respondent slightly agreed that felt COVID-19 symptoms would have gone directly to the nearest emergency department hospital.

Lastly, the descriptive analysis for dependent variables consisting of three items are also shown in the table above. The highest mean value was item 1 which was 4.2000, where respondents agreed that people were concerned about prevention regarding facilities during COVID-19. The lowest mean value was item 2, which was 4.1220, where the respondent slightly agreed that people were concerned about hygienic issues during travelling at Langkawi. For all variables, the data set from 205 respondents with the standard deviation most of the values which were lower than 1, indicated the values close to the mean.

Result of Reliability Analysis

Table 3 below shows the result of the reliability analysis

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach's Alpha
Tourist Knowledge	3	0.502
Tourist Attitude	3	0.782
Tourist Behaviour	5	0.837
Tourist Awareness Towards COVID-19 in Langkawi	3	0.705
Overall Variable	14	0.813

Table 6 shows the result of the reliability analysis for this study. According to the table, tourist knowledge has the lowest Cronbach's Alpha with 0.502, while tourist behaviour has the highest Cronbach's Alpha with 0.837. The other variable's Cronbach's Alpha is 0.782 and 0.705 for tourist attitude and tourist awareness towards COVID-19 in Langkawi respectively. The overall variable shows 0.813 for the Cronbach's Alpha of this study.

Result of Pearson Correlation Analysis

Table 4 below shows the Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H_1: There is a relationship between tourist knowledge and tourist awareness towards COVID-19 in Langkawi.	0.386	H_1 is supported
H_2: There is a relationship between tourist knowledge and tourist awareness towards COVID-19 in Langkawi.	0.543	H_2 is supported
H_3: There is a relationship between tourist behaviour and tourist awareness of COVID-19 in Langkawi.	0.463	H_3 is supported

The table above shows that all hypotheses are supported for this study. For hypothesis one, it indicates that the P-Value is 0.386 while in hypothesis two, P-Value is 0.543 and hypothesis three is 0.463.

DISCUSSION AND RECOMMENDATION

The discussion aims to answer the questions and address the hypotheses raised in the first chapter of this study. In summary, this study looked at Malaysian visitors' knowledge of COVID-19. Because Langkawi was chosen as the research location, respondents in this study were Malaysian residents. Any tourism attractions or prominent spots in Langkawi can be utilised as responses. This conclusion was made since we evaluated individual needs by studying factors. Since the epidemic, tourist behaviour and knowledge have been significant factors in the tourism business.

Throughout the study, a deeper picture of tourists' awareness may be achieved by looking at their attitudes, knowledge, and behaviours. Based on this research, we can help the community understand today's most important consequences of tourist notifications on COVID-19 and how to avoid items speeding up the case. This connected study can assist visitors and the community take an active role in providing tourists with information about the danger of a COVID-19 epidemic as a preventative and management tool. Tourists and the community may be made aware of the need to maintain Standard Operating Procedures (SOPs) as a critical message to drive growth and optimal physical activity for tourists and the community.

This research will encourage visitors and the community to adapt to the ministry of tourism's instructions and will monitor the efficacy of tourists and thus the community to follow or follow the Standard Operating Procedures (SOP) by the relevant parties. Those present may also be sensitive to the negative consequences of the COVID-19 epidemic on tourism and the community. This report provides them with knowledge. They are also equipped to monitor health and lifestyle and care for tourists and the community while participating in tourism activities. Outside tourists may benefit indirectly as a result of this.

As a result, it is proposed that future researchers enhance the data collecting for this study, particularly in terms of questionnaire distribution. Future researchers can distribute surveys face-to-face rather than over the internet. As a consequence, while giving the questionnaire to prospective respondents, the researcher was able to describe the goal of the study in detail. Furthermore, the amount to which the researcher and the respondent engage might serve to educate the respondent more clearly on the questions to be asked in the questionnaire.

CONCLUSION

Finally, this study aimed to determine the level of awareness of COVID-19 among Malaysian tourists. Tourist knowledge, tourist attitude, and tourist behaviour were chosen as independent variables to investigate their links with the dependent variable, tourist awareness of COVID-19 in Langkawi. In Langkawi, 205 respondents aged 18 and up were chosen from all states in Malaysia to assess their knowledge of COVID-19. According to Pearson's correlation analysis, tourist knowledge received a score of *0.386, followed by tourist attitude with a score of *0.543, and tourist behaviour with a score of *0.463. The study's goal is to determine the link between tourist knowledge, tourist attitude, and tourist behaviour, all of which influence tourist awareness of COVID-19 in Langkawi. The research objectives have been accepted: to investigate the relationship between tourist knowledge, attitude, and behaviour that influence tourist awareness of COVID-19 in Langkawi. Meanwhile, such consequences can be expected in terms of factors influencing visitor awareness of COVID-19 in Langkawi, such as tourist knowledge, attitude, and behaviour.

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Factors Influencing Adventure Travel Intention Among Millennials in Kelantan

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ABSTRACT

Adventure tourism is a relatively new tourist concept that has drawn a considerable number of travellers. This tourism was more likely related to a high level of activities in which people receive personal pleasure from a surprising sight, activity, or success. Young people, or more precisely, youth, are more active in this type of activity, such as sports and adventure activities, because they work as a catalyst for the development of the tourism industry. They are now more into adventure tourism activities, which they contributed roughly 86 per cent to when visiting a new site.

Keywords: Adventure Travel Intention, Pursuing Challenge and Exploration, Pursuing Relaxation, Pursuing Building Relationship, Millennials

INTRODUCTION

There are many different sorts of travel activities that we may undertake in Malaysia, one of which is adventure travel, which is described as a remarkable experience that contains some level of danger and uncertainty. Many Malaysian tourism experts believe the tourism industry is about providing pleasant and memorable experiences, whereas tour providers such as commercial hotels, airlines, and travel brokers charge clients for actual services, goods, or commodities. Adventure travel also attracts high-value consumers, helps the local economy, and promotes ecologically sustainable practices.

According to Mohamad Khairi Alwi (2020)', existing adventure tourism activities can be participated via two approaches, either in the form of 'hard adventure' or 'soft adventure', depending on the characteristics and personal preferences of the participants. Nevertheless, the management and operationalisation of the two types of experiences differ. 4x4 exploration, bungee jumping, caving, mountain climbing, paragliding, and rock climbing are examples of hard adventure tourism gaining popularity in the market today. These activities increase the participant's excitement and risk, offering them new information.

However, young people might argue that while going to another state is frequently a challenging experience, it is not always an "adventure trip" because individuals generally consider the risks while participating in these adventurous activities. However, the major feature of adventure tourism is the connection with the environment, contact with culture, and physical exercise. If we participate in adventure activities, we may obtain original and distinctive experiences, challenges in life and a healthy body, and transformation and information about adventure tourism.

This study aimed look at factors influencing adventure travel intention among millennials. Adventure tourism is not a new niche business in the tourist industry. On the other hand, it has only recently gained substantial attention, particularly among the young urban population in this modern period. It might be challenging to describe adventure tourism because the idea is poorly defined in the literature. According to (Wright, D.W.M. (2021), the classic definition emphasises adventurous recreation. Consequently, some scholars established what constituted it through a study conducted under these narrowly

defined boundaries. As a result, their study is typically narrowly focused and insufficient to provide a broad knowledge of adventure tourism:

1. To investigate the relationship between pursuing challenge and exploration, pursuing relaxation, pursuing building relationships and the intention of adventure travel among millennials.
2.

2. To examine the relationship between satisfaction with adventure travel and the intention of adventure travel among millennialSIGNIFICANCE OF THE STUDY

Researcher

This research aims to provide more precise information and address the complete existence of information to new researchers. This research also provides future studies with new resources, knowledge and up-to-date information on factors influencing youth intentions in adventure. For example, Malaysian students are now heading to destinations with exciting travel and new exploration experiences such as hiking.

Authorities

The following significance of this study is for authorities. This report aimed to provide specific information to the authorities on factors influencing adventure travel intention among millennials in Malaysia. This report is also essential to the authorities. This is because it can help the authorities introduce adventure travel to the public who are interested in adventure travel and lack knowledge about adventure travel.

Community

This study was also significant for the community. Since communities were significant contributors to adventure travel, several studies looked at consumers or community in the local young people in Malaysia. This benefits them to find information and research data for learning or help to do adventure travel activities as individual or group.

LITERATURE

Pursuing Challenge and Exploration

Adventure tourism was described as travelling to a place to engage in adventure activities in a natural setting. There are two types of adventure: gentle adventure and harsh adventure. Soft adventure activities include bird–watching, hiking, camping, and horseback riding, and they need little to no physical ability and expertise. Rock climbing, mountaineering, survival games, and caving are examples of hard adventure activities. Hard adventure has a high amount of danger, and individuals are more inclined to engage in physically and psychologically taxing outdoor activities (Terblanche, Hanri 2012)

Challenges posed by adventure activities can range from the routine to the extreme and are therefore divided into two categories: soft and hard adventure activities. Soft adventure activities require little to no previous experience or skills as they only contain perceived levels of risk. In contrast, hard adventure activities are regarded as highly challenging activities that require great mental and physical effort to perform. The bulk of the adventure tourism market consists of soft adventure tourists. (Bosch, Zacharias Johannes 2015). The objective of this study is to understand how individuals are willing to conduct extreme activities and what factors impact their participation in such extreme activities. In addition, the element that pursues challenge and exploration has a link with purpose among young individuals.

Pursuing Relaxation

The study of the pursuit of relaxation on their vacation, the less important adventure is to them, the less they value it. This is consistent with the common finding that Asians 'don't always equate adventure with relaxation, but Europeans do. (Field 2017). However, the traveller may miss out on the health benefits of relaxation. Improving digestion, lowering stress hormone activity, increasing blood flow to major muscles, and improving concentration and mood are just a few of the advantages of relaxation.

The perceived importance of experiencing adventure and the desire to relax on vacation had a negative and significant relationship. The result revealed by the respondent of youths is that as the number of tourists in Malaysia grows, particularly among youths who seek relaxation during their vacations, they value adventure less. The relationship between the desire to relax and the desire to discover new places and things is partially mediated by adventure, according to (Elliot et al. 2019)Pursuing Building Relationship

In the tourism sector, a "relationship" perspective is a group of organisations that generate contextual destinations such as complementary activities, accommodation, transportation, and food, as well as support activities and infrastructure to build complex communication systems. Two features relate to the relationship perspective in tourism. First, the bonds generated by a combination of angular and vertical bonds result in the tourism industry's loose ties between industry groups. As a result, the second feature of tourism is developed between various businesses, as providers provide services to customers from one organisation to the next to provide a tourism experience with the intention of adventure among young people in Malaysia (Elliot et al., 2019).

Furthermore, outdoor adventure activities allow practitioners and participants to express their feelings, experience different places, and build relationships with them. Leisure, recreation, and adventure activities help travellers find and claim locations. The ability to build relationships is essential in an adventure to socialise with the team and establish an understanding with others. (Mullins 2016). Members of the adventure group are satisfied with the guide's trust and emotionally constructive service relationship with the leader of the group. However, to acquire emotional intelligence on a journey, the ability to create relationships is critical. It can assist travellers in becoming more conscious of their emotions. In order for young Malaysians to succeed with their adventure travel intentions, relationships must be cultivated and sustained. (Hanna et al., 2019).

Adventure Travel Intentions

An adventure travel intention was a thrilling encounter that was usually daring and occasionally dangerous and pursue building a relationship. The relationship must be cultivated and sustained. (Hanna et al., 2019). Internal and psychological influences push people to travel, while external ones, such as destination attributes pull them. These driving variables will impact people's intentions to participate in adventure tourism activities. Because the majority of research on travel motivation has focused on these motivation structures, the hypothetical model in this study is divided into two parts: push factors and pull factors (Wang, 2016).

As a result, potential traveller travel intentions are researched in order to gain insight into the important elements that influence their decision to travel. For example, adventure travel intention happens among young people because topursue relaxation which can give them good emotions marked by severe emotional outbursts (Hosany & Prayag, 2013; Gossens, 2000) several scholars defined travel intention in the tourism context as "the potential of traveling to a destination" (Ahn et al., 2013; Baker & Crompton, 2000). It's also referred to as one's intention or a willingness to travel. While travel planning is the result of a conceptual process, it is also the result of physical activity and the transition of transformation of motivation into action (Jang, Bai, Hu, & Wu, 2009), it is strongly tied to

the TCL model, whichpredicts which motivation variables will lead to travel intention. According to Pearce (1988), special interest generates motivation in the TCL model, which leads to an intention to travel as a result of self-esteem and development.

Research Hypothesis

A hypothesis must be testable and realistic, considering current knowledge and procedures. Furthermore, a hypothesis is a forecast or explanation of a link between two variables. It suggests that an independent variable and a dependent variable have a systematic relationship. Based on the literature discussed, the hypothesis of this study was summarised in the following manner.

H_1 There is a relationship between pursuing challenges and exploration with the intention of adventure travel among millennials in Kelantan.

H_2 There is a relationship between pursuing relaxation with an adventure travel intention among millennials in Kelantan.

H_3 There is a relationship between pursuing building relationship with an adventure travel intention among millennials in Kelantan.

RESEARCH FRAMEWORK

Figure 1 below shows the research framework used for this study.
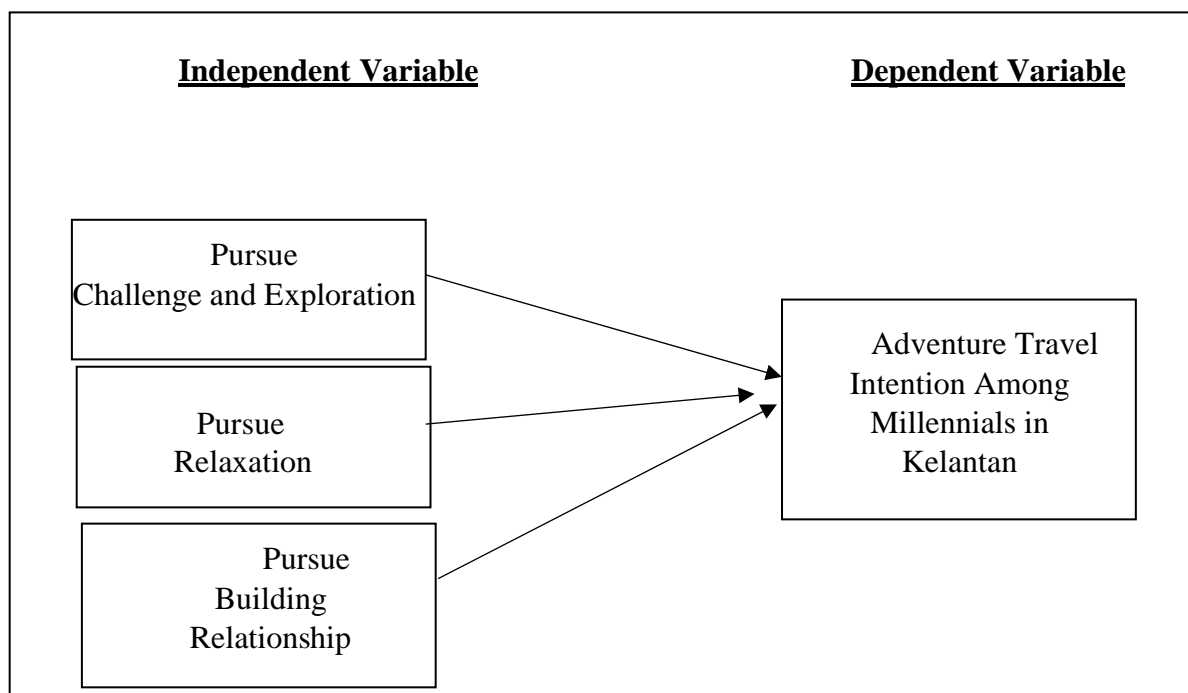
Figure 1: Research Framework

METHODOLOGY

Research Design

This study uses a quantitative method in which questionnaire forms are distributed randomly. Quantitative research is a process of gathering and analysing the data from a variety of sources in a systematic manner. The use of statistical and computational methods to get results is a component of quantitative research. This study will be conducted using the descriptive research method to obtain all the information needed. To obtain the relevant data, this study will have survey research.

The researcher divided the questionnaire into 3 sections which are Section A, B, and C. For section A, the questionnaire requested general information about Kelantan citizens' demographic such as gender, age, marital status, living area, and educational level. For Section B, the questions elaborated more on the dependent, and independent variables which were (i) Pursue Challenge and Exploration, (ii) Pursue Relaxation, and (iii) Pursue Building Relationship. (iv)   Adventure Travel Intention. Last Section C, the questions elaborated more on the satisfaction of the adventure travel intention. This questionnaire used the format of multiple choices 5-point Likert scales of agreementData Collection

Questionnaires were distributed to respondents in online methods due to these pandemic factors. The main group we give is student tourism in Kelantan. Less than 15 minutes per respondent to ensure the respondent answers all questions without haste. We will also provide simple and concise questions and get a lot of information. That way, data collection will be done easily because they have extensive knowledge.

Sampling

The sampling method used in this study was non-probability sampling, and convenience sampling. The study used this method because a questionnaire was prepared and distributed online to gather information from the respondent. The questionnaire was distributed to the respondents among the millennials living in Kelantan through online and social media.

$$s = \frac{x^2 N_P(1-P)}{e^2(N-1) + x^2 p(1-p)}$$

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= propotion of population (0.5)

Data Analysis

There were four types of data analysis were used in the study: frequency analysis, descriptive analysis, reliability test and Pearson correlation analysis. The data obtained was analysed using SPSS version 24.

FINDINGS

Results of Frequency Analysis

Table 1: Frequency Analysis

Characteristic	Frequency	Percentage
Gender		
Male	61	27.7
Female	129	58.6
Age		
18-20	13	5.9
21-30	162	73.6
31-40	8	3.6
41-50	3	1.4
51-above	4	1.8
Marital Status		
Married	19	8.6

Variable	Items	Mean Score	Standard Deviation
Single	171	77.7	
Occupation			
Employed	33	15.0	
Self-employed	14	6.4	
Student	136	61.8	
Unemployed	7	3.2	

Result of Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Adventure Travel Intention	I am committed to adventure travel intention to get the best experiences.	4.53	0.725
	Availability to know about adventure travel.	4.42	0.736
	The motivation for adventure intention among young people in Malaysia is higher.	4.36	0.775
	There is a high possibility of relaxing physically and mentally.	4.41	0.769
	Availability of quality for intellectual improvement in life.	4.43	0.726
Pursue Challenge and Exploration	I felt it would use my physically abilities/skills in the sport.	4.16	0.873
	I can gain the feeling of belongings with places.	4.26	0.798
	It can challenge my abilities.	4.41	0.749
	I felt I would use my imagination.	4.18	0.914
	I challenge myself to travel to know new and different places.	4.47	0.754
Pursue Relaxation	I felt it could avoid the hustle of daily.	4.18	0.867
	It can make me feel to be in calm together.	4.42	0.729
	It will make me relax physically.	4.33	0.836
	I feel it to travel for intellectual improvement.	4.29	0.826
	It is to travel and to seek adventure and travel	4.44	0.737
Pursue Building Relationship	I feel it easy to build relationships with family	4.48	0.768

	It makes me can build a relationship with a close friend	4.50	0.726
	It gives me to have a good time with existing friends	4.46	0.746
	I can know the different culture	4.55	0.663
Satisfaction	Travel intention will give me pursue relaxation	4.19	0.839
	It challenges me to pursue a challenge	4.27	0.748
	It learn me about pursue building relationship	4.27	0.803
	It gauged my interest in challenging my abilities	4.30	0.776
	Overall, I am satisfied with my adventure travel intention which can learn me many things	4.51	0.740

Result of Reliability Analysis

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Adventure Travel Intention	5	0.767
Pursue Challenge and Exploration	5	0.644
Pursue Relaxation	5	0.832
Pursue Building Relationship	4	0.778
Satisfaction	5	0.845

Result of Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/ Not Supported)
H$_1$: There is relationship between pursue challenge and exploration with the intention of adventure travel among young people in Kelantan.	0.757	H$_1$ is supported
H$_2$: There is a relationship between pursuing relaxation with the intention of adventure travel among young people in Kelantan.	0.760	H$_2$ is supported

H$_3$: There is relationship between pursue building relationship with the intention of adventure travel among young people in Kelantan	0.674	H$_3$ is supported

DISCUSSION AND RECOMMENDATION

This study suggests that further research can be conducted on the travel intentions of youth because this study only focused on local youth in Kelantan to see if there are similarities in the findings. This study can produce different decisions if it applies to youth in Kelantan. Therefore, there are other youths to answer the questionnaire instead of focusing on local youths only. Besides, the current study only focuses on three pursuits that influence youth adventure travel intention in Kelantan. However, this study might ignore other significant pursuits that also play an important role in influencing the youth adventure travel intention in Kelantan. Therefore, future researchers can recommend other variables like economic factors to carry out new findings in their study.

Next, the study was limited to 384 samples that could be measured as a small market. According to Krejcie & Morgan (1970), the amount would be sufficient and appropriate. Larger sample size can be used to systematise millions of youth adventure travel intentions in Kelantan. Therefore, future researchers should expand their sample size to increase the accuracy and reliability of the study.

Lastly, the interview method or create some open-ended questions for respondents instead of respondents answering the scaling questionnaire online. Through interview method, researchers can get high response rate and ambiguities can be clarified and incomplete answers can be followed up immediately. Thus, this approach can reduce the misunderstanding and produce better study result.

CONCLUSION

The conclusion of this chapter, the researcher has to deliver the aim of this study regarding the problem in this study. This study examines the relationship among the variables of challenge and exploration, relaxation and building relationships that influence the youth adventure travel intention in Kelantan. The research framework is developed based on the literature that has been viewed. The researcher planned to investigate the relationship of each element in the independent variables to the dependent variables.

There had 190 respondents who took part in this study through the online survey method. The data were collected and analysed by SPSS software version 24 based on descriptive statistics, reliability analysis, and correlation analysis. From the result of the reliability analysis, the overall variables were 0.760. Therefore, the result shown is reliable, and it can be accepted in this study.

The research aims to know the relationship between challenge and exploration, relaxation and building relationships that influence the youth adventure travel intention in Kelantan. The result of the research objectives is to examine the relationship between challenge and exploration, relaxation and building relationships that influence the youth adventure travel intention in Kelantan. Meanwhile, such results can be foretold about challenge and exploration, relaxation and building relationships that influence the youth adventure travel intention in Kelantan.

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Tourists' Satisfaction Towards Airport Self-Service Technology: A Study in Kelantan

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ABSTRACT

Airports are rapidly deploying self-service technologies (SSTs) as a strategy to improve passenger experience by eliminating operational inefficiencies. This places some responsibility on the passenger to shape their experience. The research aimed to determine tourist satisfaction with airport self-service technology in Kelantan. Thus, this study empirically measures self-check-in kiosk quality, airline e-tickets, biometric technology and customer satisfaction among tourists in Kelantan. This study was structured through a self-administered survey with tourists in Kelantan who were identified and chosen for data collection. With 268 respondents, the data was analysed by a process of descriptive, frequency, and inferential analysis using SPSS. The Pearson correlation results show a linkage between self-check-in kiosk quality, airline e-tickets, biometric technology and customer satisfaction. The findings show that tourist satisfaction has the most significant impact on the airport self-service technology in Kelantan.

Keywords: self-check-in kiosk quality, airline e-ticket, biometric technology, customer satisfaction

INTRODUCTION

ATMs, online banking, mobile scanners, and ticketing machines are examples of self-service technologies (SSTs), which have become a discrete field of research, a source of competitive advantage for service providers, and a part of customers' daily life.

Nowadays, self-service has been used in many places in Malaysia and around the world. This research will focus on the determinant factor of using airport self-service for local tourists in Malaysia. This is because the airport has received a large number of passengers so SST can help to ensure all the passengers could move smoothly. With long lines and waiting times, the airport can be a very congested and stressful place. Airports are discovering that self-service kiosk, similar to how supermarkets have begun to provide technology enabling customers to scan and pay for their purchases, is a helpful tool in reducing waits (Abdelaziz et al., 2010; Seetanah et al., 2018).

SST can allow more airports to use automated equipment or switch to self-service kiosks to replace flight check-in, luggage check-in, and parking process going smoothly and reduce high traffic of people in one place. It can help passengers to save more time while at the airport. This study also refers to the example of an airline company providing Self Service Check-In Kiosks to their passengers. The airport is Kuala Lumpur International Airport, Malaysia (KLIA). Malaysia Airlines also allows its passengers to use Self Service Check-In Kiosks at Singapore Changi Airport, Singapore, and Adelaide Airport, Australia (Malaysia Airlines, 2021).

The objectives of this study are to:

1. To determine the relationship between self-check-in kiosk quality and customer satisfaction toward airport self-service technology in Kelantan

2. To determine the relationship between biometrics technologies and customer satisfaction toward airport self-service technology in Kelantan

3. To determine the relationship between airline e-tickets and customer satisfaction toward airport self-service technology in Kelantan

Significance of the study

Researchers

In Malaysia, the use of self-services at the airport has been widely used, especially at the airport that is mostly being used by tourists around the world. This study, will provide about the benefits and provide a lot of information about the determinant factor of using airport self-services for local tourists in Kelantan. The use of self-service technology or SST will provide fast and easy services to users and indirectly, SST will also increase productivity and user satisfaction at the airport. This study will also help certain parties to improve the self-service system at the airport. In addition, the information in this study can also be used in the academic field to study the use of self-service technology. This study can provide and share information about SST with future researchers to study the technology. Researchers in the field of tourism can also use this study to examine the improvements that can be done in the tourism industry.

National Economy

At the same time, this study will also give importance to the national economy. This is because the use of technology such as SST will be able to provide many advantages to consumers and will indirectly have a positive impact on the national economy. Such as further expanding the use of this SST which is not only concentrated at the airport but in every service that requires self-services. In addition, the significance of the study can be seen from the term of nation. With such a study, the nation will not be left behind with the existence of advanced technology such as SST. The nation can not only use this technology but also the knowledge about it.

Community

Apart from that, this study will also provide a lot of information to the community, especially among tourists about the use of self-services at the airport. This is because most people are unaware of the existence of this SST. So, this study to some extent will help the community who often use airport services by providing information about SST. People should know about SST because it is widely used around the world, especially in airports. Air passengers these days are encouraged to use SST, and Malaysian travelers are experiencing the same situation. SST will be expected to reduce waiting time and increase satisfaction among users at the airport.

LITERATURE REVIEW

Self-Check-In Kiosk Quality

A self-service check-in kiosk is an essential component of airline non-contact services. During and after the COVID-19 era, its performance is more important than ever. Self-service kiosk check-ins, kiosk bag tagging, airport mobile apps, self-boarding gates, and baggage tracking are all examples of current technologies that play an important role in modern air travel (Patel, 2018). The quality of the self-service check-in kiosk will have an impact on customer satisfaction and passenger loyalty to the airlines (Moon, Lho, & Han, 2021).

The SSTQUAL (self-service technology service quality) parameters are used to determine the features of SSTs (Iqbal, Hassan, & Habibah, 2018). Furthermore, by offering a full grasp of the features of SSTs as precursors of service excellence. Service excellence is defined as providing a degree of service quality that delights customers. Delight is an intense expression of pleasant effect stemming from a good surprise performance (Safaeimanesh, Kılıç, Alipour, & Safaeimanesh, 2021). Research has proved that SSTQUAL was employed in the study to assess the service quality of SSTs and that using investigated that the quality of self-checkout service favourably increases loyalty through the indirect effect of customer satisfaction. SSTQUAL has seven dimensions named; Functionality, Enjoyment, Security, Design, Assurance, Convenience, and Customisation (Iqbal, Hassan, & Habibah, 2018).

Airline E-Ticket

Globally, digital flight bookings have increased over time, with advanced countries such as the United States, the United Kingdom, and Japan leading the way (WNS, 2014). Airlines often have significant operating costs, which have a detrimental influence on earnings. The International Air Transport Association (IATA) has been urging all of its members to use e-ticketing to save money in order to save the troubled airline industry since 2008. Tourists can use e-ticketing to book flights directly online, bypassing travel agents and airline ticketing offices. Tourists that purchase airline e-tickets are more likely to be satisfied with the e-services supplied by airlines, which leads to increased customer loyalty.

According to Ruiz-Mafé et al. (2009), performance risk has a significant impact on travelers' decision to purchase air e-ticket. While most tourists are aware of the benefits of e-ticket such as being more convenient and usually lower fees (Crespo-Almendros & Del Barrio-Garca, 2016; Gu et al., 2009) study shows that most people have no understanding of the disadvantages. Furthermore, to purchase airline tickets online, a customer must utilise self-service technology to search in the internet for ticket prices, routes, and comparisons before entering the correct flight information (Cunningham et al., 2005; Bukhari et al., 2012). According to previous research, consumers' perceptions of the internet's efficiency can impact their intention to book air e-tickets in Malaysia (Mohd Suki & Mohd Suki, 2017). Tourist satisfaction with an airline e-ticket purchase is determined by their perception of the use of the airline e-ticket service.

Biometric Technology

Personal authentication may be made more secure and convenient with biometrics. Biometrics is the study of human physical and behavioral traits through measurement and statistical analysis. Biometrics technology can properly identify every person based on physical or behavioral characteristics (Boussadia, 2009; Margaret, 2019). Physical and behavioral biometrics are the two types of biometrics. Iris, fingerprints, hand, retinal, face recognition, and DNA is physical biometrics, whereas stride, voice, keystroke, and signature are behavioral biometrics (Agrawal, 2017). To create a significantly strong security system, a successful biometric application relies on the combination of two or more of these approaches. Many companies have used biometric technology to verify identities, such as fingerprint verification, eye or retina detection, and facial recognition. Biometric technology was employed in the aviation industry for airport check-in, customs clearance, on-boarding activities, and, in the future, baggage claim.

The focus of airport technology has been on strengthening security, with less emphasis on the impact of security enhancements on customer experience. Gait, lip movement, signature recognition, and keystroke are all examples of behavioural biometrics (Miller,2019; Liu and Silverman 2001). Passengers will be able to authenticate themselves during the boarding procedure more safely and efficiently according to the use of biometrics technology. The successful implementation of biometrics in airports will result in significant time and cost savings. Meanwhile, providing seamless, increased security might create a new generation of air travel.

Biometrics provide a lot of benefits because they are reliable and long-lasting. The main benefit is that, unlike a key, a smart card, or a token, biometrics cannot be lost. It is not forgettable in the same way that a password or pin is. Patterns in biometrics can last a lifetime. This research looks towards creating a seamless airport interface while retaining a high level of security through the use of a single biometric token ID (Patel, 2018).

Customer Satisfaction

Based on (Hyeon & Woo, 2019), customer satisfaction is defined as a customer's expectation of service and demand for confirmation, as well as the general joy and pleasure experienced while the service is being performed. The combination of cognitive and emotional factors

evaluation of specific goods or services may be included in satisfaction. While on (Farooq, Salam, Fayolle, Jaafar, & Ayuppd, 2018), customer satisfaction is founded on the idea that for a business to be viable and successful, it must please its customer. Customer satisfaction is a good indicator of how helpful a product or service is to consumers. Several researchers have concluded that customer happiness is closely linked to repurchase intent.

Customer satisfaction is also an important factor in customer retention. Also, customer happiness leads to good and pleasant word-of-mouth, which is widely recognised as an important source of indirect marketing for brand promotion (Farooq, Salam, Fayolle, Jaafar, & Ayuppd, 2018). Customer satisfaction with SST, on the other hand, links SST performance to customer electronic word-of-mouth (EWOM) goals. Given the growing relevance of (EWOM) in customers' purchasing decisions, it's critical to evaluate this relationship scientifically. Satisfied customers to sutilise are said to approach, rather than avoid, the company that makes them feel good. Positive communication about the company is one of the approach behaviours. It may thus be claimed that in an era of netizens (i.e., regular internet users), passengers are more inclined to talk about the airport that makes them happy (Antwi, Ren, Wilberforce, Mensah, & Aboagye, 2021).

Furthermore, because customer satisfaction is subjective, a thorough knowledge of its drivers has remained difficult. Customer satisfaction is far more difficult to establish and sustain for organisations that operate in the service industry (Farroq, Salam, Fayollec, Jaafar, & Ayuppd, 2018).

Research Hypothesis

The hypothesis must involve a relationship between the two variables stated in the study. It also needs a hypothesis based on realistic facts and relevant knowledge to the study case. This study involves two relationships between independent variables and dependent variables:

H[1]   There is a relationship between self-check-in kiosk quality and customer satisfaction toward airport self-service technology in Kelantan

H[2]   There is a relationship between airline e-ticket and customer satisfaction toward airport self-service technology in Kelantan.

H[3]   There is a relationship between biometric technology and customer satisfaction toward airport self-service technology in Kelantan.

Research Framework

Figure 1 below shows the research framework used in this study
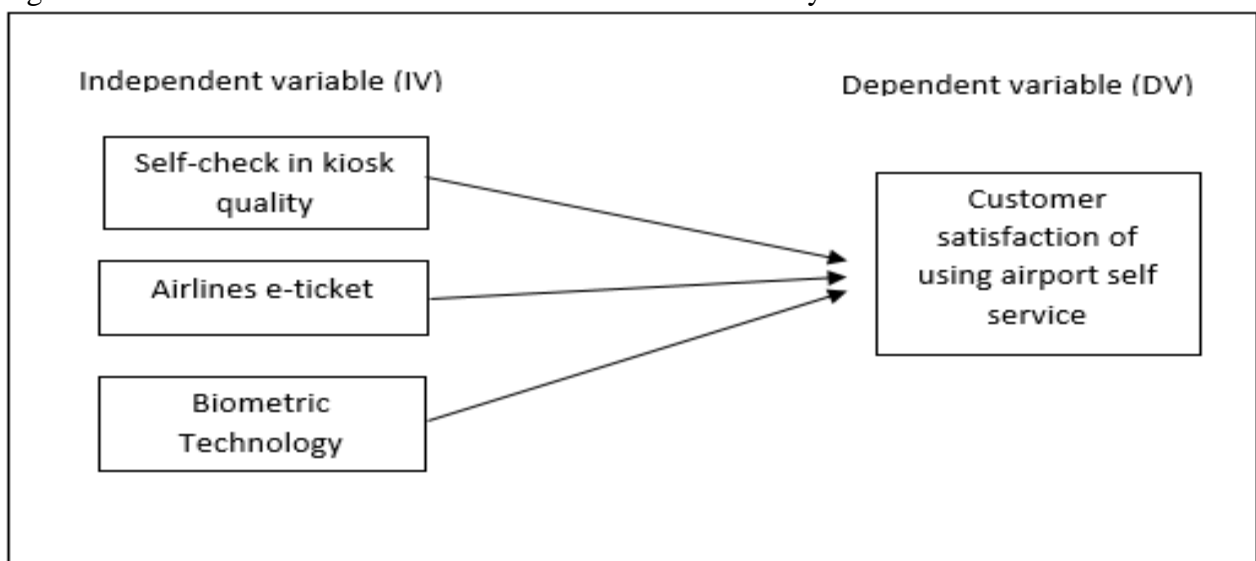
Figure 1: Research Framework

METHODOLOGY

Research Design

The qualitative method was applied in this study with 268 respondents who received questionnaires. In this research, all respondents are ever used self-service at airports. Questionnaires will be the primary research tool in a quantitative approach. The respondents must answer all the questions to measure the tourist satisfaction towards airport self-service technology. All the data will be analysed with Statistical Packages for Social Science (SPSS). SPSS allows researcher to identify the variables target of respondents accepts or rejected from the sample's mean value range.

In the questionnaire, the researcher provides five sections which are Section A, Section B, Section C, Section D and Section E. For Section A, the questionnaire is about demographic characteristics such as gender, race, age and income. However, questions in Section B until Section E are related to independent variable and dependent variable such as self-check in kiosk quality, airlines e-ticket, biometric technology and customer satisfaction. Each question in this section has multiple choice answers. The respondent needs to tick either Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4) or Strongly Agree (5).

Data Collection

This research was conducted using primary data. Primary data is information gathered directly from primary sources by researchers through interviews, questionnaires, and experiments. The best data in research is primary data, which is acquired directly from the source from which the statistics were derived. The tool used in this research is a questionnaire through google form. The questionnaire is aimed to collect information regarding customer attitudes, expectations, and perceptions towards the local tourists in Kelantan. The questionnaire wass distributed online and collects data on the consumption of the students. The survey was conducted online due to Covid-19 situation in Malaysia.

Sampling

In this research, the sample size was calculated using the Krejcie and Morgan formula. Non-probability sampling procedures are used to obtain samples in such a way that no single member of a given population has a chance of being chosen. Thereforey, the sample selection tendency is unknown. The samples were chosen because they are publicly available to the researchers, implying that any collection of available respondents might be used. As a result, the researchers used simple sampling, which is possibly the most frequent of all sampling strategies for covering a large number of surveys rapidly and cost-effectively.

$$s = X^2 NP(1-P) \div d^2 (N-1) + X^2 P(1-P)$$

s = Required sample size (80)

X^2= The table value of chi-square for 1 degree of freedom at the desired confidence level (95%)

N = The population size (100)

P = The population proportion (0.5)

d =The degree of accuracy expressed as a proportion (.05)

Data Analysis

Frequency analysis, descriptive analysis, reliability test, and Pearson correlation analysis were the three methods of data analysis used in this research. To demonstrate the outcome, the Statistical Package for Social Science (SPSS) software was used to analyse the data. The descriptive analysis would be used to determine the demographic profile of the respondents, including percentages, frequencies, means, and mean averages. However, Reliability analysis is a method used to measure scales. Reliability analysis calculates the number of numbers used to measure the reliability scale and also provides information about the relationship between individual items in the scale and The Pearson Correlation is used to measure the relationship between two quantitative variables and the degree to which the two variables coincide with one another.

FINDINGS

Table 2: Analysis of Theme 1

Research Question	Respondent	Theme
	R1 R3 R4 R7	Theme 1

Table 3: Analysis of Theme 2

Research Question	Respondent	Theme
		Theme 2

Table 4: Analysis of Theme 3

Research Question	Respondent	Theme
		Theme 3

Results of Frequency Analysis

Table 5: Frequency Analysis

Characteristics	Frequency	Percentage
Income (RM)		
0-1000	241	89.9
2000-4000	23	8.6
< 5000	4	1.5
Gender		
Male	91	34.0
Female	177	66.0
Age		
18-23 years old	161	60.0
24-29 years old	99	36.9
30-35 years old	5	1.9
< 36 years old	3	1.1
Race		
Malay	230	85.8
Chinese	7	2.6
Indian	23	8.6
Others	7	2.6

Results of Descriptive Analysis

Table 6: Descriptive Analysis

Variable	Item Descriptive	Mean	Standard Deviation
Self-Check In Kiosk	Are you satisfied with using airport self-check in kiosk quality?	4.24	0.694
	Do you think that Malaysian airports have good enough technology and facilities when using self-check in kiosk?	4.02	0.719
	The self-service check-in kiosk has interesting additional functions	4.21	0.692
Airlines E-Ticket	Purchase airline e-ticket will not cause financial risk	3.99	0.795
	As compare to other website, airline e- ticket website is secure	4.10	0.735
	I feel that airline e-ticketing is trustworthy and honest	4.31	0.722
Biometric Technology	As passengers, did you agree that biometric technology can allow us to check-in easily at the kiosk?	4.10	0.604
	The operation of biometric technology is interesting	4.28	0.649
	Overall, I am satisfied with The biometric technology	4.39	0.670
Customer Satisfaction	Do you agree that Malaysia's airports provide good service quality?	4.16	0.620
	The service process for the self-check-in kiosk is clear	4.17	0.688
	Do you typically purchase your plane tickets directly from an airline, through an online travel discount site?	4.08	0.739

Results of Reliability Analysis

The Table 7 below shows the result of reliability analysis

Table 7: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Self-Check in Kiosk	3	0.777
Airline E-Ticket	3	0.819
Biometric Technology	3	0.823
Customer Satisfaction	3	0.803

Results of Pearson Correlation Analysis

The Table 8 below shows the Pearson Correlation Analysis

Table 8: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)

H₁: There is a relationship between self-check-in kiosk quality and customer satisfaction toward airport self-service technology in Kelantan.	0.680	H_1 is supported
H₂: There is a relationship between airline e-ticket and customer satisfaction toward airport self-service technology in Kelantan.	0.544	H_2 is supported
H3: There is a relationship between biometric technology and customer satisfaction toward airport self-service technology in Kelantan.	0.532	H_3 is supported

DISCUSSION AND RECOMMENDATION

The discussion aims to resolve the questions and address the hypotheses that have been stated in the first chapter of this case study. Overall, this research has made a study on tourist satisfaction towards airport self-service technology in Kelantan. Based on the findings of this study, the current study would like to provide some recommendations to future researchers that allow them to play their roles towards tourist satisfaction in using self-service at the airport and express concern regarding the improvement that can be made in future studies.

First, go from quantitative to qualitative data collection approaches. Future researchers can collect data not just through questionnaires but also through qualitative methods such as the questionnaire method and face-to-face conversations. Specifically, during face-to-face or telephone interviews, the questions asked might reveal the respondents' behaviour. As a result, it delivers more accurate, consistent, and efficient data for study into whether the degree of self-check-in kiosk quality, airline e-ticket, and biometrics technology can impact customer satisfaction with using airport self-service.

In future, this study suggest that in the future, additional studies can be conducted in all states in Malaysia rather than just one, and that this research can be expanded to include foreign tourist travel in Malaysia, as this study only focused on local tourists in Malaysia in Kelantany, to see if there are any similarities in the findings. The findings may change if this study is applied to international tourists in Malaysia. As a result, instead of focusing on just local tourists, international tourists can also participate in this surveys.

Lastly, the current study only focuses on three factors that influence customer satisfaction toward airport self-service among local tourists in Kelantan. However, this study might be ignoring other significant factors that also play an important role in influencing tourist satisfaction of using airport self-service among local tourists in Kelantan. Therefore, researchers can recommend and consider other factors like other technology to carry out the new findings in their study, especially on customer satisfaction when using airport self-service.

CONCLUSION

In conclusion, this study has been accomplished to discover the tourist satisfaction towards airport self-service technology in Kelantan. Three independent variables self-check-in kiosk quality, airline e-ticket and biometric technology were selected to test their relationship with the dependent variable, customer satisfaction of using the airport self-service in Kelantan. The total number of respondents for this case study was 268 people from the age group of 18 years and above were randomly selected from all over the state of Kelantan to study their satisfaction in using self-service technology at the airport.

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Intention to Adopt Mapping Applications Among Tourists in Malaysia

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ABSTRACT

Tourism is the fastest growing industry in the world. This study will explore the intention to adopt mapping applications among Malaysian tourists. Mapping applications have changed the way we travel by making it more affordable, convenient, and efficient. This study will examine the relationship between performance expectancy and tourist behavioral intention to adopt mapping applications while travelling, examine the relationship between effort expectancy and tourist behavioral intention to adopt mapping applications while travelling, examine the relationship between social influence and tourist behavioral intention to adopt mapping applications while travelling and examine the relationship between hedonic motivation and tourist behavioral intention to adopt mapping applications while traveling. The quantitative method was applied using Google form questionnaires and 210 respondents were among the random respondents who had experience using mapping applications. The data analysis was done using a statistical practice to organise, describe, evaluate, represent, and interpret data with descriptive analysis and Pearson correlation. It is recommended to emphasise the need for a more detailed division of local tourists in order to identify their interests and preferences.

Keywords: Mapping applications, Intention tourist to adopt mapping applications while traveling, Performance expectancy, Effort expectancy, Social Influence and Hedonic Motivation

INTRODUCTION

The travel and tourism industry is one of the global market's largest service industries. This service industry also impacts Malaysia growth, mainly on economic perspective (Bhuiyan et al, 2013). Malaysia was rated as 9th among the most visited countries in the world in year 2011 as stated by United Nation World Tourism Organization. The total number of visitors to Malaysia rose from approximately 6.45 million in the first quarter of 2013 to approximately 7.09 million in 2014 (Malaysia Travel News, 2014).

Mobile applications are a type of application software created for users to run on mobile devices like smartphones, computers, and tablets. These apps provide users with fast and quality services. Mobile applications provide quite similar services to PCs. Despite its limited functions, people can still enjoy many benefits by using these applications. A mobile application is also known as smartphone application. Mobile applications have the capability to personalise the tourist experiences in augmenting reality and integrate tourist offerings into a much broader range of use-case scenarios (Palumbo et al, 2013). The function of mobile applications includes a communication system, navigation system, and information system.

Furthermore, TripAdvisor mentions that 42% of travelers often use smartphones to plan their vacations throughout the world. For travelers, the most extremely interesting smartphone applications are mapping apps (Chittoria et al,2014). A location-based service (LBS) is an information service that may be processed using a smartphone that has been successfully connected to a satellite-based Global Positioning System (GPS) to establish the smartphones present position (Antikainen et al. 2006). Navigation, tracking, mapping, routing, and searching for situated services such as ATMs, hotels, restaurants, and shopping malls, as well as other travel information such as traffic-related data, are all frequent uses of (LBS) (Ismail, Nordin and Farid 2013; Mohsen and Ibrahim 2014.

This study aimed to investigate the intention of using mapping applications while traveling in Malaysia.There were four objectives of this research:

1. To examine performance expectancy and tourists behavioral intention to adopt mapping applications while traveling.

2. To examine effort expectancy and tourists behavioral intention to adopt mapping applications while traveling.

3. To examine the social influence and tourists behavioral intention to adopt mapping applications while traveling.

4. To examine the hedonic motivation and tourists behavioral intention to adopt mapping applications while traveling.

Significance of the Study

Researcher

This research was seeking to provide clearer information and to address the full existence of information to new researchers. This research provides future studies with new resources and latest information on the intention to use mapping applications while traveling in Malaysia. The researchers gather as much information and data as possible in order to accomplish the study objectives as the researchers had the platform to study how to compile and analyze data. In fact, the researchers had obtained resources and knowledge about the topic of research.

Tourists

The purpose of this study is to indicate tourists intention in using mapping applications while traveling. Using mapping applications have infiltrated many aspects of daily life including travel. This study provides more information about the spread of awareness among tourists visiting Malaysia. The purpose of this study is to determine tourists intention toward online mapping applications while traveling.

Tourism Industry

This study also identifies and assists in the advancement of the tourist industry in Malaysia through the use of technology and this application. This may persuade Malaysian tourists to sustain efforts to support the country developing tourism industry.

LITERATURE REVIEW

Performance Expectancy

The word performance expectancy has stimulated the interest of an assorted group of authors and researchers from the many courses. The researcher discovered and validated the adoption of system applications. Performance expectancy is the degree to which an individual believes that adopting technology would enhance the overall performance confidence. The technological adoption concept of perceived ease of use, the external motivation concept, the relative value dynamic capabilities hypothesis, and outcome expectancy. The concept of performance expectancy was coined with the help of social psychology theory (Hamzat et al,2018).

Tourists behavioral intention to adopt applications significantly includes performance expectancy. When travelling with less experience, broad empirical research reveals that the effect was a tourist adult (Nunes et al,2019). Performance expectancy is a concept in which a user perspective of performance increases as a result of utilizing a travel-related application system. The tourists by using applications will be able to achieve better planning outcomes. Performance expectancy, illustrates a user sense of progress via the use of applications like search accessibility, responsiveness, and service efficiency. Other methods used terms like perceived usefulness, relative benefit, outcome expectation, and extrinsic incentive to define performance expectancy. Performance expectancy is a term used to describe an application utility such as a mapping application. According to that, frequently uses the word performance expectation to define how to continue to accept mapping applications (Nathan et al,2019). It

measures how often a specific technology contributes to the efficient performance of an activity and the contentment of tourists. Users of applications who are aware that it allows them to do activities more efficiently are more inclined to use the applications, even if the users have to pay.

Effort Expectancy

This study was conducted on the effort by tourists to use applications while traveling. Tourists achieve effort expectancy when they believe that using the system is convenient. Mapping applications are made to be extremely simple to handle. Tourists are less likely to access an application in the long run if it involves a lot of time and effort. The ease of learning is frequently cited as a key factor in attracting users to specific applications, especially mapping online. The majority of previous research had focused on the effort expectancy on application usage intentions.

In a study of mapping applications, researchers discovered a strong relationship between effort expectancy and application adoption for tourists while traveling. The expectancy of exerting effort when using smartphone applications however was not found to be a significant predictor of willingness to use them. As a result, researchers further investigate these apparently contradicting findings about the usage of smart travel planning applications. When confirmation information was provided into the applications with little effort, such as destination attractions and day excursions, the applications created an itinerary plan quickly, which was immediately reflected in the mapping applications, according to our research (Ho and Muslim,2019). According to a prior study, tourists believe touchscreen mobile devices to be convenient to manage since it allows direct control, touch, and interaction with the devices (Chang et al, 2012).

Social Influence

The degree to which a person assumes a significant role to those around him or her and genuinely thinks he or she should adopt the new system is achieved through social influence. In social influence, the involvement and perspectives of crucial persons such as friends, family, and co-workers are highlighted (Gupta and Dogra,2017). The term social influence also refers to a situation in which a tourist usage of a system mapping application is influenced by public suggestions and opinions. In a series of researches, social influence has been identified as a crucial predictor of smartphone usage. In addition, research on tourist intentions to use applications discovered that public perception influences tourists in-app usage when traveling. In addition, several researchers have discovered strong proof of a positive and significant relationship between social influence and tourist behavior (Bakar et al, 2020).

According to Wei et al. (2009), social influence is divided into two categories which are mass media influence and interpersonal influence. The newspaper, academic journals, magazines, the internet, radio, television, and other relevant mediums fall under the category of mass media impact, whereas interpersonal influence is typically derived from social networks such as classmates, friends, and superiors (Fadzil,2018). In creating their behavioral intention, m-commerce consumers are likely to be impacted by their colleagues, family, media, and other m-commerce users (Fadzil,2018).

Hedonic Motivation

The experience or satisfaction gained from adopting applications is referred to as hedonic motivation. Whenever the applications perceived entertainment value is higher, consumers and tourists are much more likely to utilize it. According to information systems literature, hedonic motivation has a beneficial impact on technology adoption and utilization. According to previous research in mobile banking and mobile commerce, the hedonic incentive is also a crucial component in consumers' intentions to adopt new technologies. The hedonic motivation has a relationship with tourist behavioral intention to adopt mapping applications while traveling (Gupta & Dogra, 2017). Hedonic result is an attribute that is considered to have

inherent value, causing clients to be cognitively absorbed or engaged to the online platform. This is due to the fact that customers are motivated by a positive experience and having pleasure when utilizing a technologically based service.

Hedonic Motivation is described as the enjoyment or pleasure obtained from employing a technology without regard for any additional advantage (Fadzil,2018). People with utilitarian motivation are more concerned with the utility of the actions, whereas those with hedonic drive are more concerned with pleasure, enjoyment, and playfulness. In non-organizational circumstances, hedonic motivation has been found to be a more essential motivator of behavioral intention than performance expectancy (Tam et al, 2020). As a result, the bulk of publications on information communication technology (ICT) and technology adoption have shown the impact of hedonic incentives on consumer intention to utilize technology and information (Assaker et al., 2019). Hedonic motivation is described as the enjoyment or pleasure gained using technology, and it has been found to play a key part in deciding technology acceptance (Venkatesh et.al, 2018)

Intentions to Adopt Mapping Applications While Traveling

Since the advent of the information and communication technology revolution, the tourist industry seems to have a lot of access to mobile applications. Realizing that the tourism industry is one of the most profitable businesses in terms of information connection for operational and business purposes, it is not unexpected that mobile applications that exceed tourist intention have been adopted almost promptly (Dorcic et al, 2018).

The purpose of this study is to clarify more on the several factors of why tourists influence intention and use mapping applications while traveling. To use these mapping applications irrespective of age, and background to get information. The mapping applications function as online-based tourist guides, enabling tourists to arrange their travel through their smartphones by displaying relevant information, directions, and real-time evaluations about the location (Chong and Ngai,2013). The application also improved the tourist experience due to related factors such as performance expectancy, effort expectancy, social influence, and hedonic motivation. The smartphone industry advent exposed a wide range of applications that make tourists confident with their own decisions and also adopt the applications, one of which is the mapping application. At the same time, the intentions of tourists adopting the mapping application are more open to knowledge. Waze application is a similar mapping application is one of the many names for intended to traveling. Mapping applications include Google Maps, and Global Positioning System (GPS) (Lu, Mao, Wang, and Hu, 2015).

Research Hypothesis

The literature review highlighted that the independent variables like performance expectancy, effort expectancy, social influence, and Hedonic motivation affect the intention to adopt mapping applications while traveling. Based on the literature discussed, the hypothesis of this study were summarised in the following manner.

H₁	There is a relationship between Performance expectancy and tourist behavioral intention to adopt mapping applications while traveling.
H₂	There is a relationship between Expert expectancy and tourist behavioral intention to adopt mapping applications while traveling.
H₃	There is a relationship between Social influence and tourist behavioral intention to adopt mapping applications while traveling.
H₄	There is a relationship between Hedonic Motivation and tourist behavioral intention to adopt mapping applications while traveling.

Research Framework
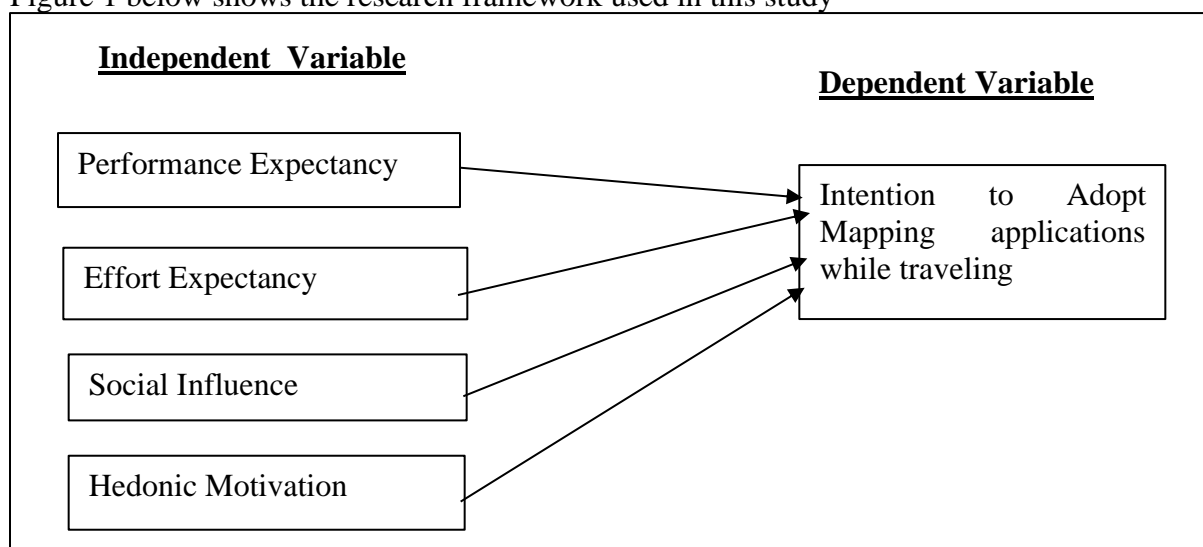
Figure 1 below shows the research framework used in this study

Figure 1: Research Framework

METHODOLOGY

Research Design

This study employed a quantitative strategy based on statistics to collect data by sending a set of questions via Google Forms. The respondents' responses were collected via questionnaires.

The research design utilized in this study was hypothesis testing research. We choose hypothesis testing because using sample data, hypothesis testing is performed to examine the causes and effects relationship between independent variables and dependent variable. This study looks into the relationship between independent and dependent variables. The independent variables were performance expectancy, effort expectancy, social influence, and Hedonic Motivation while the dependent variable was the intention to adopt mapping applications while traveling. This study is a cross-sectional study since the data is collected for just once over a period of months. Then, the unit analysis for this study is individual since the target respondents are the local tourists.

DATA COLLECTION

The sample for this research was collected using online questionnaires. All local tourists in Malaysia were randomly allocated to an online questionnaire. Google Forms was shared through social media platforms including WhatsApp, Facebook, Twitter, Instagram, and email. The timeframe it will take for each respondents to complete this questionnaire is anticipated to be between 10-15 minutes. The purposes of the study, the objectives of the study, and the agreement that the information supplied by respondents is confidential are all highlighted in the questionnaire.

SAMPLING

The researchers choose probability sampling. The sampling method that has been chosen is simple random sample. The sample was chosen based on variables such as age, gender, and geographic region. According to Krejci and Morgan (1970), a sample of 384 is required for a population that is more than 1 million. It is because when the population

increases, the sample sizes also increase. The formula of this equation is as follows:

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

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

The types of data analysis that were used in this study, namely descriptive analysis, reliability analysis, and Pearson Correlation. The collected data were analysed 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

Demographics Characteristics of Respondents

Table 1: Respondent's Profile

Demographic	Category	Frequency (N)	Percentage (%)
Gender	Male	54	25.7
	Female	156	74.3
Age	Below 20 years old	5	2.4
	20 - 30 years old	166	79.0
	31 – 40 years old	14	6.7
	41 – 50 years old	13	6.2
	51 – 60 years old	12	5.7
Occupation	Student	156	74.3
	Government employees	26	12.4
	Business entrepreneur	11	5.2
	Private employees	13	6.2
	Others	4	1.9

Frequency using mapping applications	One time weekly	77	36.7
	Two time weekly	34	16.2
	Three time weekly	21	10.0
	Four time weekly	78	37.1

Table 1 showed the demographics of the respondents. Out of 210 respondents, 25.7% of total respondents are male and the remaining of 74.3% are female respondents who involved in this study. Next, for the respondents age, the highest percentage of respondents were respondents who have a range of age from 20-30 (79%) followed by 31-40 which was 6.7%, 41-50 (6,2%), and the lowest percentage respondents were below 20 years old (2.4%). Furthermore, for the respondents occupation, the highest percentage of respondents were students (74.3%), followed by government employees which was 12.4%, private employees (6.2%), and the lowest percentage respondents was others (1.9%). Next, in term of frequency using mapping application, the highest percentage of respondents was respondents who have frequency using mapping applications of four time weekly (37.1%) followed once weekly which was 36.7%, two time weekly (16.2%), and the lowest percentage respondents was three time weekly (10.0%).

Result of descriptive analysis

Table 2: Descriptive Analysis for Intention to Adopt Mapping Applications Among Tourists in Malaysia

Variable	Item	N	Mean	Standard Deviation
Performance Expectancy	I find mapping apps useful while traveling	210	4.46	0.56244
	Using mapping apps helps me reach my destination conveniently	210	4.35	0.60943
	Using mapping apps save time while traveling	210	4.25	0.70244
	Using mapping apps increases my interest to visit the places	210	4.23	0.65657

Effort Expectancy	Learning how to use mapping apps is easy for me	210	4.24	0.63628
	My interaction with mapping apps is clear and understandable	210	4.25	0.63065
	I find mapping apps easy to use	210	4.30	0.63583
	It is easy for me to become an expert/skillful when using mapping apps	210	4.10	0.68370
Social Influences	People who are important to me think that I should use mapping apps while traveling	210	4.27	0.68149
	People who influence my behaviors think that I should use mapping apps while traveling	210	4.20	0.67134
	People whose opinions that I value prefer that I use mobile applications	210	4.24	0.67283
Hedonic Motivation	Using mapping apps is fun	210	4.27	0.69008
	Using mapping apps is entertaining	210	4.18	0.69559
	Using mapping apps is enjoyable	210	4.24	0.70574
Intention to Adopt Mapping Applications	I intend to continue using mapping apps in the future	210	4.33	0.62126

	I will always try to use mapping apps frequently	210	4.21	0.68049
	I will always try to use mapping apps when traveling	210	4.41	0.59887

Table 2 shows the mean and standard deviation of the dependent variable and independent variable in this study. For performance expectancy, the highest mean was item 1 which was 4.46, where respondents agreed that mapping apps are useful while traveling. The lowest mean was item 4 which was 4.23, where the respondent slightly agreed that mapping apps increase their interest to visit places. From the data set of 210 respondents with the standard deviation most of the values which lower than 1, it indicated the values close to mean. Next, the mean and standard deviation analysis of respondents on the independent variables which was effort expectancy stated that item 3 scored the highest mean value which was 4.30, where the respondents agreed respondents find the mapping apps easy to use. The lowest mean was item 4 with the mean value of 4.10, where the respondents somewhat agreed that they can become an expert/skillful when using mapping apps. The standard deviation of most of the values in the data set from 210 respondents was less than 1, indicating that the values were close to the mean, whereas the standard deviation of more than 1 suggested that the values were widely dispersed. The mean and standard deviation analysis of respondents on the independent variable, social influences, stated that item 1 scored the highest mean value which was 4.27, where the respondents agreed that people who are important to them think that they should use mapping apps while traveling. The lowest mean was item 2 with the mean value of 4.20, where the respondents slightly agreed that people who influence their behavior think they should use mapping apps while traveling. From the data set of 282 respondents with the standard deviation most of the values which lowest than 1, indicated the values close to mean while the standard deviation which was greater than 1, indicated the values were more dispersed. Furthermore, the mean and standard deviation analysis of respondents on the independent variable which was hedonic motivation stated that item 1 scored the highest mean value which was 4.27, where the respondents agreed that using mapping apps is fun. The lowest mean was item 2 with the mean 4.18, where the respondents slightly agreed that using mapping apps is entertaining. From the data of 210 respondents with the standard deviation most of the values which lowest than 1, indicated values close to the mean while the standard deviation which was greater than 1, indicated the values were more dispersed. Besides, the mean and standard deviation analysis of respondents on the dependent variable which was intention to adopt mapping applications stated that item 3 scored the highest mean value which was 4.41, where the respondents agreed, they will always try to use mapping apps frequently. The lowest mean was item 2 with the mean value 4.21, where the respondents somewhat agreed, they will always try to use mapping apps frequently. From the data set of 282 respondents with the standard deviation most of the values which lower than 1, indicated the values close to mean while the standard deviation which was greater than 1, indicated the values were more dispersed.

Result of Reliability Analysis

Table 3: Result of Reliability Coefficient Alpha for the Independent Variable and Dependent

Variable

Variable	Number of items	Cronbach's Alpha coefficient
Performance Expectancy	4	0.766
Effort Expectancy	4	0.859
Social Influence	3	0.872
Hedonic Motivation	3	0.902
Intention to Adopt Mapping Applications	3	0.859
Overall Variables	17	0.947

All the variables in this study were above the value of 0.6 and overall variables were 0.947. Table 3 showed the overall value of Cronbach's Alpha Coefficient for the independent and dependent variables. Therefore, the result shown is reliable and can be accepted by this study. Table 3 showed that Cronbach's Alpha result for the performance expectancy question was 0.766 which resulted as good. The coefficient obtained for the questions in performance expectancy variable was reliable. Next, the result of Cronbach's Alpha coefficient for effort expectancy is 0.859 which indicated as very good. Thus, the coefficient obtained for the questions in the effort expectancy variable was reliable. Besides, the Cronbach's Alpha result for the social influence question was 0.872 which resulted as very good. Therefore, the coefficient obtained for the questions in social influence variable was reliable. Furthermore, the Cronbach's Alpha result for the hedonic motivation questions was 0.902 which indicated excellent. Therefore, the coefficient obtained for this question in measuring the tourist behavioral intention to adopt mapping applications while travelling are also reliable. Since, the Cronbach's Alpha charge for the variable had exceed 0.947, it shows that questionnaires are highly reliable and can proceed with this study. All in all, the reliability has proven that the respondents had understood the questions provided well and this means the questionnaire has been accepted for this study.

Result of Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	P-value	Result (Supported/Not Supported
H₁: There is a relationship between Performance expectancy and tourist's behavioural intention to adopt mapping applications while travelling	0.697	H₁ is supported
H₂: There is a relationship between Effort expectancy and tourist's	0.602	H₂ is supported

behavioural intention to adopt mapping applications while travelling.		
H₃: There is a relationship between Social influence and tourist's behavioural intention to adopt mapping applications while travelling	0.594	H₃ is supported
H₄: There is a relationship between Hedonic motivation and tourist's behavioural intention to adopt mapping applications while travelling.	0.688	H₄ is supported

The correlation coefficient of 0.697 suggested a moderate positive correlation between performance expectancy and tourist intention to adopt using mapping applications. Next, the correlation coefficient of 0.602 suggested a moderate positive correlation between effort expectancy and tourist's behavioural intention. Besides, the correlation coefficient of 0.594 suggested a moderate positive correlation between social influence and tourist's behavioural intention. Furthermore, the correlation coefficient of 0.688 suggested a moderate positive correlation between hedonic motivation and tourist's behavioural intention.

DISCUSSION AND RECOMMENDATIONS

This study has researched the intention to adopt mapping applications among tourists in Malaysia. Recommendations for existing mapping application systems should improve the performance of traffic safety systems. Upgrading this traffic safety system is important to maintain performance so that users continue to use these mapping applications while traveling.

Recommendations for existing mapping application systems should improve the performance of traffic safety systems through user reports within the mapping applications. Upgrading the security system makes it easier and more efficient, such as displaying information space on the road in the event of blockages, accidents, or road damage when going to the desired destination. Besides, upgrading the system and information for users to inform user safety is also important. The mapping application system must include network security for the user so that cybercriminals or hackers could not track a device's location without permission. System hackers are becoming increasingly alarming and can threaten the security of users of mapping applications. By improving and upgrading, this system can maintain the safety of users and the system of this mapping application.

CONCLUSION

The researcher has created a framework to analyse the relationship between performance expectancy, effort expectancy, social influence, hedonic motivation, and tourist intention for using mapping applications. Overall, the researcher has succeeded in achieving the aim of the research by analysing the relationships between the independent and dependent variables. This study is based on the data obtained from all 210 respondents who took part in an online survey. As a result, using Pearson's correlation analysis, performance expectancy scored 0.697, effort expectancy scored 0.602, social influence scored 0.594, and hedonic motivation scored 0.688. Data was analysed using descriptive statistics, reliability analysis, and correlation analysis with SPSS software. The overall variables were considered to be accurate as a result of the reliability study.

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The Factors Affecting Tourists' Revisit Intention

to Kelantan

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ABSTRACT

This study will examine the factors affecting tourist revisit intention to Kelantan. The attitude intention has been identified in forms such as intention to revisit, recommend, and willingness to spend money. More tourists revisit Kelantan because there are many halal foods that they can find in Kelantan. The purpose of this study is to examine the relationship between attitude and tourist revisit intention to Kelantan, followed by examining the relationship between foods and tourist revisit intention to Kelantan. This study also aims to see the tourists intensionto revisit Kelantan. With 318 respondents, the data was analysed by process of descriptive, frequency, and inferential analysis using SPSS. For the plan data analysis, the data will be analysed using IBM SPSS version 26 by analysing the Person reliability and correlation test. The findings of this study are expected to fill the gap in the literature by extending the knowledge of existing literature related to the tourist revisit intention for this study area in general and Malaysia in particular.

Keywords: Revisit Intention, Attitude, Food, Tourist, Kelantan, Malaysia, Halal Foods

INTRODUCTION

Today, tourism is one of the main contributors to one nation's development in economy, society, and environment. Tourism is an essential activity in the services sector. The contribution to national income is increasing because of tourism. Therefore, this activity needs to be strengthened to contribute revenue to the country. The objective of this article is to examine the relationship between attitude, food, accessibility, and tourist revisit intention to Kelantan.

As tourists' have more opportunities to visit places around the world, they may develop various forms of emotional experiences like joy, love, and positive surprise and place dependence onfor these sites. A place that fulfils a visitor's expectation typically produces a more embedded, extensimore profound dependence on that place as compared to a place that does not meet the tourist's expectation (Isa et al., 2019). Indeed, festivals and events that encourage social relationships have been found to enhance place dependence (Prayag and Grivel, 2018), which is accepted as an important indicator linking the apprehension of place suitability and its features to bonding to the physical setting as well as to revisit intention (Yang et al., 2019).

Travel enthusiasts typically want to visit as many different parts of the world as possible. Some destinations are just unique so that even the most adventurous tourists return repeatedly. Kelantan is one of the states located on the east coast of Peninsular Malaysia. The state, famous for its natural tourism site, has many attractions such as beautiful waterfalls, climbing hills, and a rich Forest Reserve with various flora and fauna. In addition, Kelantan also has several attractive coastal areas and is ideal for a family holiday location. The most popular place in Kelantan is Kota Bharu. Furthermore, lodging facilities such as cheap hotels and tasty food are the main factors attracting tourists to revisit Kelantan.

Few claim this result is due to the lack of sense of place and authenticity in Kelantan. To date, limited study has been done to assess and validate the sense of place relationship with

tourism area, particularly places in Kelantan, whether the tourist's intention to revisit is significant to the authenticity of places in Kelantan. Therefore, this paper assesses the relationship between the sense of place and tourists' intention to revisit Kelantan and and whether tourists' revisit intention is significant with the zone's sense of place.

Significance of the Study

The findings of this study will benefit the community, especially future researchers, as a guide and reference for future studies related to the factors that cause tourists to want to revisit Kelantan. This study can also be an indicator of the use of technology and social media in the context of tourism that intends to revisit Kelantan. In addition, this study theoretically and practically highlights the factors that influence the desire of tourists to visit Kelantan.

Tourists are currently more interested in the desire to revisit compared to other visits. More travellers can now discover several factors that cause the desire to revisit online and in other fields. In 2017, the number of visitors visiting Kelantan was about 5 million, the lowest percentage among Malaysian states (Kelantan Tourism Information Center, 2017). Every tourist comes to this encounter with their inspiration to travel, and this changing need has been addressed by the desire to revisit.

Some of the projects intended for a revisit in some states are specialised with a broader range of options. For example, many return visit activities are offered in Malaysia, such as in Melaka, Langkawi, Penang, etc. However, not all of these return visit activities can attract tourists who come to travel to a particular place, and so on. Therefore, a handful of tourists will see in terms of tourist attractions and rate a place in terms of food, satisfaction, attitude, and so on.

Therefore, the current study generally aims to examine the relationship between factors that influence the intention of tourists to Kelantan in the context of tourists who come to Kelantan, especially factors in terms of food, satisfaction, attitude, and the relationship between factors of intention to return to Kelantan among tourists who came to travel to Kelantan.

LITERATURE REVIEW

Tourists' Revisit Intention

Travel is one of the activities that have been done for many decades. The purpose of travelling is to find a relaxing time, be free from a hectic work lifestyle, or enjoy the natural and phenomenal view. Besides that, tourism also increases the demand for tourists to enjoy their holidays. It is to satisfy the needs (Kamassi et al., 2020). What makes tourists revisit their intentions for the places would be many factors. The other contributor would become the indicators for the tourist to that return to the place they wished for.

According to Jani and Hans, revisit intention is the indicator for tourism destinations with higher behavioural intention (2011). The choices that were seen through what they wanted, such as the image, foods, environment, and also higher satisfaction, would be push factors for them to revisit the place. In addition, tourists who return to a location regularly are more inclined to suggest and share favourable recommendations with others (Som & Badarneh, 2011; Chin, Law, Lo, & Ramayah, 2018).

Therefore, the study had been chosen to see the factors that make tourists revisit Kelantan. Previous studies (Chi & Qu, 2008; Chen & Chen, 2010; Qu, Kim, & Imm, 2011; Sadat & Chang, 2016; Stylidis, Shani, & Belhassen, 2017) have linked the desire to return to a location with visitor loyalty. Apart from that, the image of a destination plays a vital role in influencing travel decisions and visitors' intentions to return to the same location in the future (Cohen, Prayag, & Moital, 2014; Isaac & Eid, 2018). On the other hand, according to the present study (Cui, Lee, Lee, & Kim, 2019), revisit intention is a crucial component of tourist destination loyalty in moulding satisfaction and attitude, implying that tourists have a direct impact on the destination's attachment.

Attitude with Tourists' Revisit Intention

Attitude is one of the most commonly utilised variables in consumer behaviour that attempts to predict and estimate the behaviour of the customer's decision. According to Lai (2010), from a tourism standpoint, the choice of destination should be viewed as a result of the interplay between the pragmatic limitations of time, money, and skills and the image destination. A substantial amount of research has been spent on these models. One major finding is that when the limitations are specified and integrated into the model of consumer choice, their predictive value is increased (Reitsamer, Brunner-Sperdin, and Stokburger-Sauer, 2016).

Behavioural intention, according to Fishbein and Ajzen (2010), is a sign of a person's preparedness to do an activity. As argued by Fishbein and Ajzen (2010) in their Theory of Reasoned Action, human intention will influence real human action. In general, behavioural intention in tourism literature has been recognised in forms such as intention to revisit, intention to suggest, and desire to spend money. The attitudes will be measured based on the intention to return, suggest, and protect the place (Kamrul et al., 2019).

According to Stokburger (2011) Sauer's research, travellers are more inclined to re(visit) and promote a place that is highly compatible with their personality and eventually deeply imprinted in their minds. Recent research supports Stockburger-conclusions Sauer's that visitors react well to a site with personification traits like emotionality, aggression, genuineness, roughness, and so on (Matzler et al., 2016). Tourists prefer similarity over complementarity (Bekk, Sporrle & Kruse, 2015).

Food with Tourists' Revisit Intention

Rapidly growing and improving, even though there are some challenges, the tourism industry will be one of the industries that will shine in the future. It is because it becomes the investment plan for long-term projects for people, especially tourists. Tourists would prefer to look for local genuine cuisine options to satisfy their taste buds when visiting a destination, which creates a positive experience for them and adds value to their destination selections (Soo, Chai & Sulaika, 2020). Therefore, it will impact the people to revisit the place because of the food.

Local food has been increasingly acknowledged as a vital aspect of the tourism experience and a method of difference for destinations by governments, corporations, and academics in recent years (Kalenjuk et al., 2015; Kim et al., 2009; Mak et al., 2012). Local food consumption is becoming increasingly popular to emphasise a destination's appeal and distinctiveness (Okumus and Cetin, 2018). Trying out local food has become a popular tourist attraction and an important element of the vacation experience (Promsivapallop and Kannaovakun, 2019). As a result, destinations have turned to cuisine as a means of projecting their image. For example, Italy, France, and Spain have built great culinary images as part of their overall appeal (Seo et al., 2017; Seo and Yun, 2015). Thailand, Taiwan, Hong Kong, Australia, and Korea have all promoted their regional cuisines as important tourist draws (Lai et al., 2019).

In terms of the physical component, the image of local food is peculiar, representing the destination's individuality and motivating tourists' food consumption habits (Berto et al., 2021). Based on the previous research, food pictures comprise three primary components: food uniqueness and accessibility, food diversity and enjoyment, and food quality and presentation (Chi, Chua, Othman & Karim, 2013). It contributes to revisiting the destination to destinations that show food as their attractions. Pornpisanu and Prathana (2019) identified five categories of tourist-involved destination food images: restaurant service image, food flavour image, health and cleanliness image, diversity and eating method image, and distinctive cultural experience image.

Satisfaction with Tourists' Revisit Intention

"Affective state is the emotional reaction to a service encounter," Li et al. (2011) defined as satisfaction. Tourist satisfaction is a critical aim for the tourism business, just as it is for other

sectors (Hendijani, 2016). In the meantime, (Quach, 2016) identified satisfaction as "essential" in creating a successful marketing plan since "it influences choice, consumption of products and services, and the decision to return." According to Abdelhamied (2011), Customer satisfaction may indicate a customer's propensity to return in the future. Zabkar et al. (2010) investigated the complicated interaction between major dimensions and behavioural intentions and discovered that destination qualities influenced perceived quality, which in turn influenced satisfaction, which in turn influenced revisit intention. Previous research (Kim et al., 2011) discovered that if visitors are happy with a site, they are more likely to return and promote it to others.

A previous study defined city image as the totality of tourists' beliefs, ideas, and impressions of a place (Kotler et al., 1993). According to Chen et al. (2018), event marketing is an efficient strategy to improve a destination's image that impacts satisfaction. An event's positive appraisal might be transmitted to the next one. Travellers' impressions of the destination, which will help to improve the destination's image (Li et al., 2018). It will make the tourists feel satisfied with what they want. For example, the influence of the event's image on the image of the destination (Deng and Li, 2013).

Furthermore, some researchers have looked at the influence of a destination's image on visitor pleasure (Hasan et al., 2019; Toudert and Bringas-Rabago, 2016; Ramseook-Munhurrun et al., 2015). A study on tourist shuttle service in Macau discovered that destination image predicts intent to return through destination satisfaction (Loi et al., 2017). The findings of research conducted on foreign visitors visiting the United Arab Emirates revealed the relevance of destination image in predicting tourist happiness (Albaity and Melhem, 2017).

Research Hypothesis

H1:   There is a significant relationship between attitude and tourist revisit intention to Kelantan.

H2:   There is a significant relationship between food and tourists' intention to visit Kelantan.

H3:   There is a significant relationship between satisfaction and tourist revisit intention to Kelantan.

Research Framework

Figure 1 below shows the research framework used for this study:
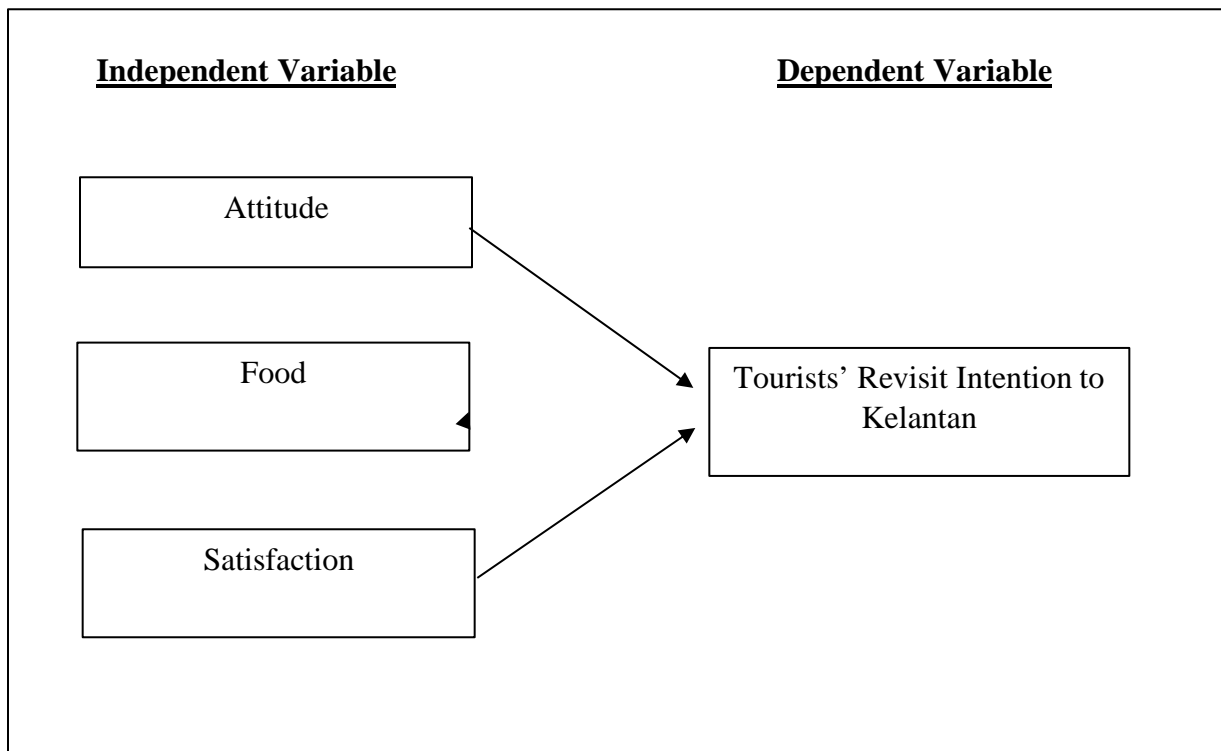
Figure 1: Research Framework

METHODOLOGY

Research Design

In this research, the study design is a plan of how to collect and process data so that it can be implemented to achieve the objectives of the study Dr. Suparyanto, M.Kes (2009). The design of this study also refers to the overall strategy for conducting this research. The collection, interpretation, and analysis of this ,data to some extent, will help in this research. In addition, the design of these studies also helps to achieve their objectives or hypotheses for their research. In this analysis, the study design that will be used is a descriptive study method. The descriptive research method is to describe the characteristics of the population, phenomenon, or experience for the study conducted to obtain information based on the study conduct.

In the research of this study, a quantitative approach will be used. This is because quantitative research is a process of collecting and analysing data. Quantitative is a type of educational research where the researcher decides what to study, asks specific questions, narrows the scope of questions, and collects data that can be quantitative (Creswell, 2009). This research examines the relationship between the independent variable and dependent variable, which is the independent variable are attitude, food, and satisfaction while the dependent variable is for the tourists' revisit intention to Kelantan.

Data Collection

Data collection refers to the method for study data collection and analysis using standard validation consisting of primary data obtained by researchers through questionnaires and surveys. In this study, the information was collected by using online questionnaires. Online questionnaires were distributed randomly to the youth people who are visiting Kelantan. The questionnaires will be distributed at several popular destination points for tourists, especially in Kelantan.

Respondents will be selected based on several characteristics. Firstly, respondents must be young people. Secondly, the respondent should be a tourist; lastly, they should be a tourist who likes to travel. To ensure the selected respondents are qualified for all the criteria stated

above, researchers marked the purpose of the research questionnaire before respondents answered, such as "the tourists revisit Kelantan".

The questionnaire will be distributed in one week as researchers will have a semester break at that time. It took one week to contribute the question to the various people in Malaysia. The questionnaire contains items to answer the research objectives with privacy and confidential agreement of the responses.

Sampling

For this research, the researchers will use convenience sampling, which was under the non-probability technique. Convenience sampling was sampling that refers to the collection of the information from the target population who was convenient and suitable to provide it. By using this sampling, researchers can collect data from the target population more quickly, easily, and at a low cost.

Data Analysis

There were three types of data analysis which were Descriptive Analysis, Reliability analysis, and Pearson Correlation Analysis. The data obtained was analysed using SPSS version 26.

FINDINGS

Result of Frequency Analysis

Table 1: Frequency Analysis

Demographic	Frequency (N)	Percentage (%)
Gender		
Male	108	34.0
Female	210	66.0
Age		
18 – 25 years	143	45.0
26 – 35 years	72	22.6
36 – 45 years	57	17.9
46 – 55 years	32	10.1
56 – 65 years	14	4.4
Marital Status		
Single	200	62.9
Married	108	34.0
Divorce	10	3.1
Ethnicity		
Malay	250	78.6
Indian	27	8.5
Chinese	29	9.1
Others	12	3.8
Occupation		
Student	126	39.6
Government Employees	47	14.8
Private Employees	82	25.8
Others	63	19.8

Variables	Item		Count	Percentage
Education				
	SPM		61	19.2
	Diploma		94	29.6
	Degree		137	43.1
	Master		15	4.7
	Others		11	3.5
Frequency of travelling to Kelantan in a year				
	Once a year		98	30.8
	Twice a year		68	21.4
	Three times a year		67	21.1
	More than three times a year		85	26.7

Descriptive Analysis

Table 2: Descriptive Analysis

Variables	Item	Mean score	Standard Deviation
Attitude	I think a vacation would be fun	4.57	.630
	I think that travel and tour within Kelantan would be a pleasant experience	4.38	.751
	I think that travel and tour within Kelantan would be interesting	4.37	.787
	I would choose the destination which is highly recommended	4.44	.746
	People's travelling experiences will trigger my keenness to travel	4.45	.734
Food	Kelantan has provided many diverse foods to attract tourists to revisit	4.52	.718
	Experiencing a variety of foods in Kelantan makes me want to try more later	4.47	.731
	Halal food can be found easily in Kelantan	4.60	.616
	The price of foods in Kelantan is affordable	4.50	.687
	The taste of the various food is very delicious, which makes tourists revisit Kelantan	4.51	.673
Satisfaction	A visit to a particular destination helps me to achieve the values that I am looking for	4.43	.697
	My choice of tour destination is in line with my satisfaction	4.47	.709
	I am satisfied with the decision to travel back to Kelantan as the domestic travelling	4.44	.724

	I would like to exhibit to people that I travel to a destination which is in line with my satisfaction	4.46	.734
	Overall, a revisit to Kelantan has been very meaningful to me	4.47	.726
Travel Intention	I am willing to travel to Kelantan	4.42	.765
	I am committed to travelling at Kelantan	4.40	.799
	I am happy to discover about culture, places, and foods in Kelantan	4.46	.730
	Kelantan as a tourism destination is suitable based on my preference	4.40	.791
	I plan to return to Kelantan as a destination choice	4.42	.802

Result of Reliability Analysis

Table 3 below shows the result of the reliability analysis.

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach's Alpha
Attitude	5	.875
Food	5	.887
Satisfaction	5	.907
Revisit intention	5	.926

Table 4.2 indicates the Cronbach's alpha values of the variables in the questionnaires, which range from the lowest acceptance level (.875) to the highest acceptance level (.926). Four variables have been tested using Cronbach's alpha output. Based on the results, revisit intention was found to have very high reliability (5 items; α = .926), followed by satisfaction (5 items; α = .907), food (5 items; α = .875). And the lowest is attitude (5 items; α = .875). The variables of attitude, food, satisfaction and revisit intention were maintained. The value of Cronbach's Alpha should be acknowledged by HR-Guide, LLC (2018). For example if the alpha value is below 0.50, it cannot be accepted, however, if the value of 0.60 and above is the normal value. Meanwhile, if the value of alpha is 0.70 is more than normal, 0.80 is a good value and 0.90 is better. Therefore, the overall data were considered suitable for further analysis.

Result of Pearson Correlation Analysis

Table 4: Pearson Correlation

Hypothesis	P-Value	Result (Supported/Not Supported)
H1: There is a significant relationship between attitude and tourist revisit intention to Kelantan.	0.718	H_1 is supported.
H2: There is a significant relationship between food and tourists' intention to visit Kelantan.	0.658	H_2 is supported.

H3: There is a significant relationship between satisfaction and tourist revisit intention to Kelantan	0.812	H_3 is supported.

Table 4 shows the result of Pearson Correlation Analysis by the hypothesis, p-value and result. For H_1, there is a significant relationship between attitude and tourist revisit intention to Kelantan with a value of 0.718. Then, for H_2 there is a significant relationship between food and tourists' intention to visit Kelantan with a low positive value of 0.658. The strong relationship shows in H_3 when there is a significant relationship between satisfaction and tourist revisit intention to Kelantan with a value of 0.812.

DISCUSSION & RECOMMENDATIONS

To improve the quality of the study, the researchers have identified some limitations and come up with several recommendations for a better study. First, change existing data collection methods to use qualitative. Future researchers can not only use questionnaires to collect data but they can also use qualitative whereas future studies can use telephone surveys and face-to-face interviews. Specifically, face-to-face interviews or by telephone can know the behaviour of the respondents clearly through the questions asked. Therefore, it provides more honest, stable, and efficient information for research in finding out about the factor of tourists' revisit intention.

Then, future researchers can also reproduce the journal. For this study, a familiar journal by comparing the results from the west country. Therefore, there may be some cultural differences between what factors for revisit and the intention to visit. Moreover, different countries' populations have different views which may lead to bias. To help increase reading resources, future researchers can search for journals in public libraries in addition to searching for journals on Google Scholar and my Athens to find more information.

Finally, these findings of the study are also crucial for future research. As a result, it is suggested that future research looks into the understanding of food hygiene among clients of food and beverage establishments by integrating more demographic information. Monthly income, marital status, occupation, and many more factors in order to produce conclusions or findings from numerous angles.

CONCLUSION

This study examined the factors affecting tourist revisit intention to 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 attitude, food and satisfaction values were found to influence the dependent variable, tourist revisit intention to Kelantan, with positive correlations between variables.

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Factors Affecting Tourist Satisfaction in Hotel Industry

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ABSTRACT

The tourism industry encompasses any firms that directly supply goods or services to assist business, pleasure, and leisure activities away from home. As part of the service sector, the tourism industry has become a major source of revenue for many areas and even whole countries. So, we chose the hotel industry as a tourism accommodation. Simply put, the hotel industry is the segment of the service industry that deals with visitor housing or accommodation. Therefore, the study aimed to investigate the understanding of the factors affecting tourist satisfaction in the Hotel Industry. There were 387 respondents whom participated in this study, which had been conducted online, such as Google Forms. This study focused on tourist satisfaction in three parts which consist of food quality, security & safety and pricing. The results showed that tourist satisfaction positively plays a significant role in the Hotel Industry due to the highly dense population.

Keywords: Tourism, Tourist satisfaction, Hotel Industry, Factors Affecting Tourist

INTRODUCTION

Hotels play an important part in the fulfilment of tourists' vacations, and they are also regarded as the tourists' second home. As a result, travellers' opinions of hotel amenities and services have a significant impact on their contentment. According to Wuest, Tas, & Emenheiser (2019), perception of hotel characteristics is the degree to which visitors access multiple facilities and amenities that contribute to their pleasure throughout their accommodations. But on the other hand, providing availability of high-quality goods, services, and other offers is crucial to the growth of the hospitality and tourism industries, (LeBlanc, 2016). The hotel sector is regarded as a highly competitive company because it provides homogeneous products and services that are visible and simple to imitate by competitors. As a result, hotels should determine the best ways to differentiate their offerings from rivals in order to get a competitive edge.

According to the analysts, the best differentiating technique is quality and customer pleasure (Poon & Low, 2021; Pizam & Ellis, 1999). As a result, hoteliers must take the required procedures to determine their clients' levels of satisfaction. Customer satisfaction measurement initiatives, as emphasized, should be implemented (Naumann, 2018). It should also be compatible with the organization's corporate culture in order to ensure the agency's existence and success. The current corporate climate is more complicated and dynamic, necessitating increased spending to acquire new consumers. As a result, the most crucial approach is to keep and please current customers. Only customer-oriented firms, according to H.Naim (2018), can practise and attain this goal. Businesses should first determine the requirements and desires of their target consumer groups, after which they should design and supply higher-quality products and services to improve customer satisfaction. In addition, he stated that customer-oriented learning firms seek continual feedback on their customers' pleasure and discontent rather than waiting for complaints from customers to inform them of their faults and shortcomings.

Hotel owners should determine if visitors/clients are pleased with their products and services, as well as what variables contributed to the tourists' pleasure and discontent. Tourists who are pleased with their trip experiences will tell their friends, family, coworkers, and others. They also want to return and enthusiastically recommend the hospitality to others. If tourists

are disappointed with the hotel's services and other amenities, they are more likely to speak adversely about their vacation than positively. Customers who are satisfied assist businesses to get a competitive edge; so, tourism and hospitality enterprises must pay greater attention to these issues. Customer happiness is the least expensive kind of advertising.

This study aimed to investigate the factors affecting tourist satisfaction in the hotel industry. Like other industries in the world, tourist satisfaction generates more profit for the national economy. There were three objectives of this research:

1. To examine the relationship between food quality and tourist satisfaction.
2. To examine the relationship between security and safety and tourist satisfaction.
3. To examine the relationship between pricing and tourist satisfaction.

Significance of the Study

Researcher

This research sought to provide more transparent information and to address the full existence of information to new researchers. This research also provided future studies with new resources, knowledge and the latest information on the factors affecting tourist satisfaction in the hotel industry. In Malaysia for example, there are 4.23 million incoming tourists lists either domestic tourists or international tourists. This may help them to investigate tourist satisfaction in the hotel industry.

Authority

The next significance of this study is for authorities. This report aimed to provide specific information to the authorities on tourist satisfaction in the hotel industry. This research would provide the authorities with information about the relationship between food quality, security&safety and pricing in the hotel industry. For example, tourists had started to take a closer look at the characteristics of the hotel before booking their slot for the vacation. This is because visitors want to see if the hotel meets the best features they want while on vacation or not. Such things like the price, the surrounding security area as well as the quality of things like food are the things that visitors pay the most attention to before booking a hotel.

Consumer

This study was also significant for the consumers. Since consumers or communities were significant contributors to being tourists, several studies have looked at consumers or communities in the hotel industry, such as factors affecting consumer satisfaction in the hotel industry, the impact of employee satisfaction in the hotel industry, and consumer relationship to the hotel industry. This study can also be used to determine the role of social media in the hotel industry's tourist satisfaction. Furthermore, this research examines what aspects contribute to tourist satisfaction in the hotel industry, both theoretically and practically. Every consumer that arrives at the hotel with their own ideas for a vacation is responsible for ensuring that the hotel's services are of high quality and acceptable to consumers which are also as tourists. The importance of this study was to lead in exhilarating tourist satisfaction in the hotel industry.

LITERATURE REVIEW

Definition of Tourist Satisfaction

Satisfaction is a subjective evaluation of the product or service performance after consumption, often compared to prior expectations (Johann & Anastassov, 2014). When the perceived performance surpasses expectations; the customer is satisfied. This is a simplification of the satisfaction concept, but most if not all of these definitions, acknowledge that customer satisfaction is a complex phenomenon, and is influenced by cognitive, affective and psychological and perhaps undiscovered dynamics (Dwi Suhartanto, 2017). Tourists are satisfied when the comparison of the expectation to the experience raises the emotional state of fulfillment. In contrast, a tourist is dissatisfied if he or she feels that the comparison results in feelings of unhappiness (Dwi Suhartanto, 2017). Literature suggests that a customer's experience with the product affects customer satisfaction, and customer satisfaction affects his or her post-consumption behaviors (Chen & Chen, 2010; Suhartanto,2016).

Lin et al. (2017), in a paper titled Empirical research on Kano's model and customer satisfaction, the odds of customer satisfaction were determined to identify the classification of quality attributes, and took customers' psychology into account to suggest how decision-makers should prioritize the allocation of resources. Zobnina, and Rozhkov (2018), studied Listening to the voice of the customer in the hospitality industry: Kano model application. The study is focused on tangible aspects of the hotel service product adopted from the European Hotel Guest Satisfaction Index by J.D. Power. The customer satisfaction coefficient indicates that, the extent to which satisfaction increases if a product requirement is met or the extent to which satisfaction decreases if a product requirement is not met. It is useful to know the average impact of a product or service requirement with the satisfaction of all customers (Robab Naghizadeh, 2019).

Food Quality

The hotel and tourism sector is a unique category of products in that it provides both "tangible" and "intangible" products, which are the features of products and services that customers demand. In order to attract clients, the hotel must provide high-quality food, as food is one of the variables that influence a customer's decision to stay at the hotel. The hotel would not be warmly welcomed by tourists if the cuisine quality is not maintained.

Excellent food quality from hotel restaurants can be a strategic approach to their branding activities to ensure that they are better able to deal with fluctuating market forces. This method of merging brand and food quality has little to do with the previous marketing research or specifically in the hotel and tourism sector (Tuan Ismail, 2018). The hotel industry must be cautious with its quality food offerings because it is an essential attraction for both local and international customers. It is crucial to ensure that the brand's characteristics of food quality match consumers' expectations during their dining experience. Creating food quality and brands with distinctive features and individuality will distinguish them from their competitors (Tuan Ismail,2018).

Although the importance of hotel restaurants has evidently grown it has not been given much attention in research. Prior research on customer loyalty derived from different restaurant settings including fine dining (Ma et al., 2014), café (Moorthy et al., 2017), quick-casual (Ryu, Han, & Kim, 2008), chain restaurants (Polyorat & Sophonsiri, 2010) and authentic restaurant (Ryu, Lee & Kim, 2012). Previous studies on the relationship between food quality, service quality and image, and customer loyalty focused more on the restaurant industry with limited literature in the context of hotel restaurants.

It is critical for industrial hotels to maintain food quality to protect their client's interests. It's also important to prioritize providing clean and wholesome meals so that consumers don't get food-related illnesses. The quality of the cuisine should constantly be

maintained, as it is a vital component of providing consumer happiness. Customers may anticipate excellent meals, since the famed hotel's service is unquestionably superior to that of ordinary stores.

Security and Safety

Hotel operators are being urged to modify and update their safety and security strategies in order to provide a secure environment for visitors, according to industry experts. There are two primary components to safety and security standards: (1) physical-safety characteristics, and (2) organizational methods and procedures for ensuring safe operation. Employing and training safety and security professionals, as well as implementing plans and procedures relevant to safety and security concerns, are all part of the second aspect, organizational systems and plans. Tourism today has started to be a part of everyday life for millions of citizens all over the world. According to the Travel & Tourism Competitiveness Report 2013, security is among the critical factors determining the competitiveness of a country's tourism industry.

According to Enz (2009), the concept of 'safety' in hospitality is related to protecting employees and guests within the limits of the property, against any injuries or deaths. In this way, the concept of 'safety' normally addresses the effects of accidents, hazardous materials, and fires inside the hotel. Among the 'safety' devices that tend to exist in hotels are fire protection systems, the prohibition of smoking in the rooms, smoke/fire detectors, security cameras, and safety instructions. In turn, the concept of 'security' goes beyond the protection of staff and guests, while also concerned with the safety of guests' property and the hotel's security. This concept includes issues related to robbery and violent crime, thus having a more comprehensive scope/coverage. In the present work, the word 'security' refers to its more comprehensive concept (Maria,2020). Security issues related to terrorism, war, crime, political instability and disrespect for human rights tend to constitute barriers to the decision to travel and affect the decision-making of tourists when choosing a destination (Saha, Su, and Campbell, 2017). Empirical evidence reveals that a substantial decline in tourist flows is associated with a lack of security in the destination country (Ghaderi, Saboori, and Khoshkam, 2017).

Pricing

In the hotel sector, pricing is regarded as one of the marketing mix or a significant marketing technique. Price is defined as the sum of the values customers exchange for the benefit of having or using the product or service (Kotler, Bowen, & Makens, 2010). It is a marketing component that creates money for the hotel as well as other expenditures. Because customers react differently to price changes, a price rise may, ironically, result in a decline in competitiveness. As a result of this reality, businesses must decide the most appropriate pricing approach for their operations.

In recent years, pricing has received increased attention from academics and operators, a change that can be related both to technological progress and to an evolution in the approaches firms commonly employ to choose their prices (Aurelio G. Mauri,2019). The importance of this research can be understood from the argument that setting reasonable price for the products in the tourism business is a great challenge for destination marketers (Boz, Arslan, & Koc, 2017), and the study examining pay-what-you-want pricing in tourism is less known. Under this pricing scheme the buyer can choose any price for the products or services offered by the seller (Gerpott, 2017; Hinterhuber & Liozu, 2017). There is no minimum price that the buyers are required to pay (Kahsay & Samahita, 2015).

This pricing scheme differs from the traditional pricing mechanism on the ground of control over final prices (Krämer et al., 2017). Under conventional pricing, the sellers have more control over the pricing decision, whereas in PWYW pricing the buyer has more control (Stangl et al., 2017). This pricing scheme provides a chance for internal price discrimination,

since different buyers pay different prices for the same product (Groening & Mills, 2017). This discrimination is introduced by the buyers themselves without involving the seller in the process (Ariely et al., 2018). This pricing entitles the sellers as the pure price taker and the buyers as the pure price maker (Schmidt et al., 2014). The buyers under this pricing scheme use their own judgment and clues such as social exchange norms in deciding the prices (Chen et al., 2017). This is because the buyers are not provided any external reference clues to decide the real value of the product (Gravert, 2017).

According to Michael (2012), hotels make money by understanding how the pricing of their room can be used to gain proper or extra profitability. Markgraf (2015) in a study, found out that the price charged by the seller ought to match the product. In the hotel industry, price determines the destination's competition with other destinations and includes costs of transportation to and from a given destination, food, accommodation and attractions. When clients already trust a competitor's cheap costs, he suggests that a new firm should focus on carving out a niche for itself rather than competing on price.

Research Hypothesis

The literature review highlighted that the independent variables like food quality, security & safety and pricing affect tourist satisfaction in the hotel industry. Based on the literature discussed, the hypotheses of this study were summarized in the following manner:

H₁ There is a relationship between food quality and tourist satisfaction.
H₂ There is a relationship between safety and security for tourist satisfaction.
H₃ There is a relationship between pricing and tourist satisfaction.

Research Framework

Figure 1 below shows the research framework used for this study.
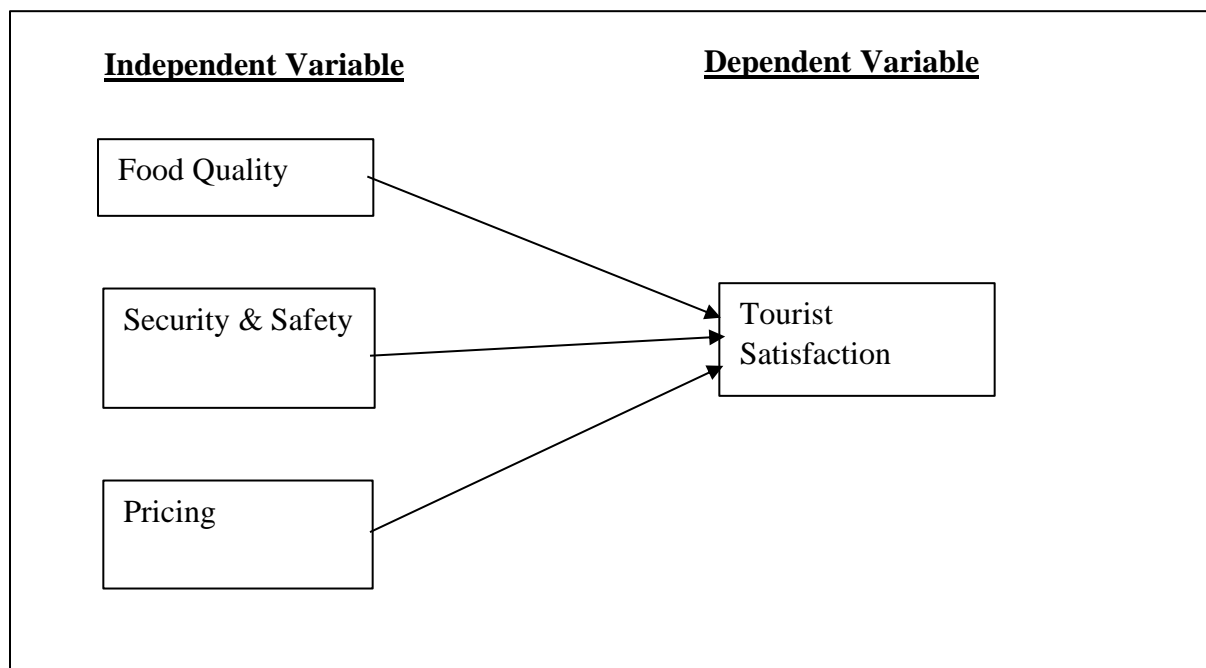
Figure 1: Research Framework

METHODOLOGY

The quantitative design research approach will be used in this research. The local and foreign tourists population above the age of 15 will constitute the study's population. The samples will be chosen to satisfy specified requirements, such as local and foreign tourists who have traveled and stayed in a hotel. All participants must be willing to participate, be at least 15 years old,

male or female, and of any race. The Statistical Package for Social Science (SPSS) version 27 will be used to evaluate the study's data. Table 1 describes the data gathering technique in full.

Table 1: Data collection procedure

Target Population International	**Tourist**
Sampling	Factors affecting tourist satisfaction in the hotel industry
Method of sampling	Convenience Sampling
Research Technique	Quantitative Technique
Data collection method	Distribution of questionnaire

Instrumentation

The researcher divided the questionnaire into 5 five sections : Section A, B, C, D and E. For Section A, the questionnaire requested the respondents' demographic profile that provides six questions such as gender, age, nationality, marital status, duration of stay, frequency of traveling and income. Section A applies the nominal and ordinal scale in whichscale which the respondents can answer the question by ticking the options given.

For Sections B, C and D, the questions elaborated more on the dependent variables which are (i) Tourist Satisfaction and independent variables which were (i) Food Quality, (ii) Security & Safety, and (iii) Pricing which were examined in the survey. This questionnaire used the format of multiple choices and 5-point Likert scales of agreement range from (1 = very strongly disagree to very strongly disagree).

Reliability and Validity

Before beginning the data gathering procedure, this research will undertake a reliability and validity test. The researcher will adhere to three criterions in order to improve the reliability: (1) setting up all constructions, (2) raising measurement levels, and (3) using some indicators. Testing for dependability is significant since it pertains to the consistency of a measuring instrument's parts (Huck, 2007). Reliability less than 0.6 is regarded as bad, 0.70 is acceptable, and more than 0.8 is considered good. Items with scores less than 0.70 will be discarded or filtered.

DISCUSSION AND RECOMMENDATION

Several components are required for future research in the field of this study to increase the quality of this study. A quantitative approach produces good results by employing a questionnaire to help researchers identify deficiencies and opportunities for future research. This study focuses on visitor satisfaction levels and how to generate a positive blend of tourists and locals in the hotel industry. Meanwhile, travel agencies must play a key role in order to boost tourist satisfaction in the future.

The first step in improving future research is to motivate respondents to be more active in engaging in surveys, which can result in researchers having adequate data to implement a study. As a result, reliable data can also inform researchers about the tourist's limitations. However, the acquisition process must yield a fact and a figure. As a result, qualitative methods such as conducting interviews with tourists are recommended.

Second, the research must broaden the sample size and harmonize the amount of domestic and international tourists. Because the number of international tourists in the hotel industry is expanding, a large number of them must be included in the sample for the researcher to identify similarities and differences between local and foreign tourists. However, a decent approach can aid researchers in determining the tourist's shortcomings.

Next, expand the time given for data gathering and analysis. Researchers must make sound judgments regarding the projected length of their investigation. Furthermore, researchers

must estimate the time required since the pandemic season may lower the number of visitors visiting for vacation and staying in hotels.

In addition, it finds out that a strong line area can provide the researcher with a positive reaction. The online assistance collateral technique provided by the University to students can help students enhance their research abilities and apply good research to the University as an appreciation for funding their research. This will be really beneficial in performing research. However, the University's manner of implementation can make it easier for academics to acquire financing to purchase data for good study.

Finally, the involved parties shall offer detailed statistical data on visitor arrivals. This will assist in making the research process go more smoothly. Tourism Malaysia and the Malaysian Department of Statistics play an important role in collecting specialized statistical data, which can be used to produce more accurate research with the support of statistics.

CONCLUSION

In conclusion, this study has been achieved to find out the factors that influence tourist satisfaction in the hotel industry. Three independent variables namely food quality, pricing and security and safety were selected to study the relationship with the dependent variable namely tourist satisfaction among tourists who have stayed at the hotel. Furthermore, this study will assist authorities in fixing deficiencies and modifying essential regulations to provide a better tourism experience, particularly for foreign and local tourists.

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The Factors Influencing Tourist Revisit Intention Towards Restaurant in Malacca: A Conceptual Study

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ABSTRACT

In line with the growth of the food service industry, the unlimited choice of ethnic restaurants is on the rise in Malaysia. As Malaysia is a multicultural country, cross-ethnic food consumption is a common phenomenon in the country, and the most popular food service establishment option in Malaysia is restaurants that have generated revenue contributing about RM 8 billion to the Malaysian economy. This study's purpose is to examine the intention of customers to revisit restaurants in Malacca. The researcher studied the relationship between the determinants of food quality, service quality, and environment in influencing the interest of customers to revisit restaurants in Malacca. To further understand the relationship between determinants and intention to revisit customers, a quantitative approach using questionnaires will be used for a survey to collect relevant data. Data will be collected from customers who revisited the randomly selected restaurants in Malacca. It is expected that about 384 questionnaires will be distributed to respondents. This study is expected to provide insights to the industry on the intention to revisit customers to restaurants in Malacca which benefits the industry to be able to practically adjust the intention to revisit customers and achieve a competitive advantage.
Keywords: Restaurant, Food Quality, Service Quality, Environment

INTRODUCTION

A restaurant is a business that prepares and serves food and drinks to customers. Meals are generally served and eaten on the premises, but many restaurants also offer take-out and food delivery services. Restaurants vary greatly in appearance and offerings, including a wide variety of cuisines and service models ranging from inexpensive fast-food restaurants and cafeterias to mid-priced family restaurants to high-priced luxury establishments. The word derives from the early 19th century from the French word Restaurer 'provide food for' (literally 'restore to a former state'). ('to restore', 'to revive') and, being the present participle of the verb. The term restaurant may have been used in 1507 as a "restorative beverage", and in correspondence in 1521 to mean 'that which restores the strength, a fortifying food or remedy (Marguerite d'Angoulême ds Briçonnet, volume 1, p. 70).

According to the Department of Statistics Malaysia (2019), the gross production value of food and beverage services climbed 11.7 percent each year between 2015 and 2017. In 2017, food services contributed the most to gross production value, accounting for RM67.1 billion (81.1 percent). Beverage services came in second with RM8.8 billion (10.7 percent), followed by event catering services with RM6.8 billion (8.2 percent). The quick development rate of the food service business results in favorable socioeconomic conditions, a demographic shift, changes in customer dietary habits, and increased consumer demand. People are dining out more frequently as their lifestyles change as a result of modernization and development. In response to this phenomenon, Malaysia's local food service industry is introducing more new food outlets (Ramly, Mohammad, Ahmad & Ahmadin, 2003).

Malaysia is a country with a diversified history, culture, lifestyle traditions, and natural beauty. Most significantly, the food service by numerous Malaysian unique identities from various ethnic groups in the nation. Ethnic restaurants in Malaysia are on the rise, offering customers a plethora of options, mirroring the expansion of the food service industry (Jalis, Zahari, Zulkifly & Othman, 2009). Consuming cross-ethnic cuisine is a widespread phenomenon in Malaysia because it is a multi-cultural country, and the most popular choice of food service outlet in Malaysia is nothing more than a standard restaurant.

Malaysia's delectable hybrid cuisine, Baba-Nyonya, is one of the best in Southeast Asia. The culinary style, like the community from which it gets its name, is a unique blend of Chinese and Malay culture, the result of marriages between Chinese immigrants and local Malaysians in Melaka during the fifteenth and sixteenth centuries. The Baba-Nyonya embraced Malay customs and social behavior while keeping Chinese traditions and religious beliefs, eventually developing their own distinct vernacular, Baba Malay. The most significant impact, however, is their fusion of Chinese and Malay cuisine. The purpose of this research is to give customers information and revisit intentions toward restaurants in Malacca. The study's findings are significant since the number of restaurants are increasing in cities. On the other hand, this study focuses on consumer intention to return to a restaurant in a specific location in Malacca.

There are three objectives for this research:
1. To examine the relationship between food quality that influences customers to revisit intention toward a restaurant in Malacca.
2. To examine the relationship between service quality that influences customers to revisit intention toward restaurants in Malacca.
3. To examine the relationship between the environment that influences the customer to revisit intention toward a restaurant in Malacca.

LITERATURE REVIEW

Types of Restaurants in Malaysia
In general, there are two categories of restaurants, namely fast food restaurants and full service. The environment of this restaurant is critical and takes into account the type of restaurant, but in fact, this type of restaurant has a massive impact on the customer's pre-purchase beliefs and attitudes as well as post-purchase evaluation. Every ten customers have different expectations and perceptions of dining experience in different restaurants, they may also have different selection criteria when they decide where to eat according to their respective restaurant preferences. Therefore, the specific reasons for choosing the restaurant type may also differ. Overall, full-service restaurants are more likely to attract customers who care about the restaurant's atmosphere while fast-food restaurants tend to attract more benefit-conscious customers. For example, Lewis and Hall (1998) have identified three different types of restaurants (family / popular, atmospheric, and gourmet restaurants i.e. restaurants that have the perfect meal) and compared the basic characteristics of restaurant selection. Price is the second most important factor for families who choose a gourmet restaurant that is a restaurant that has the perfect meal, this is because the quality of food is the main factor in choosing a restaurant.

Food Quality
Food is the primary product that the firm provides to its customers. Food quality has a significant impact on customer satisfaction and is the most important factor of customer

happiness in the restaurant sector. Food quality has been identified as the primary criterion by guests for evaluating restaurant performance, and food quality has been identified as the most significant restaurant factor (Ramanathan, 2015). Food quality is also an essential factor in determining customer loyalty. According to Ryu and Han (2010), one of the most significant factors of consumer happiness in the restaurant sector is food quality, which is predicted to have a positive link with customer satisfaction and loyalty.

According to Walter et al. in Michael Albesta's research (2018), the quality of food is highly crucial to be addressed by cafes and restaurants because food is the primary product they give to consumers. In the research of Adinugraha and Michael (2014), West, Wood, and Harger; Gaman, and Sherrington; and Jones claimed that food quality comprises color, appearance, portion, shape, temperature, texture, scent, level of maturity, and taste. Only seven food quality dimensions were employed in this study such as color, appearance, portion, temperature, texture, scent, maturity level, and taste.

Service Quality

There is a requirement for services for the company's offer to reach the clients. These services vary depending on the type of product and the business. Depending on the context, service can be defined in a variety of ways. According to one author, service is "any intangible act or performance that one party does to another that does not result in ownership of something" (Kotler and Keller, 2009, p. 789). Overall, service may be described as an intangible offer made by one party to another in exchange for money in exchange for pleasure (Ayse 2007).

Quality is determined by two factors: (1) whether or not the product meets the needs of the customer, and (2) whether or not the product is free of flaws (Juran, 1988). Service is a type of performance offered by one party, and corporeality is an essential component of it (Kotler & Keller, 2006). Because of the recognition on the importance of methodologies for measuring program quality, many scientists now utilize program quality to assess client happiness (Zeithaml 1985).

The study discovered that the larger the degree of satisfaction, the greater the quality of service provided by the customer's requirements or needs, and vice versa. According to analysts, there is a direct positive association between service quality and client satisfaction (Parasuraman et al.,1988). According to Athanassopoulos (2000), the central measurement of customer happiness includes development, responsiveness, pricing, and program quality.

Service quality isdifficult to define and evaluate since it is not a product to quantify but rather a customer's opinion and subjective experience of something (George & Jones,1991). According to Takeuchi (1983), quality is such an essential attribute or aspect of anything that it creates some distinction in your product and distinguishes you in terms of competitive advantage. When a service consumer compares his impression to his experience, service quality is determined. According to Gronroos (1984), contentment is a broad notion influenced by various elements, with service quality being one of the most important drivers of customer satisfaction (Zeithaml & Bitner, 2003). Bitner and Hubbert (1994) provide two explanations for the phenomenon: satisfaction as a consequence of a specific experience or event combined with the impact of satisfaction.

Additionally, authentic SERVQUAL measurements are not required to be included. Customers' chances aren't as great in the restaurant business because of the cost, the outcome of the program, and the alternatives offered. As a result, assurance isn't as important in this market. Similarly, compassion is defined in the SERVQUAL materials as individual regard and attention that is geared toward each client. This size is far more suited to businesses where "relationship marketing" rather than "transaction marketing" is critical to the firm. However, trustworthiness and responsiveness might be considered superior in a service business such as a restaurant. According to the SERVQUAL literature, responsiveness is defined as the willingness of the personnel to be helpful and to give quick service to the client. Customers

expect servers at full-service restaurants to understand their demands and respond to them in a timely way. So, the quality of service involves several variables, and responsiveness is one of those factors that satisfy the consumer on the service quality dimension.

Environment

People are eating out more frequently nowadays, without a doubt. With years of eating experience, customers' expectations of restaurant quality have risen (Raajpoot, 2002). Furthermore, another study by Ryu et al. (2010) demonstrates that, compared to prior days, customers place a higher value on saving time and having a more congenial eating atmosphere. These reasons encourage restaurateurs to invest in design and provide a more comfortable environment for consumers.

Many studies indicated that making the atmosphere more pleasant and innovative is essential for a firm's success (Reimer & Kuehn, 2005), (Wakefield & Blodgett, 1996). Besides, Kotler (1973) indicated that the atmosphere of a restaurant could be as important as the food itself. Furthermore, according to Kokko (2005), the environment of a restaurant is frequently viewed by consumers as the most favorable feature of the institution, even more essential than the cuisine supplied. This is because the environment will generate an expectation of a dining experience even before the consumer is served (Young, Clark, & McIntyre, 2007). According to the findings of this study, the environment of a restaurant supports more intangible factors such as food quality and service. Customers will "read the atmosphere" before deciding a restaurant to dine at (Kwun & Oh, 2006).

Although the primary job of a restaurant is to offer food, consumers today want to improve their quality of life and enjoy a pleasant eating environment, thus improving food quality alone will not suffice to please their customers (Horng, Chou, Liu, & Tsai, 2013). Due to customer demand for a better dining experience, motivated fast-food marketers continue to upgrade restaurant surroundings to boost consumers' good sensations, resulting in a higher propensity to frequent (Xu, 2007). The appealing setting can boost client purchasing habits and generate more profit (Turley & Milliman, 2000). Furthermore, Chen and Hsieh (2011) discovered that a pleasurable and arousing environment encourages consumers to spend around 12% more on average. However, Soriano (2002) said that a comfortable atmosphere encourages customers to remain longer in the restaurant.

Baker (1987) classified environmental cues into three types: ambient cues, design cues, and social cues. Ambient cues are the background qualities of a store (e.g., aroma, cleanliness), design cues are aspects that stimulate customer awareness (e.g., color, decor), and social cues are the people in the space.

Revisit Intention Toward Restaurant

Revisit intention is a behavior that refers to the expectations of a customer regarding their service experience in the future (Chow, Ong, Tham, & Wong, 2013). This concept is commonly used in satisfaction models and research to describe the expectations of a customer. One of the most important factors in modern marketing is repeat purchases. According to a study, the cost of attracting and keeping a new customer is about five times higher than keeping an old customer. Another study revealed that satisfaction leads to renewed loyalty and a brand's benefit.

From the perspective of the hospitality industry, good food quality is crucial to a customer. However, other elements such as emotional and social interaction are also important to a successful restaurant experience. Many studies use the concept of research intentions to describe the expectations of customers. This behavior is also referred to as a repurchase intention. Aside from having good food quality, the hospitality industry also believes that psychological satisfaction is demanded during the dining experience (Marinkovic, 2019). This concept is also related to the weather conditions during the time of their visit. The quality of

food is considered the essential element that influences a customer's satisfaction. This concept is commonly seen as a type of post-consumption behavior (Kim, Lee, Kim & Ryu, 2011).

Research Hypothesis

Based on the discussion above, the following hypotheses were formulated in this study:

H[1] There is a significant relationship between food quality and tourist revisit intention toward restaurants in Malacca.

H[2] There is a significant relationship between service quality and tourist revisit intention toward restaurants in Malacca.

H[3] There is a significant relationship between the environment and tourists' intention toward restaurants in Malacca.

Research Framework

Figure 1 below shows the research framework used for this study.
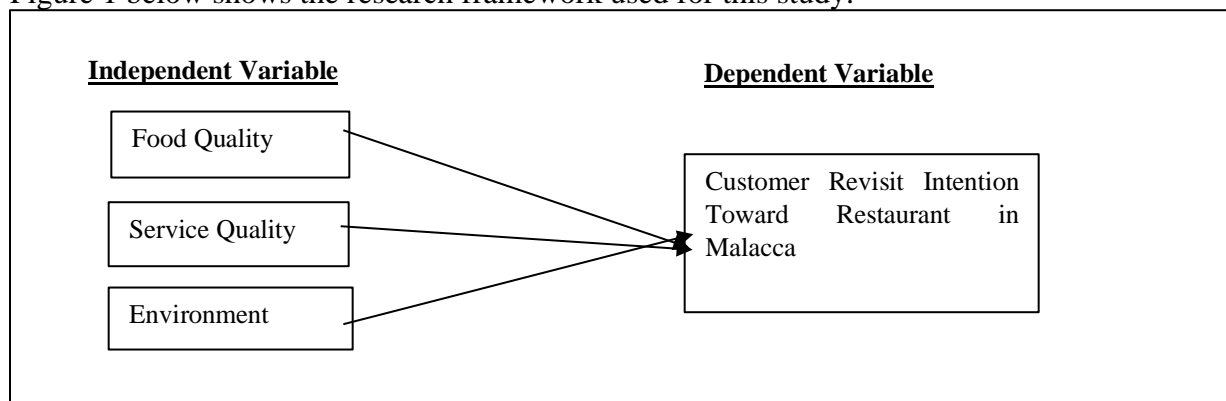
Figure 1: Research Framework

METHODOLOGY

This study uses a quantitative design study method. The population for this study is the tourists aged 18 years and above. The sample was selected to meet certain criteria, for example, tourists who had previously traveled to Malacca with the intention of tourist revisits to restaurants in Malacca. All participants must be willing to participate, be 18 years of age or older, male or female and be of any race. The data of this study were analyzed using Statistical Package for Social Science (SPSS), version 24. Details of data collection procedures are listed in Table 1.

Table 1: Data collection procedure

Target Population	Tourist
Sampling	The intention of tourist revisits to restaurants in Malacca
Method of sampling	Convenience Sampling
Research Technique	Quantitative Technique
Data collection method	Distribution of questionnaires

Instrumentation

A four-section questionnaire was designed to collect data from tourists. Section A is related to the demographic profile while section B is related to food quality. In addition, section C questions are on service quality. Finally, section D asks about the environment. Five-point Likert scales will be employed for these items, ranging from (1= very strongly disagree to 5=very strongly agree).

Data Analysis

For the data analysis, Statistical Package for Social Science (SPSS), version 24 was used. This tool can process the data that will be collected from respondents in Malacca into useful information obtained through questionnaires. The software processes large data sets efficiently and helps researchers perform complex and fast statistical analyses with the data obtained. Therefore, SPSS is useful for researchers, and reliability analysis will help in data analysis.

FINDINGS

Demographic Profile

Table 2: Demographic Profile (n = 384)

Respondent Profile	Classification	Frequency	Percentage (%)
Gender	Male	152	39.6
	Female	232	60.4
Age	18-23	172	44.6
	24-29	129	33.7
	30-39	55	14.4
	36 above	28	7.3
Race	Malay	285	74.3
	Chinese	54	14.1
	Indian	41	10.7
	Others	4	0.9
Monthly income	<RM 2,500	272	70
	RM 2,500 – RM 3,000	78	20.9
	RM 3,500 – RM4,500	25	6.7
	>RM 5,000	9	2.4
Occupation	Government Employees	40	10.6
	Private Sector Workers	149	39.6
	Student	175	46.5
	Others	20	3.3

Table 2 shows the characterization of respondents. 232 out of 384 respondents are female representing 60.4%, while 152 respondents are male representing 39.6%. 44.6% of the respondents were between 18 and 23 years old, 33.7% of respondents were between 24 and 29 years of age, 14.4% were between 30 and 39 years of age, and just 7.3% were 36 and above years of age. 74.3% of the respondents were Malays, 14.1%% were Chinese, 10.7% were Indian and 0.9% were others. The majority of the respondents earned RM 2,500 and below monthly, representing 70%. In addition, 46.5% of the respondents were students, the highest than 3.3% of the respondents were from other occupations.

Result of Reliability Analysis

Cronbach's alpha output was used for reliability analysis. Cronbach's alpha is commonly used to assess a psychometric instrument's internal consistency, and its popularity stems from its simple interpretation in terms of correlations, ease of computation, and instruction on how to construct a single-dimensional scale. The internal consistency between items on a scale is measured through reliability analysis. Table 4 shows the results based on the variables' Cronbach's alpha values.

Table 4: Reliability Analysis

Variable	Number of Items	Cronbach's Alpha Coefficient	Strength of Association
Food Quality	5	0.918	Excellent
Service Quality	5	0.942	Excellent
Environment	5	0.998	Excellent

According to the table, all of the variables were more than 0.9. As a result, the variables are trustworthy and may be used in this study. The personal variable impacting 384 tourists in Malacca was measured using five questions, and Cronbach's alpha value for this portion was 0.959, which is deemed excellent. Following that, Cronbach's alpha values for food and service quality were 0.918 and 9.42, respectively, which are regarded as outstanding, and the value for the environment was 0.998, which is also considered excellent. As a result, the questionnaires were authorized for this study since the respondents comprehended the questions.

CONCLUSION

As this study is still under investigation, the factors that influence the intention of tourists to visit restaurants in Malacca to the existing body of knowledge will be achieved by testing hypotheses and confirming whether it is supported or not by relating the findings to empirical evidence taken from literature. From a practical perspective, traders and visitors can use this study as a reference to help them find out about the factors that motivate tourists to revisit a restaurant. In addition, this study provides benefits to businessmen or restaurant operators in Malacca to further improve their services as well as help increase the profits from revisits of tourists to restaurants in Malacca.

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Factors Affecting Destination Loyalty Among Domestic Tourists Visiting Terengganu

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ABSTRACT

The intention of tourists to return to the same destination andtheir ability to promote the destination to their friends or relatives, is referred to as destination loyalty., The objective of this study is to find out how tourists' travel experiences, perceived value, and destination image affect domestic visitors' loyalty to Terengganu. These elements are crucial in luring local tourists back to the place and these factors are critical in enticing local tourists to return to the area. A total of 379 responses for this study have been collected through a closed-ended questionnaire and analysed using SPSS software. Several statistical analyses were utilised such as descriptive analysis, reliability analysis and correlation analysis. Most importantly, this study found that tourists' travel experiences, perceived value, and destination image have a significant relationship with destination loyalty among domestic visitors to Terengganu. This outcome is important to understand the behaviour of visitors which in turns could help Terengganu to increase the number of domestic tourist arrivals.
Keywords: Destination Loyalty, Travel Experience, Perceived Value, Destination Image

INTRODUCTION

Tourism is the act and manner of spending time away from home for a few days in pursuit of recreation, relaxation, and enjoyment while utilising the availability of commercial services (UNWTO, 2010). Tourism is one of the world's fastest-growing sectors, as well as a major source of currency and jobs for many countries. Tourism can be divided into three, namely outbound tourism, inbound and domestic tourism.

Tourism is a large sector, particularly in Malaysia, because it may boost the national economy and provide revenue to the local population. Malaysia's tourist industry contributed significantly to the country's GDP in 2014 (Mohsen, 2015). This has been a crucial feature under pressure from the (ETP) to better stabilise the country's economic condition. With increased capital investment, Malaysia's tourist sector may become more competitive. Tourist reception and capital investment in the tourist sector are critical components for enhancing the tourism industry's long-term growth. One of the states in Malaysia, namely, Terengganu has various attractions and is not limited to the sun, sea, and beach, but includes traditional food, handicrafts and other products that appeal to visitors even during the monsoon season. However, the number of domestic tourist arrivals in this state has been categorised among the lowest in the country (Department of Statistic Malaysia, 2019). Hence, it is important to determine the factors affecting the destination loyalty among domestic tourists because loyal tourists tend to repeat visits and recommend the destination to the others. Several objectives are formulated as follows:

1. To determine the effect of travel experience towards destination loyalty.
2. To examine the effect of perceived value on destination loyalty.
3. To examine the influence of destination image on destination loyalty.

SIGNIFICANCE OF THE STUDY

This study examines the factors affecting destination loyalty to help government or future research to enhance the destination loyalty among domestic tourists visiting Terengganu. This research will provide better information, knowledge, or the difference of behaviour of domestic tourists in Terengganu. Therefore, improvement on destination loyalty is important because it could help the destination in Terengganu to review itself critically and to continue to evaluate branding strategies to provide better satisfaction and destination loyalty among domestic tourists.

The benefit is to help the positive growth of domestic tourism that can directly facilitate the small and medium-sized (SMEs) business growth in Terengganu from the increasing number of arrivals (Battistella, Cagnina, Cicero, & Preghenella, 2018), especially to growth the small local tourism product and to give benefits in various schemes such as to the third-party, like NGOs, government bodies, commercial tour operators, guides, integrate these small units of services (Yaja & Kumar, 2021) or can operate new development in technology systems. Besides, Terengganu is also known as a state that is blessed with many cultural, local traditional and lifestyle and uniqueness of heritage areas (Ab Ghani et al., 2021). Amplifying these tourist attractions as the image of Terengganu would lead to enhancing destination loyalty among local tourists. Consequently, this will generate income for the state from the visiting tourists which would lead to more employment opportunities for the locals. Eventually, it will stimulate economic growth.

LITERATURE REVIEW

Travel Experience Dimension

According to Pratt and Aspiunza (2012), tourists' experiences include the "personal belonging of meaning" (personal sense of reality) related to personal values (a person's sense of identity) and "personal emotions" for it to be understood as a meaningful and valuable trip. Caru and Cova (2007) claimed that tourist experience refers to the exposure of tourists to the tourism environment and the interaction between tourists and service providers. Travel experience is a subjective mental state (Otto and Ritchie, 1996 cited in Mendes et al., 2010) which makes it different between one individual to others.

Travel experience is thus important to destination development because tourists who have positive experience with the products, services, and other resources offered at tourism destinations may be satisfied with the destination and may return (loyalty) and spread positive word-of-mouth to their friends or relatives after their trips (Chi and Qu, 2008; Machado et al., 2009). Travel experience is crucial to the island destination since it is one of the main competitiveness aspects (Dwyer and Kim, 2003), and the quality of travel experience is the primary factor encouraging people to travel to a specific place (Noypayak, 2015).

Perceived Value

From a previous study, Prebensen et al. (2013) state that the perceived value refers to the process by which tourists accept, choose, arrange, and interpret information based on their experience during their visit to a destination to develop a valuable picture of destination experience value. Perceived value, according to Jahanzeb, Fatima, and Butt (2013), is a holistic

concept that identifies the customers' cognitive and practical perceptions. Customers' perspectives of advantages obtained, and sacrifices made (price, time, effort, and convenience) are mostly reflected in perceived value (Grewal et al., 1998; Sanchez et al., 2006).

Meanwhile, Lee et al. (2007) discovered three types of perceived value measurements: functional value, emotional value, and total worth. According to Sun et al. (2013), the perceived value can be measured using two dimensions: functional value and overall value. The formation of destination loyalty was discovered to be influenced by perceived value, which was proven to be a significant component (Carvache-Franco, 2020; Jeong & Kim., 2019; Mai et al., 2019). Meng et al. (2011) investigated the link between cruise image, perceived value, satisfaction, and post-purchase behavioural intention, finding that perceived value had a significant and favourable impact on satisfaction.

Destination Image

The term destination image refers to a combination of trust, attitude, and opinion about tourism destinations and aspects of the destination held by individuals and organisations (Cham et al., 2021; Weaver & Lawton, 2010). Hallman et al. (2015) provided a more comprehensive definition that considers both demand-side (tourists) and supply-side (tourist destination). Martens and Reiser (2017) stated that the destination image is an explanation derived from the perceptions, impressions, feelings, and attitudes of tourists or a potential tourist have about a destination.

Alcocer & Ruiz (2020); Nasir et al., (2020); Mohamad et al., (2019); Vashu et al.,(2018) found that there is a significant relationship between destination image and destination loyalty construct. It was argued that improving the image of a destination could increase loyalty to that location. According to Chi and Qu (2008), a positive destination image boosts tourist satisfaction, which is influenced by destination loyalty.

Destination Loyalty

Toyama and Yamada (2021) define destination loyalty as the intention of visitors to revisit the same destination, as well as their ability to recommend the destination to their friends or relatives. Destination loyalty as defined by Wang et al (2009), relates to tourists' inclination to recommend the destination to others, it also means the attitude as an element of consumer loyalty is addressed in this definition. A delighted tourist might define destination loyalty as recommending the location to others (Wang et al., 2009).

The tourist sector earns money via destination loyalty (a post-purchase behavior). Tourist loyalty remains a vital sign of effective destination management, thus destination marketing managers must have a thorough understanding of it (Wu, 2016). In the marketing literature, according to Kaur and Soch (2012), loyalty can deliver tangible benefits by increasing repeat patronage and reducing marketing expenses by spreading through word-of-mouth (Mao and Zhang, 2012).

Research Hypothesis

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

H[1]   There is a significant direct relationship between tourist experiences and destination loyalty

H[2]   There is a significant direct relationship between perceived value and destination loyalty

H³   There is a significant direct relationship between destination image and destination loyalty.

Research Framework

A research framework has been designed to explore the relationship between the research variables. The dependent variable in this study is destination loyalty while the independent variables are travel experience, perceived value, and destination image.
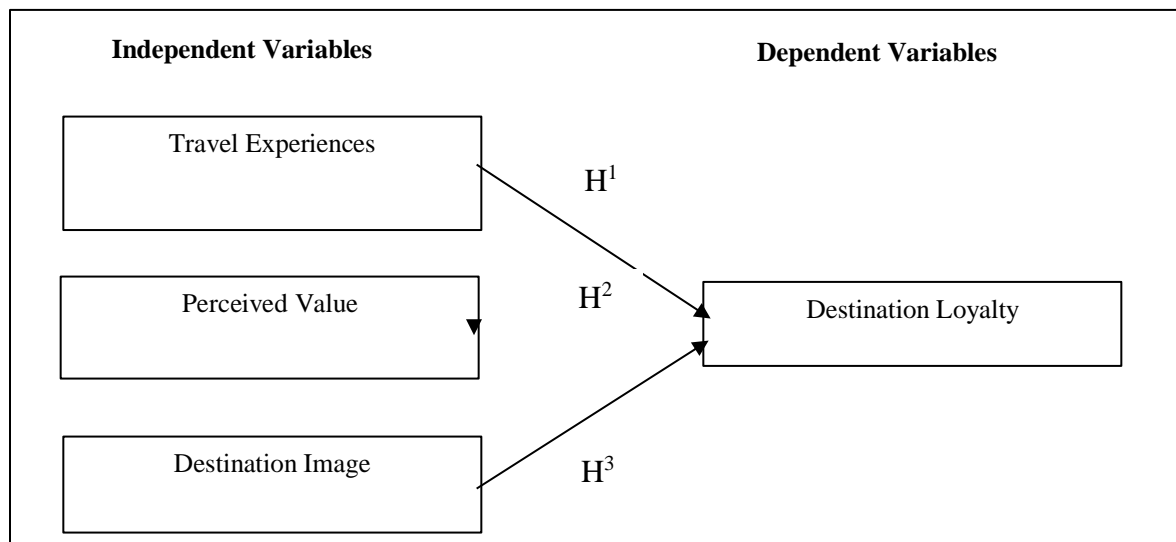
Figure 1 Research Framework

METHODOLOGY

Research Design
This study used a cross-sectional study which is a type of research tool that is used to collect information based on data collected at a certain point in time. This study obtained information from quantitative technique using statistics via large-scale survey research by distributed questionnaires through Google Forms. The unit of analysis in this study is individual. This means that the data gathered will be representative of individuals, and the analysis will analyse the results in terms of individuals. The questionnaires are designed related to destination loyalty, travel experiences, perceived value, and destination image using a five-point Likert scale (1= strongly disagree to 5= strongly agree).

Data Collection

Respondents that were involved in the pilot study were 30 tourists. Then, the study continues with the data collected from the fieldwork involving 379 respondents. The questionnaires were distributed online among domestic tourists who are between the age of 18 and above and have experienced visiting Kuala Terengganu for holidays, business, and others.

Sampling

The non-probability sampling technique was utilised in this research, specifically convenience sampling. Convenience sampling is a technique for collecting samples that are conveniently accessible near a location or internet service. This study utilised Krejci and Morgan (1970)

equation to select sample size to acquire a reliable and valid sample. The equation formula 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: frequency analysis, descriptive analysis, Pearson Correlation Efficient and reliability analysis (Cronbach Alpha). The acquired data were analysed with the Statistical Package for the Social Sciences (SPSS) to demonstrate the links between the dependent and independent variables as a collection of statistical processes represented by regression analysis.

FINDINGS

Result Of Frequency Analysis

Table 1: Frequency Analysis

Characteristics	Frequency	Percentage
Age		
18 – 22 Years	110	28.4%
23 – 27 Years	249	64.2%
28 – 32 Years	9	2.3%
33 Years and Above	6	1.5%
18 – 22 Years, 23 – 27 Years	5	1.3%
Gender		
Male	132	34.0%
Female	247	63.7%

Education Level

SPM	44	11.3%
Diploma	86	22.2%
Bachelor Degree	239	61.6%
Master and above	3	0.8%
Bachelor Degree, Master and above	1	0.3%
Diploma, Bachelor Degree	1	0.3%
SPM, Bachelor Degree	2	0.5%
SPM, Diploma	2	0.5%
SPM, Diploma, Bachelor Degree	1	0.3%

Marital Status

Single	353	91.0%
Married	24	6.2%
Single, Married	2	0.5%

Hometown

Johor	24	6.2%
Kedah	30	7.7%
Kelantan	62	16.0%
Melaka	8	2.1%
Negeri Sembilan	3	0.8%
Pahang	35	9.0%

Pahang, Terengganu	1	0.3%
Perak	25	6.4%
Perlis	10	2.6%
Pulau Pinang	11	2.8%
Sabah	5	1.3%
Sarawak	2	0.5%
Selangor	74	19.1%
Selangor, Negeri Sembilan, Kelantan, Sabah, Sarawak	1	0.3%
Terengganu	47	12.1%
Wilayah Persekutuan Kuala Lumpur	41	10.6%
Accommodation		
Hotel	185	47.7
Guest House	84	21.6%
Apartment	32	8.2%
Home of friends	32	8.2%
Home of friends, Guest house	5	1.3%
Apartment, Guest house	1	0.3%
Hotel, Apartment, Guest house	3	0.8%
Hotel, Apartment	5	1.3%
Hotel, Apartment, Home of friends	1	0.3%
Hotel, Apartment, Home of friends, Guest house	2	0.5%

Hotel, Guest house	21	5.4%
Hotel, Home of friends	2	0.5%
Hotel, Home of friends, Guest house	5	1.3%
Activities		
Shopping	27	7.0%
Visiting Beaches	118	30.4%
Sightseeing in the City	54	13.9%
Cultural Events	4	1.0%
Shopping, Sightseeing in the city	4	1.0%
Shopping, Visiting Beaches	10	2.6%
Shopping, Visiting Beaches, Cultural Events	2	0.5%
Shopping, Visiting Beaches, Sightseeing in the city	70	18.0%
Shopping, Visiting Beaches, Sightseeing in the city, Cultural Events	38	9.8%
Sightseeing in the city, Cultural Events	1	0.3%
Visiting Beaches, Cultural Events	5	1.3%
Visiting Beaches, Sightseeing in the city	35	9.0%
Visiting Beaches, Sightseeing in the city, Cultural Events	11	2.8%

The demographic profile of respondents from domestic tourists visiting Terengganu, which is the focus of this research, is shown in Table 1. The age of the respondents are between 23 to 27 years old (64.2%), 18 to 22 years old (28.4%), 28 to 32 years old (2.3%) and 33 years old and above (1.5%). The male (34.0%) respondents are more than female (63.7%) respondents. For education level, from 379 respondents, (11.3%) of respondents are SPM holders, Diploma holders (22.2%), Bachelor/Degree holders (61.6%), and (0.8%) are Master holders and above. While the majority of respondents (91.0%) were single, whereas (6.2%) were married.

The study also discovered that most domestic tourists originated from Selangor (19.1%), Kelantan (16.0%), Terengganu (12.1%), Wilayah Persekutuan Kuala Lumpur (10.6), Pahang (9.0%), Kedah (7.7%). Sabah (1.3%), Negeri Sembilan (0.8%), Sarawak (0.5%) are the lowest domestic tourists.

When visiting Terengganu, most respondents preferred to stay in a hotel (47.7%), followed by a guest house (21.6%), apartment (8.2%), and home of friends (8.2%). As for major activities engaged in Terengganu, visiting beaches (30.4%) is the most popular activity, followed by sightseeing in the city (13.9%), shopping (7.0%) and the lowest are cultural events (1.0%).

Table 2: Mean for dependent variables and independent variables

Variables	Mean
Travel Experience Dimension	35.6807
Perceived Value	22.2955
Destination Image	22.3694
Destination Loyalty	22.2559
N	**379**

Table 2 shows the mean of dependent variables which is destination loyalty while independent variables are travel experiences, perceived value, and destination image. The mean of travel experience (35.6807) was the highest value, followed by destination image (22.3694), perceived value (22.2955) and lastly destination loyalty (22.2559).

Result of Descriptive Analysis

Table 3: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Travel Experiences Dimensions	I enjoyed interacting with other tourists in Terengganu	4.3799	0.74053
	I enjoyed interacting with local people in Terengganu	4.4644	0.67115
	I had a good impression about Terengganu	4.5277	0.61390
	I enjoyed activities/ events held in Terengganu	4.5198	0.60989

	I enjoy the travel experience in Terengganu very much	4.4116	0.69729
	It was a very different experience visiting Terengganu	4.5145	0.64789
	It was a very unique experience visiting Terengganu	4.4802	0.65182
	I learned about new culture in Terengganu	4.3826	0.74451
Perceived Value	Tourist attraction in Terengganu made me feel good	4.5013	0.63569
	The quality of tourist attraction in Terengganu was outstanding	4.3641	0.68187
	Resting in Terengganu increase my positive mood	4.4855	0.63135
	It was a good decision to attend the tourist attraction in Terengganu	4.4881	0.63140
	Overall, the destination in Terengganu is better than I expected	4.4565	0.65066
Destination Image	People in Terengganu are friendly.	4.4222	0.66359
	Terengganu offers suitable accommodation.	4.4512	0.61689
	Terengganu is a safe state.	4.3140	0.68165
	Terengganu has beautiful natural scenery.	4.5937	0.60296
	Terengganu is an interesting state	4.5884	0.56294
Destination Loyalty	I will recommend Terengganu to other people	4.5910	0.59896
	I would say positive things about Terengganu to other people.	4.5620	0.57573
	I want to visit Terengganu more often	4.3509	0.76346

	I will encourage friends and relatives to visit Terengganu	4.5145	0.63552
	I will probably visit Terengganu in the next 12 months	4.2375	0.86469

Table 3 shows the question of travel experience that contributes to destination loyalty that was selected by respondents of this research. Eight items remained consistent in the travel experiences. The highest mean value from this questionnaire is 4.5277 for "I had a good impression about Terengganu", followed by "I enjoyed activities/ events held in Terengganu" at 4.5198. The least valuable is "I enjoyed interacting with other tourists in Terengganu" with a score of 4.3799.

Table 3 demonstrates the mean for perceived value. The highest rank with the highest mean is represented by the question of "Tourist attraction in Terengganu made me feel good" with 4.5013. "It was a good decision to attend the tourist attraction in Terengganu" with 4.4881 followed by "Resting in Terengganu increases my positive mood" 4.4855. The fourth rank was 4.4565 by "Overall, the destination in Terengganu is better than I expected", while "The quality of tourist attraction in Terengganu was outstanding" was the lowest ranked (4.3641).

The destination image was defined by five items in which the highest ranking was "Terengganu has beautiful natural scenery" (4.5937) followed by "Terengganu is an interesting state" (4.5884) and third was "Terengganu offers suitable accommodation" (4.4512). The fourth rank was "People in Terengganu are friendly" (4.4222), while the lowest score was "Terengganu is a safe state" (4.3140).

This research has a total of five items on destination loyalty that are dependent variables based on this research. The highest ranked with the highest mean is D1 "I will recommend Terengganu to other people" with 4.5910. The second highest is 4.5620 for D2 "I would say positive things about Terengganu to other people", following D3 "I want to visit Terengganu more often" are 4.3509 and D4 "I will encourage friends and relatives to visit Terengganu" 4.5145. The lowest range is D5 "I will probably visit Terengganu in the next 12 months" at 4.2375.

Result of Reliability Analysis

Testing for reliability is important since it ensures the stability of an analytical instrument's components. The Cronbach Alpha coefficient has traditionally been the most widely utilised internal reliability test. According to Taherdoost (2016), it is also regarded as one of the most important markers of dependability when utilising Likert scales.

Variables	Cronbach Alpha Value
Destination Loyalty	0.816
Travel Experiences Dimension	0.906
Perceived Value	0.883
Destination Image	0.869

Based on the rule of thumb, a score of 0.7 or above is considered good, 0.80 and above is preferable, and 0.90 and above is ideal. The Cronbach Alpha values between 0.8 - 0.9 and 0.7 - 0.8 are likewise acceptable and will result in a very nice and excellent alpha values for a pilot study. The range of 0.7 - 0.6 is likewise relevant for analysing the results of this research. However, the range of 0.5 and below is not relevant as the reliability of the questionnaire was weak for Cronbach alpha value. So, it must be above 0.6 until 0.9 to be acceptable for a questionnaire to be used.

Table 4.3 above stated that the reliability of destination loyalty is 0.816 which is good for Cronbach alpha. The first variable for this study reliability for travel experiences is excellent which is 0.906. The reliability for perceived value was good for Cronbach alpha, which was 0.883, and it was also good for destination image, which was 0.869. The results are reliable enough that the instrumentation of types of questionnaires may be utilised for the following data analysis.

Result of Correlation/Hypothesis Analysis

Relationship between travel experience, perceived value and destination image on destination loyalty among domestic tourists visiting Terengganu.

Table 4: Pearson Correlation between Travel Experience, Perceive Value, and Destination Image with Destination Loyalty.

		Destination Loyalty
Travel experience dimension	Pearson correlation	0.772
	Sig.(2-tailed)	0.001
	N	379
Perceived value	Pearson correlation	0.790
	Sig.(2-tailed)	0.001
	N	379
Destination image	Pearson correlation	0.757
	Sig.(2-tailed)	0.001
	N	379

The results in Table 4 indicate that travel experience and destination loyalty was 0.772, which indicated a high positive linear relationship. Following perceived value and destination loyalty showed 0.790 indicating also a high positive linear relationship. Destination image and destination loyalty showed 0.757, also a high positive linear relationship. All three variables positively correlated with destination loyalty and the relationship is significant ($p < 0.05$).

H1: There is a significant relationship between tourist experience and destination loyalty among domestic tourists visiting Terengganu.

The present shows with the past research that the travel experience is thus important for destination loyalty because tourists who have positive experiences with the products, services, and other resources provided at the tourist destination are more likely to return (loyalty) and spread positive word of mouth to their friends or relatives after their trip that drew them to Terengganu. (Chi and Qu, 2008). H1 is supported.

H2: There is a significant relationship between perceived value and destination loyalty among domestic tourists visiting Terengganu.

In addition, the statement is proven by past studies from (Butt, 2013), perceived value is a comprehensive notion for identifying customers' cognitive and practical impressions. It has been discovered that thought value is a significant factor driving the formation of destination loyalty. H2 is supported.

H3: There is a significant relationship between destination image and destination loyalty among domestic tourists visiting Terengganu.

The findings are in line with past studies and found destination image is a combination of trust, attitude, and cognition that individuals and groups have regarding tourism destinations and characteristics of the destination can affect destination loyalty (Cham et al., 2021). H3 is supported.

DISCUSSION & RECOMMENDATIONS

This research intends to determine the factors affecting destination loyalty, namely, travel experience dimension, perceived value and destination image affecting destination loyalty in order to provide effective strategies for the tourism industry in Terengganu, Malaysia. This study only focused on domestic tourists visiting Terengganu. For future research, the researchers can enhance the scope of the study, which should focus on the international arrivals of tourists visiting Terengganu as a whole capture for this study.

Furthermore, because this study was conducted during the Covid-19 pandemic, data were obtained through an online Google form among domestic tourists who have experience visiting Terengganu. To collect data effectively, future research should conduct face-to-face questionnaires to obtain more acceptable data from respondents.

CONCLUSION

In conclusion, the findings show there are factors that affect destination loyalty among domestic tourists visiting Terengganu. The influential factors are travel experiences, perceived values, and destination image. 379 questionnaires were delivered to respondents aged 18 and above among domestic tourists from all states in Malaysia.

The data were then examined using descriptive, reliability, and correlation analysis. The questionnaire results were analysed using a software programme that used the Statistical Package for Social Science (SPSS). The final result shows that all independent (travel experience, destination image and perceived value) have a positive relationship with the dependent variable (destination loyalty). Hence, all the hypotheses which are H1, H2 and H3 are supported.

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Factors Influencing Domestic Tourist Preferences for Holiday Destinations In Langkawi during Covid-19 Post-Pandemic

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ABSTRACT

The prevalence of the COVID-19 pandemic has generated significant challenges in practically all nations, particularly in the tourism sector. This is because many national borders, including the Malaysian borders, have been blocked for all activities since the COVID-19 pandemic. Following the recovery from the COVID-19 pandemic, the government authorised tourist activities in the nation to aid in the country's development. The objective of this study is to see if there is a link between affordability, service quality, health and safety compliance, and access to facilities amenities on domestic visitor preferences for holiday destinations in Langkawi. This study used a quantitative survey of travellers who visited Langkawi during only the COVID-19 post-pandemic. A total of 384 respondents participated in answering all questions in this survey. Health and safety compliance received the highest mean score of 4.5453 in data analysis and finding, indicating that this is the most important factor.

Keywords: Covid-19 Pandemic, Affordability, Health and Safety, Domestic Visitor

INTRODUCTION

During the post-pandemic COVID-19, the tourism industry began to show a gradual improvement after experiencing a sharp decline over two years due to COVID-19. During this phase, the government is still in the process of rehabilitating the tourism sector which has been affected for almost two years. As all know, when the COVID-19 virus invaded the world, the tourism industry was among the most affected industries in Malaysia. The tourism industry in Malaysia collapsed due to COVID-19 and it affected the economy as well. People start to travel once the government announced that the pandemic has come to an end. However, the way of traveling is likely to undergo a dramatic transformation due to the changes in travel behaviours caused by COVID-19. Therefore, the study will focus on the factors influencing domestic tourist preference for holiday destination in Langkawi during COVID-19 post-pandemic. The aim of this study is to investigate the factors influencing domestic tourist preference for holiday destinations in Langkawi during COVID-19 post-pandemic and to investigate the behaviours and how they react as a tourist during the post-pandemic as the travel scenario is changing due to COVID-19.

Several objectives of this study were established as follows:

1. To determine the relationship between affordability and domestic tourist preference for holiday destinations in Langkawi.
2. To examine the relationship between quality of services and domestic tourist preference for holiday destinations in Langkawi.
3. To describe the relationship between health and safety compliance and domestic tourist preference for holiday destinations in Langkawi.
4. To identify the relationship between access to facilities and amenities and domestic tourist preference for holiday destinations in Langkawi.

SIGNIFICANCE OF THE STUDY

Tourist

As the study is focused on the affordability, quality of services, health and safety compliance and access to facilities and amenities, thus, it can help tourists to make the best planning and decision for vacation in order to avoid them from being affected by the COVID-19 post-pandemic is hitting the world so bad. During COVID-19 post-pandemic, the travel scenario is not the same anymore. It has some changes in travel behaviours and how people react to the post-pandemic situation. For example, during the COVID-19 post-pandemic, tourists were doubtful to travel because they felt scared if anything happened to them due to COVID-19 even though the government had announced that Malaysia entered an endemic phase.

Future Researchers

Besides that, based on this study, future researchers can use this as a valuable reference as it might help them to do their research. By referring to this study, it can help them to get ideas and sources of knowledge in order to make them learn and understand about the COVID-19 case that is quite terrible that we faced throughout the year. Future researchers can use this research to compare with their future study. Thus, it will allow them to change the perspective and the way of thinking of some tourists who are careless and do not care about the safety aspects of their trip.

LITERATURE REVIEW

Affordability

Since the global pandemic, many people prioritise price while making a purchase. According to Mariam Webster, affordability implies people can afford it. Sheth (2020) says the epidemic has affected how people acquire and consume goods. Tourism enterprises and TSMEs must also examine how the epidemic may affect domestic travellers' vacation destinations. Nicolau and Mas (2007) said a buyer's choice would be optimised based on price and budget. According to Camileri (2019), many travellers are on a budget and only select affordable accommodations. Since the outbreak, many visitors have chosen cheap vacation spots to save money. Garaca et al (2018) say prices affect domestic tourist demand in low-income developing nations. Price affects tourist destination choice, although the relationship between pricing and tourist demand drivers may not be clear. Other aspects of the tourism industry also influence the decision to take a holiday. Numerous efforts must be made to preserve the tourism sector in this epidemic period, such as offering reasonable packages to attract travellers, particularly locals.

Quality of Service

During the COVID-19 post-pandemic, people's travel patterns altered. As a consequence, service quality influences domestic tourist preferences in Langkawi. The word "quality of service" relates to delivering goods and services that fulfill the needs of vacationers (Kapiki, 2012). From the customer's viewpoint, service quality is compared against expectations. According to Blazquez-Resino and Gob-Andrzejak (2017), service quality influences travellers' choice of a holiday spot. Quinlan Cutler and Carmichael (2010) indicate that customers are happy if a tourist product or service meets expectations, but low-quality goods and services may contribute to unfavourable perceptions of the location. Because perceived quality is subjective, as the Kano Model explains, various consumers will prioritise different aspects when buying goods and services (Sari, 2019). Providing visitors with reliable, responsive, and completely tailored services improves service quality, say Oosthuizen and

Ferreira (2019). This study will examine the link between service quality and domestic tourist choices in Langkawi, Malaysia.

Health and Safety Compliance

Due to COVID-19, tourists are becoming more alert about their safety during travel as the COVID-19 virus is being said to spread rapidly. According to the study that had been undertaken during the pre-pandemic condition, the elements such as overcrowding in facilities, lack of good policing practices, high living cost and poor publicity about tourism crime as well as poor management of tourism facilities are becoming tourists' concerns during travel (Imbeh, 2018). Tourism businesses need to be aware of tourists' concern about protecting their health while enjoying their holiday in order to restart domestic tourism safety due to the COVID-19 post-pandemic. Not only that, touching eyes, mouth and nose, coughing and sneezing etiquette that is also known as respiratory hygiene also should be practiced by all tourism operators.

Access to Facilities and Amenities

A tourism destination, according to Dzulkifli and Masjhoer (2020), is he integration of attractions, accommodation, and supporting facilities that are displayed in the local community life structure and are related to local wisdom and traditions.According to Truchet et al. (2011), most tourists who spend time away from their typical place of residence require access to a suitable level of services and amenities at the local holiday location. According to Ashishparthasarathy et al. (2020), food and beverage (restaurants, cafés, bars) financial transactions (bank, ATM, foreign exchange, digital payments), and communication (telephone, good reception for mobile phone, Internet) are all key tourist destination amenities. Sukmawati et al (2018) also noted that, depending on income levels, expectations for tourism services and facilities might differ among market segments. As a result, the study's goal is to see if there's a link between facility and amenity availability, and domestic visitor choices for Malaysian holiday locations.

Domestic Tourists' Preference for Holiday Destinations

According to OECD (2020), domestic tourists are important to the tourism industry's recovery, especially in countries, regions, and cities where the industry has provided many jobs and businesses since foreign travel possibilities have been limited due to the ongoing pandemic. For example, in 2019 the tourist arrivals are 4.0 million in Langkawi but they decreased drastically in 2020 because of the COVID-19 post-pandemic which has changed to -30% from the percentage in 2019. After the COVID-19 post-pandemic in Malaysia came under control, Minister Datuk Seri Nancy Shukri introduced a tourism bubble pilot project and expects about 30,000 tourists to come to visit Langkawi. Surprisingly, they achieved almost 100,000 domestic tourists arrivals in October 2021 (The Star, 2021). Malaysia's tourism sector has a significant opportunity to capitalise on the country's vast tourism resources, which are characterised by strong historical development and geography, resulting in multiple attractions ranging from beaches to cities, culture, heritage, jungles, food, resorts, health, business, and shopping (Nair and Thomas, 2013). Hence, it is crucial to understand the tourists' preference to travel during the COVID-19 post-pandemic situation as recovery strategy for the tourism industry, especially in Langkawi.

Research Hypothesis

The hypothesis in the study is to find out whether there are any correlations or relationships between dependent variables and independent variables:

H_1 There is a significant relationship between affordability and domestic tourist preference for holiday destinations in Langkawi.

H_2 There is a significant relationship between quality of service and domestic tourist preference for holiday destinations in Langkawi.

H₃   There is a significant relationship between health and safety compliance and domestic tourist preference for holiday destinations in Langkawi.

H₄   There is a significant relationship between access to facilities and amenities and domestic tourist preference for holiday destinations in Langkawi.

Research Framework

Figure 1 below shows the research framework used in this study
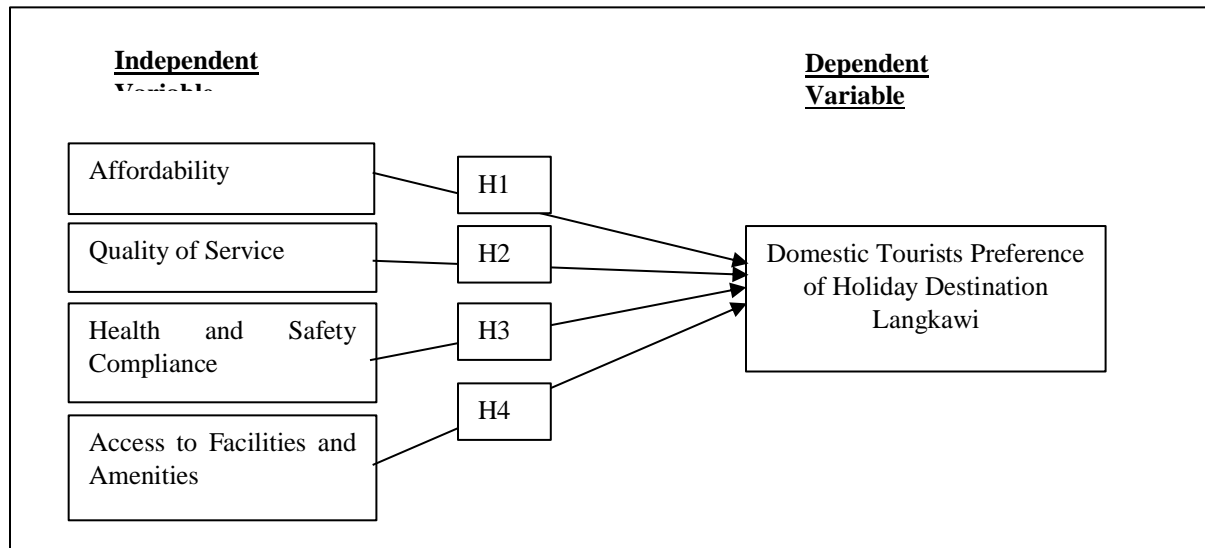
Figure 1: Research Framework

METHODOLOGY

Research Design

This study used a quantitative method via statistics through a large-scale survey research to collect the data by distributing a set of questionnaires through Google Forms. The questionnaires were used to obtain results from the respondents. The questionnaires are designed related to affordability, quality of service, health and safety compliance, access to facilities and amenities and domestic tourist preference for holiday destinations in Langkawi using a 5-point Likert scale (1=strongly disagree and 5=strongly agree).

The research design utilised in this study is hypothesis testing research. Hypothesis testing has been chosen to examine the causes and effects relationship between independent variables and dependent variables. This study investigates the link between independent and dependent factors. The independent factors include affordability, quality of service, compliance with health and safety regulations, and availability of facilities and amenities, whereas the dependent variable is domestic tourist preference for holiday destinations. This study is a cross-sectional study since the data is collected just once over a period of months. Then, the unit analysis for this study is an individual since the target respondents are tourists.

Data Collection

In this study, the data is collected using primary data. The tool used in this research is questionnaire in terms of Google form. Questionnaire is applied to collect information regarding the factors influencing domestic tourist preference in Langkawi such as affordability, quality of services, health and safety of compliance and access to facilities and amenities. The questionnaires have been distributed online and the data were collected among the domestic tourists in Malaysia who have been to Langkawi during the pandemic.

In the first stage, the study executed a pilot study whereby 30 respondents participated in the survey. Subsequently, the study conducted a field study based on the required sample size, 384 tourists participated in this survey.

Sampling

As for this study, the researchers choose non-probability sampling. The sampling method that has been chosen is convenience sampling. Convenience sampling was chosen to be used in this study because it is easy, affordable, and suitable for this study. In order to obtain a reliable and valid sample for this study, the researchers used Krejcie and Morgan's (1970) equation to determine the sample size. Since the number of domestic tourist arrivals are more than that (N> 100 000), therefore, according to the table by Krejcie and Morgan (1970), the significant sample size suitable for this research is 384.

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: Respondent's Profile

Demographic	Category	Frequency (N)	Percentage (%)
Gender	Female	248	64.9
	Male	136	35.1
Age	18-22 years old	111	28.4
	23-27 years old	213	55.8
	28-32 years old	41	10.7
	33-37 years old	19	5.1
Religion	Buddhist	37	9.4
	Christian	16	3.5
	Hindi	22	5.4
	Muslim	298	78.8
	Others	11	2.9
Race	Chinese	39	10.5
	Indian	26	7.0
	Malay	302	78.0
	Others	17	4.6
Level of Educations	SPM	73	32.4
	Diploma	149	44.5
	Degree	149	44.5
	Master	11	2.9
	PHD	2	0.5
Marital Status	Single	306	79.4
	Married	78	20.6
State of Residences	Johor	21	5.6
	Kedah	62	16.1
	Kelantan	18	4.8
	Melaka	18	4.8
	Negeri Sembilan	18	4.8

	Pahang	13	3.2
	Perak	18	4.8
	Perlis	34	8.6
	Pulau Pinang	54	13.7
	Sabah	14	3.5
	Sarawak	11	2.9
	Selangor	51	13.4
	Terengganu	14	3.5
	Wilayah Persekutuan Kuala Lumpur	38	10.2

Table 1 shows 384 profile of the respondents and the majority of the respondents are females which consists of 64.9% and males 35.1%. After that, the respondents age is between 23-27 years old which is 55.8% of the total sample. The lowest frequency of respondents age is 33-37 years old with 5.1%. Next, in terms of religion, the majority of the respondents are Muslim with 78.8%. The religion of the respondent shows the lowest frequency is other religion which is 2.9%. Meanwhile, the race of the respondents shows that the most respondents are Malay with 78.0%, while other races is the lowest frequency with 4.6%. In terms of education level, 44.5 % of the respondents are degree students who are the majority from 384. However, PhD students scored the lowest frequency with 0.5%. For the marital status, most of the respondents are single with 79.4% and married respondents with 20.6%. In terms of the state of residence, Kedah is the highest respondent with 16.1% and Sarawak with the lowest which is 2.9%. Thus, the data accurately reflect the real demographic compilation of factors influencing domestic tourist preference for holiday destinations in Langkawi during the COVID-19 post-pandemic.

Analysis for Factor Influencing Domestic Tourists Preference for Holiday Destinations in Langkawi during the COVID-19 post-pandemic.

Table 2: Descriptive Analysis for factors influencing domestic tourist preference for holiday destinations in Langkawi during the COVID-19 post-pandemic.

Variable	Items	N	Mean	Standard Deviation
Domestic Tourist Preference of Holiday Destination	I travel to Langkawi because of my preference to visit spa	384	4.27	0.636
	My preference travelling to Langkawi is to enjoy purchasing at the duty-free shops	384	4.37	0.835
	I travel to Langkawi because of my preference for social gathering	384	4.04	1.069
	I travel to Langkawi because of my preference for tour options	384	4.38	0.838
	I have preference travelling to Langkawi is because of enjoying their city landscapes	384	4.34	0.829
	I have preference travelling to Langkawi is because of enjoying their shows such as fire shows at the beach	384	4.27	0.875
	I travel to Langkawi because of my preference for the foods	384	4.27	0.891
	I have preference travelling to Langkawi because of enjoying foods at their restaurants	384	4.14	0.940
	I travel to Langkawi because of my preference towards the room service offered	384	4.22	0.912

	I have preference travelling to Langkawi because of enjoying their natural landscapes	384	4.50	0.721
Affordability	Langkawi offers affordable tourist activities	384	4.47	0.716
	Goods and services are affordable in Langkawi	384	4.42	0.756
	Langkawi offers a wide choice of budget accommodation for tourists	384	4.52	0.698
	Price in Langkawi are low	384	4.20	0.931
Quality of Service	I perceived the quality services of tourist attractions in Langkawi is high	384	4.49	0.698
	I perceived the quality services accommodation and transportation in Langkawi is high	384	4.45	0.711
	I perceived the quality services of tourist guide in Langkawi is high	384	4.37	0.746
	I perceived the quality of services of the local environment in Langkawi is high	384	4.42	0.712
	I perceived the quality services of the tourist centre in Langkawi is high	384	4.51	0.694
Health and Safety Compliance	I use all the necessary safety equipment such as mask, hand washing products and hand sanitizer to prevent Covid-19	384	4.60	0.642
	The staff respect rules and procedures regarding the prevention of Covid-19 during my vacation	384	4.56	0.668
	The staff ensure the highest level of safety during my vacation	384	4.51	0.686
	I travel to Langkawi in a safe manner	384	4.57	0.647
	The staff do not deviate from correct and save work procedures	384	4.49	0.732
Access to Facilities and Amenities	I travel to Langkawi because of the convenience of traveling and ease of tour arrangement	384	4.51	0.724
	I travel to Langkawi because of the quality of the tourist places	384	4.53	0.693
	I travel to Langkawi because of the reasonable price	384	4.42	0.760
	I travel to Langkawi because of the variety of tourist attractions	384	4.57	0.655
	I travel to Langkawi because of the travel distance	384	4.38	0.840

Table 2 shows the mean and standard deviation of dependent variable and independent variable in this study. The highest mean value in the dependent variable was obtained by Question 10 with 4.50 (SD = 0.721) where the respondents agreed that they have a preference to enjoy the natural landscapes in Langkawi. Meanwhile, Question 3 has the lowest mean value with 4.04 (SD = 1.069) which means the respondents have a preference to visit Langkawi for the social gathering. The independent variable for affordability had the highest mean value which belongs to Question 3 with 4.52 (SD = 0.698) which means that the respondents agreed Langkawi offers a wide choice of budget accommodations for them. After that, the lowest mean value was obtained by Question 4 with 4.20 (SD = 0.931) where the respondents agreed that pricing in Langkawi is low. Question 5 had the highest mean value for the independent variable quality of services factor, with 4.51 (SD = 0.694, indicating that respondents believe that the tourist center in Langkawi provides high-quality services. Question 3 has the lowest mean value

of 4.37 (SD = 0.746) which means that the respondents agreed that the quality of tourist guide services in Langkawi is high. The highest mean value for independent variable health and safety compliance is Question 4 with 4.57 (SD = 0.647, meaning that respondents agree with the statement that they travel to Langkawi in a safe manner. Question 5 has the lowest mean score of 4.49 (SD = 0.732, showing that respondents agreed that the staff does not deviate from correct and safe work procedures. Question number 4 got the highest mean value for independent variable access to facilities and amenities, with 4.57 (SD = 0.655, clearly indicating that respondents agree with the question, which is to visit Langkawi because of the variety of tourist attractions. Question 5 has the lowest mean value of 4.38 (SD = 0.840), reflecting those respondents agree that they travel to Langkawi because of the distance.

Relationship between Affordability, Quality of Service, Health and Safety Compliance and Access to Facilities and Amenities towards Domestic Tourists Preference for Holiday Destinations in Langkawi.

Table 3: Pearson's Correlation between affordability, quality of service, health and safety compliance and access to facilities and amenities towards domestic tourists' preference for holiday destinations in Langkawi.

		Tourists' preference for holiday destinations in Langkawi.
Affordability	Pearson correlation	0.603
	Sig. (2-tailed)	<.001
	N	384
Quality of service	Pearson correlation	0.611
	Sig. (2-tailed)	<.001
	N	384
Health and safety compliance	Pearson correlation	0.500
	Sig. (2-tailed)	<.001
	N	384
Access to facilities and amenities	Pearson correlation	0.594
	Sig. (2-tailed)	<.001
	N	384

The result in Table 3 indicates that affordability and tourists' preference for holiday destinations in Langkawi 0.603 indicated strong positive correlation. Next is quality of service and tourists' preference for holiday destinations in Langkawi showed .611 indicating moderate strong positive correlation. Following by health and safety compliance and tourists' preference for holiday destinations with 0.500 indicated the moderate positive correlation. Meanwhile, access to facilities and amenities and tourists' preference for holiday destinations shows 0.594, which indicating strong positive correlation. Therefore, all the four variables positively correlated with tourists' preference for holiday destinations and the relationship is significant (p<0.05). Meanwhile, according to the results of Pearson's correlation data, all the hypotheses is supported.

H1: There is a significant relationship between affordability and domestic tourist preference for holiday destinations in Langkawi.

Based on Sheth's (2020) assessment of how the pandemic has influenced the way customers buy and consume products and services, tourism enterprises and TSMEs should evaluate how the pandemic may have changed a domestic tourist's choice in selecting a vacation location.

H2: There is a significant relationship between quality of service and domestic tourist preference for holiday destinations in Langkawi.

Quinlan Cutler and Carmichael (2010) state that if the quality of a certain tourist product or service fulfils expectations, the customer is happy. However, low-quality products and services might lead to unfavourable sentiments toward the place.

H3: There is a significant relationship between health and safety compliance and domestic tourist preference for holiday destinations in Langkawi.

In the middle of the Covid-19 pandemic, hotels and tourism operators must follow specific prevention protocols and standard operating procedures (SOPs) to break the spread of Covid-19, including cleaning, disinfection, and sanitisation of premises, as well as physical distancing, avoiding touching eyes, nose, and mouth, cough and sneezing etiquette (respiratory hygiene), and the use of medical or sterile products (WHO, 2020).

H4: There is a significant relationship between access to facilities and amenities and domestic tourist preference for holiday destinations in Langkawi.

When noted by Truchet et al., access to an appropriate level of services and amenities at the local holiday location is crucial to most visitors as they spend time away from their usual place of residence (2011).

DISCUSSION AND RECOMMENDATION

The discussions were aimed to solve the questions and address the hypothesis as mentioned in the first chapter of this study. In general, this study has extensively researched the factors influencing domestic tourists' preference for holiday destinations in Langkawi during the COVID-19 post-pandemic. Based on the finding, there are some recommendations for tourism operators as well as future researchers in order to make an improvement in future study.

Tourism operators need to play an important role in attracting tourists to tourist destinations in an effort to rehabilitate the tourism sector. In addition, as the tourism scenario has changed due to the COVID-19 outbreak, travel behaviour has changed as well, thus tourism operators need to be mindful of the factors influencing tourists to travel to their chosen destination. For instance, tourism operators need to take care of crucial factors such as affordability, quality of service, health and safety compliance, facilities and amenities to provide full comfort to tourists while they travel.

Besides that, this study is also essential for future research continuation. It is recommended for future researchers to investigate the factors influencing domestic tourist preference for holiday destinations by including more demographic characteristics of the respondents. For example, ethnicity, religion, monthly income, marital status, occupation, and many more in order to generate different results or findings from various perspectives. By doing that, the researchers can get the data in more detail.

Furthermore, future researchers should improve the data collection for this study, particularly in terms of distributing questionnaires. Instead of distributing questionnaires through internet, future researchers can conduct face-to-face questionnaire distribution. As a result, when distributing questionnaires to potential respondents, the researchers can explain the research purpose in detail. Additionally, interaction between the researchers and the respondents can be beneficial in informing the respondents about what will be asked in the questionnaires.

CONCLUSION

In conclusion, this study has been accomplished to discover the factors influencing domestic tourist preference for holiday destinations in Langkawi during the COVID-19 post-pandemic. Four independent variables which are affordability, quality of services, health and safety compliance, facilities and amenities have been chosen to investigate the relationship between the dependent variable which is domestic tourist preference for holiday destinations in

Langkawi. A total of 384 respondents aged from 18 years old and above were selected randomly from all states of Malaysia to investigate what are the factors influenced them to travel to Langkawi during the post-pandemic.

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3. To examine the relationship between tourist satisfaction and destination loyalty among domestic tourists visiting Langkawi Island.

4. To examine the relationship between service quality and destination loyalty among domestic tourists visiting Langkawi Island.

LITERATURE REVIEW

Destination Loyalty

A place or location that needs several things to fulfil tourists' needs can be known as a tourist destination. The most important thing is that the destination needs to have attraction that can attract tourists to come and visit the place. Other than that, destination also can be known when the tourists take a short trip to visit the place and spend at least one night at the destination (Mohamad et al., 2019). According to Kanwel et al. (2019), tourist destination loyalty is divided into three different approaches which are attitudinal, behavioural and composite. The intention to revisit the destination is the most important thing in measuring the loyalty of a tourist to a destination. The positive experience gained when visiting a destination will give a positive reaction and lead to loyalty (Kanwel et al., 2019).

Attitudinal loyalty refers to the willingness of tourists to recommend the destination to others, whilst behavioural loyalty refers to the intention to revisit the destination. Both behavioural and attitudinal can be combined together to measure destination loyalty (Zhang et al., 2018). A loyal tourist will revisit the destination and will recommend the destination to others. They also will say positive things about the destination. This will attract more tourists to come and visit the destination. Thus, this will increase the number of tourist arrivals.

Destination Attractiveness

According to Reitsamer et al. (2016), destination attractiveness can be referred to as the ability of a destination to fulfil and deliver the needs and individual benefits to the tourists. The more a destination can fulfil the needs of the tourists, the more attractive the destination will be. Destination attractiveness plays an important role in attracting tourists to come and visit the destination. A destination that has its own uniqueness and attractiveness will give benefit to the tourists and make the tourists satisfied with their trip.

According to Vengesayi et al. (2009), a destination that has many activities, natural resources and facilities will give more attraction to the tourists. The combination of these elements will give more attractiveness to the destination. The attractiveness of a destination will make the tourist feel more satisfied with their trip. This will make the tourist revisit the destination and become loyal to the destination. Hence, the hypothesis for this study is:

H1: There is a significant relationship between destination attractiveness and destination loyalty among domestic tourists visiting Langkawi Island.

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3. To examine the relationship between tourist satisfaction and destination loyalty among domestic tourists visiting Langkawi Island.

4. To examine the relationship between service quality and destination loyalty among domestic tourists visiting Langkawi Island.

Significance of the Study

Economy

At the end of the research, the findings of this study are to support the Langkawi Development Authority (LADA) in developing an economic blueprint for Langkawi Island. Hopefully, information obtained from this study will directly or indirectly contribute to Malaysia's tourism industry's growth by promoting Langkawi Island. By distinguishing the most elevated factors influencing destination loyalty to visit Langkawi Island, this research might offer a better understanding of the current trend among domestic tourists visiting Langkawi Island, Malaysia.

Society

Researchers chose Langkawi Island for this study because it is a vibrant economy and has great potential to expand the tourism business sector. Therefore, the outcome of this study will enlighten the practitioners on how to offer high-quality service, satisfy the tourist's needs and wants, develop a strong bonding between the destination and the tourists, and how to address the island's attraction to guarantee the arrival of domestic tourists to this island.

LITERATURE REVIEW

Destination Attractiveness

A destination is viewed as a complicated product (Ben Youssef et al., 2019). The attractiveness feature was identified as a suitable indicator to determine the destination's overall attractiveness (Della Corte, 2015; Hui et al., 2020). Moreover, destination attractiveness is measured in the same way, as destination image; thus, the measurement used is the same.

In recent years, both travel industry analysis and plan developers have paid close attention to destination attractiveness and its assessment (Woyo, 2018). Destination attractiveness is a critical indicator of a traveller's appeal to a destination (Gursoy et al., 2014). For a long time, destination attractiveness has been an essential aspect of stimulating the development of tourism destinations (Shahbaz et al., 2020). Firstly, it is crucial to recognise the factors that might attract visitors to the destinations. Second, destination attractiveness might be a significant aspect of market interest views. Destination attractiveness can help travel industry planning and strategy creation by fully understanding target markets and tourists' emotional cycles.

Place Attachment

Even though the lack of consensus on the definition of place attachment, a vast body of research demonstrates that favourable feelings toward a destination are required for building an attachment to it (Hosany et al., 2017; Io, 2018; Yan & Halpenny, 2019). An emotional tie between the person and the location is a more thorough definition of the concept of place attachment (Patwardhan et al., 2020).

Different ways to measure place attachment have been employed in tourism studies. Two factors used to assess place attachment are place dependence (how well a setting supports an individual's aims and aspirations) and place identity (the relationship between a person's identity and a natural setting) (Hosany et al., 2017). On the other hand, place attachment is assessed in four ways: place identification, place dependence, place emotional bonding, and place social bonding (Jorgensen & Stedman, 2001; Williams et al., 1992). Place attachment is essential in establishing tourism experiences (Io & Wan, 2018). In other words, travellers who visit a destination and form a deep bond with it would appreciate participating in any activities offered by that destination. As a result, individuals are more likely to have a positive experience when visiting the destination. Establishing a strong connection between visitors and a

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destination due to their involvement in exciting events hosted in that destination would eventually result in more loyal tourists to that destination.

Tourist Satisfaction

Furthermore, travellers' pleasant sensation after visiting a destination is tourist satisfaction (Khan et al., 2013). In other words, when a tourist's perception exceeds their initial expectation, this is regarded as satisfactory. Tourist satisfaction can be measured using general satisfaction attributes like "lodging, dining, shopping, accessibility, activities, and events, and the environment." (Chi & Gursoy, 2008; Rajesh, 201; Chenini & Touaiti, 2018). Tourist satisfaction is critical for a tourism destination's marketing success. It influences tourists' destination choice, consumption of tourism goods and services, and decision to return to the location (Yoon & Uysal, 2005).

Services Quality

Cong (2016) defines service quality as a visitor's good experiences, feelings, and overall impressions of a venue. This term stresses the tourist's mental and emotional reactions to their services when visiting a particular location. Services are frequently accompanied by authentic products or amenities when visitors visit a destination. When visitors visit a destination, services are frequently accompanied by natural products or amenities. Furthermore, service quality can be described as a tourist's overall assessment of the services and facilities offered at a destination based on their own experiences and sentiments (Mohamad et al., 2019).

A comprehensive measurement of service quality was suggested by Tosun et al., (2015) where it consisted of seven components: accommodation, cleanliness, domestic transport, hospitality, activities, airport service, and language communication. The perceived quality of hospitality services includes hotel services. Meanwhile, transportation, information, immigration, route signage, clean facilities, and complaint management are all factors in the perceived quality of tour services.

Destination Loyalty

Customers who are loyal to a brand are associated with those who repurchase the brand (Newman & Werbel, 1973). According to Wang et al., (2009), destination loyalty refers to tourists' inclination to promote their favourite vacation site to others. Destination loyalty is described as a tourist's desire to return to their vacation place and recommend it to others (Chen & Myagmarsuren, 2010).

Yoon & Uysal (2005) explore the topic of destination loyalty, stating that current methodologies for capturing the dynamics of the phenomena are primarily focused on: (a) behavioural method, (b) attitudinal approach, and (c) composite (combination of the first two) approach. "The idea of customer loyalty has recently displaced pleasure assessment, more often than not due to the fact loyalty is evident as a higher predictor of actual behaviour," according to Chi & Qu (2008).

Research Hypotheses

The literature review revealed that the independent variables like destination attractiveness, place attachment, tourist satisfaction, and service quality influenced destination loyalty among domestic tourists visiting Langkawi Island, Malaysia. Therefore, the study plans to examine the level factors among these variables. The study's hypotheses were summed up in the following way, based on the literature that was discussed:

H₁: There is a significant relationship between destination attractiveness and destination loyalty.

H₂: There is a significant relationship between place attachment and destination loyalty.

H₃: There is a significant relationship between tourist satisfaction and destination loyalty.

H₄: There is a significant relationship between service quality and destination loyalty.

Research Framework

Figure 1 below shows the research framework used in this study.
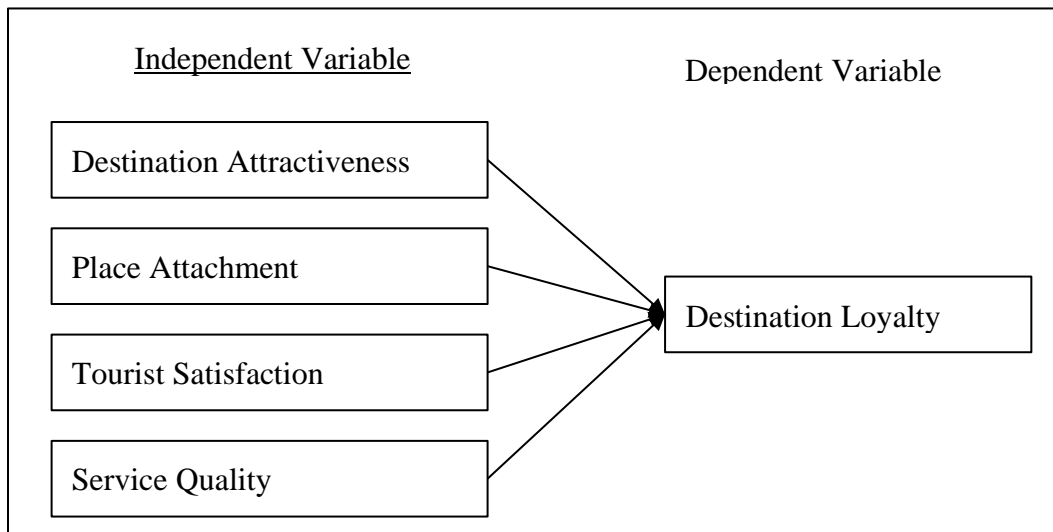
Figure 1: Research Framework

METHODOLOGY

Research Design

According to Creswell & Creswell (2017) research design is the plan, structure, and technique of study devised to achieve answers to research questions while controlling variation. In this study, a cross-sectional study is employed. The benefits of cross-sectional design include the collection of data and concerning a single point in time, as well as the focus on detecting correlations between variables at a single point in time. This study used questionnaire survey approaches to collect data since they are reasonably affordable and require little time to complete. The questionnaires were designed related to destination attractiveness, place attachment, tourist satisfaction, service quality and destination loyalty using a 5-point Likert scale (1: strongly disagree and 5: strongly agree).

Data Collection

Primary data was used to gather the information for this study. Our research tool is Google form questionnaire to collect data from our respondents. We've disseminated the surveys online and we have gathered information from the domestic tourists in Malaysia who've visited Langkawi. The research conducted a pilot study in which 30 respondents filled out a survey. Subsequently, 384 respondents who visited Langkawi Island, Malaysia participated in this survey.

Sampling

The current study chooses non-probability sampling, namely, convenience sampling. Convenience sampling was selected because it is easy, affordable, and suitable for this study. The researchers used Krejcie and Morgan's (1970) equation to determine the sample size of the current study. Based on the statistics, the number of domestic tourist arrivals is more than that (N> 100 000), therefore, based on the table provided by Krejcie and Morgan (1970), the significant sample size suitable for the current study is 384.

Data Analysis

Several analyses were used in this study such as frequency analysis, descriptive analysis, reliability analysis and correlation analysis. The data obtained was analysed by using Statistical Package for the Social Science (SPSS).

FINDINGS

Result of Frequency Analysis

Table 1: Frequency Analysis

Characteristic	Frequency (n)	Percentage (%)
Gender		
Male	193	50.3
Female	191	49.7
Age		
18 – 20 years old	38	9.9
21 – 25 years old	144	37.5
26 – 30 years old	83	21.6
31 – 35 years old	40	10.4
36 – 40 years old	34	8.9
41 – 45 years old	18	4.7
46 – 50 years old	18	4.7
> 51 years old	9	3.3
Race		
Malay	271	70.6
Chinese	76	19.8
India	36	9.3
Others	1	0.3
Education		
Secondary School	25	6.5
Certificate/Diploma/STPM/Matricu	95	24.7
lation	185	43.2
Bachelor's Degree	54	14.1
Master's Degree	13	3.4
Ph.D.	12	3.1
No Formal Education		
Occupation	53	13.8
Government Servant	83	21.6
Private Worker	71	18.5
Self-Employment	176	45.8
Student	1	0.3
Others		
Place of Origin	14	3.6
Kedah	6	1.6
Perlis	18	4.7
Pulau Pinang	23	6.0
Perak	39	10.2
Kelantan	21	5.5
Terengganu	25	6.5
Pahang	91	23.5
Selangor	25	6.5
Wilayah Persekutuan Kuala Lumpur	77	20.1

Johor	15	3.9	
Melaka	22	5.7	
Negeri Sembilan	5	1.3	
Sarawak	3	0.8	
Sabah			

Table 1 shows the characterisation of respondents. 193 out of 384 respondents are males which represent 50.3% of the total sample, while 191 respondents are females represent 49.7% of the total sample. For groups of age, the highest number of respondents are 21-25 years old which is 37.5% (n=144) while the lowest number of respondents are above the age of 51 years old which is 3.3% (n=9). The highest frequency of race was Malay at 70.6% (n=217) followed by other races at 0.3% (1) as the lowest. For groups of education level, the highest respondents have a degree 48.2%,(n=185) while the lowest respondents with no formal education 3.2%(n=12). In terms of occupation, the highest respondents are students 45.8% (n=176) while the lowest respondents are others 0.3% (n=1). The highest frequency of income was 34.9% (n=134) with no income and the lowest was 3.4% (n=13) with RM6,001-RM7,000 income. Lastly, the result according to the place of origin indicates that the higher number of respondents are from Selangor which is 23.7% (n=91) while Sabah has the lowest respondent which is 23.7% (n=91) of the total respondents.

Result of Descriptive Analysis
Table 2: Descriptive Analysis

Variable	Items	Means Score	Standard Deviation
Destination Attractiveness	Easy access to transportation service	4.47	.689
	Well-decorated and comfortable accommodations	4.36	.679
	Shopping and entertainment facility	4.46	.645
	Good quality and taste of foods and beverage	4.37	.692
	Variety of historical attraction and places	4.42	.707
	Variety of cultural events and attractions	4.31	.774
	Natural scenic beauty and calmness of the place	4.53	.638
	Pleasant climate and good environment	4.42	.665
		4.41	**.510**

Place Attachment	I like visiting Langkawi Island more than any other destination	4.30	.847
	For me, Langkawi Island cannot be substituted by other Asian destinations	4.18	.831
	Langkawi Island means a lot to me	4.18	.881
	I am very attached to Langkawi Island	4.30	.773
	I have a strong sense of belonging to Langkawi Island	4.17	.872
	I have a special connection with those people who like visiting Langkawi Island	4.07	.990
		4.19	**.744**
Tourist Satisfaction	My overall evaluation of my vacation in Langkawi Island is satisfactory	4.51	.622
	My overall evaluation of my vacation is satisfactory when considering my invested time in Langkawi Island	4.25	.731
	My overall evaluation of my vacation in Langkawi Island is positive	4.39	.665
	My overall evaluation of my vacation in Langkawi Island is favourable	4.41	.631
	I am satisfied with my vacation in Langkawi Island	4.41	.652
	I am pleased with my vacation in Langkawi Island	4.40	.620
		4.39	**.538**
Service Quality	Cleanliness of the food and beverage facilities	4.35	.700
	Cleanliness of the public toilets	4.12	.757
	Attitudes of shopkeepers towards customers	4.30	.706
	Honesty of shopkeepers towards customers	4.28	.672
	Information signs and symbols	4.34	.685
	Comfortability of the local vehicles	4.28	.669

	Frequency of the transport services	4.24	.760
	General cleanliness of the hotel	4.33	.636
	Food and beverage quality at the hotel	4.33	.667
		4.28	**.581**
Destination Loyalty	I will revisit Langkawi Island	4.52	.666
	I will probably revisit Langkawi Island in two years	4.29	.800
	I will recommend Langkawi Island to others	4.43	.686
	I will encourage other people to visit Langkawi Island	4.41	.695
		4.41	**.599**

In the descriptive analysis for the independent variables, the highest score was destination attractiveness (mean=4.41, SD=0.510) followed by the tourist satisfaction score (mean=4.39, SD=0.538), service quality scored a mean of 4.28 and standard deviation of 0.581 and the lowest score for the independent variable was place attachment (mean=4.19, SD=0.711). The score for the dependent variable which is destination loyalty scored a mean of 4.41 and a standard deviation of 0.599. It could be concluded that destination attractiveness was the most influential in destination loyalty among domestic tourists visiting Langkawi Island, Malaysia.

Result of Reliability Analysis
Table 3 below shows the result of reliability analysis.
Table 3: Result of Reliability Analysis

Variable	Number of Items	Cronbach's Alpha
Destination Attractiveness	8	0.884
Place Attachment	6	0.928
Tourist Satisfaction	6	0.904
Service Quality	9	0.946
Destination Loyalty	4	0.861

Using Cronbach's alpha to test the consistency of the instrument, all variables in table 3 were more than 0.8. Because of this, the instruments for the variables can be used in this investigation. This section's Cronbach alpha value of 0.861 is deemed very good. Next, the Cronbach's alpha values for place attachment and tourist satisfaction were 0.928 and 0.904 respectively which are considered as excellent, and then continued with service quality with 0.946 also considered as excellent, while the value for destination attraction was rated 0.884, which is considered as very good. This shows that the respondents understood the questions well; hence, the questionnaires were approved for this analysis.

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Result of Correlations Analysis

Relationship between destination attractiveness, place attachment, tourist satisfaction, service quality and destination loyalty towards factors influencing destination loyalty among domestic tourists visiting Langkawi Island, Malaysia.

Table 4: Pearson's Correlation between destination attractiveness, place attachment, tourist satisfaction, service quality and destination loyalty towards factors influencing destination loyalty among domestic tourists visiting Langkawi Island, Malaysia.

		Destination loyalty among domestic tourists visiting Langkawi Island, Malaysia
Destination Attractiveness	Pearson correlation Sig.(2-tailed) N	0.748 <.001 384
Place Attachment	Pearson correlation Sig.(2-tailed) N	0.740 <.001 384
Tourist Satisfaction	Pearson correlation Sig.(2-tailed) N	0.847 <.001 384
Service quality	Pearson correlation Sig.(2-tailed) N	0.769 <.001 384

The result in Table 4 indicates that destination attractiveness and destination loyalty among domestic tourists visiting Langkawi Island, Malaysia 0.603 indicated a strong positive correlation. Next is place attachment and destination loyalty among domestic tourists visiting Langkawi Island, Malaysia 0.740 indicating a strong positive correlation. Following tourist satisfaction and destination loyalty among domestic tourists visiting Langkawi with 0.847 indicated a strong positive correlation. Meanwhile, service quality and destination loyalty among domestic tourists show 0.769, which indicates a strong positive correlation. Therefore, all four variables positively correlated with destination loyalty and the relationship is significant ($p<0.01$). So, all the hypotheses between independent variables and dependent variables are supported.

H_1: There is a relationship between destination attractiveness and destination loyalty among domestic tourists visiting Langkawi Island, Malaysia

Based on (Nasir et al., 2020) identify the potential of Langkawi Island to optimise tourists' vacation experiences with natural and cultural heritage, as well as amenities that fulfil tourists' expectations. Consequently, the tourist will be loyal to the destination. H_1 was supported.

H_2: There is a relationship between place attachment and destination loyalty among domestic tourists visiting Langkawi Island, Malaysia

Much research on the psychological dimensions of place experience under many subcategories such as sense of place, place experience, community sentiment, sense of community, community identification, and place identity have been conducted (Patwardhan et al., 2020). Most importantly, their studies indicate that there is a significant relationship between place attachment and destination loyalty. H_2 was supported.

H_3: There is a relationship between tourist satisfaction and destination loyalty among domestic tourists visiting Langkawi Island, Malaysia.

According to research, the level of satisfaction that visitors have at a certain destination influences their decision to revisit (Shahbaz et al., 2020). H_3 was supported.

H_4: There is a relationship between service quality and destination loyalty among domestic tourists visiting Langkawi Island, Malaysia.

Service quality (Akroush et al., 2016) contributes significantly to long-term marketing issues of service differentiation and market positioning for organisations, destinations, or countries to incorporate the best service methods for favourable customer perceptions, and previous studies have examined the direct relationship between tourism service quality and destination loyalty. H_4 was supported.

DISCUSSION & RECOMMENDATIONS

Pearson's correlation analysis was performed to evaluate the correlation between destination attractiveness, place attachment, tourist satisfaction, service quality, and destination loyalty among domestic tourists visiting Langkawi Island, Malaysia. All variables indicate a strong correlation between one another. Moreover, at the 0.01 significance level, all hypotheses provided were supported. Moreover, all of the hypotheses were supported as the end result showed that independent variables which are destination attractiveness, place attachment, tourist satisfaction, and service quality have a very strong and high positive correlation with decision making.

To maintain Langkawi's standing as Malaysia's prime island destination, the management of Malaysia's tourism industry must be aware of destination features and tourist behaviours. They should consider the preferences of domestic tourists to gain their attention. The first-time tourists should be treated appropriately and given a positive impression of Langkawi Island by offering them a discount in appreciation for their loyalty. Stakeholders need to continue their improvement efforts in terms of offering more attractive locations and attractions in the tourist area. As a result, domestic tour operators and small traders will benefit from increased revenue and profits. Therefore, there is no denying the long-term influence that will benefit the tourism business. However, this research still has some limitations especially the length of time to collect data. It is recommended for future research to extend the length of time and execute longitudinal studies to comprehend pre and post behaviours of tourists during their visit to Langkawi. Hence, the results will be more interesting to be discussed.

CONCLUSION

In conclusion, this research has been carried out to explore factors influencing destination loyalty among domestic tourists visiting Langkawi Island, Malaysia. The influential factors

destination attractiveness, place attachment, tourist satisfaction and service quality (independent variables) are giving impact to destination loyalty (dependent variable) among domestic tourists visiting Langkawi Island, Malaysia. Researchers using Google Forms with 384 respondents who have travelled and visited Langkawi Island were administered to answer the questionnaires.

The findings from the questionnaire's survey analysed by using several analyses such as descriptive analysis, reliability analysis and correlation analysis.Next, the results obtained from the questionnaire also have been evaluated by a software program which is Statistical Package for the Social Science (SPSS). For this research, all the hypotheses **H₁, H₂, H₃ and H₄** stated are supported.

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in the tourism industry, as well as for readers and upcoming researchers. The following is a list of the study's importance:

Lotus Communities

The major purpose of this project is to assist local communities in recognizing the perception of the economic, socio-cultural, and environmental impacts of ecotourism development in Kundasang, Sabah. This allows local communities to understand the impact of ecotourism development. The local community can use the results of this study to take advantage of the positive impacts and reduce the negative impacts of ecotourism development in Kundasang, Sabah. The local community can also use this study to improve their quality of life.

Researchers

The results of this study can be used as a reference for future researchers who want to conduct research related to the perception of local communities toward ecotourism development. This study can also be used as a guide for future researchers to conduct research related to ecotourism development. This study can also be used as a reference for future researchers who want to conduct research related to the quality of life of local communities.

LITERATURE REVIEW

Quality of Life

Quality of life is defined as the general well-being of individuals and communities, which includes both positive and negative characteristics of life. According to the researcher, the quality of life is measured by the level of satisfaction of individuals and communities with their lives. Quality of life is a broad concept that encompasses a wide range of factors, including physical health, psychological state, level of independence, social relationships, and relationships with the environment.

Economic

The economy is one of the most important aspects of ecotourism development. According to the researcher, economic impact is the impact of ecotourism development on the economy of the local community. Ecotourism development can create job opportunities for the local community and increase their income. Ecotourism development can also increase the income of the local community through the sale of local products and services.

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in this research because those who work directly in the tourism industry earn a decent and significantly better salary. Besides, local communities can have a stable economy with the employment opportunities offered by ecotourism development. The local community also believes that the development of ecotourism in Kundasang will help to improve their social environment by bringing a fresh modern image to the area. Ecotourism development would make local communities realize the importance of biodiversity protection in the ecotourism destination, not only in their environment.

LITERATURE REVIEW

The Impact of Economic

Ecotourism is considered to have a significant beneficial influence on the growth of the country's tourism sector, as well as economic advantages to residents and the government (Bahari, 2019). Ecotourism is a form of nature tourism that heavily relies on natural resources for its economic advantages. Economic impacts are easier to be investigated because a local community is small and often easy to measure. The economic impact is related to changes in sales, revenue, jobs, or other parameters generated by ecotourism.

Tourism's economic influence has been considered both a positive and negative economic factor. In terms of tourism's positive economic impact, data shows that it helps to raise living standards (Belisle & Hoy, 1980; Tosun, 2002; Um & Crompton, 1990). The most immediate and obvious benefits of tourism development are the creation of jobs and the opportunity for individuals in local community initiatives to support their income and level of living. Hence, local communities turn to tourism as a source of revenue, jobs, and improved living standards (Akis et al., 1996). As a result, local populations' views of comfort and quality of life dictate the level of living.

The Impact of Socio-Culture

In terms of socio-culture, the presence of ecotourism in local communities can allow for the long-term preservation and sharing of a community's native culture with international tourists. Furthermore, ecotourism may provide tourists with new perspectives on local communities' history, flora, and wildlife, as well as urge local populations to value and profit from cultural and natural assets (Bahari, 2019).

The socio-culture impact of ecotourism activities in Kundasang, Sabah also has an impact on the quality of life of local communities where the government provides increased local infrastructure and communication facilities such as roads, electricity, and water supply, as well as telecommunications services such as public telephones and transportation (Bahari, 2019). The growth of ecotourism in social local communities can help residents improve their command of the English language (Bahari, 2019). It will be easier for local populations to connect with international tourists and provide them with instructions if there is strong communication between the two sides. This included visitors from other countries who may learn our native language while they were here.

The Impact of Environmental

The direct influence of socioeconomic activity and natural disasters on the environment is referred to as environmental impact (OECD, 2021). Tourism growth in a district that is tied to the surrounding area and an environment that draws tourists, whether natural or manmade. The term "environment" refers to the physical circumstances that allow tourism to take place, which can take place in seaside resorts, historic towns, hilly areas, scenic villages, and cultural sites. National museums and monuments are among the attractions that lend a boost to the tour (Mansour, 2013)

Besides that, environmental benefits from ecotourism development may also influence people's perspectives. The environmental value of the Kundasang in enhancing air quality and lowering pollutants was more likely to be appreciated by local communities. Local

communities are also aware of environmental issues and support the conservation of biodiversity (Hassan, 2015). The tourism business is one of the world's fastest-growing sectors. In addition, it can assist in the development of communities and the implementation of constructive environmental change. Tourism growth can place a strain on natural resources while also increasing demand in locations where resources are limited (Lan, 2019). Tourism is one of the main sources of revenue for the country's economy. Tourism also contributes to the region's well-being and creates jobs for the country's residents. When tourism becomes unsustainable in nature, however, it can have a negative impact on the environment (Lan, 2019).

Quality of Life

The way people understand the effects of ecotourism development can influence their quality of life. Only if the community believes that benefits are shared equally among stakeholders and that interactions between hosts, tourists, and nature are harmonious, ecotourism development can be successful (Martin, 2003). Ecotourism can support the preservation of local culture by encouraging residents to appreciate and respect all cultures and histories (Eshun & Tonto, 2014). The dependent variable in this study is people's perceptions of their quality of life. Material well-being is one of the key domains used to assess this perspective.

According to Sirgy (2018), it is characterised as satisfaction with several economic problems, including the government's handling of the economy and taxes, the cost of needs, household income, pay and fringe benefits from one's employment, financial stability, and family agreement on how money should be spent. The quality of life in the community must also be improved by prioritising and monitoring the neighborhood's environmental circumstances. If everything is done correctly, the quality of life or well-being in a community can be assured.

Quality of life is measured for a variety of reasons, the majority of which are social, economic, and political in nature (Hamzah, 2013). The purpose of studying the influence of ecotourism on population's quality of life is to determine population acceptance of ecotourism development in a destination. This is to ensure that the ecotourism sector and activities may continue to expand. In our study, researchers discovered three consequences of ecotourism development on the quality of life as perceived by the local population, including economic, social, and environmental impact.

Research Hypothesis

The following hypotheses have been formulated to answer the research question:

H₁: There are significant impacts from economic factors on the quality of life as perceptions by local communities.

H₂: There are significant impacts from social factors on the quality of life as perceptions by local communities.

H₃: There are significant impacts from environmental factors on the quality of life as perceptions by local communities.

Research Framework

Figure 1 below shows the research framework used in this study.
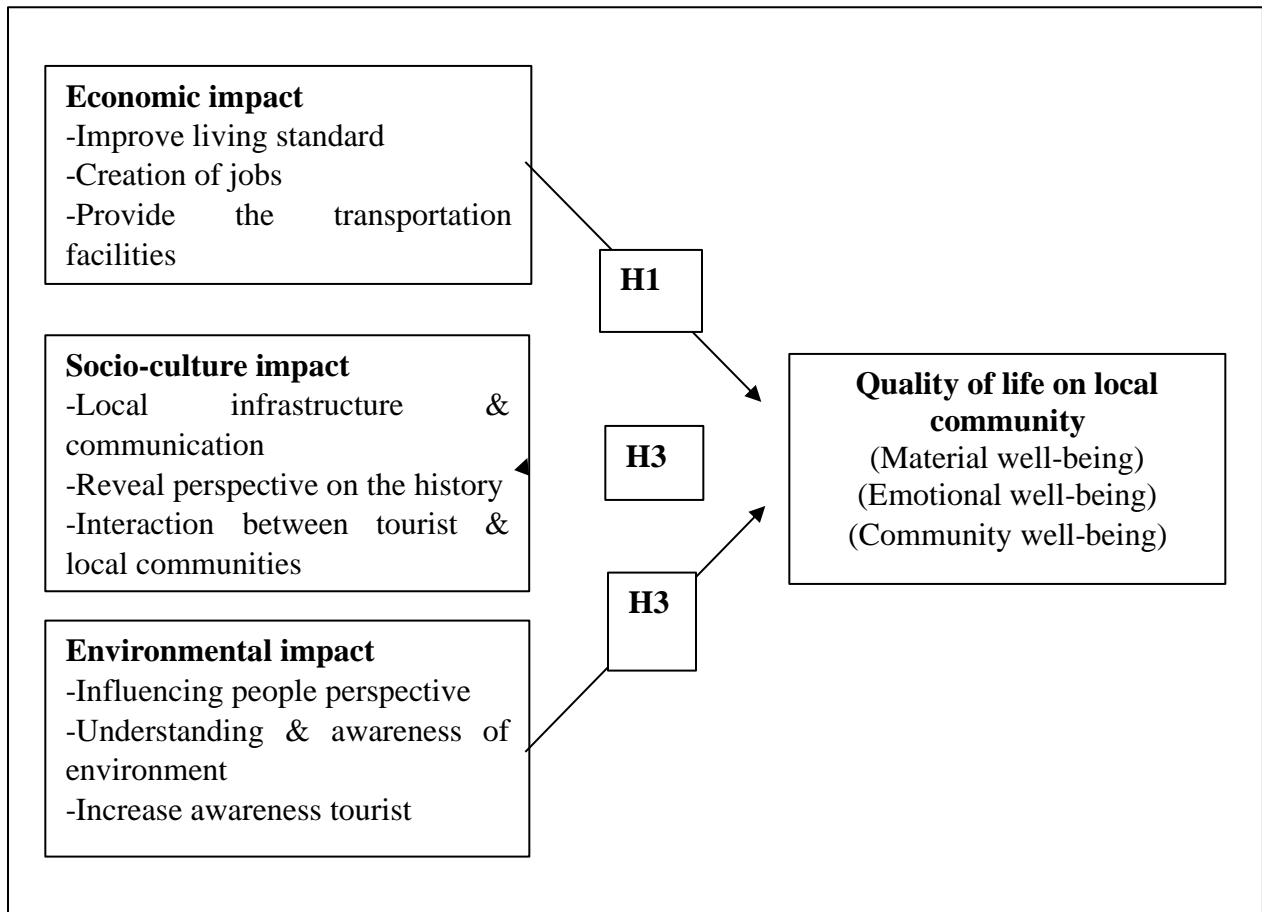
METHODOLOGY

Research Design

The researchers used quantitative research methods to study the relationship between variables by using numbers and statistics to evaluate outcomes. This study examines the impact of ecotourism development (economic, socio-cultural, and environmental) on the quality of life in local communities in Kundasang, Sabah.

Furthermore, this study used descriptive research to collect data from the respondent. The data from convenience sampling was evaluated. For this study, the researchers used a cross-sectional study because data were collected only once over several months.

Data Collection

To support the study, the researchers used primary data. Data for this study were collected through an online questionnaire in the form of Google. The online questionnaire was used to prevent the spread of the Covid-19 virus between respondents and data collectors.

The questionnaires contain items that will help the researchers answer the research objectives, and the respondent's privacy will be secured. . Due to the rapid growth of social media, the researchers were able to distribute a Google Form and receive responses from respondents in Kundasang, Sabah.

In this study, the researchers prepared 30 questionnaires and distributed them to the target respondents. According to Johanson (2010), a pilot study to conduct a preliminary survey or develop a scale should have at least 30 representative respondents from the population of interest. For the pilot study, it involved 30 respondents in Kundasang, Sabah. Furthermore, the field study was conducted in Kundasang, Sabah. It involved 357 respondents in Kundasang, Sabah to answer the questionnaire.

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Sampling

In this study, the researchers used a non-probability sampling method. The non-probability sampling that has been chosen is convenience sampling. Researchers used convenience sampling because it is the easiest to access respondents.

Local communities in Kundasang, Sabah are the target population for the study. In short, the population in Kundasang, Sabah is 5,000 people. According to Krejcie & Morgan's (1970) table, a sample of 357 is sufficient for a population of 5,000. This table can be applied to any defined population and does not require any calculations (Memon, 2020). The survey was designed to be completed by 357 people.

Data Analysis

The researchers utilized the Statistical Package for the Social Science (SPSS), which is a popular statistical analysis software program. There were four types of data analysis used in this study, which was frequency analysis, descriptive analysis, reliability analysis, and Pearson's Correlation analysis.

FINDINGS

Result of Frequency Analysis

Table 1: Frequency Analysis

Demographic	Frequency (N)	Percentage (%)
Gender		
Male	181	50.7
Female	176	49.3
Age		
18 – 24 years	71	19.9
25 – 35 years	125	35.0
36 – 45 years	131	36.7
Above 46 years	30	8.4
Race		
Bajau	44	12.3
Chinese	135	37.8
Iban	16	4.5
Indian	5	1.4
Kadazan Dusun	88	24.6
Malay	69	19.3
Religions		
Buddhist	142	39.8
Christian	86	24.1
Islam	129	36.1
Education		
Bachelor of Degree	66	18.5
Diploma	145	40.6
Master Degree	7	2.0
Secondary	139	38.9

Income		
Above RM3600	15	4.2
Below RM1500	148	41.5
RM1600 – RM2500	163	45.7
RM2600 – RM3500	31	8.7
Marital Status		
Married	217	60.8
Single	140	39.2
Occupation		
Government sector	46	12.9
Housewife	7	2.0
Private sector	19	5.3
Self-Employed	210	58.8
Student	64	17.9
Unemployed	11	3.1

Table 1 showed the profile of the respondents. Out of 357 respondents, most of the respondents are male which accounted for 50.7% of the total sample. Meanwhile, in terms of age, the majority are from 36-45 years with 36.7% followed by 25-35 years with 35.0%, 18-24 years with 19.9%, and above 46 years with 8.4%. In terms of race, the majority are Chinese with 37.8% followed by Kadazan Dusun with 24.6%, Malay with 19.3%, Bajau with 12.3%, Iban with 4.5%, and Indian with 1.4%. In terms of religions, most are Buddhist with 39.8% followed by Islam with 36.1%, and Christian with 24.1%. In terms of education, the majority are from Diploma with 40.6% followed by Secondary with 38.9%, Bachelor of Degree with 18.5% and Master Degree with 2.0%. In terms of income, the majority are from RM1600-RM2500 with 45.7% followed by below RM1500 with 41.5%, RM2600-RM3500 with 8.7%, and above RM3600 with 4.2%. In terms of marital status, the majority are married with 60.8% and single with 39.2%. In terms of occupation, the majority are self-employed with 58.8% followed by students with 17.9%, government sector with 12.9%, private sector with 5.3%, unemployed with 3.1% and housewives with 2.0%.

Result of Descriptive Analysis

Table 2: Descriptive analysis

Variables	Item	Mean Score	Standard Deviation
Economic Impact	Ecotourism generates job prospect	4.58	0.543
	Ecotourism increases income of local communities	4.40	0.579
	Ecotourism improves the transportation facilities	4.45	0.587
	Ecotourism increases the retailing sector	4.36	0.666

	Ecotourism ensures that the younger generation willing to work	4.43	0.613
Socio-culture Impact	Ecotourism improves the image of villages	4.53	0.553
	Ecotourism improves the quality of life	4.41	0.614
	Ecotourism provides more recreational facilities	4.38	0.591
	Ecotourism improves the quality of the place of worship	4.39	0.630
	Ecotourism improves the quality of social infrastructures	4.41	0.632
Environmental Impact	Biodiversity must be respected and protected	4.55	0.591
	Community environment must be protected now and in the future	4.39	0.612
	Ecotourism helps to preserve natural areas	4.39	0.642
	Ecotourism contributes to the conservation of wildlife	4.35	0.665
	Ecotourism increases the environmental awareness among locals	4.40	0.622
Quality of life	My source of income is from my current job in Kundasang, Sabah	4.45	0.654
	Cost of basic needs such as food, housing, and clothing	4.41	0.632
	The amenities and services provide in this community are satisfied	4.35	0.689
	Local communities' leisure life is very flexible	4.38	0.683
	Local communities have their own cultural life to live on	4.44	0.653
	The condition of environment ecotourism activity in Kundasang, Sabah	4.39	0.665
	The services that are given by local communities are very good	4.39	0.673
	Tourism services provided in the community are sufficient	4.38	0.650

Table 2 showed the mean and standard deviation for 23 statements under three independent variables and one dependent variable based on the survey involving 357 respondents. The highest mean value for economic impact was obtained by Question 1 with 4.58 where the respondents agreed that ecotourism can generate job prospects. The lowest mean for economic impact was Question 4 with 4.36 where the respondents agreed that ecotourism

can increase the retailing sector. The highest mean value for socio-culture impact was obtained by Question 1 with 4.53 where the respondents agreed that ecotourism can improve the image of the villages. The lowest mean for socio-culture impact was from Question 3 with 4.38 where the respondents agreed that ecotourism can improve more recreation facilities. The highest mean value for environmental impact was obtained by Question 1 with 4.55 where the respondents agreed that biodiversity must be respected and protected. The lowest mean value for environmental impact was by Question 4 with 4.35 where the respondents agreed that ecotourism contributes to conservation of wildlife. The highest mean value for quality of life was obtained by Question 1 with 4.45 where the respondents agreed with the sources of income from their current job in Kundasang, Sabah. The lowest mean value for quality of life was obtained by Question 3 with 4.35 where the respondents agreed that the amenities and services provided in this community are satisfied.

Result of Reliability Analysis

Table 3 below shows the result of the reliability analysis.

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Economic	5	0.755
Socio-culture	5	0.752
Environmental	5	0.778
Quality of life	8	0.889

Table 3 shows the result of a reliability analysis of three independent variables and one dependent variable. For independent variables, the economic impact has 5 questions with 0.775 result of Cronbach Alpha followed by socio-culture impact with 5 questions with 0.752 result of Cronbach Alpha, environmental impact has 5 questions with 0.778 result of Cronbach Alpha. Meanwhile as for dependent variables, quality of life has 8 questions with 0.889 results of Cronbach Alpha.

Result of Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

		Quality of life
Economic impact	Pearson correlation Sig. (2-tailed) N	.699 .000 357
Socio-culture impact	Pearson correlation Sig. (2-tailed) N	.758 .000 357
Environmental impact	Pearson correlation Sig. (2-tailed) N	.808 .000 357

Table 4 shows the result indicating that economic impact and quality of life was .699 which indicated moderate linear relationship. For socio-culture impact and quality of life was .758 which indicated a high positive linear relationship. Meanwhile, for environmental impact and the quality of life was .808 which indicated a high positive linear relationship. All three variables positively correlated with quality of life and the relationship is significant ($p < 0.05$). So, all the hypotheses between independent variables and dependent variables are supported.

H1: There is a significant relationship between economic impact and quality of life for local communities in Kundasang, Sabah.

Based on Akis et al (1996), ecotourism development is the most immediate and obvious benefits of tourism development are creation of jobs and the opportunity for individuals in local community initiatives to support their income and level of living in Kundasang, Sabah.

H2: There is a significant relationship between social-culture impact and quality of life towards local communities in Kundasang, Sabah.

Based on Bahari (2019), social-culture impact on ecotourism towards local communities in Kundasang, Sabah the government has increased the local infrastructure and communication facilities such as roads, electricity and water supply as well as telecommunication services such as public telephones and transportation.

H3: There is a significant relationship between environmental impact and quality of life for local communities in Kundasang, Sabah.

According to Hassan (2015), there are environmental benefits from ecotourism development in Kundasang, Sabah which is enhancing air quality and lowering pollutants was more likely to be appreciated by the local communities. They are also aware of environmental issues and support the conservation of biodiversity.

DISCUSSION & RECOMMENDATIONS

This research extensively researched the local community's perception of ecotourism development towards economic, socio-culture, and environmental in Kundasang, Sabah. Based on the study's findings, various recommendations for ecotourism development and future researchers have been made in order to better future research.

Recommendations are suggestions for further research that address the limitations of the study. As a result, the findings of this study may be used in future research to enhance data collection methods. Formal interviews are strongly advised. A structured interview is one in which the researcher asks a prepared list of questions, which have been planned and created in advance so that all respondents are asked the same questions in the same order. This is because quantitative research focuses on the statistical analysis of numerical data collected through large-scale survey research methods such as questionnaires or structured interviews. Face-to-face interviews offer the researcher with clear and exact information, whereas questionnaires are useful for gathering data. Furthermore, selecting local communities around the research region is recommended to verify that the information acquired is authentic and correct. Due to limited exposure to the specific research area chosen, the details provided by the community as a respondent may not be accurate.

CONCLUSION

The main purpose of this research is to examine the perception of local communities toward ecotourism development in Kundasang, Sabah. The influential factors (independent variables) are economic, socio-culture, and environmental impact toward (dependent variables) quality of life of the local community in Kundasang, Sabah. Questionnaires were distributed to 357 total number of respondents among the local communities in Kundasang, Sabah and all of them were valid. This research outcome is important to help the ecotourism development in Kundasang, Sabah.

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Employee Motivation During Post Covid-19 Period at Hotel Seri Malaysia Kuantan, Pahang

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ABSTRACT

Employees are the heart of an organization. In order for an organization to run smoothly, employees' cooperation is necessary. A motivated employee is crucial to ensure that the organization can achieve their goals. The lack of employees' motivation could give a negative impact to the organization. Thus, this study examines the employee motivation during post Covid-19 at Hotel Seri Malaysia Kuantan, Pahang. Reward, work environment and recognition play essential roles in increasing employees' motivation. Data was collected using quantitative research by distributing 113 questionnaires to the employees of Hotel Seri Malaysia in Kuantan, Pahang. It was then analyzed using Statistical Package for Social Science (SPSS). The result shows that reward, work environment and recognition have a relationship with employee motivation at Hotel Seri Malaysia Kuantan, Pahang.

Keywords: Motivation, Reward, Work Environment, Recognition

INTRODUCTION

All individuals are drawn to some forms of motivation, whether intrinsic, extrinsic or a combination of both. These are seen both in an individual's personal and professional realm. Due to this, organizations are seeking answers as to whether programmes that cater to extrinsic motivation are necessary for their employees to continue to be productive and effective. These programmes come, at sometimes, with substantial cost, and it is imperative to determine whether there is an actual need for extrinsic motivation in the workplace.

The main objective of the motivation is one of the most important things that could enhance an organization's growth. Understanding motivation is important for employers since it could affect employees' performance. Intrinsic and extrinsic forces can both encourage people. Intrinsic motivation comes from within the person, whereas extrinsic motivation comes from outside the person. Extrinsic motivation includes money, prizes, deadlines, and punishment, whereas intrinsic motivation includes enjoyment, purpose, pride, interest, knowledge, and self-worth (Tovmasyan & Minasyan, 2020). For this study, we choose extrinsic motivation among employees at Hotel Seri Malaysia Kuantan, Pahang.

Motivation is the fuel that drives people towards accomplishing their goals and objectives. In fact, without this fuel, human beings would be inactive, leading to a routine and unproductive life. Employee motivation in the hotel industry has been declining as Covid-19 has a significant impact on tourism and hospitality industry's operational viability and development ability. Consequently, the public health crisis influenced and changed hotel management policies and activities (Zhang et al., 2021).

Work motivation is the desire that causes a person to take action to achieve the goal of meeting the needs or achieving balance (Christian et al., 2020). There are several motivational theories at this time, this study uses motivation theory from Abraham H. Maslow as a reference in analyzing existing problems and providing several solutions for the company's recommendations. Employee motivation is very important because they play a big role in the success of the company. To maintain the success of the company, employer needs to make sure that their employees are always highly motivated so that they can do the best in their work and will give the best performance and achieve work satisfaction. There is a positive association between employee motivation and work satisfaction. (Khuong & Linh, 2020).

Since the beginning of the Covid-19 pandemic in early 2020 in Malaysia, hotel owners have been among the most affected enterprises. Hence, due to covid-19 cases in Malaysia showing a decline, the Prime Minister of Malaysia, Tan Sri Muhyiddin Yassin has announced to allow the reopening of the hotel industry in August 2021 (Zaki, 2021). Thus, this study is being conducted to know factors of intrinsic and extrinsic motivation that could trigger employee motivation during post Covid-19 period in the hotel industry in Kuantan, Pahang.

There are several branches of Hotel Seri Malaysia on the east coast. Four branches in Pahang and one branch in Terengganu. This study chose to examine employee motivation during post-Covid-19 at Hotel Seri Malaysia Kuantan. This hotel is located at Jalan Teluk Sisek, Kuantan. There are three objectives of this research:

1. To examine the relationship between reward and employee motivation at Hotel Seri Malaysia Kuantan.

2. To examine the relationship between work environment and employee motivation at Hotel Seri Malaysia Kuantan.

3. To examine the relationship between recognition and employee motivation at Hotel Seri Malaysia Kuantan.

Significance of the Study

Theoretical Significance

The researcher expands the existing theory for example Herzberg's Motivation Theory model. According to Herzberg's Motivation Theory, an organization can influence motivation in the workplace by adjusting two factors. This theory has two factors which are motivator and hygiene. For the motivating factor, it is closely related to the variable used for this research which is recognition, for example, employers must praise and give recognition to employees for their success. This recognition should come from superiors and peers so that the employees will be more motivated. Other than that, the reward is also one of the factors that can be related to the theory. Reward employment can improve the organizational value and also employee motivation. These rewards can be given to employees when they achieved high-quality work or display outstanding performance levels. The focuses of the theory are to improve job satisfaction, as well as the work environment. The work environment can be a factor that causes employees to be more motivated because when the work environment is more positive the employees will be satisfied with their work.

Practical Significance

The researcher hopes this research can give practical significance to the employees, organization, and as well as readers. The employees will be more motivated at work because they feel satisfied if they are rewarded for their hard work. The result of this research is expected to be useful for the organization because it can help organizations to increase their employees' motivation and this research will contribute to the organization on how to increase employee motivation or how to encourage the employees to work harder. The higher the employee motivation among hotel employees, the higher the level of job satisfaction and the level of success of a hotel organization. Not only that, it will also help the researcher to explore more about the extrinsic motivation and the impact of the employees' motivation during the post-covid-19 period in Hotel Seri Malaysia Kuantan in the future.

LITERATURE REVIEW

Motivation

Motivation is a process that excite, guide, and maintain human behaviour towards achieving some objectives (Seng & Arumugam, 2017). Butkus and Green (1999) claim that motivation is derived from the term "motivate," which means "to move, urge, or influence toward the achievement of a desire (Dwibedi, 2018). Motivation, according Bartol and Martin (1998), is

indeed a factor that enhances action, creates a pathway for conduct, and triggers the interest in continuing (Dwibedi, 2018). This explanation recognises that in order to achieve certain goals, people must be sufficiently energetic and have a clear idea of where they want to go.

According to Bedeian (1993), it is an innate drive to satisfy an unsatisfied need and the drive to succeed. Motivation is a process that begins with a physiological or psychological desire to stimulate a performance aimed at achieving a goal. It is the end result of the interaction between personality behaviour and organizational uniqueness. Motivation is also series of actions that lead to and support goal-directed conduct. Individuals are motivated to achieve personal and organizational goals by internal strength (Dwibedi, 2018).

Reward

Rewards include pay and benefits, financial bonuses, advancements, and incentives, as long as they would satisfy employees to some extent (Danish & Usman, 2010). Rewards and employee motivation have a positive and direct relationship, according to significant data and past studies. Bowen (2002) describes that reward is something which is given or received in return for success or achievement. In other word, reward is used as an appreciation of certain behaviour in the shape of monetary or non-monetary incentives after a certain accomplishment or success (Zeb et al., 2014).

Salaries, financial remuneration, and compensation costs are all factors that might influence an organization's success. Salary can encourage, stimulate, and guide employees to stay focused on their responsibilities. Financial incentives are used to attract and keep eligible workers compensation cost-convinces with a company, as well as increase the quality of their job (Akafo & Boateng, 2015). In simple word, it demonstrates the relationship between motivation and reward; if the incentive offered changes, employees' work motivation will vary, and high-performance levels will result.

Work Environment

The work environment is a location where employees may engage with one another, share ideas, and help them compete with the healthy and well-equipped to meet the demand of workers (Pepe, 2010). One of the factors that encourages employees, according to Rafikul & Ahmad (2008), is the condition of the working environment itself, which ensures that the employees feel safe going to work. As a result of the findings, faculty members are more motivated to work in the safety field. According to Bent et al. (2000) pleasant environment in the business will help to contribute towards employees' job satisfaction or may help to motivate employees to work harder (Pepe, 2010).

People behave differently in organizations as a result of their surroundings, and this has a significant impact on their attitude towards the job that needs to be done. According to Atkinson and Hall (2011), employees will be happier and more motivated if they have influence over their working environment. Environmental factors are characteristics of the immediate work environment, and they have emerged as one of the aspects that might aid in employee motivation and job satisfaction. According to Musriha (2011), a pleasant working atmosphere is critical and it serves as an incentive for individuals to achieve their highest levels of performance. According to Sims & Kroeck (1994), working environment is a strong favourable element for individuals to attain job success (Pepe, 2010).

Recognition

Recognition, according to Harrison (2005), is "the timely, informal or formal acknowledgement of a person's or team's behaviour, effort, or business result that supports the organization's goals and values and is usually beyond normal expectations" (Delgado et al., 2018). According to Brun and Dugas (2008), acknowledgement is largely a symbolic reward, but it can also have

emotional, practical, or financial value. Deeprose (1994) stated that effective recognition can promote employee engagement and productivity, resulting in improved organizational performance. Employee recognition programmes show that you care about them. Employee appreciation programmes that are genuine and insightful are about respecting employees' efforts and showing respect for who they are and what they do (Akafo & Boateng, 2015).

Rewards and recognition, according to Maurer (2001), are critical variables in increasing employee job satisfaction and motivation, which is linked to organisation. Kalimullah Khan conducted research into the relationship between rewards and employee performance and motivation in Pakistani commercial banks. the study looked at four different sorts of incentives, one of which was monetary. He used Pearson correlation to assess his recognition. The findings revealed a link between recognition and a success employee job motivation significantly (0.65) (Dwibedi, 2018).

Research Hypotheses

The research hypotheses were made based on the factors of reward, work environment and recognition that influence the motivation and attitude of each employee in the Hotel Seri Malaysia Kuantan. Based on the study, hypotheses that will be tested are:

H_1 There is a relationship between reward and employee motivation at Hotel Seri Malaysia, Kuantan, Pahang.

H_2 There is a relationship between working environment and employee motivation at Hotel Seri Malaysia, Kuantan, Pahang.

H_3 There is a relationship between employee recognition and motivation at Hotel Seri Malaysia, Kuantan, Pahang.

Research Framework

Figure 1 below shows the research framework used for this study
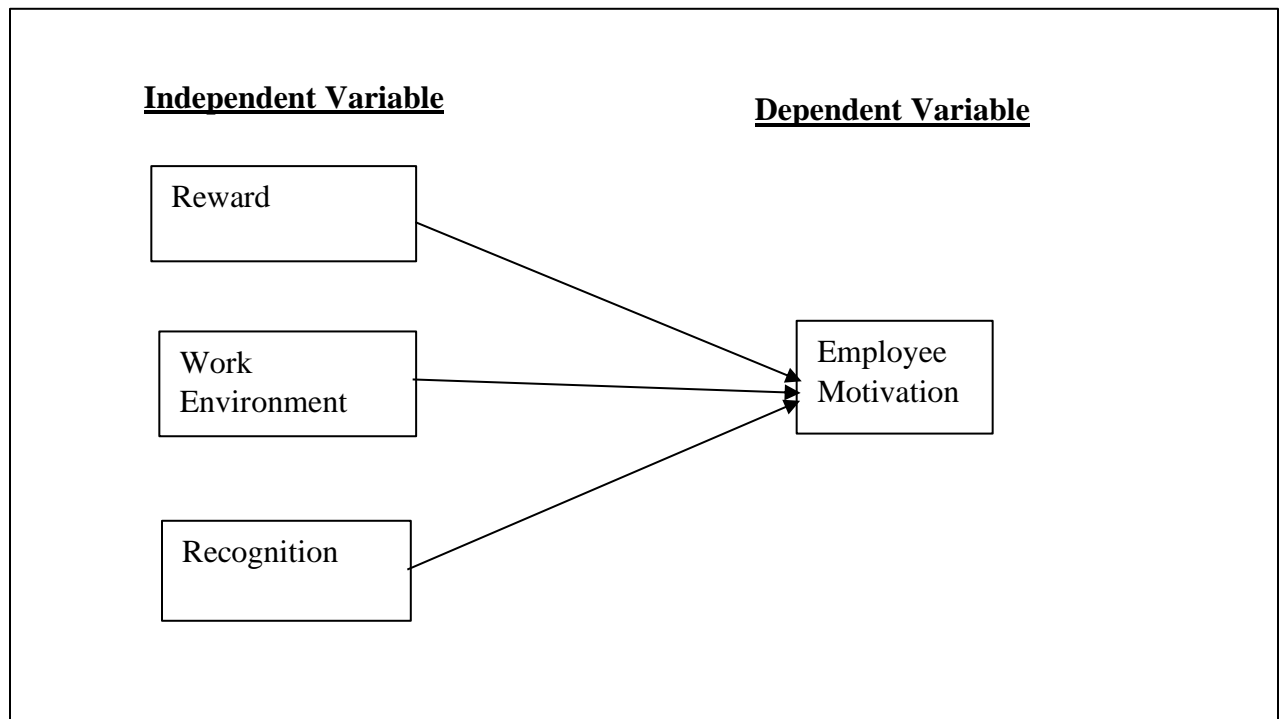
Figure 1: Research Framework

METHODOLOGY

Research Design

The research design indicates the general strategy that the researcher chooses to assimilate the differences of the research consistently and rationally. This study used the quantitative method where questionnaires were distributed to 113 employees of Hotel Seri Malaysia. In this research, the target populations chosen were employees at Hotel Seri Malaysia Kuantan, Pahang. This was due to the employees' motivation during post Covid-19 period.

Moreover, a set of questionnaires was distributed to the population to collect the data. The researcher divided the questionnaire into 5 sections which are Section A, B, C, D and E. For Section A, the questionnaire requested for the general information about the employees' demographic such as gender, age, race, marital status and monthly income of demographic information. For Section B, C, D and E, the questions elaborated more on the dependent and independent variables which were (i) Reward, (ii) Work Environment, (iii) Recognition and (iv) Employee Motivation 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 113 employees of Hotel Seri Malaysia, Kuantan. This Google form was shared on social media platforms such as WhatsApp, Telegram, Instagram, and Facebook. It was very convenient to minimize the cost, save time and significantly applicable during this pandemic outbreak.

Sampling

The sampling method used in this study is the non-probability sampling which is convenience sampling. The study used this method because the questionnaire was prepared and distributed online through social media pages to gather information from the respondents. The questionnaire was distributed to the respondents who are among employees at Hotel Seri Malaysia Kuantan, Pahang through online and social media.

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

n= sample size
N= population size
e = the degree of accuracy expressed as proportion (0.05)
$x2$ = chi-square of degree of freedom 1 and confidence 95% (3.841)
p = proportion of population (if unknown, 0.5)

Data Analysis

There are four types of data analysis used in this study, namely frequency analysis, descriptive analysis, reliability test and Pearson correlation analysis. The data obtained was analyzed using SPSS version 25.

FINDINGS

Result of Frequency Analysis

Table 1 below shows the result of frequency analysis.

Table 1: Frequency Analysis

Characteristics	Frequency	Percentage
Gender		
Male	59	50.9
Female	54	49.1
Race		
Malay	107	94.5
Chinese	4	3.6
Indian	1	.9
Others	1	.9
Age		
21-30	104	91.8
31-40	7	6.4
41-50	2	1.8
Marital Status		
Married	24	19.1
Single	89	80.9
Monthly Income		
RM 1,000-RM 2,099	94	85.5
RM 2,100-RM 3,099	15	10.9
RM 3,100-RM 4,099	4	3.6

A total of 113 sets of questionnaires have been assigned through online platform. The contextual profiles of the respondents are provided in this segment. This segment shows the respondents' demographic profile and their background which are gender, race, age, marital status and monthly income. Most of the respondents are male with 50.9% (n=59) while 49.1% (n=54) are female. Most of the respondents are Malay with a frequency of 107 respondents (94.5%), followed by Chinese with 4 respondents (3.6%), Indian and others respectively has 1 respondent (0.9%). Besides, most of the respondents are single with 80.9% (n=89) while 19.1% (n=24) are married. Moreover, most of the respondents who responded to this survey are between 21-30 years old with a frequency of 104 respondents (91.8%). This is followed by 31-40 years old with 7 respondents (6.4%) and age 41-50 years old with 2 respondents (1.8%). The highest income of respondents is RM1000 - RM 2099 with 94 respondents (85.5%), followed by RM2100-RM3099 with 15 respondents (10.9%), and RM3000-RM4099 income with 4 respondents (3.6%).

Result of Descriptive Analysis

Table 2 below shows the result of descriptive analysis.

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Reward	My company encourages workers to perform better by providing additional benefits and rewards	4.45	0.668

	I am pleased with the current reward that the company offered	4.34	0.830
	I am rewarded fairly for the work that I do	4.27	0.869
	My company often give monetary reward such as pay increases and bonuses to the employee	4.21	0.891
	My company gives stock options as a reward to the employee	3.92	1.127
Work Environment	The vibe at my workplace is positive and motivating	4.46	0.695
	I feel comfortable and relaxed at my workplace	4.34	0.727
	My company provides all the tools and materials for my job	4.28	0.785
	My company is dedicated to fostering diversity and inclusion	4.31	0.733
	My company operates in a socially responsible manner	4.33	0.749
Recognition	The recognition I receive from my direct manager motivates me to do my best	4.39	0.674
	My contribution in team efforts is recognized fairly	4.33	0.633
	I feel that my work is seen and appreciated within my organization	4.29	0.764
	My leaders and peers complimented my work regularly	4.21	0.839
	My direct manager entrusts me with a high level of responsibility	4.26	0.753
Employee Motivation	I feel inspired to do my best at work every day	4.46	0.695
	I am motivated to go extra mile at work	4.41	0.690
	I look forward to going to work on Monday	4.19	0.931
	I am motivated by my organization's vision	4.26	0.843
	I feel I am contributing to the overall goals of my organisation	4.35	0.790

Based on Table 2 above, the reward variable shows that the respondents strongly agree about *'my company encourages workers to perform better by providing additional benefits and rewards'* as the mean is at the level 4.45. Next, the respondents also strongly agree with the statement *'I am pleased with the current reward that the company offered'* as the mean shows 4.34. The respondents strongly agree with the statement *'I am rewarded fairly for the work that I do'* as the mean is at the level 4.27. The respondents strongly agree about *'My company often gives monetary reward such as pay increases and bonuses to the employees'* as the mean shows 4.21. Last but not least, the respondents agree about *'My company gives stock options as a reward to the employee'* as the mean is at the level 3.92.

Based on the work environment variable, from the results, the respondents strongly agree about *'The vibe of my workplace is positive and motivating'* as the mean level is 4.46. Besides, the respondents strongly agree with the statement *'I feel comfortable and relaxed at my workplace'* as the mean level shows 4.34. The respondents also strongly agree about *'My company provides all the tools and materials for my job'* with the mean level is 4.28. The respondents also strongly agree about *'My company is dedicated to fostering diversity and inclusion'* as the mean level shows 4.31. Last but not least, the respondents also strongly agree about *'My company operates in a socially responsible manner'* with the mean level is 4.33.

Based on the recognition variable, from the results, the respondents strongly agree with the statement *'The recognition I receive from my direct manager motivates me to do my best'*

as the mean level is 4.39. Besides, the respondents strongly agree about *'My contribution in team efforts is recognized fairly'* as the mean level shows 4.33. The respondents also strongly agree with the statement *'I feel that my work is seen and appreciated within my organization'* as the mean level is 4.29. The respondents also strongly agree about *'My leaders and peers complimented my work regularly'* as the mean level shows 4.21. Last but not least, the respondents strongly agree about *'My direct manager entrusts me with a high level of responsibility'* as the mean level is 4.26.

Based on the employee motivation variable, from the results, the respondents strongly agree with the statement *'I feel inspired to do my best at work every day'* as the mean level is 4.46. Besides, the respondents strongly agree about *'I am motivated to go extra mile at work'* as the mean level shows 4.41. The respondents also strongly agree with the statement *'I look forward to going to work on Monday'* as the mean level is 4.19. The respondents also strongly agree about *'I am motivated by my organization's vision'* as the mean level shows 4.26. Last but not least, the respondents strongly agree with the statement *'I feel I am contributing to the overall goals of my organization'* as the mean level is 4.35.

Result of Reliability Analysis

Table 3 below shows the result of the reliability analysis.

Table 3: Reliability Analysis

Variable	No of Items	Cronbach Alpha
Reward	5	0.875
Work Environment	5	0.931
Recognition	5	0.930
Employee Motivation	5	0.919

Based on Table 3 above, the reliability value for each variable is close to 1 and more than 0.6. In research from Sekaran and Bougie (2019), the closer the result to 1, the more reliable would be the test. The reliability values less than 0.60 are considered as poor, those around 0.70 are acceptable and those over 0.80 are good. Therefore, it can be concluded that the instrument is reliable.

Result of Pearson Correlation Analysis

Table 4 below shows the result of the Pearson Correlation Analysis.

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H$_1$: There is a relationship between reward and employee motivation at Hotel Seri Malaysia, Kuantan, Pahang.	0.000	H1 is supported
H$_2$: There is a relationship between the work environment and employee motivation at Hotel Seri Malaysia, Kuantan, Pahang.	0.000	H2 is supported
H$_3$: There is a relationship between employee recognition and motivation at Hotel Seri Malaysia, Kuantan, Pahang	0.000	H3 is supported

Based on Table 4 above, the significant value for the relationship between reward and employee motivation at Hotel Seri Malaysia Kuantan is 0.000 which is below 0.05, and when the p is less than 0.05 that means we reject the null hypothesis and accept the alternative hypothesis. Which is proven that there is a significant relationship between reward and employee motivation during post Covid-19 at Hotel Seri Malaysia Kuantan, Pahang.

Besides, the significant value for the relationship between work environment and employee motivation at Hotel Seri Malaysia Kuantan is 0.000 which is below 0.05, and when the p is less than 0.05 that means we reject the null hypothesis and accept the alternative hypothesis. Which is proven that there is a significant relationship between reward and employee motivation during post Covid-19 at Hotel Seri Malaysia Kuantan, Pahang.

The significant value for the relationship between recognition and employee motivation at Hotel Seri Malaysia Kuantan is 0.000 which is below 0.05, and when the p is less than 0.05 that means we reject the null hypothesis and accept the alternative hypothesis. Which is proven that there is a significant relationship between reward and employee motivation during post Covid-19 at Hotel Seri Malaysia Kuantan, Pahang.

DISCUSSION AND RECOMMENDATION

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 employee motivation during post Covid-19 in Hotel Seri Malaysia Kuantan, Pahang. The main findings of this study have shown from the results of the analysis that there is a significant alliance between employee motivation, reward and recognition at Hotel Seri Malaysia Kuantan, Pahang. In line with that, previous studies also showed the significance relationship between employee motivation, reward and recognition. Therefore, this research has focused on problem-solving and information gathering in groups. Based on the findings of the study, the current study would provide several recommendations for the hotel industry and future researchers to understand that a motivated employee is crucial to ensure that organization can achieve their goals.

The first thing that needs to improve for future research is to encourage respondents to become more active in participating in surveys, thus lead to researchers having good data for conducting research at Hotel Seri Malaysia Kuantan, Pahang. As a result, trustworthy data can also help the researcher to understand the constraints for each visitor. However, an acquisition process is required to create facts and statistics. As a result, conducting an interview with hotel staff is advised as a qualitative approach.

Second, the research should broaden the sample size and balance the number of locations and staff. A large sample size should be used to allow researchers to detect similarities and differences. As a result, the approach of collecting samples in big quantities aids the researcher in the study process. However, a good method can help researchers to find out the lacking of every employee.

Finally, relevant parties should provide specific statistical data related to employees. This will help streamline the research process of conducting research. The hotel needs to play an important role in helping researchers to produce accurate data and to collect specifics statistical data and following this can help for more accurate research to be produced with the help of statistics.

CONCLUSION

In conclusion, this study has been accomplished to discover the employee motivation during post Covid-19 in Hotel Seri Malaysia Kuantan, Pahang. Three independent variables, namely reward, work environment and recognition have been chosen to examine their relationships with the dependent variable which is the employee motivation during post Covid-19 in Hotel Seri Malaysia Kuantan, Pahang. A total of 113 respondents from the age of 21 years old and above were selected among the employees in Hotel Seri Malaysia, Kuantan to examine their motivation to work during post Covid-19. Overall, based on Pearson Correlation analysis, working environment scored a value of 0.853, followed by reward with 0.845 and recognition with 0.800.

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The Factors That Influence Extrinsic Motivation Among Employees Towards Langkawi Private Tour

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ABSTRACT

This study is related to extrinsic motivation which means the influence of external motivation that causes the affected individual to have good performance or not. The extrinsic motivation that focuses on Private Tour Langkawi employees in this study can be seen through external influence such as tourist arrivals to Langkawi so that they have different work styles among employees. Therefore, a total of 132 respondents were selected to obtain data related to extrinsic motivation among employees of Private Tour Langkawi and the questionnaire was distributed through a Google form link which was shared on social media. This study focuses on the Langkawi area only. A Likert scale instrument was used to count the number of approvals. Cronbach's alpha was used to determine the items' internal consistency. Political instability, safety aspects and competition are the three factors that affect the extrinsic motivation of workers working in Private Tour, Langkawi.

Keyword: Extrinsic Motivation, Private Tour, Effects, Issues

INTRODUCTION

Tourism refers to the activity of visiting or travelling to another place exceeding fifty miles from the place of residence and not more than one year for the purpose of recreation or to fill leisure time. The Oxford English Dictionary defines tourism as people who make a visit in their spare time (Honey, 1999). Leiper (1981) explains tourism as an open system that has a relationship with the wider environment. Tourism is also defined as leaving one's place of residence to a destination with a specific purpose and intending to return to the place of origin (Noresah. B, 1997). Tourism activities can be done by international tourists and domestic.

Tourism is not all intended for fun or entertainment but it also includes business tourism, health tourism, sports tourism and others (Joyce M. H, 2006). Fathi (1990) divides tourism into two, namely obedient tourism based on Islamic law and immoral tourism which is contrary to the rulings and laws of ALLAH S.W.T. Each of these types of tourisms has a variety of distinctive tourist attractions and attracts the interest of every tourist who enjoys them. There are various tourist attractions available in Malaysia and Malaysia is one of the famous tourist destinations especially among foreign tourists. The main factors tourists choose Malaysia as their destination is because of its hot and humid climate as well as the diverse and interesting habitat life of flora and fauna. Langkawi is one of the districts located in the state of Kedah Darul Aman, which covers an area of 478.48 km² (184.74 square miles) with a population of more than 85,588 people that has a humid climate and habitat for flora and fauna.

Langkawi is also an area surrounded by interesting islands and Langkawi itself is an archipelago in the state of Kedah. Langkawi is also a duty-free district which has been established since 1987. Langkawi is now one of the most popular tourist destinations domestically and internationally. This is because the area is rich in natural beauty of flora and fauna life either on land or in the water. Among them is the Sky Bridge which is a very popular bridge in the world with the beauty of 360-degree view of Langkawi. This place is the main attraction for many domestic and foreign tourists to come to Langkawi. Apart from that, Sky Cab is also a very attractive place for tourists to enjoy the panoramic beauty of the island of Langkawi.

Furthermore, Langkawi district has many travel agency services available for domestic and foreign tourists and provides various and interesting services such as outdoor recreational activities, airlines, car rental, cruise ships, hotels, travel insurance, package tours and etc., for the purpose of selling tourism products and services on behalf of suppliers (Fandi, 1989). The most age group using the services of travel agencies in Langkawi is the age group between 21 to 30 years (36.7%) while the least age group using the services of travel agencies is 51 years and above and the group with a high level of education recorded as much as (53.3%) using the services of travel agencies in Langkawi on the basis of price-saving. Therefore, the researcher has chosen one of the famous travel agencies in Langkawi namely Langkawi Private Tour.

Langkawi Private Tour travel agency, located at 34 Taman Sri Langkawi, Mukim, Kuah, 07000, Langkawi, Kedah agency operates 24 hours a day. This travel agency provides a variety of services that are well known to tourists who use their services such as 4 hours Island hopping, 2 hours mangrove safari tour, Airport transfers in different types of cars, 3 hour Romantic Sunset Cruise Dinner, and Snorkeling at Payar Marine Park island. These packages and services provided by the travel agency are very popular services and used by the tourists who come.

Meanwhile, extrinsic motivation is defined as the tendency to perform an activity or task in order to obtain a reward either in physical or psychological form in the natural environment (Brown, 2007). For this study, extrinsic motivation is a factor or trigger for an individual to perform a task to the maximum level that comes from external factors such as monetary rewards, fame, good grades and praise. From an academic point of view, Karsenti and Thibert (1995) stated that extrinsic motivation is that students' behaviour shaped by external factors such as punishment and reward. There are three (3) objectives of this research:

1. To examine the factor of political instability that influence the extrinsic motivation among employees at the Private Tour Travel Agency, Langkawi
2. To examine the factor of safety that influence the extrinsic motivation among employees at the Private Tour Travel Agency, Langkawi
3. To examine the factor of competition that influence the extrinsic motivation among employees at the Private Tour Travel Agency, Langkawi

Significance of the Study

Researcher
This study can help researchers in identifying the factors that cause the influence of extrinsic motivation among employees, especially employees in the field of tourism at the Private Tour Travel Agency, Langkawi. It can also be used as a source for future research because it has genuine and reliable information.

Travel companies
The outcomes of this research will provide some guidance to travel companies in identifying the characteristics that might keep employees engaged during work and leisure time.

Staff in Travel Agency
The study's recommendations will assist staff at the tourism agency in improving performance and service while also retaining motivation.

LITERATURE REVIEW

Political Instability
Political instability is defined as the possibility of the dissolution of a government due to conflict or competitive pressures among political parties. Political instability is common but can have a huge impact on the development of a country. Economic development and political

stability are closely linked. On the one hand, the uncertainty that comes with an unsafe political environment can stifle investment and slow economic growth. Poor economic performance, on the other hand, may lead to government collapse and political unrest. This also affects the confidence of outsiders or an individual to travel in the country. This can put pressure on employees working in travel agencies whether they want to continue working or quit.

Safety Aspect

Safety is a situation in which threats and conditions that lead to bodily, psychological, or material harm are regulated in order to protect people's health and well-being. In the sphere of employment, the factor of safety is critical in order to avoid organizational injustice, which prohibits employees from receiving justice. Furthermore, as part of the employee safety component, the organization should create the finest atmosphere for employees. Employees will be unable to think critically in unsafe and noisy environments, resulting in accidents and other problems.

Competition

Competition is a term used to describe the competition between businesses that provide identical goods and services with the goal of increasing revenue, profitability, and market share. The four P's of the marketing mix, also known as the four P's, push firms to boost sales volume by utilizing the four components of marketing mix, also known as the four P's. The four P's stand for product, place, promotion, and pricing. Knowing and comprehending your competitors is crucial to developing a successful marketing strategy. If you do not know who your rival is or what their strengths and shortcomings are, other companies may be able to join the picture and provide a competitive advantage, such as reduced costs or value-added features.

Extrinsic

Extrinsic motivation is reward-driven behaviour. It's a type of operant conditioning. Operant conditioning is a form of behaviour modification that uses rewards or punishments to increase or decrease the likelihood that specific behaviours will recur. Being paid to do a job is an example of extrinsic motivation. You are motivated to go to work because you need a pay check to pay your bills. In this example, you work a set number of hours a week to receive pay (Written by A. Rochaun Meadows-Fernandez). The meaning of influence is capacity to have an effect on the character, development, or behaviour of someone or something, or the effect itself. Intrinsic motivation in the study of artificial intelligence and robotics is a mechanism for enabling artificial agents to exhibit inherently rewarding behaviours such as exploration and curiosity, grouped under the same term in the study of psychology. A Travel Agent, or Travel Coordinator, provides tourism-related services and holiday packages to individual and corporate travellers. They arrange trips and dates and ensure clients travel conveniently.

Research Hypotheses

The hypotheses of this research are as below:

H_1 There is a significant relationship between political instability and extrinsic motivation among travel agency employees at Private Travel Agency Langkawi

H_2 There is a significant relationship between safety and extrinsic motivation among travel agency employees at Private Travel Agency Langkawi

H_3 There is a significant relationship between competition and extrinsic motivation among employees at Private Travel Agencies Langkawi.

Research Framework

Figure 1 below shows the research framework used in this study:
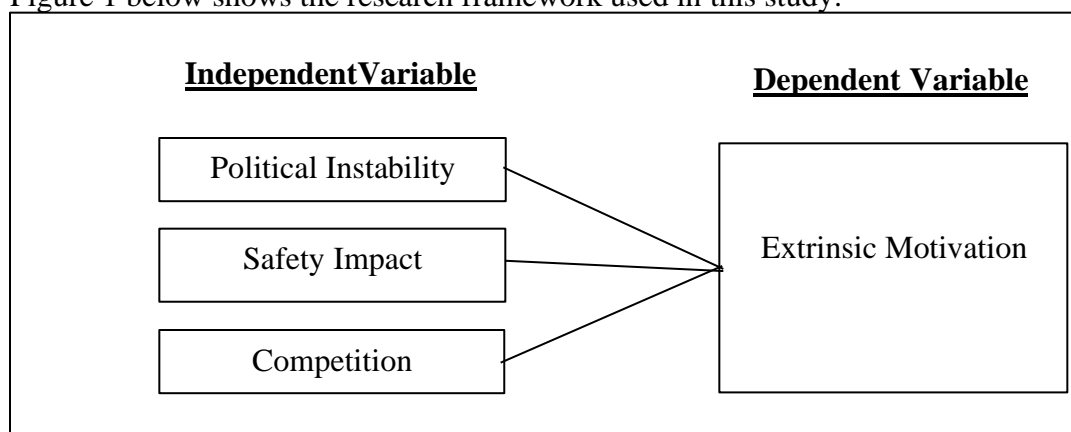
The Figure 1: The Research Framework

METHODOLOGY

Research Design

Research design is an important aspect in conducting a study because researchers need to know and understand the appropriate research methods used for the research to obtain the objectives and purpose of the study. There are two research methods that can be used in conducting research on a topic, namely quantitative and qualitative. In qualitatively relating to the person in their language and terminology (Kirk and Miller, 1986). Studies conducted to collect data, gain meaning and understanding from the case of Creswell (1998) that is to identify sites or individuals, gain access and build records, sampling aims to collect data, record information, resolve field issues and store qualitative data related to hearing research methods who made questionnaires, observation methods and interviews.

Quantitative, on the other hand, is research that emphasizes on objective phenomena and is controlled through data collection and analysis (Nana, 2005; Chua, 2006; Fraenkel, 2007). This study is better known for using research study methods, sampling surveys and experiments. In conducting research on extrinsic spirit among travel agency employees in Langkawi, researchers have used a quantitative research method that is believed to have continuity between independent variables and dependent variable.

Data Collection

The tool used to collect the data needed for the questionnaire is a Google form distributed to selected respondents online via a Google orm link who voluntarily answered the questionnaire which was used to obtain data on the influence of extrinsic motivation of employees at the Travel Agency Private, Langkawi. This questionnaire was able to identify the relationship between the political instability, safety aspect and competition and extrinsic motivation of travel agency employees.

Sampling

Sampling is a method that allows researchers to infer information about a population based on results from a subset of the population, without having to investigate each individual. To collect data, the researcher used a non-probability sampling method, and the survey was emailed to respondents at the Langkawi Tourism Agency. Furthermore, there are five types of non-

probability sampling: judgement sampling, quota sampling, convenience sampling, snowball sampling, and bias in sampling. The convenience sampling approach was chosen by the researcher in this study. Convenience sampling allows the use of the first available main data source without the need for further information. Because it was the simplest sampling approach, and the participants were picked based on their own availability, this strategy process was chosen. The representative is important to represent the key characteristics of the sample size in this study, which will focus on quantitative sampling methods. The goal of quantitative sampling in research is to reduce or eliminate sample bias.

Data Analysis

There were 3 types of data analysis used in this study, namely descriptive analysis, reliability analysis, Pearson Correlation. The data obtained was analysed by using SPSS version 26.

FINDINGS

Demographic Analysis

Table 1: Demographic Analysis

Profile Respondents	Frequency	Percentage (%)
Gender		
Man	52	60.6
Women	80	39.4
Total	132	100.0
Age		
18 - 25 years old	84	63.6
26 - 33 years old	31	23.5
34 - 40 years old	14	10.6
41 years old above	3	2.3
Total	132	100.0
Marital Status		
Single	105	79.5
Married	27	20.5
Total	132	100.0
Income Levels		
None	79	59.8
RM500 - RM1000	19	14.4
RM1001 - RM2000	21	16.0
RM2001 - RM3000	7	5.3
RM3000 and above	6	4.5
Total	132	100.0
Have knowledge about extrinsic motivation.		
Yes	66	49.2
No	65	50.0
Little	1	0.8
Total	132	

Table 4.2 above shows that 52 respondents are male, which is equivalent to 39.4%, while 80 respondents are female, which is equivalent to 60.6%.

Next, the majority of respondents who answered this questionnaire are 18 - 25 years old, which is 84 (63.6%) respondents. The second highest is the age range between 26 - 33 years old which is 31 (23.5%) respondents. The rest are the age range of 34 - 40 years old which is 14 (10.6%) respondents and 41 years old and above which is 3 (2.3%) respondents.

Besides that, as many as 105 respondents who have marital status that is single which is equivalent to 79.5%. While 27 respondents are married (20.5%).
Moreover, there are as many as 79 (59.8%) respondents who have no income levels. There are 19 (14.4%) respondents have an income range of RM500 - RM 1000. 21 (16.0%) respondents have an income range of RM1001 - RM2000. The remaining 6 (4.5%) respondents have an income range of RM3000 and above.

Lastly, there are 66 respondents who have knowledge of extrinsic motivation which is equivalent to 50.0%. Similarly, the number of respondents who do not have knowledge of extrinsic motivation is 65 (49.2%) respondents. The remaining 1 (0.8%) respondent has little knowledge about extrinsic motivation.

Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Political instability	Riots caused by unjust political policies have affected the operations of travel agencies as well as reduced extrinsic motivation.	4.41	0.751
	Disagreements, especially in relation to the management of the tourism industry.	4.35	0.771
	The power struggle that resulted in the management of the tourism industry not being focused on for the betterment of the country.	4.32	0.885
	Unstable national economy resulting in lack of financial resources in enhancing the performance of the tourism industry.	4.42	0.811
	Non -strategic national development has affected the distance of tourists to travel agencies.	4.38	0.815
Safety aspects	Travel agency employees need to be skilled in operating machines to prevent accidents from happening specifically to employees and visitors.	4.45	0.755
	Travel agencies need to ensure safety at tourist attractions so that tourists do not hesitate to travel.	4.46	0.823
	Strengthen security aspects to avoid becoming a target for terrorists.	4.45	0.804
	Ensuring safety to prevent employees from feeling threatened and not giving a good commitment.	4.55	0.691
	Ensuring safety to prevent employees from lacking their extrinsic motivation.	4.51	0.726
Competition	There is a competition because of the famous destinations that attract many tourists and many travel agencies scramble to make them customers.	4.47	0.715

	Improve the quality of better services and promote it to tourists compared to other travel agencies.	4.37	0.805
	Having from among the tourists who can benefit the customers of the travel agency creates a competition between the travel agencies.	4.36	0.783
	Potential attractions to grow has caused a competition between travel agencies.	4.40	0.780
	Many of the unemployed who are skilled in tourism who can be hired to work cause competition between travel agencies.	4.31	0.866
Knowledge about extrinsic motivation	Extrinsic motivation is the performance of an activity in an effort to achieve a determined outcome from external influences.	4.38	0.726
	Types of extrinsic motivation are giving praise, incentives, gifts, grades and creating a conducive environment and climate to motivate employees to work.	4.39	0.748
	The suggestion to increase the extrinsic motivation of travel agency employees is that employers should constantly monitor and encourage employees to give them comfort and good performance in work.	4.41	0.720
	The influence of extrinsic motivation on travel agencies results from external atmospheres and situations that improve the quality of their work.	4.42	0.722
	The importance of extrinsic motivation is able to increase the potential of travel agencies especially in their performance.	4.50	0.648

Table 4 shows three (3) independent variables followed one (1) dependent variable and the total of mean score with standard deviation of each item or question in every independent variable and dependent variable.

For the first independent variable (IV) political instability there are five (5) questions posed. 4.42 - 4.32 is the range of M scores for the 5 questions based on political instability. The question for *"Unstable national economy resulting in lack of financial resources in enhancing the performance of the tourism industry"* is a question that has the highest that is (M score= 4.42, SD score= 0.811). Next, *"Riots caused by unjust political policies have affected the operations of travel agencies as well as reduced extrinsic motivation"* with (M score= 4.41, SD score= 0.751). Followed by *"Non -strategic national development has affected the distance of tourists to travel agencies"* which is (M score= 4.38, SD score= 0.815). For *"Disagreements, especially in relation to the management of the tourism industry"* is (M score= 4.35, SD score= 0.771). Lastly, *"The power struggle that resulted in the management of the tourism industry not being focused on for the betterment of the country"* with (M score= 4.32, SD score= 0.885)

Second, the safety aspect. The range of M between 5 questions based on safety aspect is 4.54 - 4.45. The question for *"Ensuring safety to prevent employees from feeling threatened and not giving a good commitment"* is a question that has the highest that is (M score= 4.55, SD score= 0.691). Next, *"Ensuring safety to prevent employees from lacking their extrinsic motivation"* with (M score= 4.51, SD score= 0.726). Followed by *"Travel agencies need to ensure safety at tourist attractions so that tourists do not hesitate to travel"* which is (M score= 4.46, SD score= 0.823). For *"Travel agency employees need to be skilled in operating machines*

to prevent accidents from happening specifically to employees and visitors" is (M score= 4.45, SD score= 0.755). Lastly, *"Strengthen security aspects to avoid becoming a target for terrorists"* with (M score= 4.45, SD score= 0.804).

Lastly, the independent variable that is based on the competition. 4.47 - 4.31 is the M score range for 5 questions about competition. The question with the highest score is *"There is competition because of the famous destinations that attract many tourists and many travel agencies scramble to make them customers"* with (M score= 4.47, SD score= 0.715). Next, *"Potential attractions to grow cause competition between travel agencies"* with (M score= 4.40, SD score= 0.780). *"Improve the quality of better services and promote it to tourists compared to other travel agencies"* have (M score= 4.37, SD score= 0.805). For *"Having from among the tourists who can benefit the customers of the travel agency creates competition between the travel agencies"* is (M score= 4.36, SD score= 0.783). Lastly, the lowest question score is *"Many of the unemployed who are skilled in tourism who can be hired to work cause competition between travel agencies"* with (M score= 4.31, SD score= 0.866)

Next is dependent variable (DV) which is knowledge of extrinsic motivation. The range M score for knowledge of extrinsic motivation is from 4.50 to 4.38. The question with the highest score is *"The importance of extrinsic motivation is able to increase the potential of travel agencies especially in their performance"* with (M score= 4.50, SD score= 0.648). Next, *"The influence of extrinsic motivation on travel agencies results from external atmospheres and situations that improve the quality of their work"* with (M score= 4.42, SD score= 0.722). *"The suggestion to increase the extrinsic motivation of travel agency employees is that employers should constantly monitor and encourage employees to give them comfort and good performance in work"* has (M score= 4.41, SD score= 0.720). For *"Types of extrinsic motivation are giving praise, incentives, gifts, grades and creating a conducive"* is (M score= 4.39, SD score= 0.748). Lastly, *"Extrinsic motivation is the performance of an activity in an effort to achieve a determined outcome from external influences"* with (M score= 4.38, SD score= 0.726).

Reliability Analysis.

Table 3 below shows the reliability analysis:

Table 3: Reliability Analysis

Cases	Cronbach' s Alpha	N of Items
Political instability	0.872	5
Safety Aspect	0.914	5
Competition	0.873	5
Extrinsic Motivation	0.901	5

Table 3.1 shows the value of Coefficient Cronbach's alpha for independent variables, The reliability of (.914) is the highest Cronbach's alpha found on the safety aspect. This shows that the item indicates as an excellent internal reliability among all 3 independent variables' items and measured. Therefore, the results show it is reliable, so this can be accepted in this study.
Next, the reliability results for dependent variable which is Extrinsic Motivation is (0.901), which shows the high level of Cronbach's alpha value, even this dependent variable is the second highest Cronbach's alpha value from highest level one of independent variables which is safety aspect. This value can be accepted for this study because from the results all the variables are related to each other.

Pearson Correlation Analysis

Table 4 below shows the Pearson Correlation Analysis:

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result
H$_1$: There is a positive relationship between political and extrinsic motivation.	r = 0.624, p= 0.001 Moderated	H$_1$: Supported
H$_2$: There is a positive relationship between safety and extrinsic motivation.	r = 0.672, p = 0.001 Moderated	H$_2$: Supported
H$_3$: There is a positive relationship between competition and extrinsic motivation.	r = 0.702, p=0.001 High	H$_3$: Supported

Hypothesis 1 (H1) proposed that political instability has moderated a positive relationship with extrinsic motivation. The finding reported in the table revealed that the political recorded value of Spearmen Correlation Coefficient, which is r = 0.624, p = 0.001. Thus, the result accepts hypothesis 1 (H1), whereby political instability is positively significant with extrinsic motivation.

Furthermore, Hypothesis 2 (H2) proposed that safety has moderated a positive relationship with extrinsic motivation. The finding reported in the table revealed that the safety recorded value of Spearmen Correlation Coefficient, which is r = 0.672, p = 0.001. Thus, the result accepts hypothesis 2 (H2) whereby safety is positively significant with extrinsic motivation.

Hypothesis 3 (H3) anticipated that competition has a high positive relationship extrinsic motivation. Based on the finding reported in the table, it showed that competition is recorded in Spearmen Correlation Coefficient, r = 0.702, p =0.001. Thus, the result accepts hypothesis 3 (H3), whereby competition is positively significant with extrinsic motivation.

DISCUSSION AND RECOMMENDATION

Extrinsic motivation refers to actions used to achieve predetermined objectives (Deci, 1971). This study focuses on extrinsic motivation that is rarely found among researchers and can help future researchers in obtaining information. This study aims to achieve the objectives of the study in identifying the influence of factors listed in this study which are political instability, safety impact, competition, as well as identifying the relationship with extrinsic motivation among employees of travel agencies in Private Travel Agencies, Langkawi. Recommendation in extrinsic motivation factors among employees, especially Private Tour employees in Langkawi are listed to facilitate those responsible to acquire knowledge in increasing extrinsic motivation in employees as well as to future researchers for their study.

Employers who are responsible for employees in Private Tour, especially in Langkawi, must create a conducive environment to increase the extrinsic motivation of employees in improving the quality of their work in travel agencies. This, with the existence of a comfortable atmosphere and in accordance with the working environment can influence employees to work with enthusiasm, while influencing good work results that can increase the stability of the company. Employees are also able to work without feeling fibrous and stressed because they feel relaxed and calm while working in a conducive place. Thus, job performance can be improved and enable companies to be competitive.

Furthermore, employers should constantly monitor and encourage employees in their work. This is because, monitoring can identify potential and diligent employees in their work as well as to avoid the existence of employees who are lazy and careless. Encouraging them to improve the quality of their work through praise and rewards can also increase their extrinsic enthusiasm and motivation in working effectively and diligently. For example, monitoring their job performance in the office monthly, give allowances, give bonuses and give compliments when their job is satisfactory. Therefore, employers need to do things that can help increase the enthusiasm and extrinsic motivation of employees directly to create motivated and diligent employees.

Moreover, the government should encourage the improvement and promotion of the tourism industry. In this regard, the government must promote the tourist attractions in Malaysia, especially Langkawi in the country and abroad, such as introducing interesting destinations on television, social media and newspapers. The government can also provide facilities to travel agencies that can facilitate the movement and affairs of tourists and employees to tourist destinations such as transportation facilities, offices and stable internet. It can attract more tourists as well as increasing the extrinsic motivation of Private Tour employees because they have many sources of income and increase the revenue of travel agencies.

In addition, researchers who wish to seek information or study topics related to extrinsic motivation in the future should continue this study more widely. This is because, it can increase more knowledge about extrinsic motivation to the public based on more detailed information such as extrinsic meaning, occupation, race and more obtained from the questions. It can enhance and deepen things about extrinsic motivation in terms of other factors, identify the individuals involved and different information from this study.

Finally, researchers in the future need to create more effective and varied surveys or questionnaires to create questions that are effective and easy to answer. This, can increase the number of respondents who can answer the questions such as doing it physically with the respondent compared to doing it online which is not yet certain to be answered even though we have spread it. Physically conducted questionnaires can make it easier for respondents to understand the purpose of the study we are doing and ask questions if they do not understand the questionnaire that we are doing.

CONCLUSION

In conclusion, this study has achieved the objectives of the study in examining the factors that influence extrinsic motivation among employees towards Private Tour Langkawi. The dependent variable which is extrinsic motivation has been taken into account and selected that influenced by the independent variables which are factors of political instability, safety aspect, competition. The findings of the study can aid future studies in identifying and comprehending aspects connected to extrinsic motivation. Simultaneously, the relevant parties must collaborate to promote extrinsic motivation among employees, particularly Private Tour personnel, in order to improve the quality of national income and ensure people's living standards.

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The Factor of Talent Management Towards Job Satisfaction Among Employees at Travel Agencies in Kota Bharu, Kelantan

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ABSTRACT

Talent management and job satisfaction have been studied in both global and Malaysian contexts because one of the variables affecting work happiness is talent management. There are many problems which still arise from the staff themselves and some from employers because of the problematic management system. The objective of this research is to examine the factor of talent management towards job satisfaction among employees at travel agencies in Kota Bharu, Kelantan. This research used quantitative approach which is convenient sampling and the data was collected through an online survey using social media such as Facebook, WhatsApp and Instagram from 186 employees in travel agencies. Based on the SPSS result, the three factors have a positive relationship with job satisfaction among employees at the travel agencies that lead by succession planning and followed by reward and recognition and performance management system. In conclusion, all hypotheses are supported and answered.

Keywords: Talent Management, Job Satisfaction, Performance Management System, Succession Planning, Reward and Recognition

INTRODUCTION

As far back as the late '90s, talent management has been researched as a key factor in job satisfaction, employee retention, and organisational effectiveness. As soon as McKinsey consultants coined the phrase "battle of talent," it became a catchphrase in 1997, and corporate executives and academics have paid close attention to talent management (Lei, Basit & Hassan, 2018). So, until now, the educational written work has been focused on establishing rational importance of talent management (TM) and exploring its impact on various levels of execution, with the goal of establishing high ground and improving motivation and engagement among capacities (Kamal & Lukman, 2017).

Talent management is a systematic method to recruiting, retaining, developing, engaging, identifying and utilising those talents that are valuable for a business in order to achieve strategic long-term success (Gallardo-Gallardo, Thunissen & Hugh Scullion, 2019). Most firms throughout the world are confronting a major talent management dilemma. Inadequate talent leads organizations or firms to compete for the same talent to retain, develop, and achieve the organization's goals effectively and efficiently (Sopiah, Kurniawan, Nora, & Narmaditya, 2020).

Talent management and job satisfaction have been studied both globally and in Malaysian contexts because one of the variables affecting work happiness is talent management. It may be used to streamline the recruiting process and develop individuals with the skills and abilities required to satisfy the organization's present demands (Yogatama & Susanti, 2019). The jobs satisfaction is described as a combination of environmental and psychology, and aspects that contribute to individual honesty stating that they are satisfied with the work. Moving forward to the twenty-first century, job satisfaction has been defined as a

combination of employees' favourable or unfavourable attitudes and feelings about their jobs (Yogatama & Susanti, 2019).

This research goal is to see how talent management affects job satisfaction among employees at the travel agencies in Kota Bharu, Kelantan. Talent management in Malaysia is still in its infancy and is not fully matured, as we all know. Most organizations' talent management processes are not well documented and are quite dispersed. As a result of this, Malaysia has been experiencing a talent deficit because of "brain drain", which refers to the outflow of talent to other nations, resulting in a dearth of trained and experienced personnel as well as an insufficient talent pipeline. The inability of Malaysian firms to retain talent has resulted in high costs for recruiting and replacing talented employees (Lei et al., 2018). The location chosen is Kota Bharu, Kelantan. There are three objectives of this research:

1. To examine the relationship between the performance management system and job satisfaction among employees at the travel agencies in Kota Bharu, Kelantan
2. To examine the relationship between the succession planning and job satisfaction among employees at the travel agencies in Kota Bharu, Kelantan
3. To examine the relationship between the reward and recognition and job satisfaction among employees at the travel agencies in Kota Bharu, Kelantan

Significance of the Study

Scholars and Academic Researchers

This research is significant for scholars and academic researchers. This research will provide them with interesting insights about factors in talent management with job satisfaction among employees in travel agencies that will serve as reference material or as a basis for the future research and serve as a springboard for future research on similar topics and issues related to the factor of talent management on job satisfaction among travel agencies.

Travel Agencies

Other than that, this research also benefits travel agencies by providing new knowledge, latest information and statistics to assist in resolving the issue that might affect the job satisfaction among employees in travel agencies in Kota Bharu, Kelantan. This research also helps travel agencies in finding a way to keep employees happy at work that will result in higher job satisfaction, motivation, and performance. It will aid travel agencies in Kota Bharu, Kelantan in customizing their employees' trainings and development programmes.

Human Resource Management

The result of this research may assist human resource management in recognising, identifying, and comprehending how to reduce and resolve employee dissatisfaction and also to increase job satisfaction. It will assist effective human resource management by providing them to determine the extent to which their employees are satisfied with their job. Furthermore, it provides a point that may assist HRM in clarifying jobs based on the employee qualifications and work experience, as well as their position in their field of work, in order to achieve high performance that benefits both the organisation and the employees.

LITERATURE REVIEW

Definition of Job Satisfaction

The word "job satisfaction" relates to an individual's attitude and sentiments about their employment. Job satisfaction is shown by positive and favourable views about the job (Loan, 2020). Job satisfaction is a feeling that arises from the belief that occupations provide for one's

material and psychological requirements (Loan, 2020). Furthermore, job satisfaction is determined not only by the degree to which the work itself offers satisfaction relating to certain job features, but also by the importance of these job traits to the person (Janicijevic, Nikcevic, & Vasic, 2018).

Other than that, job satisfaction is a personal attitude based on an individual's experience, it differs from the organisational environment perceived by the typical employees or the collective attitudes of organisation personnel about their work (Janicijevic et al., 2018). Job satisfaction is a commonly researched measure in organisational behaviour research, as well as a fundamental component in both organisational research and theory. What is agreed upon is that job satisfaction is a broad emotional work orientation towards one's current job and employer that stems from cognitive processes (Wnuk, 2017).

Performance Management System

Performance management system has to follow certain guidelines like understanding who advise the system, the role of training and development, the 6 complementary roles of superiors versus employees and its alignment with the organisational objectives, feedback rewards and etc. (Razack & Upadhyay, 2017).

The performance management system is an essential factor that has a link to employee work satisfaction and the issues of talent retention (Napitu, 2017). A badly designed performance management system, on the other hand, may lead to work discontent, job burnout, and staff demotivation. As a result, employees who understand their job functions as needed by the business report higher levels of work satisfaction (Lei et al., 2018). A performance management system necessitates more frequent interactions between managers and employees than does a traditional assessment process, which only occurs once a year (Lei et al., 2018).

Succession Planning

Organizations need human capital to achieve their long-term objectives. Succession planning is an effective human capital development approach for identifying, recognising, preparing, and establishing a group of people to serve their company in response to future organizational demands (Ali, Mahmood, & Mehreen, 2019). According to Ali et al. (2019), individual efficiency and effectiveness were believed to be the primary objectives of succession planning. In order to overcome the issue of poor individual selection, succession planning helps to establish a pool of talented individuals.

According to Lei et al. (2018), there are previous studies claiming that succession planning would result in increased work satisfaction, stronger performance, and better retention of skilled individuals. Succession planning has been shown in many studies to have a direct influence on staff retention (Lei et al., 2018). Job dissatisfaction has been identified as one of the factors contributing to employee turnover. An employee that is happy with their job will opt to stay with the company for a longer period of time (Lei et al., 2018). As a result, it is reasonable to believe that succession planning, job satisfaction, and talent retention are all linked (Ritchie, 2019).

Reward and Recognition

The notion of reward and recognition has acquired great relevance in contemporary times and has caught the attention of organisational administrators and researchers similarly (Meena, Girija, & Visagamoorthi, 2019). As a result, reward and recognition are employed in a variety of enterprises throughout the globe to motivate employees to perform better. As a type of reward and recognition, these incentives include both financial and non-financial incentives. (Meena et al., 2019).

Employee engagement is positively correlated with reward and recognition. Reward programmes are effective instruments for increasing employee performance. These are

inextricably tied to employee engagement. According to Lei et al. (2018), the term "reward" refers to what workers want from the company or what they get in the form of cash in exchange for favourable working circumstances. Lei et al. (2018) stated that rewards may take many forms, including financial, non-financial, and psychological advantages bestowed by an institution. So, rewards are perks that a firm delivers to its workers in exchange for excellent performance.

Research Hypotheses

The research hypotheses of this study are formulated to see whether there are any relationships between the research dependent variable and independent variables.

H_1 Performance management system has a positive relationship with job satisfaction

H_2 Succession planning has a positive relationship with job satisfaction

H_3 Rewards and recognition have a positive relationship with job satisfaction

Research Framework

Figure 1 below shows the research framework used in this research

Independent Variable

Performance management system, (Lei et al., 2018)

Succession Planning (Lei et al., 2018)

Reward and recognition (Lei et al., 2018)

Dependent Variable

Job satisfaction
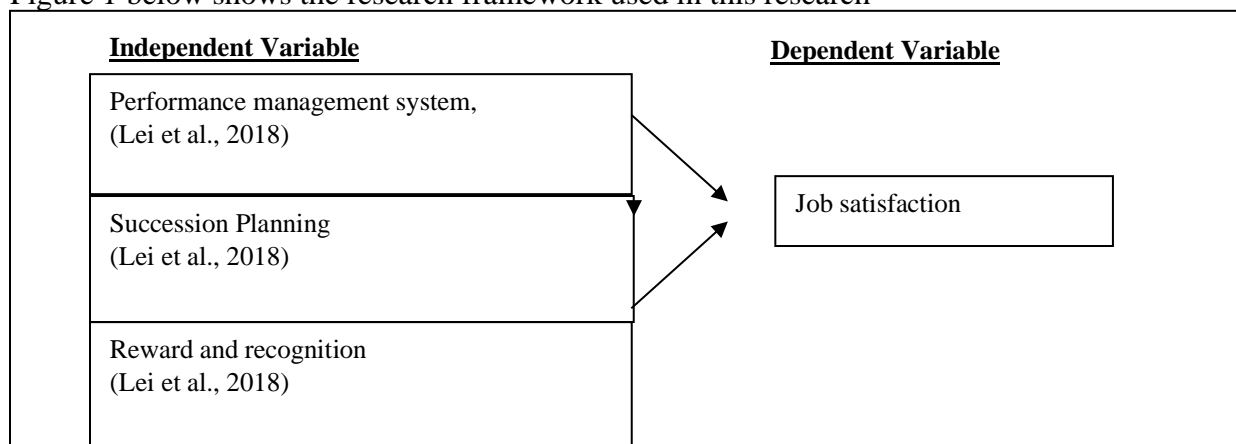
Figure : Research Framework

METHODOLOGY

Research Design

This research applied the quantitative approach where questionnaires were distributed to 186 employees in travel agencies in Kota Bharu, Kelantan. In this research, the target populations chosen consist of employees at travel agencies aged between 21 to 50 who live in Kota Bharu, Kelantan. The current version of Statistical Package Social Science was used to examine all of the data (SPSS).

Moreover, a set of questionnaires was distributed to the population to collect the data which are employees in travel agencies in Kota Bharu, Kelantan. The researcher divided the questionnaire into 5 sections which are Section A, B, C D and E. For Section A, it focused on the demographic details on the respondent including gender, race, age, marital status, and monthly income. For Section B, C D and E, the questions elaborated more on the dependent variable and independent variables which were performance management system, succession planning, reward and recognition and job satisfaction that were examined in the survey. There are 4 questions for each variable. This questionnaire had a format comprised of multiple choices questions and a Likert scale that ranged from 1 to 5.

Data Collection

The data was collected through online surveys. The surveys for this research were distributed using the Google form application. The Google form link was distributed to employees in travel agencies using social media platforms such as Facebook, WhatsApp and Instagram. During this pandemic outbreak, it was very convenient to decrease costs, save time, and find major application.

Sampling

The sampling method used in this research was the non-probability sampling which is convenience sampling. This research used this method because questionnaires were prepared and distributed through the online platform to gather information from the respondents. The questionnaire was distributed to employees in travel agencies in Kota Bharu, Kelantan through social media.

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

n = sample size
N = population size
e = degree of accuracy expressed as proportion (0.05)
$\qquad x^2 = chi\ square\ of\ degree\ of\ freedom\ 1\ and\ confiidence\ 95\%$
p = proportion of population (if unknown, 0.5)

Table 1: The number of Employees in Travel Agencies in Kota Bharu, Kelantan

City Name	Number of Employee in Travel Agencies in Kota Bharu, Kelantan 2022 MOTAC (Employee)
Kelantan (Kota Bahru)	370

Source: www.motac.gov.my, Ministry of Tourism, Art and Culture, Malaysia

Data Analysis

This research uses four different types of data analysis which are frequency analysis, descriptive analysis, reliability test and Pearson correlation analysis. SPSS version 26 was used to analyse the data collected.

FINDINGS

Result of Frequency Analysis

Table 2: Frequency Analysis

Profile Respondent	Frequency	Percentage (%)
Gender		
Male	72	41.1
Female	103	58.9
Total	175	100
Age		

21 – 30 years		133	76.0
31 – 40 years		40	22.9
41 – 50 years		2	1.1
Total		175	100
Race			
Malay		148	84.6
Chinese		20	11.4
Indian		7	4.0
Total		175	100
Marital Status			
Single		110	62.9
Married		65	37.1
Total		175	100
Monthly Income			
RM 1000 - 2099		65	37.1
RM 2100 - 3099		91	52.0
RM 3100 - 4099		17	9.7
RM 4100 - 5099		2	1.1
Total		175	100

As can be seen in Table 2, female respondents dominated the response in this survey at 103 or 58.9% compared to male respondents at 72 or 41.1%.

This result is also aligned with the domination of respondents aged between 21 to 30 years with 133 respondents (76.0%), followed by the age range between 31 to 40 years at 40 respondents (22.9%). Respondents by the age range between 41 to 50 years is the lowest respondent which is 2 respondents (1.1%).

Next, in term of race, Malay is the highest respondent with 148 respondents or 84.6%. and followed by Chinese with 20 respondents or 11.4%. Indian is the lowest with 7 respondents or 4.0%.

Other than that, in terms of marital status, 110 or 62.9% of respondents are single and 65 respondents or 37.1% are married.

Lastly, in terms of monthly income, most of the respondents are paid from RM2100 to RM3099 which represents 91 respondents or 52.0%; while 65 respondents or 37.1% are paid from RM1000 to RM2099. 17 respondents or 9.7% are paid from RM3100 to RM4099, and 2 respondents or 1.1% are paid from RM 4100 to RM5099.

Result of Descriptive Analysis

Table 3: Descriptive Analysis

Variable	Item	Mean Score	Standard Deviation

Job satisfaction	I appreciate the job that I perform at my employment	4.62	0.594
	My present employment pays well and I am happy with my wages	4.55	0.593
	My workplace has a great atmosphere for me to work in	4.57	0.602
	I am pleased with the person in charge of my supervision	4.53	0.633
Performances management system	My company offers a career promotion strategy to help employees grow and develop	4.55	0.613
	My company prioritises internal employees for advancement chances	4.57	0.582
	My superior provides me with frequent performance comments	4.59	0.663
	Employees that do well are rewarded appropriately	4.57	0.621
Succession planning	Employees in my company have the opportunity to get promotion	4.58	0.689
	My company give training for employee in order to enhance their careers	4.57	0.562
	If there is an opening in a supervisory or managerial role in my company, internal employees will be given the opportunity to apply	4.59	0.598
	If one employee leaves my company and the effect on the department's operation and performance is minor	4.51	0.642
Reward and recognition	My company gives me an annual raise based on my job performance	4.65	0.578
	My company encourages workers to perform better by providing additional benefits and rewards	4.53	0.633

| | My boss congratulates me on a job well done | 4.56 | 0.648 |
| | I am pleased with my organization's award and recognition policy | 4.53 | 0.623 |

Based on Table 3, job satisfaction makes up of four (4) questions. The range M-score for 4 items in the construct of the job satisfaction is from 4.53 to 4.62. The query with the highest is *'I appreciate the job that I perform at my employment'* (M=4.62, SD=0.594) followed by *'My workplace has a great atmosphere for me to work in'* (M=4.57, SD=0.602), *'My present employment pays well and I am happy with my wages'* (M=4.55, SD=0.593), and *'I am pleased with the person in charge of my supervision'* (M=4.53, SD=0.633).

Other than that, performance management system has four (4) questions. The range M-score for 4 items in the construct of the performance management system is from 4.55 to 4.59. The highest to lowest score was reported as *'My superior provides me with frequent performance comments'* (M= 4.59, SD=0.663). There are two questions that have the same means which are *'My company prioritises internal employees for advancement chances'* (M=4.57, SD=0.582), and *'Employees that do well are rewarded appropriately'* (M=4.57, SD=0.621) and followed by *'My company offers a career promotion strategy to help employees grow and develop'* (M=4.55, SD=0.613).

Next, succession planning makes up of four (4) questions. The range M-score for 4 items in the construct of the succession planning is from 4.51 to 4.59. The query with the highest is *'If there is an opening in a supervisory or managerial role in my company, internal employees will be given the opportunity to apply'* (M=4.59, SD=0.598) followed by *'Employees in my company have the opportunity to get promotion'* (M=4.58, SD=0.689), *'My company give training for employee in order to enhance their careers'* (M=4.57, SD=0.562), and the last one is *'If one employee leaves my company and the effect on the department's operation and performance is minor'* (M=4.51, SD=0.642).

Lastly, reward and recognition have four (4) questions. The range M-score for 4 items in the construct of the reward and recognition is from 4.53 to 4.65. The highest to lowest score was reported as *'My company gives me an annual raise based on my job performance'* (M= 4.65, SD=0.578) and followed by *'My boss congratulates me on a job well done'* (M=4.56, SD=0.648). There are two items that have the same means which are *'My company encourages workers to perform better by providing additional benefits and rewards'* (M=4.53, SD=0.633), and *'I am pleased with my organization's award and recognition policy'* (M=4.53, SD=0.623).

Result of Reliability Analysis

The Table 4 below shows the result of reliability analysis

Table 4: Reliability Analysis

Variable	N of Items	Cronbach's Alpha
Job satisfaction	4	0.797
Performances Management System	4	0.747
Succession Planning	4	0.742
Reward and Recognition	4	0.732

Referring to the Table 4, the reliability (a= 0.797) on the job satisfaction has shown to have the highest Cronbach alpha value in all variables. This value is accepted for this research as well.

The (a= 0.797) proved that the 4 items measured on job satisfaction maintain internal consistency and were linked to each other. The acceptance of all variables involved in this research is based on previous study by Lei, Basit & Hassan, (2018) and Schober, Boer, & Schwarte (2018) rule of thumb Cronbach's alpha.

The reliability (a= 0.747) on the performance management system has shown to have the highest Cronbach alpha value for independent variables. The (a= 0.747) attained has shown that each item is well linked to one another, and have recognized the internal consistency reliabilities of all 4 items measured, since the Cronbach's alpha surpasses the recommended value by previous study.

In addition, the reliability of Cronbach's (a= 0.742) found on the succession planning indicates as acceptable value for this research. The (a= 0.742) also indicates a good internal consistency among all 4 items measured on succession planning variable.

The last one, the reliability of Cronbach's (a= 0.732) found on reward and recognition variable was also accepted for this research. The (a= 0.732) also indicates a good internal consistency among all 4 items measured on reward and recognition variable.

Result of Pearson Correlation Analysis

Table 5 below shows the Pearson Correlation Analysis

Table 5: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H₁: There is a positive relationship between performance management system and job satisfaction	0.651	H1 is supported
H₂: There is a positive relationship between succession planning and job satisfaction	0.800	H2 is supported
H₃: There is a positive relationship between Reward & Recognition and Job Satisfaction	0.764	H3 is supported

Hypothesis 1 (H1) proposed that performance management system has a moderate positive relationship with job satisfaction. The Pearson's correlation result in Table 4.9 revealed that the performance management system shows value of Pearson's correlation, which is $r = 0.651$, $p = 0.000$. Thus, the result accepts hypothesis 1 (H1).

Furthermore, Hypothesis 2 (H2) proposed that succession planning has a high positive relationship with job satisfaction. The Pearson's correlation result in Table 4.9 revealed that the succession planning recorded value of Pearson's correlation result, which is $r = 0.800$, $p = 0.000$. Thus, the result accepts hypothesis 2 (H2).

Hypothesis 3 (H3) anticipated that reward & recognition have a high positive relationship with job satisfaction. Based on the Pearson's correlation result in Table 4.9, the data showed that reward & recognition are recorded in Pearson's correlation result, $r = 0.764$, $p = 0.000$. Thus, the result accepts hypothesis 3 (H3).

DISCUSSION AND RECOMMENDATION

As stated in the first chapter of this research, discussions are aimed at answering questions and addressing hypothesis. In general, this research has thoroughly examined the factor of talent management towards job satisfaction among employees in travel agencies.

Based on the data analysis results, the present research would give several recommendations for scholars and academic researchers, travel agencies and human resource management.

Travel agencies must manage their employee to keep them in the good condition. It can be used to streamline the recruiting process and develop individuals with the skills and abilities required to satisfy the organization's present demands (Yogatama & Susanti, 2019). Organizations may benefit from coaching or mentoring by enhancing employee performance, strengths, contentment, customer service quality, oversight, and total cost per employee. If they execute the thing, employee experience will increase job satisfaction, positive career attitudes, and organisational commitment.

The research findings are also essential for future research continuation. Firstly, researcher recommends future research to do simple questions to make respondents easier and clear to answer the questions. It can save the respondents' time and our time in collecting data. Furthermore, the survey should be distributed at the right time such as weekend or during holiday because respondents have free time to answer the questions out of their work time and can give honest answers.

Future researchers can expand and enlarge the sample and target of the research such as from city to state which is from Kota Bharu, Kelantan to the whole Kelantan which to get a higher number of respondents based on employees at travel agencies. This is because the selected population and sample size is just in Kota Bharu, Kelantan which amounts 370 employees. This will provide a higher number of respondents who could improve the results. The number of questions in each section can also be enhanced by comparing places studied elsewhere by demographics

Other than that, more methodological work is needed for the reference of researchers. It can be done using qualitative to capture the experiences and opinions about their job for example, those who have positive, negative or mixed experiences in travel agencies. They volunteer themselves to participate in this kind of research. Future research can use combination between quantitative and qualitative method because the data is more accurate such as personal interview to solicit future response

Lastly, future research can use other variables such as working condition and coaching as their independent variable to get more data about the relationship between talent management and job satisfaction. This is because research discusses only a few factors that have relationship with job satisfaction among travel agencies. The future research can use more variables in one research.

CONCLUSION

In conclusion, this research aims to discover the factor of talent management toward job satisfaction among employees in travel agencies in Kota Bharu, Kelantan. Three independent variables, namely performance management system, succession planning and reward and recognition have been chosen to examine their relationships with the dependent variable, which is job satisfaction among employees in travel agencies in Kota Bharu, Kelantan. In order to get the information and the result, a total 186 Google Form questionnaires were administered and keyed into the SPSS version 26. From this research, the result shows that the independent variables which are: performance management system, succession planning and reward and recognition, have a positive relationship with dependent variable. Overall, based on Pearson's correlation analysis, the hypothesis were accepted because there are positive relationships between the independent variables and dependent variables.

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2. To identify the time factor that influences the behaviour of domestic tourists towards the tourist area in Bandar Hilir, Malacca.
3. To determine the movement factor that influences the behaviour of domestic tourists towards the tourist area in Bandar Hilir, Malacca.
4. To investigate the money factor that influences the behaviour of domestic tourists towards the tourist area in Bandar Hilir, Malacca.

2. To examine the time factor that influences the behaviour of domestic tourists towards the tourist area in Bandar Hilir, Malacca.
3. To examine the tourist movement from the behaviour of domestic tourists towards the tourist area in Bandar Hilir, Malacca.
4. To examine the money expenditure factor that influences the behaviour of domestic tourists towards tourist areas in Bandar Hilir, Malacca.

Significance of the Study

Researchers

The findings of this study will provide recommendations to the future researcher about domestic tourist behaviour in tourist areas in Bandar Hilir, Malacca. As a result, this will help the future researcher to get more information and data for their future research.

Tourism Industry

The data from this study provide the information for tourism industry on the behaviour of domestic tourists when they visit tourist areas. The findings will enhance their understanding regarding the behaviour of domestic tourist behaviour that can use to improve resource integration.

Consumers

This study provides information on how the domestic tourist behaviour improves tourist satisfaction and experience. It would help to have better knowledge about domestic tourist behaviour by doing so.

LITERATURE REVIEW

Domestic Tourist Behaviour in Tourist Areas

Domestic tourist has proven to be important for the sustainability of the country's tourism industry, and Malaysia is no exception. Domestic tourists are indispensable as it helps to raise the country's economy (Ghani N et al, 2021). Domestic tourists will be more knowledgeable about destinations, more familiar with the location, and more knowledgeable about what they are exploring. As a result of their new understanding, their goal image has become more complicated and nailed. Domestic tourists spend time travelling in their own country, so they will be satisfied or dissatisfied with their own assessment of the tourist places they visit. As a result, their goal image has become more complicated and nailed. Md Khairil N et al, (2019) stated that these two components, the use of tourism and tourist behaviour, are very important to know. The attitude and decision of a person in performing travel activities from one place to another by choosing a various types of transport such as cars, trains or aeroplanes are called travel behaviour for travellers.

Tourist Space

Tourist space and time are very important when travelling because it will influence their behaviour. Spaces is the fundamental things that exist in our lives. Space for this study gives a strong influence on the behaviour of tourists, especially the space owned when tourists visit Bandar Hilir, Malacca. Other than that, the tourists need transportation to get to a destination to have their space while on vacation. Next, travel to a destination is very good if tourists travel solo. This is because they can have many spaces available just for them to enjoy a comfortable and peaceful trip. Tourists need technology to explore the outside world. They need smart technology such as phone and internet access to find and select the destinations they want to visit as well as subscribe to vacation packages without needing to go to travel agency (Alen, E., Losada, N., & De Carlos, P. 2017).

Tourist Time

Xiaoting Huang, Minxuan Li, and Jingru Zhang (2020), stated that time is among the most important things in travel or vacation for every tourist who does tourism activities. Tourists who do any tourism-related activities are very concerned about space and time to fulfil their desires in doing tourism. Apart from that, the behaviour of tourists will be influenced by their desires in doing tourism. The behaviour of tourists will be influenced by their satisfaction and comfort in keeping the time to do any activities or things that involve themselves while travelling or having vacation.

The time spent by tourists has influenced tourist behaviour. Time management while conducting a tour vacation is very important, especially for tourists who want to come to the tourist destination of their choice. Therefore, the tourism industry needs to set the time and movement of tourists in a systematic and orderly manner. So that,the time taken to go to the tourist destination is not wasted and tourists can spend time for themselves while travelling by filling various tourist activities that make them feel satisfied and have fun while on vacation (Shoval et al., 2020).

Tourist Movement

Chung et al., (2017) stated that tourist movement is a key factor in tourism and also represents very important information in terms of understanding the tourist behaviour and the role of specific tourist destinations. This is because the number of individual tourists who do not rely on travel agencies and make their own travel decisions instead is increasing, tourist movement patterns are becoming complicated. The interaction developed between the areas is used to depict human mobility. It's analogous to the context of tourism, when visitor movement is designed to visit a specific attraction.

This demonstrates the human urge to travel point of origin to point of goal for a variety of reasons. Xia, et al, (2017) stated that increased tourist visits result in increased tourist movements, which are caused by a shift in the region of origin to the tourist destination, as well as the incentive of visitors to travel. Tourist movement is a complicated process that may be modelled at a micro level as a continuous process with high resolution, such as centimetres, or at macro level as discrete processes with low resolution, such as kilometres between areas. In addition, tourist movements, are divided into three categories: single pattern, multiple patterns, and complex patterns.

Tourist Money Expenditure

Tourist expenditure is a significant indicator of global tourism demand. The total consumer expenditure made by the tourists or on behalf of tourists during and during his or her journey and stay at a place is referred to as a tourist expenditure. Tourist expenditure, according to the World Tourism Organization, is referring to the entire expenditure made by tourists during their journey and stay at a destination (Md Khairi et al., 2018). Tourist expenditure is critically important because "tourism is an expenditure that influence on economic activity" and "tourism consumption is at the centre of economic tourism assessment and the backbone of tourism's economic consequences".

Moreover, the high tourist expenditure will give great impact on tourists like satisfaction and repeat visits in that particular tourist attraction area in future and other previous studies also mentioned that tourist expenditure has been studied, but it has yet to be used to understanding tourist behaviour.

Research Hypothesis

The research hypotheses were made based on the several factors which are tourist space, tourist time, tourist movements, and tourist money expenditure to behaviour tourist domestic in tourist areas in Bandar Hilir, Malacca. There are four hypotheses that have been purposed in this study:

H1: There is a relationship between the space and domestic tourist behaviour in tourism areas.

| H₂: | There is a relationship between the tourist time and domestic tourist behaviour in tourism areas. |

<table>
<tr><td>H₂:</td><td>There is a relationship between the tourist time and domestic tourist behaviour in tourism areas.</td></tr>
<tr><td>H₃:</td><td>There is a relationship between the tourist movement and domestic tourist behaviour in tourism areas.</td></tr>
<tr><td>H₄:</td><td>There is a relationship between the money expenditure and domestic tourist behaviour in tourism areas.</td></tr>
</table>

Research Framework

Figure 1 below shows the research framework use for this study
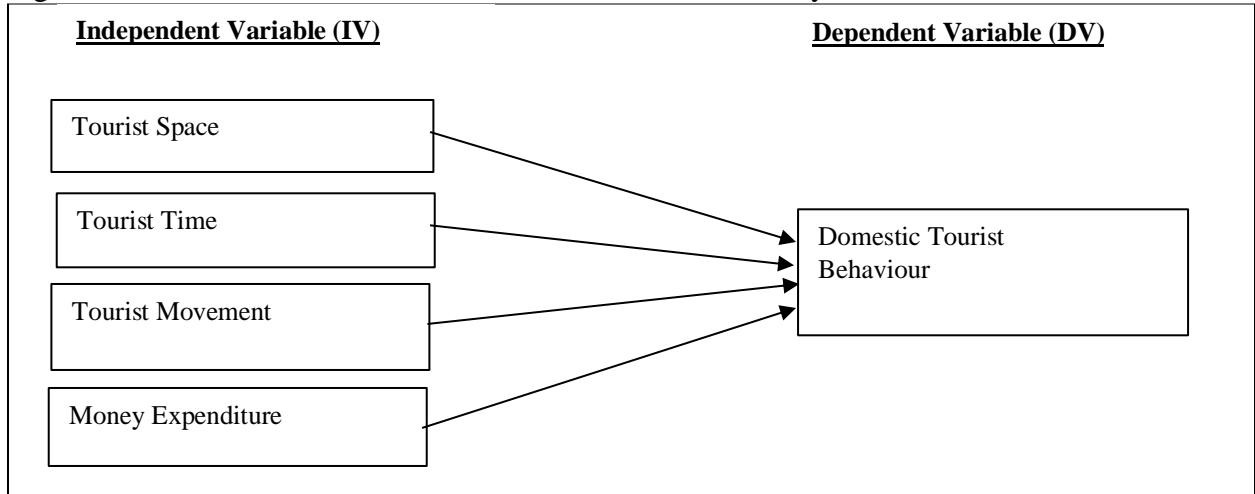
Figure 1: Research Framework

METHODOLOGY

Research Design

In this study, research design is the most important element because it helps researchers to obtain information about the study conducted. Researchers need to understand well about the study so that data collection and other work is easy and quick to implement. In this research design a quantitative method has been used which involves the respondents to answer the questionnaires through Google form about domestic tourist behaviour in the tourist area in Bandar Hilir, Malacca. Furthermore, the questionnaire was divided into in five sections, namely Section A, B, C, D and E. Section A asks general questions to respondents about demographics involving age, gender and so on. While Section B to E, the questions are based on dependent and independent variables.

Data Collection

In this part of data collection, the researcher needs to study and analyse the data obtained through the questionnaires that has been revealed by collecting all the data to be used as reference material during the data analysis process. Questionnaires through Google form were distributed through various types of social media such as WhatsApp, Telegram, Facebook and others to facilitate researchers to collect data and information easily and quickly.

Sampling

On sampling methodology, this section displays the process of collecting data and information through each person who has responded to the questionnaire. In this method, there are two sampling methods, namely probability and non-probability sampling. This method is used to obtain the quality of data and help in this study. Respondents who have answered the questionnaire will assist in the the data collection. Convenience sampling which is the type of non-probability sampling method was used in this study.

$$s = \frac{x^2 Np(1-P)}{e^2(N-1) + x^2 p(1-p)}$$

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 is also part of this study. Data analysis is a process of collecting and evaluating data systematically and easily. Researchers used analytical data to obtain the quality of data and information through distributed questionnaires. In this study, there are two ways to analyse the data, namely qualitative and quantitative. Researchers used quantitative methods to analyse and obtain quality data, organize data by category, position, or quantity. The researcher also used descriptive analysis, reliability analysis and Pearson Correlation Coefficient.

FINDINGS

Result of Frequency Analysis

Table 1: Frequency Analysis

Profile Respondents	Frequency	Percentage (%)
Gender		
Male	172	44.6
Female	214	55.4
Ethnicity		
Malay	260	67.4
Chinese	22	5.7
Indian	22	3.7
Bumiputera Sarawak	18	4.7
Bumiputera Sabah	29	7.5
Others	35	9.1
State		
Perlis	20	5.2
Penang	25	6.5
Kedah	26	6.7
Kelantan	38	9.8
Terengganu	33	8.5
Pahang	21	5.4
Perak	49	12.7
Negeri Sembilan	24	6.2
Selangor	20	5.2
Malacca	25	6.5
Johor	21	5.4
Wilayah Persekutuan	20	5.2
Wilayah Sarawak	27	7.0
Wilayah Sabah	37	9.6
Marital Status		
Single	303	78.5
Married	83	21.5
Occupation		

Student	209	54.1	
Private Sector	65	16.8	
Government Sector	68	17.6	
Others	44	11.4	
Income Level			
Less than RM1000	62	16.1	
RM1001-RM3000	97	25.1	
RM3001-RM5000	61	15.1	
RM5001-RM8000	10	2.6	
RM800 and above	16	4.1	
No Income	140	36. 3	

Based on Table 1, the female respondents answering the questions were 214 respondents (55.4%). The male respondents who answered the questions were 172 respondents (44.6%). Also, the main ethnicity that participates in the survey is Malay which is 260 respondents (67.4%), followed by 35 respondents (9.1%) from another ethnicity. Bumiputera Sabah that participated in this survey is 29 respondents (7.5%). 22 respondents (5.7%) are Chinese and 22 respondents (3.7%) are Indian. Lastly, 18 respondents (4.7%) are Bumiputera Sarawak. In addition, for the state profile, the highest number of respondents that participated in this survey are from Perak which is 49 respondents (12.7%), followed by respondents from Kelantan,with 38 respondents (9.8%). Next, Wilayah Sabah which is 37 respondents (9.6%), 33 respondents (8.5%) from Terengganu. Besides, Wilayah Sarawak is with 27 respondents (7.0%). Kedah which is 26 respondents (6.7%), 25 respondents (6.5%) are from Penang. While 21 respondents (5.4%) are from Pahang. Lastly 20 respondents (5.2%), are from Perlis and Wilayah Persekutuan respectively.

For the marital status, 303 respondents (78.5%) are single and 8 respondents (21.5%) are married. The survey also indicates the main occupation with the high respondent participation are student with 209 respondents (54.1%), followed by 68 respondents (17.6%) are employees from the government sector. 65 respondents (16.8%) are from the private sector. 44 respondents (11.4%) are from other occupations. Lastly, 140 respondents (36.3%) have no income. Next, the income RM1001-RM3000 are 97 respondents (25.1%), followed by 62 respondents (16.1%) that have income less than RM1000. Income RM3001-RM5000 are 61 respondents (15.1%), and income RM800 and above was 16 respondents (4.1%). Income RM5001-RM8000 have 10 respondents (4.1%).

Result of Descriptive Analysis

Table 2 below shows the result of descriptive analysis.
Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Tourist Space (IV)	I like to travel solo to Bandar Hilir, Malacca.	3.62	0.976
	I like to explore a tourist area in Bandar Hilir without using a tour guide.	3.92	0.801
	I will travel to an environmental tourist destination like flora and fauna.	3.94	0.861
	I like to appreciate a historic and unique tourist spot in Bandar Hilir.	4.10	0.694
	I do not like the tourist destination with many people.	3.44	1.018
	I prefer the tourist places that always take care of the privacy of their customers.	3.98	0.769

Tourist Time (IV)	I recommend spending my vacation time alone at Bandar Hilir, Malacca.	3.49	1.010
	I am very alert with the time of tourism operations so I can visit the tourist spot early.	3.89	0.837
	I do not like long queues to enter a tourist spot.	3.79	0.960
	I like to choose use a transportation to go to another tourist destination as I want to see the classic stores in Bandar Hilir.	3.92	0.779
	I like to plan the places I want to visit to save time.	3.91	0.859
	I like to plan my time when traveling to Bandar Hilir, Malacca.	4.00	0.747
Tourist Movement (IV)	I like to travel to Bandar Hilir, Malacca because I can make my own travel decisions.	3.86	0.885
	I like to go to tourist places because of the interactions developed in those areas.	4.10	0.701
	The tourist places that I visit is able to foster awareness of the elemental that influence tourist selection.	4.15	0.796
	My tourist places must be a place that has the characteristics of nature.	3.87	0.938
	I like to visit tourist places that many historical and cultural relics of Malacca.	3.98	0.759
	I enjoy the tourism area with murals similar to those found along the Malacca River.	4.05	0.735
	I like to plan the tourist places before I start tourism activities in Bandar Hilir, Malacca.	4.13	0.771
	I like to travel to Malacca using my own transportation.	4.02	0.837
	I like to go to places of tourism with available recreational activities such as waterfalls, bungee jumping and so on.	4.06	0.814
	There is an incentive for visitors to travel from government is a factor I visit to Bandar Hilir, Malacca.	3.96	0.803
Tourist Money Expenditure (IV)	The cost of expenditure to travel to Bandar Hilir, Malacca is not high.	3.88	0.812
	I like to spend money on playing activities visit to tourist attraction places.	4.03	0.716
	I like to spend money at souvenir shops at Jonker Walk, Bandar Malacca.	4.09	0.843
	I like to spend money while traveling to Bandar Hilir, Malacca.	4.02	0.721
	I will spend money for food, souvenirs, entrance and convenience.	3.94	0.797
	I like to spend money for luxury places and give comfort to myself.	3.77	0.867
	I prefer to spend money on goods and services that handed by original community.	4.05	0.798
	I prefer to spend money because I prefer to go to attractions tourist places only.	3.80	0.860
	I prefer to use my own transportation because it can save costs.	3.96	0.806

	I do not like to plan my spending when travelling to Bandar Hilir, Malacca.	3.61	1.014
Domestic Tourist Behaviour on Tourist Area (DV)	The first place I visited in Malacca was cultural heritage site at Bandar Hilir.	3.83	0.863
	While in Malacca I visited more cultural heritage site than other tourist sites.	3.99	0.721
	I'm just interested in taking pictures in tourist sites.	4.01	0.907
	I often visit cultural heritage sites while travelling.	4.07	0.692
	I would like to come to Bandar Hilir every year for travelling purpose.	3.75	0.818
	I always keep my discipline when entering the tourist spot in Bandar Hilir, Malacca.	4.12	0.688
	I visited more than 5 minutes in each travel destination.	4.11	0.814
	I like to talk to local residents in Bandar Hilir.	3.87	0.821
	I respect the culture and tradition of local residents in Bandar Hilir.	4.02	0.783
	I will feel the holidays experience when I go visit the tourist place of culture heritage.	4.08	0.694

In table 2 above, for tourist space variable, the question with the highest mean score is *'I like to appreciate a historic and unique tourist spot in Bandar Hilir'* with 4.10 (0.649), The question with the lowest mean score question is *'I do not like the tourist destination of many people'* with 3.44 (1.018). For tourist time variable, the question with the highest mean score is *'I like to plan my time when traveling to Bandar Hilir, Malacca'* with 4.00 (0.747), the question with the lowest mean score is *'I recommend spending my vacation time alone at Bandar Hilir, Malacca'* with 3.49 (1.010). For tourist movement variable, the question with the highest mean score is *'The tourist places that I visit be able to foster awareness of the elemental that influence tourist selection'* with 4.15 (0.796), The question with the lowest mean score is *'I like to travel to Bandar Hilir, Malacca because I can make my own travel decisions'* with 3.86 (0.885).

For tourist money expenditure variable, the question with the highest mean score is *'I like to spend money at souvenir shops at Jonker Walk, Bandar Malacca'* with 4.09 (0.843). The question with the lowest mean score is *'I like to spend money for luxury places and give comfort to myself'* is 3.61 (1.014). For domestic tourist behaviour variable, the question with the highest mean score is *'I always keep my discipline when entering the tourist spot in Bandar Hilir, Malacca'* with 4.12(0.688), followed by *'I visited more than 5 minutes in each travel destination'* with 4.11(0.814), The question with the lowest mean score is *'I will like to come to Bandar Hilir every year for travel purpose'* with 3.75(0.818).

Result of Reliability Analysis

Table 3 below shows the result of reliability analysis.

Table 3: Reliability Analysis

Scales	Cronbach's Alpha	N of Items
Tourist Space	0.806	**6**
Tourist Time	0.848	**6**
Tourist Movement	0.918	**10**
Tourist Money Expenditure	0.896	**10**
Domestic Tourist Behaviour on Tourist Area	0.905	**10**

Table 3 above shows the reliability of (a=0.918) was the highest Cronbach's alpha found on tourist movement. The reliability of medium level results of Cronbach's alpha was (a=0.896) which is tourist money expenditure indicates as good internal reliability. Other than that, the middle high results for Cronbach's alpha that is shown in this section is (a=0.848) on tourist

time. So, the lowest level results for Cronbach's alpha is (a=0.806) which is tourist space that can be an indication as a good internal reliability in this study. Therefore, all the questionnaires in tourist space are reliable and can be accepted. The reliability results for dependent variable which is domestic tourist behaviour on tourist areas is (a=0.905).

Result of Pearson Correlation Analysis

Table 4 below shows the result of Pearson Correlation Analysis.

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H₁: There is a positive relationship between tourist space and domestic tourist behaviour in tourist area	0 .627	H₁ is supported
H₂: There is a positive relationship between tourist time and domestic tourist behaviour in tourist area	0.525	H₂ is supported
H₃: There is a positive relationship between tourist movement and domestic tourist behaviour on tourist area	0.695	H₃ is supported
H₄: There is a positive relationship between tourist money expenditure and domestic tourist behaviour in tourist area	0.724	H₄ is supported

Hypothesis 1 (H1) proposed that tourist space has a moderate positive relationship with domestic tourist behaviour in tourist area. The Pearson's correlation result in Table 4.15 revealed that the tourist space shows the value of Pearson's correlation, which is $r = 0.627$, $p = 0.001$.

Hypothesis 2(H2) also proposed that tourist time has a moderate positive relationship with domestic tourist behaviour in tourist area. The Pearson's correlation result in Table 4.15 revealed that the tourist time shows value of Pearson's correlation, which is $r = 0.525$, $p = 0.001$.

Next, hypothesis 3 (H3) proposed that tourist movement has a moderate positive relationship with domestic tourist behaviour in tourist area. The Pearson's correlation result in Table 4.15 revealed that the tourist movement shows value of Pearson's correlation, which is $r = 0.695$, $p = 0.001$.

Lastly, hypothesis 4 (H4) proposed that tourist money expenditure has a high positive relationship with domestic tourist behaviour in tourist area. The Pearson's correlation result in Table 4.15 revealed that the tourist money expenditure shows value of Pearson's correlation, which is $r = 0.724$, $p = 0.001$.

DISCUSSION AND RECOMMENDATION

The discussion aims to solve the questions and address the hypotheses as mentioned in the first chapter of this study. In general, this study has researched domestic tourist behaviour in tourism areas in Bandar Hilir, Malacca. The big problem of this study is the respondents. In this study, not all the domestic tourists in Malaysia can be the respondents that wanted to answer questions or received questionnaire from the researchers. This is because some of the respondents have trouble to understand each question provided in the questionnaire even though the questionnaire is already provided in English and Malay language. Next, in this study, the researcher is only using online survey to distribute the questionnaire because of the Covid-19 pandemic facing by all people. So, it iss impossible to collect the data face to face. Online survey method is the only method available for researchers to share all information and collect the data using social media like WhatsApp, Facebook, Telegram and Instagram. Other than that, by using online survey method, it will take more time for respondents to answer the questionnaire and this will make the process for collecting the data for this study delayed. Furthermore, the research scope

for this study is only focusing at tourist areas in Bandar Hilir, Malacca. So, the scope is limited to the domestic tourists who come to tourist areas in Bandar Hilir, Malacca.

Recommendations are arguably the most important part of the analysis phase. This study had challenges which is not all respondents of domestic tourists in Malaysia understand each question that are provided in the questionnaire. Although each question is provided in English and Malay language, some of them found it difficult to understand the meaning of each question and felt that answering this question is a waste of their time. Next, the researcher changed the method of obtaining data from a quantitative method to a qualitative method. Qualitative method is a research method where the researcher obtains the views of the respondents such as asking broad and general questions, collecting data in the form of text from the respondents. Next, the scope of respondents is the behaviour of domestic tourists who come travel to tourist areas in Bandar Hilir, Malacca because this study only focused on domestic tourists. This study can help other researchers in the future research. This is because future studies can contribute a better understanding and address the same research problem in different settings, context, location or culture.

CONCLUSION

In conclusion, this study has been accomplished to discover the domestic tourist behaviour in tourist areas in Bandar Hilir, Malacca. Four independent variables, namely tourist space, tourist time, tourist movement and tourist money expenditure have been chosen to examine their relationships with the dependent variable which is domestic tourist behaviour on tourist areas in Bandar Hilir, Malacca. A total of 386 respondents from domestic tourists in all states of Malaysia have participated in investigating the behaviour of domestic tourists when coming to Bandar Hilir, Malacca. Overall, based on Pearson Correlation analysis, tourist space scored a value of 0.627, followed by tourist time with 0.525, tourist movement with 0.695, and tourist money expenditure with 0.724.

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The Impacts of Eco Tourism on Sustainable Environment in Sabah

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ABSTRACT

The impact of ecotourism on Sabah local community participation and responsible ecotourism in Sabah. Responsible travel to natural areas that conserves the environment and sustains the well-being of local people. The introduction of tourists to locations that were rarely frequented by outsiders are directly and indirectly affected by its implementation and operation. The objective of this study is to examine the relationship between the rapid rate of growth in ecotourism, the relationship between the adverse effects of tourism development (ecotourism) in Sabah state areas, the relationship between the areas that became targeted as ecotourism destinations in Sabah and the relationship between the challenges faced by ecotourism destination areas in Sabah. This study was conducted using a quantitative research approach on impact of eco-tourism sustainable environment in Sabah. A total of 126 respondents participated in this study.

Keywords: Impact, eco-tourism, sustainable environment

INTRODUCTION

Eco tourists are primarily from more developed nations (MDCs), as a reason, enterprises based in those nations generally meet their tour, travel, and accommodation demands. Ecotourism is described as an environmental activity that takes place for pleasure in well-preserved regions to encourage their protection. Ecotourism is now widely seen as an environmentally favorable activity, yet it can have a negative impact on community diversity and structure through a variety of resources (Noriega, 2020).

This study investigated the impact of a sustainable eco-tourism environment and responsible travel to natural regions on environmental conservation and local people's well-being. Based on this study, eco-tourism has a wide range of environmental consequences. The impact of eco-tourism on tourist destination regions is likely to be severe, especially when vying for limited resources and displacing existing uses and users. Many forms of ecotourism may not be sustainable, and if ecotourism is to contribute to long-term development, rigorous planning and management will be required.

The local advantages are expected to be bigger than those derived from traditional tourism. Second, many sites in the Third World have a significant comparative advantage in

encouraging ecotourism. They are among the fastest-growing havens of untouched environment, with a diverse spectrum of natural resources to entice ecotourism. The world's tallest mountains, breathtaking waterfalls, quiet beaches bordered by coral reefs, and unique flora and fauna are just a few of the attractions. Third, the focus is on nature, ecotourism should, in theory, be an environmentally responsible kind of tourism. This is to ensure that the natural environment, on which such tourism is founded, is preserved and protected (Cater, 2002). This study consists of four objectives:

     1. To examine the relationship between the rapid rate of growth in ecotourism.

     2. To examine the relationship between the adverse effects of tourism development (ecotourism) in Sabah state areas.

     3. To examine the relationship between the areas that became targeted as ecotourism destinations in Sabah.

     4. To examine the relationship between the challenges faced by ecotourism destination areas in Sabah.

Significance of the Study

Impact

The impact is the effect that will happen in the future. This is included in some unexpected places such as the annual letter of the largest investor in the world. This statement of purpose is printed on everyday objects and investment or sustainability. It may also be like the gross margins that were discussed during lunch at some offices. Nevertheless, we still need to pay attention to the concept of "meaning" at collective danger. (Nell Derick Debevoise, December 2019).

Ecotourism

Ecotourism is a type of tourism that involves visiting natural regions responsibly, saving the environment, and enhancing the well-being of the locals. Ecotourism as one of the fastest expanding segments of the tourism business, is going to have some drawbacks. When humans engage with animals or the environment, there is a possibility of human-wildlife conflict or other negative effects. Nevertheless, if done with respect and responsibility, ecotourism can benefit protected areas greatly.

Environment

The natural environment or natural world encompasses all living and non-living things occurring naturally, meaning in this case not artificial. The term is most often applied to the

earth. The interaction of all living species, climate, weather, and natural resources that affect human survival economic activity is referred to as the environment.

LITERATURE REVIEW

Impact of Ecotourism in Sabah

Ecotourism is defined as an environmental activity that takes place for pleasure in well-preserved regions with the goal of encouraging their protection. Nowadays, ecotourism is viewed as an environmentally benign activity, but it can have a negative impact on community diversity and structure due to a variety of processes such as soil compaction, erosion, and habitat change (Noriega, 2020). Some of the impacts of ecotourism in Sabah such as rapid growth in ecotourism, the adverse effects of tourism development are confined to clearly defined areas, areas that became targeted as ecotourism destinations and challenges to the destinations area.

Rapid Growth in Ecotourism

Ecotourism is defined as travel to natural regions that conserve the environment while also benefiting and empowering local communities (Sustainability Watch, 2009). The goal of ecotourism is to bring conservation, communities, and sustainable travel together. This means that those who develop, engage in, or advertise ecotourism activities should adhere to ecotourism principles such as minimizing physical, social, behavioral, and psychological effects. Building environmental and cultural awareness and respect is also important (TIES, 2015). Sabah, Malaysian Borneo, is a well-known ecotourism destination in the international tourism industry, with nature and culture positioned as the two primary goods. Besides that, the number of travelers has virtually doubled in ten years, demonstrating the destination's Sabah appeal. Sabah is one of Malaysia's two northernmost states which is located on the island of Borneo (Ministry of Culture and Information, 2005).

Furthermore, the Sabah Parks is the most useful for tourists since they contain a diverse range of natural resources. These parks contain some of the country's highest peaks as well as some of the world's most diversified flora and marine species (Sabah Tourism Board, n.d.). In recent years, Sabah Tourism has promoted community-based tourism widely in order to develop and increase local ownership and control of tourism resources and facilities, hence dispersing the economic benefits of tourism throughout the state (Sabah: Exploring nature and homestays, 2020).

The Adverse Effects of Tourism Development Are Confined to Clearly Defined Areas

Tourism is one of the largest and fastest industries, with substantial positive and negative environmental, cultural, social, and economic consequences. Tourism can be a powerful tool for economic development, but if it is not effectively controlled, it can harm biodiversity and pristine habitats, as well as lead to the misuse of natural resources such as freshwater, forests, and marine life. Tourism expansion has resulted in severe water shortages in several locations, affecting both local populations and industry, as well as forest depletion and coral reef degradation (M GhulamRabbany, S Afrin, A Rahman,2013). Tourism depends on the quality of the environment, both natural and man-made. The relationship between tourism and the environment, on the other hand, is complicated. It entails a slew of activities that have the potential to harm the environment.

Areas Became Targeted as Ecotourism Destinations

Ecotourism is attraction, urban green spaces as well as the natural environment and accessibility that affect tourist satisfaction towards Kota Kinabalu, Sabah, Malaysia (Simon, 2020). Sabah is known for its massive biodiversity, which has resulted in a plethora of ecotourism sites, primarily in the city's outskirts, which cater to a unique and niche market of tourists.

According to Latip (2016), environmental deterioration is believed to be continuing as a result of tourists' activities in Kinabalu Park, Sabah. According to few studies, the continual increase in visitors to the islands in Tunku Abdul Rahman Park, Kota Kinabalu, contributes to the degradation of the marine environment (Kaur, 2006; Kunjuraman, 2015). The Sabah State Government is continually seeking methods to solve the problem of overcrowding at certain tourist destinations. To best handle congestion and carrying capacity problems, new market niches and attractions must be introduced (Ministry of Tourism, Culture, and Environment Sabah, 2017).

Challenges to the Destination Areas

There are various challenges faced in the destination area in Sabah. Sabah is a tourist destination that is an attraction to the public because of its natural environment. The tourist industry has grown to be one of the most important contributors to the development and a force for change in many parts of the world (Kamarudin, 2019). Extreme weather, fast urbanisation, and environmental degradation all increase our vulnerability to natural disasters and disaster risk, especially in developing tropical countries. Extreme climate, rapid urbanization, and environmental degradation substantially increase our exposure and challenges to natural hazards and disaster risk particularly in developing tropical countries.

Rural tourism includes a wide range of attractions and local products, such as ecotourism and agro tourism, as well as local communities culture and legacy. Physical attractions, cultural attractions, and events, as well as other attractions, are the three basic aspects of the product range. A study of rural tourism development is needed to determine the variety of tourism products that could be developed, as well as the hurdles and problems that such efforts face (Sipatau, 2020). According to the United Nations World Tourism Organization (2008), the tourism industry is a social, economic, and cultural phenomenon that involves people travelling outside of their country for personal or business reasons. It encompassed all activities involving the short-term movement of persons to destinations, places, and sites other than their customary residence. In addition, tourism is one of the world's fastest-growing sectors, a key source of foreign money, and an employer for many countries. Furthermore, tourism has evolved and changed in relation to few activities and it can pose various challenges to ecotourism.

Research Hypothesis

In this study, there are four hypotheses would be carried out on the impact of eco-tourism sustainable environment in Sabah.

H_1	There is a rapid rate of the growth in ecotourism in Sabah
H_2	There are adverse effects of tourism development are confined to clearly defined areas.
H_3	There are the areas that have been targeted as ecotourism destinations in Sabah.
H_4	There are significant on the challenges faced by ecotourism destination areas in Sabah.

Research Framework

A research framework had been proposed in order to investigate the relationship the rapid rate of growth in ecotourism, the adverse effects of tourism development are confined to clearly defined areas, areas became targeted as ecotourism destinations, and challenges to the destinations area and the impact of ecotourism in Sabah.
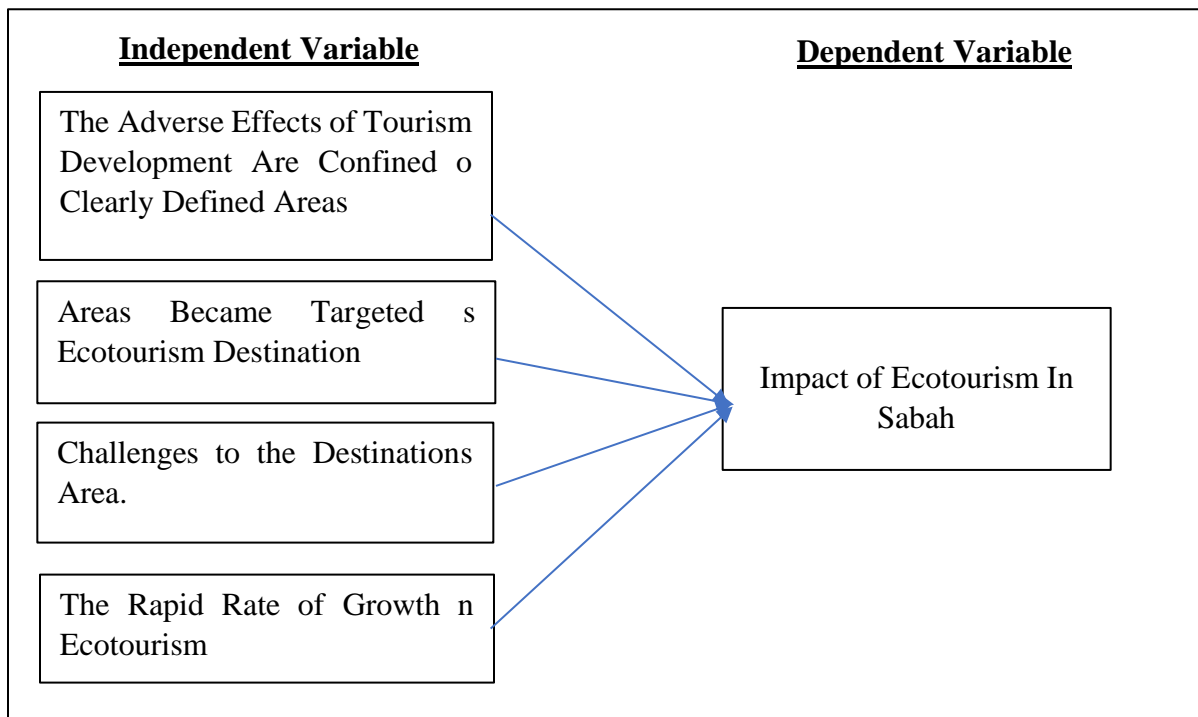
Figure 1: Research Framework

METHODOLOGY

Research Design

This study used the quantitative approach as suggested. The goal of this study is to gather data on the impact of eco-tourism in Sabah. The data was acquired using a research approach and then analysed. Quantitative analysis has been used to quantify data and give evidence using generic and widely utilized types of statistics. The questionnaire was created to investigate the relationship between the rapid growth in ecotourism, the adverse effects of tourism development are confined to clearly defined areas, areas became targeted as ecotourism destinations, and challenges to the destinations area that can lead to the determinants of impact of eco-tourism in Sabah between the ages of 18 and 30 years old. As a result, relevant work has been employed to avoid data gathering problems.

Data Collection

Primary data has been used primarily to support information of the research framework. Primary data is information gathered directly from primary sources by researchers through interviews, surveys, questionnaires, and experiments. The tools of analysis that are used in this research are the questionnaire created through Google Forms. In addition, the questionnaire is being used to gather information on the impact of eco-tourism on the environment and people's well-being.

Sampling

The sampling method used for this study is a non-probability sampling that is snowball sampling, convenience sampling, judgemental sampling, and quota sampling. The researcher chooses the sample based on whom they think would be appropriate for the study. The sample size is determined by using the sample size determination table of Krejcie and Morgan (1970). According to Krejcie and Morgan (1970), the sample size required is 126 respondents based on the rule of thumb. The formula is as follows:

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

n= sample size

N= population size

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

 = chi-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 the process of collecting and analysing data in an organised and purposeful manner with appropriate statistical and analytical methods and turning it into information. In practical applications, data analysis can help people make judgments in order to take appropriate actions. Using the Statistical Package for the Social Sciences (SPSS) software, the researchers would analyse the data using descriptive statistics, reliability tests, and Pearson's correlation coefficient.

FINDINGS

The Pearson Correlation is used to assess the relationship between the study's four constructs. The focus of this study is to analyse the impact of ecotourism sustainability environmental in Sabah. This study used primary data, which was collected from respondents using a series of questionnaires. According to Krejcie and Morgan, the population of Sabah is 226 people, and the sample size for this study is 126 people (1970). The data was analysed by using Statistical Package for Social Science (SPSS) version 26.0.

Result of Frequency Analysis

Table 1: Frequency Analysis

Characteristic	Frequency	Percentage
Gender		
Male	59	46.8
Female	67	53.2
Age		
19 - 22	12	9.5
23 - 25	58	46.0
26 Above	56	44.4
Marital status		
Single	76	60.3
Married	49	38.9
Other	1	0.8
Ethnicity		
Malay	116	92.1
Native	10	7.9

Table 1 shows the result of demographic characteristics. The total number of male respondents 59 (46.8%), while the number of female respondents is 67 (53.2%). The majority of the respondents belong to the following age group 19 to 22 years old (9.5%) 23 to 25 years old (46.0%), and 26 above (44.4%). As for marital status, most of the respondents are single (60.3%), followed by married (38.9%) and others (0.8%). Lastly, in term of ethnicity the majority of the respondent is Malay (92.1%) and native (7.9%).

Result of Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Items	Mean score	Standard Deviation
Impact of Ecotourism in Sabah	Ecotourism has a positive impact on the economy of the government and the local people	1.49	0.533
	Does tourist development lead to environment damage?	2.90	0.928

	Ecotourism has a positive impact on the socio-culture of the locals	1.82	0.612
	The structure of the earth surface changes as a result of continuous exploration for tourism activities.	2.22	0.902
	Ecotourism raises awareness among all people about the importance of caring for the environment.	1.70	0.707
Ecotourism Destination Targeted	The focal environment makes it difficult to control the care of the environment	2.28	0.952
	The environment will be polluted, and the situation will become congested with overcrowding.	1.96	0.774
	Ecotourism can generate socio-economic benefits for remote and rural communities that live close to the natural environment	1.88	0.652
	Ecotourism is one of the sustainable tourism that allows tourists to feel and understand nature and the richness of biodiversity	1.79	0.611
	Ecotourism opens up employment opportunities to today's society	1.67	0.607
Challenges to the Destination Area	Impact on flora and fauna habitats affected by tourist activities	2.49	0.970
	Impact Total tourist capacity that is difficult to overcome because no initial steps are taken	2.18	0.774
	The effects of side effects on nature that cause the original beauty of nature to be affected	2.14	0.766
	Increased tourist arrivals will erode the freedom of cultural expression among	2.51	0.953

	the Aboriginal people and make some of them feel threatened		
	Tourist travel whether by air, land, and water can cause pollution of the local environment, especially in the form of noise, air, and soil pollution.	2.45	0.968
Rapid Growth in Ecotourism	In Sabah, there are many interesting areas to visit?	1.42	0.496
	Have you ever visited interesting areas in Sabah?	2.57	1.227
	Are the places you visit often visited by tourists?	2.21	1.087
	Are interesting places in Sabah affected by rubbish?	2.85	0.984
	Do you feel uncomfortable with a dirty environment?	2.38	0.914

Table 1 shows the mean and standard deviation for 20 statements under independent and 1 variables which is Ecotourism Destination Targeted, Challenges to the Destination Area and Rapid of Growth in Ecotourism for independent variable and Impact of Ecotourism in Sabah for dependent variable based on the survey involving 126 respondents. The highest mean value for Impact of Ecotourism in Sabah was obtained by Question 2 with 2.90 where the respondent agreed that tourist development led to environment damage. The lowest mean for impact of Ecotourism in Sabah was Question 1 with 1.49 where the respondent agreed that ecotourism has a positive impact on the economy of government and the local people. The highest mean value for Ecotourism Destination Targeted was obtained by Question 1 with 2.28 where the respondents agreed that the focal environment makes it difficult to control the care of the environment. The lowest mean for Ecotourism Destination Targeted was from Question 4 with 1.79 where the respondents agreed and know that ecotourism is one of the sustainable tourisms that allows tourists to feel and understand nature and the richness of biodiversity. The highest mean value for Challenges to the Destination Area was obtained by Question 4 with 2.51 where the respondents agreed with increased tourist arrivals will erode the freedom of cultural expression among the Aboriginal people and make some of them feel threatened. The lowest mean value for Challenges to the Destination Area was by Question 3 with 2.14 where the

respondents agree with the effects of side effects on nature that cause the original beauty of nature to be affected. The highest mean value for Rapid Growth in Ecotourism was obtained by Question 3 with 2.85 where the respondents agree with interesting places in Sabah affected by rubbish. The lowest mean value for Rapid Growth in Ecotourism was obtained at Question 1 with 1.42 where the respondents agreed with 'several don't know about in Sabah there are many interesting areas to visit.

Result of Reliability Analysis

Table 3: Reliability Analysis

Variable	Number of items	Cronbach Alpha
Impact of Ecotourism in Sabah	5	0.533
Ecotourism Destination Targeted	5	0.726
Challenges to the Destination Area	5	0.849
Rapid of Growth in Ecotourism	5	0.702

The table shows the result of reliability analysis. The measure of the data is using Cronbach's Alpha for all variables. The value of Cronbach's Alpha for Impact of Ecotourism in Sabah which dependent variable is 0.533. Meanwhile, the value of Cronbach's Alpha for Ecotourism destination targeted is 0.726. For the second independent variable, the value of Cronbach's Alpha for Challenges to the destination area is 0.849, and the third independent variable which is Rapid growth in ecotourism Use with the value Cronbach Alpha is 0.702. Overall, the outcome of all the variables is highly reliable and is regarded as having excellent respondent reliability.

Result of Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	P- Value	Result (supported/ not supported)
H_1: There are areas that became targeted as	0.679	H_1 is Supported

ecotourism destinations in Sabah.		
H$_2$: There are significant the challenges faced by ecotourism destination areas in Sabah.	0.661	H$_2$ is Supported
H$_3$: There is a rapid rate of the growth in ecotourism in Sabah	0.160	H$_3$ is Supported

The table shows the result of the Pearson Correlation. The first hypothesis, it is indicating that the areas that have been targeted as ecotourism destinations in Sabah. Based on the result, the Pearson Correlation p-value for the first hypothesis is 0.679 which is a strong positive correlation and a hypothesis will support the areas that became targeted as an ecotourism destinations in Sabah. The second hypothesis, it is indicating that the challenges faced by ecotourism destination areas in Sabah. The result showed a p-value Pearson Correlation which was 0.661, a strong positive correlation and the result support the challenges faced by ecotourism destination areas in Sabah. Meanwhile, the third hypothesis showed the rapid rate of the growth in ecotourism Sabah. The result showed the p-value Pearson Correlation of strong positive correlation and the hypothesis will be accepted as the p-value was 0.160.

DISCUSSION AND RECOMMENDATION

Based on the previous chapter, several experimental effects related to the long-term environmental impact of ecotourism in Sabah have been identified for this study. As a result, some recommendations for future studies have been made.

The first suggestion is that face-to-face interviews with respondents are better and easier compared to online questionnaires. This is because, with face-to-face interviews with respondents it is easy for us to see the reactions and responses of respondents clearly to our study. In addition, it is also easy to find and ask them to give their opinion on our study compared to the questionnaire which took so long to reach the number of respondents who filled out our survey. This is due to the possibility that they will be too busy to fill out our

survey and may not be aware that it has been distributed. Face-to-face interviews with respondents allow us to learn more about their backgrounds, get immediate feedback about our study, and complete it on schedule.

Besides that, question items in the survey must be clear and accurate. This is because, clear questions will make it easier for the respondents to give good cooperation to answer. Researchers must avoid asking questions that are unclear and too long as it will confuse the respondent to answer. Clear and easy-to-understand questions will make it easier for the researcher to get the target from the respondents. This will make it easier for the researcher to collect respondents within the allotted time. In addition, it is hoped that in the future, researchers will be more thorough and understand more clearly on the appropriateness of sentences that need to be used in the questionnaire so that respondents better understand the purpose of the study to be presented and clear to respondents to answer.

In addition, the next proposal is that it is hoped that steps need to be taken to monitor the impact of ecotourism sustainable environment in Sabah. This is because, the measures taken to address this effect, will help to keep the natural environment clean and can avoid various future effects on the environment in Sabah. Measures taken must be clear such as limiting the number of tourists entering a place, controlling the environment from being polluted, and maintaining the habitats of flora and fauna from being affected and destroyed due to the impact of eco-tourism. With these measures and mutual cooperation on the environment, the impact on the environment in Sabah can be avoided, and it can maintain a clean environment and prevent the extinction and damage of natural habitats of flora and fauna. It is hoped that this proposal will assist in avoiding other consequences in the future.

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 ecotourism destination targeted, challenges to the destination, and rapid growth in ecotourism in Sabah, Malaysia. A total of 125 respondents participated in this study and the results showed that the relationships between ecotourism destination targeted, challenges to the destination, and rapid growth in ecotourism in Sabah, Malaysia is accepted.

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Understanding the Relationship Between Pandemic COVID-19 and Tourist Reduction in Hotel

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ABSTRACT

This study aims to determine the relationship between pandemic COVID-19 pandemic and tourist reduction in hotels. The tourism sector is the most clearly affected by this pandemic. Not many people know why fewer tourists stay in hotels. Therefore, this research aims to study the COVID-19 pandemic impacting the number of tourists in hotels. Second, to determine travel restrictions with impact on the number of tourists in the hotel. Lastly, employee retrenchment impacts the number of tourists in the hotel. This study collected data from 307 respondents of tourists and hotel workers in Selangor by using a quantitative method from an online questionnaire. The final results show that there is a significant difference between the COVID-19 pandemic, travel restrictions, and unavailability of staff impact on the number of tourists in the hotel.

Keywords: COVID-19, Travel Restriction, Employee Retrenchment, Number of Tourist

INTRODUCTION

Malaysia is one of the worst affected countries by the epidemic, which has reduced the number of tourists staying in hotels and resulted in delays in tourist travelling. COVID-19 pandemic cases have become a big problem around the world. The main causes that can cause the spread of this virus are dirty environment, bacteria coughing, breathing, sneezing, eating, and touching that occur in crowded areas. The virus can enter a person's body through open cavities such as the eyes, nose, mouth, as well as wounds. When this virus is in the human body, it will damage the system in the human body in a short time and cause a person's health to be drastically affected because it is able to lower a person's oxygen level to the point of death. Thus, the government has implemented the Movement Control Order (MCO) and Standard Operating Procedures (SOP) in March 2020 to reduce the spread of the virus in the country. The community and the authorities are working together to tackle the COVID-19 virus that is spreading in the country.

Due to its geographical position, the virus spreads from China when the wind blows into our rural areas. The pandemic has affected the tourism and hospitality sectors as the number of tourists traveling and staying in hotels is declining after the COVID-19 outbreak spread worldwide. The tourism and hospitality sectors suffered because of the declining income of the Malaysian economy. This is because tourism and hospitality activities as well as all outdoor activities are prohibited by the government so tourists cannot visit tourist spots and book accommodations in hotels. This very dangerous virus has alarmed all communities to engage in any outdoor activities.

The tourist is worried that his health will be affected during traveling and visiting. Therefore, the number of tourists has decreased, and so the country's income will also decrease. The COVID-19 virus is an infection that can cause decreased oxygen levels, and health, because of system damage in the human body and it can cause death in a short time. The content found in this virus can affect breathing such as shortness of breath, cough, cold, sore throat, and others. This virus will attack the lungs first, and then it will spread to other body systems and deteriorate humans health. Then, it will cause one's health to be affected. Also, the COVID-19 virus is very dangerous to the country and society. The chosen place is in Selangor. There are three objectives in this study:

1. To examine the relationship between the COVID-19 pandemic and the number of tourists staying at the hotel.

2. To investigate whether the travel restriction causes the lack of tourists staying in the hotel.

3. To study the relationship between the employee retrenchment and the number of tourists staying at the hotel.

Significance of the Study

COVID-19 Outbreak

According to Tomasz Kaczmarek (2021), COVID-19 Outbreak stands for coronavirus disease 2019 (UVA Health). It is a viral disease that is very easily spread through other humans by the air, touch, and others. The symptoms of coronavirus are cough, fever or chills, headache, and loss of taste or smell.

Movement Control Orders (MCO) (2020)

The eighth Prime Minister of Malaysia, Tan Sri Muhyiddin Yassin has enforced the movement control orders nationwide to keep COVID-19 outbreaks from spreading more widely. MCO measures encompassed restrictions on movement, assembly, and international travel and mandated the closure of business and industry.

Standards Operating Procedures (SOP)

Set of step-by-step instructions compiled by an organization to help workers carry out routine operations. It can also ~~reduce~~ misunderstandings and failures in accordance with industrial, business, administrative, and other regulations.

MER-CoV

The Middle East respiratory syndrome-related coronavirus or EMC 2012. It is a species of coronavirus that can infect humans. This disease also can cause sporadic infection, and infection among families (Z. Memish, 2014).

Pandemic Influenza

The emergence of hypervirulent subtypes of avian influenza has underlined the potentially devastating effect of pandemic influenza. (Cooper BS, Pitman RJ, Edmunds WJ Gay NJ, 2006). In this paper, the pandemic is used to refer to a disease prevalent over a whole country or the world.

LITERATURE REVIEW

Number of Tourists in the Hotel Industry in Malaysia

According to the Oxford English Dictionary, impact refers to the action of one entity in forcible contact with another and a significant effect or influence. Next, in terms of any long-term influence, whether intentional, unintentional, positive, negative, direct, or indirect, its impact is broadly defined (OECD-DAC). In contrast, the former seeks 'trigger effects', and the latter seeks 'consequence of triggers' (Rick Davies).

Pandemic COVID-19 is a virus that can cause respiratory tract infections. There are several types of coronaviruses such as severe acute respiratory syndrome coronavirus (SARS) and Middle East Respiratory syndrome-related coronavirus (MER-CoV). The latest coronavirus found in China is Coronavirus 2019 (COVID-19). In turn, this COVID-19 infection can cause a spectrum of symptoms from the common cold to severe pneumonia. COVID-19 virus contains Nucleocapsid Protein, Spike Protein, Envelope Protein, and Membrane glycoprotein which will cause it to easily spread in public and cause harm to communities around the world. The COVID-19 virus is in the human body so it will damage the system in

the human body in a short time. This is because COVID-19 can affect human health drastically because a person infected with the COVID-19 virus will experience cough, cold, fever, and severe sore throat. The virus is also able to lower a person's oxygen levels and cause a person to die due to deteriorating health.

A hotel refers to a place where travellers can receive food or shelter, provided he is able to pay for it (Cournoyer, 1983). The hospitality industry is one of the most important components in the broader service industry, meeting the needs of customers who require overnight stays. It is closely related to the tourism industry and the hospitality industry, although there are significant differences in scope (Pine, 1995). In general, a hotel is a managed building or establishment, which provides guests with a place to stay on a short-term basis. Meanwhile, the hospitality industry refers not only to hotels, but also the hostels, motels, inns, and guest houses. However, it does not include long-term or permanent forms of accommodation.

COVID-19 Pandemic

The number of tourists visiting Malaysia seems to be fluctuating due to the effects of the pandemic, and it is proven that the pandemic in Malaysia is also one of the pillars of the decline in the number of tourists staying at the hotel. In addition, 55 hotels have been completely closed since March 2020, temporarily because the pandemic may affect the health of tourists and prevent the occurrence of cluster networks. With Malaysia's dire situation, it is reported that thousands of Chinese tourists have cancelled their trips to Selangor, Malaysia (Hamid et., 2021).

In the first stage, the hotel industry received a sudden cancellation of room bookings and by 2021 it has reached 193,000 rooms with a loss value of over RM75 million. During the 14-day movement control period, almost all hotels could not be fully operational. This period alone estimates the hotel industry revenue loss of more than RM500 million, for now, the main objective of hotel operators is to continue operations in the lowest loss conditions with the cost of wages and salaries being among the largest. As a result, 2,041 hotel workers had to be laid off on March 24, 2020.

In addition, the Local Admissions Agency announced an 83.4% drop in March in Tourists in Selangor, Malaysia due to the dangerous Pandemic (COVID-19) in the region. However, the tourism sector usually contributes significantly to the economic development of the country. However, the decline in the number of tourists staying at hotels due to the Pandemic also affected many parties, including our tourism sector (Hamid et al., 2021).

Travel Restriction

Movement Control Order around the area by pandemic raging in Malaysia. Generally, tourists have a list of hotels to occupy and things to do in a country before they start their trip. However, with the growing pandemic in Malaysia causing the hotel industry to close, it is recommended that everyone, including tourists, stay in their homes to prevent clustering (COVID-19). As a result, tourists will not be able to visit their favourite places or stay at the hotels they have planned. This is because many hospitality venues for other tourism in Malaysia, have been closed and restricted to enter when the pandemic is in a dangerous state. This is a result of the Movement Control Order which caused the decline of the hotel industry.

Although Malaysia has a lot of exciting indoor hotels for tourists to enjoy, tourists are still dissatisfied because they are not able to visit it. The hotel industry is already expecting the government to extend the Rehabilitation Movement Control Order until the end of 2021. The decision taken is in line with efforts to curb the spread of COVID-19 infection. No choice is given to the hotel industry, except to place reliance on the market. The acting president of the Malaysian Hotel Association had previously projected that the hotel industry would not be fully 'alive' by 2022, in line with developments during the international pandemic. To rely on the

domestic market, as long as customers from the international level and overseas businesses are not allowed to enter Malaysia.

In addition, some tourists do not want to comply with the MCO resulting in increasing cases. Records have shown that the number of visits to these medical centres is increasing for treatment to prevent the consequences of the disease (COVID-19). On 11 October 2021, the government allowed the public to cross the state as Malaysians had achieved a 90% vaccination rate. Although movement controls have been relaxed, the Ministry of Health only allows local tourists to go out on tour. This is because the hotel industry only accepts tourists with a complete dose of vaccine and only for local tourists.

Employee Retrenchment in Hotel

This study intended to identify the relationship between employee retrenchment and the number of tourists staying in hotels due to the COVID-19 pandemic. In Malaysia, the government has established Movement Control Orders (MCO) throughout Malaysia to prevent the spread of the COVID-19 epidemic. This MCO has made very drastic changes in the tourism and hotel industry in Malaysia such as the closure of shops, the system of working from home, and the reduction of vehicles on the road. This not only reduced the spread of the COVID-19 epidemic but also the country's economy become deteriorated. For example, the tourism industry such as hotels and resorts had to reduce their employees and the number of tourists staying in hotels also decreased. This is because the Malaysian government has restricted the entry of tourists from other countries and domestic at airports, sea, and land borders. As a result, the hotel industry has suffered losses due to the absence of customers for a very long period. The loss of hotel profits is unable to pay for the needs and salaries of employees and causes hotels to lay off their employees.

In addition, after the MCO period ended, the Malaysian government created a system of Standards Operating Procedures (SOP). In this system, citizens and tourists must follow SOPs such as scanning QR code before entering a place and scanning their body temperature. In turn, the relationship between retrenchment and the number of tourists staying in hotels adversely affects the tourism and hotel industries. Losses in terms of the industrial economy caused it to grow slowly. Therefore, the Malaysian government must open borders for tourists from other countries and domestic tourists to attract profits back to the economy and an increase in the rate of tourists staying in hotels will occur in line with the increasing number of staff.

Research Hypothesis

The hypothesis in the study is to find out whether there is any correlations or relationship between dependent variables and independent variables:

H_1 There is a significant relationship between the COVID-19 pandemic and the number of tourists in hotels.

H_2 There is a significant relationship between travel restrictions and the number of tourists in hotels.

H_3 There is a significant relationship between the employee retrenchment and the number of tourists in hotels.

Research Framework

Figure 1 below shows the research framework used in this study.
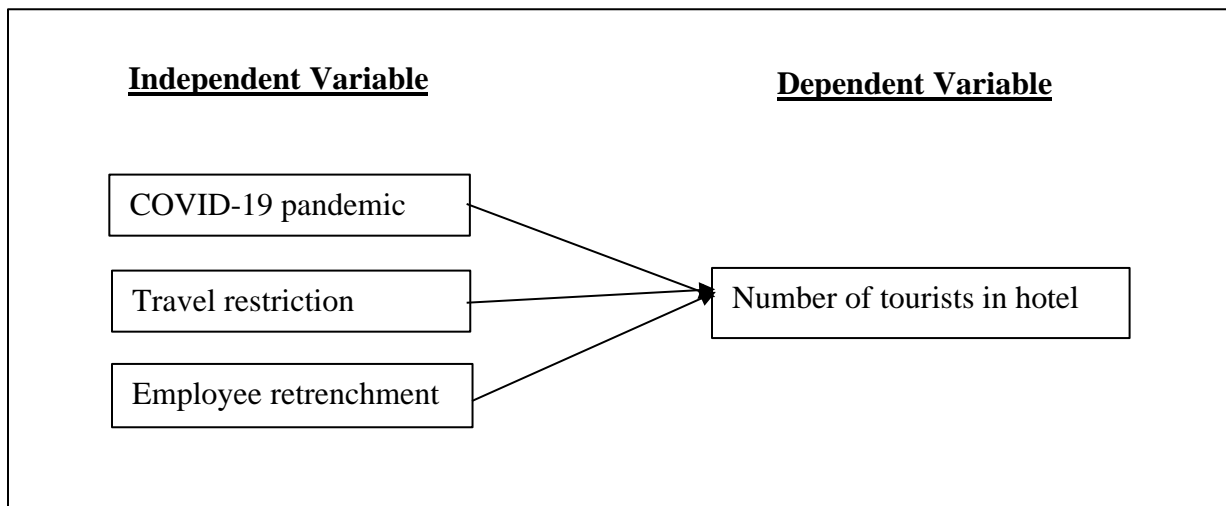
Figure 1: Research Framework

METHODOLOGY

Research Design

Research design is a procedural plan that is adopted by a researcher to answer the questions objectively, accurately, economically, and with validity (Kumar, 1999). The design allows researchers to home in on research methods that are suitable for the subject matter and set up their studies for success. A researcher has a series of questions that need to find answers by conducting research. The research method provides a logical sequence to conduct experiments so all the questions can be assessed in proper order. An impactful research design ensures the least bias in the data collection and increases trust in analysed research information.

There are two types of research which are qualitative and quantitative. Qualitative research involves collecting and analysing non-numerical data like audio, video, or text to understand concepts, opinions, or experiences. They can be used together for in-depth insights into a problem or to generate new ideas for research. Quantitative is based on testing a theory, measuring with numbers, and analyses using statistical techniques and it particularly emphasizes objectivity and reproducibility (Smith et al, 1979). Quantitative analysis design relies on numerical evidence to draw conclusions or to test hypotheses. An inequality for both will give impact on the conclusion of characters that want to be done. This research will use quantitative research methods. Quantitative data sources include tests, questionnaires, probability sampling, and document reviews. For this research, the test involves running the test on specific groups of people to derive statistical findings. Researchers also use questionnaires to carry out research using various market research methods. Lastly, the researcher used document reviews to collect the other data. The document review offered rich perspectives and insights that can lead to an in-depth understanding of variables, issues, and problems. It is also to get the data about the number of tourists visiting Malaysia each year due to air pollution.

Data collection

In a research study, there are a variety of data collection methods. The data for this study was gathered from primary sources. Primary information can be collected in various ways. Self-administered surveys, interviews, direct observations, and experiments are the most common methodologies. If compared to secondary data collection, primary data collection is more expensive and time demanding. The survey is not suitable for this study as it is hard to reach the respondents from the number of tourists in hotels face-to-face. To know how the COVID-19 pandemic, travel restrictions and employee retrenchment in Malaysia, the researchers use Google Form as it is easier to reach the respondent all over Malaysia. Because of the quick rise

of social media, the researcher was able to distribute the Google Form online and obtain responses from Malaysians across the country.

Besides that, this study gets to collect the data in one month and there were 307 respondents who answered the questionnaire. The sample size in this study is 307. It can be one of the reasons that the researchers cannot use the survey method because the number of the sample is too big. Lastly, this study gets the respondent from the whole of Malaysia so, Google Form is the easiest way to reach the respondents. This study uses online questionnaires which reduce the cost of using paper and easier for a respondent to answer the question provided because respondents can answer it by using a smartphone or iPad. The respondents can answer it anywhere and anytime.

Sampling Method

Sampling can be classified into two main types which are probability and non-probability sampling methods. The sampling method is an introduction to sampling concepts that considers samples and populations, as well as a random sampling sample. Simple random sampling, stratified sampling, systematic sampling, cluster sampling, and multistage cluster sampling are all types of probability sampling, according to Alvi (2014). For data gathering, this study used non-probability and convenient sampling. The study's target population is tourists and hotel workers in Selangor.

The questionnaire was created with Google Forms and shared over Malaysia through social media, including WhatsApp, Instagram, and Facebook. Using Google Forms and social media, the researchers could get the respondents from the whole of Peninsular Malaysia and even East Malaysia, challenging them to meet in person. It can make it easier for respondents to respond because there is no need to waste paper, and it can allow respondents to answer questions without having to leave their homes. As a result, it can minimise face-to-face interaction and hence prevent pandemics from spreading.

Data analysis

Data analysis is the process of research and investigation of the travel restriction causes the lack of tourists staying in the hotel and the employee retrenchment and the number of tourists staying at the hotel in Selangor. So that, we can know the reason and identify why the number of tourists staying in hotels decreased during the pandemic COVID-19 phase. In this study, we plan to use descriptive analysis which is the common method used by the researcher to investigate and understand the relationship between pandemic COVID-19 and tourist reduction in hotels in Selangor.

FINDINGS
Result of Frequency Analysis
Table 1 below shows the result of the frequency analysis

Table 1: Frequency Analysis

Characteristics	Frequency	Percentage
Gender		
Male	161	52.4
Female	146	47.6
Age		
<20 years old	7	2.3
21-25 years old	253	82.4
26-30 years old	34	11.1

31-35 years old	7	2.3
>36 years old	6	2
Race		
Malay	180	58.4
Chinese	82	26.6
Indian	29	9.4
Others	17	5.5
Education		
SPM	10	3.2
Diploma	39	12.7
Degree	235	76.3
Post Graduate	6	1.9
Master	17	5.5
PHD	1	0.3
Occupation		
Student	225	72.8
Employed	70	22.7
Un-employed	0	0
Self-employed	15	4.8
Current State		
Pahang	38	12.4
Perak	40	13.0
Terengganu	21	6.8
Perlis	15	4.9
Negeri Sembilan	24	7.8
Selangor	43	14.0
Johor	13	4.2
Kelantan	41	13.4
Kedah	9	2.9
Pulau Pinang	22	7.2
Melaka	14	4.6
Sabah	21	6.8
Sarawak	6	2.0

The table is the analysis of demographic sections. The table records that out of a total of 307 respondents, there are more male respondents than females, namely 52.4 percent (n = 161) and 47.6 percent (n = 146) for female respondents. Then, the age group showed that the most respondents are those aged 21-25 years (82.4%) and the least are those aged 36 years and above (2%). Next, for the race category, the highest number of respondents were Malay; 180 people (58.4%) and the least other races were 17 people (5.5%). After that, the education category showed respondents from the most degree category which is 235 people (76.3%), and Ph.D. the least which is 1 person (0.3%). Most of the respondents in the employment category are students which are 225 people (72.8%) and no respondents from the unemployment category were recorded. Finally, in the current state category recorded the greatest number of respondents are from the state of Selangor which is 43 people (14%) and the least is from Sarawak which is 6 people (2%).

Result of Descriptive Analysis

Table 2 below shows the result of the descriptive analysis

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
COVID-19 Pandemic	Is COVID-19 easily spread to tourists, especially to children and elder people	4.63	0.541
	Is COVID-19 spread very fast to tourists, by the way, shaking hands and sit close together	4.60	0.583
	Were Malaysians given strict security during the COVID-19 outbreak	4.40	0.615
	Is COVID-19 contagion causing many tourism sectors to be forced to close	4.62	0.524
Travel Restriction	Are the police important in preventing tourist travel during the COVID-19 pandemic	4.61	0.570
	The absence of a permit letter causes tourists not to pass travel restrictions.	4.57	0.640
	Tourists are instructed to turn back and return home by police because of the spread of COVID-19	4.43	0.660
	Extremely long roadblocks leave tourists unwilling to travel	4.38	0.658
	Travel restrictions involve tourists from another country	4.46	0.605
Employee Retrenchment	The cut in employee salaries during the COVID-19 pandemic caused fewer staff at the hotel.	4.52	0.617
	Small hotel earnings cannot afford to pay workers' salaries.	4.63	0.536
	COVID-19 virus infection among workers also caused many to quit their jobs	4.44	0.604
	Lack of staff causes weak service and tourists are not interested in staying at the hotel	4.47	0.622
Number of Tourists	Usually, tourists go to the hotel individually or in group	1.86	0.348
	How many nights do tourists stay at a hotel	1.87	0.976
	How many times do tourists travel to the hotel in a year	2.94	1.187
	Does COVID-19 affect the highest number of tourists	1.06	0.241
	Tourists go on a trip even though the daily cases of COVID-19 are still high	1.78	0.418

Table 2 shows the mean and standard deviation for thirteen statements under three independent variables and five statements under the dependent variable based on the survey involving 307 respondents. The highest mean value for the COVID-19 pandemic was obtained by Question 1 with 4.63, where the respondents agreed that COVID-19 easily spread to tourists, especially to

children and elder people. The lowest mean value belongs to Question 3 with 4.40, where the respondents agreed that Malaysians were given strict security during the COVID-19 outbreak. As for the factor of travel restriction, the highest mean value was obtained by Question 1 with 4.61, where the respondents agreed that the police were important in preventing tourist travel during the COVID-19 pandemic. The lowest mean value belongs to Question 4 with 4.38, where the respondents agreed that extremely long roadblocks leave tourists unwilling to travel. Meanwhile, the highest mean value for the factor of employee retrenchment was obtained by Question 2 with 4.63, where the respondents agreed that small hotel earnings cannot afford to pay workers' salaries. The lowest mean value belongs to Question 3 with 4.44, where the respondents agreed that COVID-19 virus infection among workers also caused many to quit their jobs. Next, the highest mean value for the dependent variable which is number of tourists was obtained by Question 3 with 2.94, where the respondents agreed that many times tourists travel to the hotel in a year. The lowest mean value belongs to question 4 with 1.06, where the respondents agreed that COVID-19 affects the highest number of tourists.

Result of Reliability Analysis

Table 3 below shows the result of reliability analysis.

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach's Alpha
The COVID-19 pandemic	4	0.768
The travel restriction	5	0.842
The employee retrenchment	4	0.856
Number of tourists in hotel	5	0.003

Cronbach's Alpha values of the questionnaire were in the range of very good level (0.8) and poor level poor level. The first IV was found to be very good and reliable in the strength of Correlation (4 items: $\alpha = 0.8$). Then, the second IV was also found to be very good and reliable in the strength of Correlation (5 items: $\alpha = 0.8$). Next, the third IV was found to be excellent and reliable in the strength of Correlation (4 items: $\alpha = 0.9$). Meanwhile, the DV was found to be poor and reliable in the strength of Correlation (5 items: $\alpha = 0.003$). The overall variables have remained with eighteen (18) items as the current Cronbach's Alpha result is already above the good level.

Result of Pearson Correlation Analysis

Table 4 below shows the Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported or Not Supported)
H_1: There is a significant relationship between the COVID-19 pandemic and the number of tourists in hotels.	0.212	H_1 is supported
H_2: There is a significant relationship between travel restrictions and the number of tourists in hotels.	0.307	H_2 is supported
H_3: There is a significant relationship between the employee retrenchment and	0.368	H_3 is supported

the number of tourists in hotels.		

Table 4 presents that H1 were significantly correlated at r = 0.212, p <0.01. The correlation coefficient shows a moderate association. Besides that, a statistically significant correlation H2 was r = 0.307, p <0.01 and it shows a poor association in the correlation coefficient.

Next, a statically significant correlation for H3 also shows a poor correlation with r = 0.368, p <0.01. In conclusion, the COVID-19 pandemic, travel restrictions, and employee retrenchment were significantly correlated with the number of tourists, but there were moderate and strong relationships.

DISCUSSION AND RECOMMENDATION

The discussion is aimed at resolving the questions and addressing the hypotheses as stated in the first chapter of this study. In general, this study has extensively studied the relationship between the COVID-19 pandemic and the reduction of tourists in hotels located in Selangor. Based on the findings of the study, the current study will provide some recommendations for reducing the number of tourists staying in hotels and also resulting in delays in tourist travel. As for recommendations, future studies could use other variables such as vaccination and prevention methods in tourists as independent variables because previous studies used as thesis models for this research have agreed a positive relationship between these variables with tourist influx during pandemics.

Since vaccination has been recommended as a previous variable, vaccination is considered a condition to ensure tourists can stay in the hotel only after complete vaccination. Furthermore, the re-entry of tourists will change the number of employees in the hotel. Later can avoid the absence of staff working at the hotel. In addition, the prevention process can also be used as a measure to prevent tourists from being infected with COVID-19 while traveling or staying at a hotel. For example, the use of face masks, the maximum standard of hotel hygiene, is to clean the area with a suitable disinfectant that can certainly prevent the spread of COVID-19 from occurring.

CONCLUSION

The main purpose of this research is to study the reduction in the number of tourists staying in hotels and delays in tourist travel due to the pandemic cases in Selangor. According to the result, the COVID-19 pandemic, travel restrictions, and employee retrenchment are independent variables, and they have influenced the dependent variable which is the number of tourists in hotels. Chapter 3 have mentioned the population and sample size that has been identified by the researcher which used to 307 respondents which is the tourist and hotel staff. Besides that, Chapter 4 discusses the findings from the questionnaires survey that analyse using descriptive and inferential analysis. The data obtained from the questionnaire has been evaluated by a software program using Statistical Package for the Social Science (SPSS). Next, Chapter 5 talks about the summary of the results based on data analysis. Thus, all the hypotheses which are H1, H2, and H3 stated are accepted. In addition, limitations and recommendations when carried out this research also include that can be used for further studies.

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and greater information about the countryside, agri-tourism, or farm-based tourism has become increasingly popular in industrialized nations. In Malaysia, agri-tourism is considered a new approach in the agriculture sector and added business opportunity. Agri-tourism as defined by the Ministry of Agriculture (2001) is a form of tourism which capitalizes on rural culture as a tourist attraction. It is similar to ecotourism except that its primary appeal is not the natural landscape but a cultural landscape. If the attractions on offer to tourist contribute to improving the income of the rural economy, the agri-tourism can be referred to as agritourism. Therefore, agritourism is defined as a form of tourism in which the culture of the rural areas is being used as a tourist product which is similar to ecotourism. The only difference is the attraction which consists of the rural culture that helps to generate income to the rural population.

Therefore, a homestay program gives tourists the opportunity to experience and learn the culture and lifestyle of a rural community. Besides, it also increases the income of the local community. The homestay program also helps to provide job opportunity to the rural population and indirectly reduces the number of unemployment in Malaysia. The homestay program also gives a lot of benefits to the rural community where it can improve their economy and standard of living. Therefore, the homestay program needs to be developed and promoted so that it can attract more tourists to participate in this program.

PROBLEM STATEMENT

The homestay is a place of residence that is occupied by tourists who want to experience the everyday life of the family and want to know the culture and customs of the local residents. However, the number of tourists who stay at the homestay is still low compared to the hotels or resorts. This is because the tourists are not aware of the existence of the homestay and the benefits that they can get from the homestay. Therefore, this study is conducted to determine the factors that influence the intention to stay at the homestay among young domestic tourists.

The determinants of intention to stay at Langkawi Island homestay among young domestic tourists is the main focus of this study. The factors that influence the intention to stay at the homestay are facilities, services, advantages, and location. These factors are important to be studied because they can influence the intention to stay at the homestay among young domestic tourists. Therefore, this study is conducted to determine the factors that influence the intention to stay at the homestay among young domestic tourists.

and the demand for fresh air and action pastimes, homestay is a mixture of tourism and recreation. In line with the national development agenda, the ecotourism sector in Langkawi Island was estimated to continue to grow in popularity by the year 2015. Besides introducing the available natural attractions, it is an industry that can generate revenues through various development activities by various stakeholders such as the government, communities, and other related industries.

This will have a direct impact on the environment and ecological environment, which will eventually become the root causes of the environmental catastrophe, such as pollution. (Ramamohana, 2017). As a result, most businesses are scared of the environment in order to grow, but the guesthouse was the only one that grew without harming the environment. Homestay is a unique tourism offering that allows visitors to immerse themselves in the lives of locals and learn about their culture (Huda, 2017). The Ministry of Tourism which represents the government has placed a strong emphasis on the homestay program as a tourism offering.

According to Yahaya & Rasid (2009), the number of communities participating in the homestay programme increased by around 55 percent in comparison to prior years. The development of interest in agro-tourism can be seen in the expansion of tourism in the suburbs and rural areas. (Norlida, Redzuan, Naufal, Siti, & Shafiin, 2014). In addition, according to homestays experience in Malaysia (2018), tourism Malaysia reported that the homestays located in the village, also known as rural areas, had a favourable response. With 382,961 tourists in 2018, the homestay program has proven to be a success (Homestay experience in Malaysia, 2018). The tourist product has evolved from being fully regulated by conventional tourism to a relatively diversified industry.

There are four objectives of this research:
1. To study the relationship between facilities and intention to stay in a homestay
2. To identify the relationship between service and intention to stay in a homestay
3. To analyses the relationship between advantages and intention to stay in a homestay
4. To determine the relationship between location and intention to stay in a homestay

SIGNIFICANCE OF THE STUDY
Improve the Quality of Services and Facilities
The term "service quality" refers to how well a customer's wants are met and how well the services meet their expectations (Kotler, Keller, Ancarani, & Costabile, 2014). Furthermore, rather than pleasure with an incident or transaction, service quality is the consumers' assessment of the perceived quality (Oliver, 2010). Many studies have argued that service quality performance could be an effective measurement to test tourist satisfaction based on the tourism literatures, because tourists are more likely to be satisfied when a product or service performs at a desired level (Chen & Chen, 2010; Oliver, 2010; Udo, Bagchi, & Kirs, 2010; Zeithaml, Berry, & Parasuraman, 1993). Five aspects are recognised to quantify service quality in SERVQUAL multiple-item measures, including tangibles, reliability, responsiveness, assurance, and empathy. Service quality in the tourism industry can be defined as a tourist's assessment of a product or service's overall excellence or superiority (Fuchs & Weiermair, 2003; Lee, Lee, & Yoo, 2000).

Understanding the Tourist's Satisfy
Gauging satisfaction with a destination differs fundamentally from measuring satisfaction with a specific transaction. Furthermore, while happiness at the destination level is influenced by the numerous transactions that take place there, an individual's degree of satisfaction is influenced by much broader, global issues, some of which are beyond the tourism industry's ability to influence. Tourist satisfaction, which determines the choice of destination and the

decision to return (Buhalis, 2000; abkar et al., 2010), is one of the most important aspects of successful destination marketing. It is thought that in the tourism sector, great service quality and satisfaction contribute to favourable word-of-mouth endorsements, referrals, and return visits, which in turn affect the financial performance of tourism suppliers.

LITERATURE REVIEW

Facilities

The numbers of each occupancy lodging or overnight stay are used to analyze the situation in the tourism industry. Since 2010, accommodation facilities in the Czech Republic have been classed according to a uniform European system that incorporates business services, facilities, and other characteristics. By producing revenue, supporting local culture, arts and crafts companies, encouraging the preservation of local and historic landmarks, and fostering community education on environmental issues, the homestay program can improve local quality of life.

Services

Service is the equipment and facilities provided by a party to the customer. The service homestay in Langkawi Island has been equipped with various facilities and is easy to find and use. Langkawi Island is easy to find and the area is also strategic. Various services have been provided for tourists to use while on Langkawi Island. Among them is the equipment provided by the homestay for tourists who travel such as beds, electricity, water, fans, blankets, and others. The facilities provided by the homestay are included in the cost of renting the homestay and there is no need to add or subtract. In addition, the homestay service provides a large and comfortable space for tourists who stay with a family or a large group. There are many homestays in Langkawi Island that provide a variety of different services and different costs.

Advantage

The advantage of choosing a homestay is that it is safer than a hotel because in a homestay they provide a car park in front of the house. The homestay is also more comfortable than a hotel because it is larger and can stay with a large family. (December 23, 2017, Sabree Hussin). In addition, the managers can also attract tourists with various packages provided. For example, there is Tuba Island Langkawi has a fishing place where domestic visitors can come to fish and choose a homestay to stay. RM 40 to RM 60 per head including meals and usually visitors will choose to stay more than 2 nights. Homestay entrepreneurs organize activities such as fishing, jungle tracking, kayaking on the surrounding island, sunbath, traditional indoor games, and picnics near the seaside. Tourists are very concerned about the advantages to stay at a homestay.

Location

The purpose of this study is to determine whether the location is a determinant of the desire to stay at the Langkawi Island homestay. Location refers to a tourist spot that attracts visitors due to its inherent or shown natural or cultural worth, historical significance, natural or manmade beauty, and leisure and entertainment. Langkawi Island is the ideal destination for travellers of all ages. This is because the natural beauty of the flora and wildlife is the most popular draw for both local and foreign visitors. Hiong (2007) conducted a study on this topic. On Langkawi Island, you can do jungle trekking, experience the beauty of nature (flora and wildlife), and explore indigenous communities and adjacent villages, among other things. Langkawi Geopark is made up of three primary components that support UNESCO's Global Geoparks Network (GGN) definition of a geopark (Shafee et al. 2007).

Intention to Stay at Homestay

Previous research goals were defined as "a stated probability of engaging in behavior" (Oliver,1997,p.28). According to the anticipated behavior theory (TPB), greater intent to conduct behavior might lead to more actual behavior (Ajzen,1991). According to Alegre and

Cladera (2009), much research on tourist intentions has focused on the characteristics that influence the decision to behave. As a result, behavioural intentions research remains a prominent topic in tourism research, as positive intentions signal tourist loyalty (Prayag, Hosany & Odeh, 2013). In addition to their excitement for suggesting the destination to others, observational studies on travellers' intents to visit or revisit a place have lately been conducted (Isa and Ramli,2014; Ahmed and Azam,2010) (Sun et al.,2013; Kim and Brown,2012; Rajaratnam et al,.2015). According to Alexandris et al. (2002), the perceived quality of service is a predictive factor in a significant shift in behavioral intentions, including intentions to select or buy. According to Ahmed and Azam (2010) and Alegre and Cladera (2009), the impact of tourist plans on location selection plays a critical role in tourism marketing by generating demand and supporting tourists in making decisions. As a result, to develop and implement successful strategies and policies that would increase tourism demand, proper knowledge and awareness of the factors influencing visitor intentions are essential. As a result, this study analyses four major factors that influence visitors' behavior intentions: facilities, service, advantages, and location.

Research Hypotheses

Four hypotheses will be tested to determine the factors that influence young domestic tourists' decision to stay at Langkawi Island homestay. In other words, guests expect internal rewards from tourists who intend to stay at Langkawi Island homestay and achieving these advantages pushes them to act in the future. In this study, internal and external rewards are separated into four categories: facilities, service, advantage, and location. These factors contribute to the looking for of tourists' intention to stay at Langkawi Island homestays among young domestic visitors.

H_1	There is a relationship between facilities towards intention to stay at Langkawi Island homestay among young domestic tourists.
H_2	There is a relationship between service towards intention to stay at Langkawi Island homestay among young domestic tourists.
H_3	There is a relationship between the advantages towards intention to stay at Langkawi Island homestay among young domestic tourists.
H_4	There is a relationship between location towards intention to stay at Langkawi Island homestay among young domestic tourists.

Research Framework
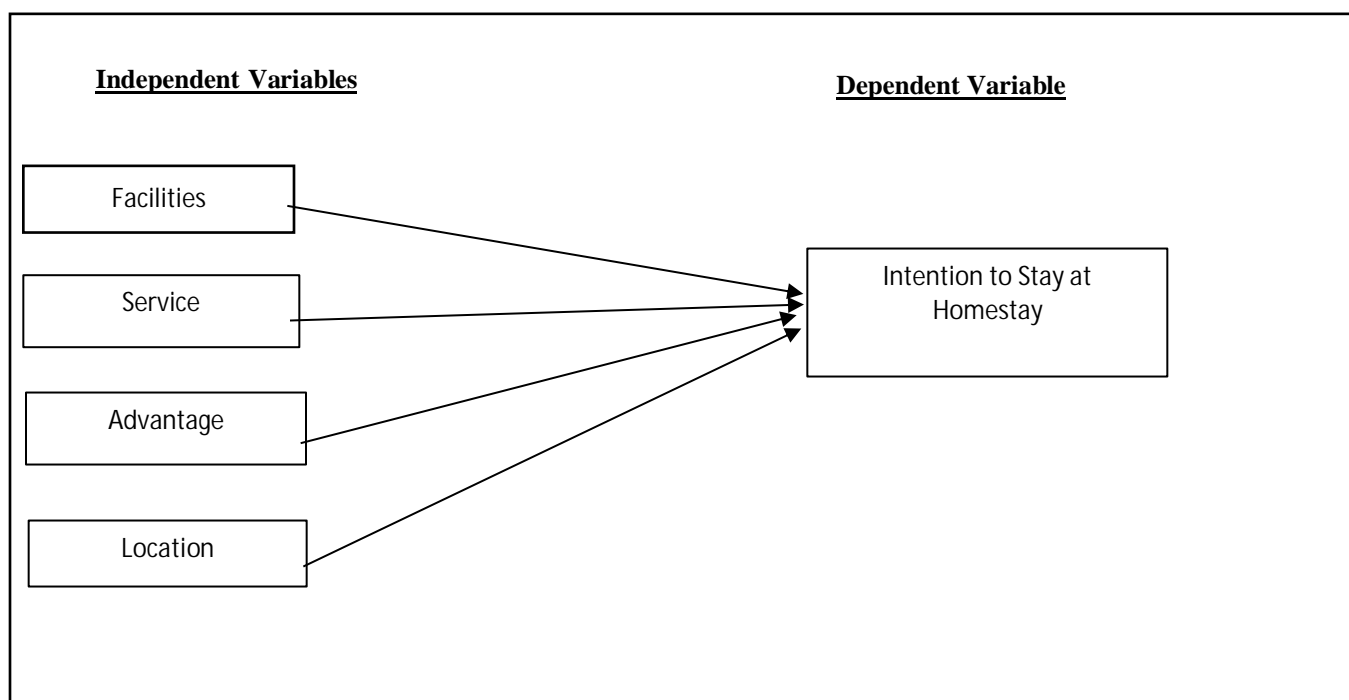
Figure 1: T Research Framework

METHODOLOGY

Research Design

The data was collected through a study approach and analysed to obtain information. The study made use of descriptive analysis. In this research, a descriptive analysis was used. Specific data collection can be achieved by performing a descriptive analysis. Quantitative analysis has also been used to quantify data and give evidence using generic and widely utilized types of statistics. Because the goal of this study is to learn more about the factors that influence people's decision to stay at a Langkawi homestay, quantitative methods can be used.

In this study, we employed a questionnaire to gather information from respondents. The purpose of the survey was to look at the relationship between the factors of facilities, service, advantage, and location as they related to the determinants of intention to stay at Langkawi Island homestay among young domestic tourists aged 16-30 years.

The use of questionnaires is important, helpful, and effective. The questionnaire was very helpful because we get a lot of answers from respondents. This study would also consider the evidence that some of those who had an intention to stay at Langkawi Island homestay and even this study want to know that determinants of intention to stay at Langkawi Island homestay among young domestic tourists.

Data Collection

The method of data collection in the research study was conducted through online surveys. The primary data is the information gathered directly from sources collected .

This research has taken 2 months to collect all the relevant data on the determinant of intention to stay at Langkawi Island homestay among young domestic tourists. Among the research methods used to collect data are researchers create the questionnaire using Google

Forms and distributing it to online platforms such as WhatsApp, Facebook, Telegram, and Instagram.

Based on the study conducted through online survey related to wills that they are looking for accommodation in Langkawi Island homestay among young domestics has obtained 90 respondents who have provided feedback on the study that determines the intention to stay at Langkawi Island homestay. Meanwhile, we need another 200-400 respondents.

Sampling

Regardless of the method employed, people chosen for a sample must be representative of the total population. This may imply concentrating on difficult-to-reach demographics. For example, some people such as the homeless, would not be registered if a town's electoral roll was used to identify participants, and hence would be automatically excluded from the study. There are two sorts of sampling processes: probability and non-probability. You begin with a complete sampling frame of all eligible people from whom to select your sample in probability (random) sampling. As a result, the impact of sampling error cannot be calculated, and there is a significant risk of obtaining a non-representative sample with non-generalizable results. Non-probability sampling, on the other hand, is less expensive and more practical, making it perfect for exploratory research and hypothesis development. (Ben-Shlomo Y, Brookes S, Hickman M, 2013). Probability of sample methods like simple random sampling, systematic sampling, stratified sampling, clustered sampling. The non-probability sampling method is convenience sampling, quota sampling, judgment sampling, and snowball sampling.

Data Analysis

The process of collecting, modeling, and analyzing data to derive insights that aid decision-making is known as data analysis. Depending on the business and the goal of the analysis, there are a variety of methodologies and strategies for doing it. All of these different data analysis approaches are centered on two main areas: quantitative and qualitative research methodologies. In this research, the researchers used the quantitative method to gain a response from the respondents.

FINDINGS

Table 1: Frequency Analysis

Characteristic	Frequency	Percentage
Gender		
Male	39	15.5
Female	212	84.5
Age		
17 years old	1	0.4
18-21 years old	56	22.3
22-25 years old	165	65.7
23 years old	1	0.4
26-30 years old	22	8.8
34 years old	1	0.4

36 years old	1	0.4
37 years old	1	0.4
38 years old	1	0.4
40 years old	1	0.4
47 years old	1	0.4
State		
Johor	14	5.6
Kedah	110	43.8
Kelantan	15	6.0
Melaka	5	2.0
Negeri Sembilan	1	0.4
Pahang	22	8.8
Perak	24	9.6
Perlis	11	4.4
Pulau Pinang	5	2.0
Sabah	3	1.2
Selangor	11	4.4
Terengganu	25	10.0
Wilayah Persekutuan	5	2.0
Ethnicity		
Chines	10	4.0
India	1	0.4
Malay	239	95.2
Thai	1	0.4
Occupation		
Student	160	28.3
Employed	71	63.7
Unemployed	20	8.0

Based on Table 1, the respondents were chosen from among young domestic tourists, with a total of 39 respondents, 15.5% male respondents being chosen to complete the survey. Women made up the bulk of those who participated in 212respondents 84.5%. The findings revealed that the majority of those questioned answered ranged aged 18 years old and above. The age 18 years old and above group, which includes 22.3% showed 56 respondents. Next, the respondents by age which is around 22-25 years old consisting of 65.7%where showed 165 respondents. There are 13 states represented in the survey, with 251 people responding. Pulau Pinang, Melaka, and Wilayah Persekutuan are the three states with the same number of

responders 5.0%. The same number of people responded with 11 4.4%, followed by Perlis and Selangor. Johor is represented by 14 responses 5.6 %. With 110 respondents, the state of Kedah had the most responders 43.8 %. Following that, the state of Kelantan had 15 responders 6.0%. Only one person from Negeri Sembilan responded with 0.4 %. Pahang is represented by 22 respondents 8.8%. Perak is the next state with 24 responses 9.6. Only 3 1.2% of respondents were from Sabah. Finally, Terengganu State has 25 responders 10.0%. Meanwhile, in terms of state, the majority are Malay with 239 respondents (95.2%), followed by Chinese with 10 respondents (4.0%), Indian with 1 respondent (0.4%), and Thai also with 1 respondent (0.4%). Then for the occupation, the respondents among students are the highest participating in this survey consisting of 63.7 % of the 160 survey respondents. The second highest is employed, which is have 71 respondents with 28.3 %. Unemployed respondents are 8.0 % of the 20 respondents. For the retired group occupation where this group is the lowest total of respondents is 20 respondents, which is 8.0 %.

Result of Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Item	Mean	Standard Deviation
Facilities	Do you care about a clean and tidy homestay environment?	4.70	.603
	Do you need a homestay that has Wi-Fi and a fast internet network?	4.54	.733
	Do you want the homestay to provide kitchen equipment, television, air conditioning, and others?	4.49	.683
	Do you like a homestay that provides a BBQ place and equipment?	4.43	.715
	Do you want a homestay that has a pool?	4.40	.786
Service	Do you care about good services?	4.69	.578
	Do you want the homestay host to come and clean the house while you are in the house?	2.75	1.273
	Do you want the homestay to provide all the home furnishings?	4.35	.714
	The important of male and female privacy rooms when travelling with family or friends?	4.61	.632
	The importance of kitchen space and spacious rooms?	4.22	.879
Advantage	Staying at the homestay because we can do interesting activities.	4.33	.709

	Staying at a homestay will increase our aura to travel.	4.22	.787
	Staying at the homestay can save costs because can stay in groups?	4.51	.689
	Choose homestay accommodation in Langkawi Island because there are interesting places there?	4.18	.768
	Staying at homestay because we can make family day activities and can develop the relationship?	4.49	.677
Location	Are you looking for a homestay that is close to a strategic area?	4.47	.671
	Staying at Langkawi Island homestay because it's a place calm near with beach?	4.44	.715
	Staying at homestay because of it get more comfort compared to hotel and resort?	3.88	.862
	Staying at homestay because find out about the different services available and the different costs?	4.18	.738
	Are you looking for a homestay located in a remote area such as Tuba Islands?	3.58	1.061
Intention to Stay at Homestay	Do you feel that young domestics prefer homestay to other accommodation?	3.43	1.007
	Whether homestay is the main focus for tourists who come to Langkawi Island?	3.25	1.042
	Nowadays, staying in a homestay is still relevant among young tourists?	3.72	.909
	Is choosing to stay in a homestay more worthwhile than other accommodation?	3.82	.927

Table 2 shows that Facilities has five (5) questions concerning the independent variable. From the lowest m=4.40 to the highest m=4.70, the average score. The inquiry with the highest score is 'The staying at Langkawi Island homestay is facilities' (m=4.70SD=0.603), followed by 'Do you require a homestay that provides Wi-Fi and a fast internet network?' (m=4.54 and SD=0.733). 'Do you want the homestay to provide cooking equipment, television, air conditioning, and other amenities?' comes next. 'Do you prefer a homestay that offers a BBQ place and equipment?' (m=4.49 SD=0.683), while the second-lowest is 'Do you like a homestay that provides a BBQ place and equipment?' (m=4.43 SD=0.715). There are five (5) questions concerning the independent variable, ranging from 2.75 to 4.69, for each service. 'Do you care

about good services?' was reported from highest to lowest. Next, 'The relevance of male and female private rooms when travelling with family or friends?' (m=4.69 SD=0.578). (m=4.61 SD=0.632). 'Do you want the homestay to offer all of the house furnishings?' comes in third. (m=4.35 SD=0.714). 'What is the significance of kitchen space and large rooms?' (m=4.22 SD=0.879) and 'Do you want the homestay host to come and clean the house while you are in the house?' (m=2.75 SD=1.273).

Indicated that the independent variable had five (5) questions ranging from 4.18 to 4.51. 'Staying in a homestay can save money because you can stay in groups?' was the most common response. (m=4.51 SD=0.689). The second question is, 'Should we stay in a homestay so we can plan family activities and strengthen our bonds?' (m=4.49 SD=0.677). Following that, 'We're staying at the homestay so we can participate in fun activities.' The second lowest is 'Staying in a homestay will improve our aura to travel' (m=4.33 SD=0.709). The lowest is 'Choose Langkawi Island homestay lodging because there are fascinating sites there?' (m=4.18 SD=0.768). Five (5) questions about the independent variable, ranging from 3.58 to 4.47, per site. 'Are you searching for a homestay near a strategic area?' was reported as the highest to lowest. Next, 'Staying at Langkawi Island homestay since it's a peaceful location near the beach?' Next, 'Staying at homestay to learn about the many services offered and the varying costs?' (m=4.44 SD=0.715). (m=4.18 SD=0.738), with 'Staying at a homestay because it provides greater comfort than a hotel or resort?' coming in second. (m=3.88 SD=0.862). 'Are you seeking for a homestay in a remote place such as the Tuba Islands?' is the lowest. (m=3.58 SD=1.061).

On the dependent variable, Intention to Stay at the Homestay, the mean and standard deviation analysis of respondents was shown. The highest score that respondents agree that they foresee homestay as an accommodation in the future is (m=3.82, SD=0.927) for 'Is choosing to stay in a homestay more worthwhile than alternative lodging?' The second question is, 'Is staying in a homestay still relevant among young tourists nowadays?' (m=3.72 SD=0.909). 'Do you think young domestics prefer homestay over other types of accommodation?' (m=3.43 SD=1.007), and (m=3.25, SD=1.042) accounted for 'Whether homestay is the major emphasis for tourists who travel to Langkawi Island?'

Result of Pearson Correlation Analysis

Table 3 below shows the result of the Pearson Correlation Analysis.

Table 3 PEARSON CORRELATION

Hypotheses	P- Value	Result (Supported and Not Supported)
H$_1$ = There is a relationship between facilities towards intention to stay at Langkawi Island homestay among young domestic tourists.	0.599	H1 is supported
H$_2$= There is a relationship between service towards intention to stay at Langkawi Island homestay among young domestic tourists	0.534	H2 is supported
H$_3$= There is a relationship between advantage towards intention to stay at Langkawi Island homestay among young domestic tourists.	0.735	H3 is supported

H_4 = There is a relationship between location towards intention to stay at Langkawi Island homestay among young domestic tourists.	0.258	H4 is supported

Based on Table 3 describe the Pearson correlation analysis which has fourth hypotheses. For hypothesis H1, where there is a relationship between facilities towards intention to stay at Langkawi Island homestay among young domestic tourists. which is the P-Value being 0.599 which is the result supported. While for hypothesis H2, where there is a relationship between service towards intention to stay at Langkawi Island homestay among young domestic tourists which is the P-Value is 0.534 and the result show is supported. For hypothesis H3, there is a relationship between the advantage towards intention to stay at Langkawi Island homestay among young domestic tourists. Which is the P-Value being 0.735 and the result is supported. For hypothesis H4, there is a relationship between location towards intention to stay at Langkawi Island homestay among young domestic tourists.

DISCUSSION AND RECOMMENDATION

This study suggests that these four categories can be combined and become a way to stabilize the homestay accommodation business, namely facilities, services, advantages, and location. Through the facilities provided such as providing high-speed internet for tenants and tourists as well as providing recreational places such as playgrounds or amusement parks so that tourists who stay with their families can have fun together. The services provided are also important assets such as vehicle rental services provided and providing public bathing areas so that tourists who bathe in the sea can clean themselves from the outside. The necessary advantages such as providing affordable prices for guests as well as having a comfortable and spacious parking area for tourists. The last is the homestay should ensure that the homestay area must be in a strategic area close to medical areas and urban areas. There are many homestays that the area that is easily available. Homestays' advertisements need to be uploaded to social sites so that homestays can be known by many parties and become popular on Langkawi Island.

CONCLUSION

This study has obtained data on the introduction of homestay in Langkawi Island, namely on the concept of homestay applied, the business conducted, and industry-related cooperation. The population of this study consists of young domestic tourists who have the intention to stay at Langkawi Island homestay with a sample size of 120 people among the Malaysian population. The data were collected and analysed by SPSS software used to analyse 251 respondents aged 17 years old and above who were selected from all states in Malaysia to examine their homestay.

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Cultural Heritage: Tourism Based on Issues in Melaka and Pulau Pinang

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ABSTRACT

Cultural heritage tourism is extremely significant to Malaysia because it generates revenues for the country's economy. The research looks at the main aspect of designing qualitative research. The objectives of the research are to examine the tourists, who choose theme parks rather than visiting cultural heritage tourism, to understand what are the issues that cultural heritage tourism might face, and to explore the issues related to tourism operators, local communities, and cultural heritage managers. The authors have studied the research by interviewing 8 respondents to support the research. The first chapter is about the definition of the research, chapter two is about the literature review of the research, chapter three is about the methodology, chapter four is about the research finding, and chapter five is about the conclusion of the research proposal.

Keywords: Cultural Heritage Tourism, Local Community, Tourism Operator, Cultural Heritage Tourism Manager.

INTRODUCTION

Background Of Study

Tourism is defined as a set of activities undertaken by people who are temporarily removed from their usual environment for a period of not more than one year for a variety of reasons including leisure, business, religion, health, and personal reasons, excluding the pursuit of remuneration from within the place visited or long—term residence change (Smith, 2004). Coastal tourism is by far the most significant in terms of tourist flows and income, but nowadays a new trend in tourism has emerged known as cultural heritage tourism. This trend is evident together with the rise in the volume of tourists who seek adventure, culture, history, archaeology, and interaction with local people (Chourasia, 2012). Cultural heritage tourism is defined as travelling to experience the places and activities that authentically represent the stories and people of the past and present (National Trust of Historic Preservation, Heritage Tourism, 2014).

Tourism is a mentionable earning industry in Malaysia. This sector is selected as the second engine for the growth of the nation for developing global competitiveness. This industry positively affects the Malaysian economy by increasing foreign exchange earnings, and employment opportunities (Bhuiyan et al., 2011). Inbound tourism has a significant influence on the communities, and along with giving a favourable impact, it can interact with the residents' social and economic well-being in tourist destinations (Jordan, Moran, & Godwyll, 2019). Malaysia Tourism is one of the primary industries and service sectors in Malaysia. The tourism industry has seen tremendous growth in Malaysia and is one of the fast-growing sectors (Ahmad, et al., 2019). Also, tourism is a global industry with more than a billion international trips taken annually, and it is forecasted that this will expand to 1.8 billion by 2030 (UNWTO, 2017).

The United Nations Educational, Scientific and Cultural Organization (UNESCO) defines cultural heritage as the legacy of physical artifacts and intangible attributes of a group or society

that are inherited from past generations, maintained in the present, and bestowed for the benefit of future generations. The definition seems to be an articulation of a simple cultural tradition, but the localisation of the term implies a more complex undertaking, especially in the domains of preservation, maintenance, and protection (Allen, 2010; Harrison, 2010, 2013; Laurence, 2010; Smith, 2006). The researchers have analysed how cultural heritage is viewed as a potential and a problem in tourism, government, and cultural studies discourses. This is because the context of heritage applied to a cultural performance and/or tradition is not shared by all stakeholders (Allen, 2010; Harrison, 2013; Harrison & Linkman, 2010; Smith, 2006).

In addition, cultural heritage is one of the factors that contribute to tourism. In reality, by solving the issues and challenges it has, it can be one of the main contributing factors to tourism. Cultural heritage tourism is defined as travel focused on encountering cultural surroundings such as landscapes, the visual and performing arts, and unique lifestyles, values, traditions, and events. It is critical to recognise that cultural heritage tourism contains not only tangible or visible heritage like places, hues, materials, and settlement patterns as important, but also intangible heritage that is viewed as equally important like social structures, tradition, the religion, and the values. The purpose of this study is to explore the current state, concerns, and challenges associated with cultural heritage tourism in Malaysia.

Problem Statement

Cultural tourism has attracted tourists from all over the world through the diversity of cultural values and heritage. Its benefits have been developing creative communities, introducing the development of creative industries, and significantly improving the local economy from the income earned from tourism. Tourism helps to protect national natural and cultural treasures and improve the quality of life for residents and visitors alike if cultural heritage tourism development uses proper planning. But, nowadays, people have more enjoyment with attractions for having fun such as theme parks than learning about cultural heritage. This has become a challenge for cultural heritage tourism that is already facing numerous underlying issues are related to the complexity of the society living in Malaysia.

There are several issues that needs to be reviewed in order to develop a successful cultural heritage tourism industry, especially in understanding different perspectives between tourism operators, cultural heritage managers, and local communities. A tour operator or called tourism operator is an organisation, firm, or company that buys individual travel components, separately from their suppliers and combines them into a package tour. The issue with tourism operators is a long lead time to foster and develop a target market, especially an international market, and reach profitability. Local and international tourists become a target for tourism operators to successfully promote cultural heritage. The issues that relate to cultural heritage managers are the tension between the need to protect the site and pressure to provide for public access.

Research Question
Why do tourists choose theme parks over cultural heritage tourism?
What is the issue for promoting cultural heritage tourism?
What is the issue of tourism operators, local communities and cultural heritage?
Research Objective
To examine the tourists decision of choosing theme park over cultural heritage tourism
To understand the issues that the cultural heritage tourism might face.
To explore the issues that are related to tourism operators, local communities and cultural heritage managers.

Scope of Study

Cultural heritage tourism is extremely significant in Malaysia because it generates revenues for the country's economy. Malaysia's various races and customs are major factors in tourist attractions. Tourists who come are very interested in the uniqueness of the cultural and customary heritage of our country. Heritage tourism can not only improve the country's economy but also improve the living standards of the local community through the opening of resorts, hotels, restaurants, and also the sale of handicrafts.

In Malaysia, especially in the state of Melaka, there are many historical places, the Baba Nyonya Museum and many others. Tourists who come are very attracted to the uniqueness of our country's cultural heritage and customs. Heritage tourism can not only improve the income of the economy but also improve living standards of the local community through the opening of resorts, hotels, restaurants, and also the sale of handicrafts. There are many advantages of this cultural tourism in addition to the benefits received by the country in terms of economy. It provides more income to the community. There are issues and challenges to maintain heritage tourism. The purpose of this study is to examine the issues and also the challenges faced by cultural heritage tourism.

Significant of the Study

The importance of this study is to define and identify the characteristics of affecting important cultural heritage tourism. The main importance of tourism is to be able to develop an economy that can create jobs, provide new business opportunities and strengthen the local economy. It helps to protect the nature and culture of our country, encourage development using proper planningand improve the residents and visitors' quality of the life. The tourism industry's main role in the previous year is to market ready-made products to tourists. Tourism, conservation, heritage, and culture are more likely to intersect.

The significance of cultural heritage tourism to Malaysia stems from the country's long tourism history, which has attracted visitors who are fascinated by art, architecture, handicrafts, traditional clothing, music, and dance, all of which reflect a vibrant and fusion heritage culture. This is very important for Malaysia because this is a type of tourism that can attract tourists hence can improve the economic status of the country.

Structure and Summary

This section discusses the background of the study entitled Cultural Heritage Tourism Based on Issues and Challenges in Malaysia. Apart from that, the objective is to understand what are the issues and challenges that the cultural heritage tourism might face. Secondly, the objective is to aim at the issues that are related to tourism operators, local communities and cultural heritage managers. Next is to discuss the issues or problems to conduct this study that is to develop a creative community, introduce the development of creative industries and improve the local economy. This study is done for the benefit of others.

Finally, the important point of this study is to define and provide definitions that influence the importance of tourism as well as local cultural heritage. The main importance of this tourism focuses on the economic development of the country and can create employment opportunities, provide new business opportunities and strengthen the local economy.

LITERATURE REVIEW

Introduction

This section discusses past studies conducted on this research to understand the field of study. The purpose of this chapter is to study cultural heritage tourism based on issues and challenges in Malaysia. Malaysia is a country that is famous for its cultural heritage tourism so there are issues and also challenges for the country to maintain this cultural heritage tourism. After that, the relationship between the independent variable and the dependent variable will

be explained further with a discussion of the issue. All the findings in this section will be summarised in a summary.

Issue Discussion

Local Community

This chapter discusses the local community based on cultural heritage. As we all know, Malaysia is famous for artistic, cultural and heritage treasures. In our country, there are various 'Bumiputera' ethnic groups that are rich in customs and traditions. It is noble to preserve their customs and traditions for future generations.

Malaysia has multi-racial society, there is the Malay community, Indians, Chinese community and others. Malaysians are frequently reminded of the importance of preserving art, culture, and heritage in order to avoid being swept away by modernity. Among the cultural arts in the local community is Kuda Kepang. This cultural heritage is famous in the local community of Johor. It is originated from Java, Indonesia and was brought to the Malay Peninsula.

Another interesting culture heritage is the Chinese cultural heritage, "Wushu" (martial arts) which is one of the attractions to the local community especially in the state of Selangor which houses some of the Chinese population. The famous cultural heritage in Chinese culture has also influenced the local Malay community to learn this martial art "Wushu".

Tourism Operator

Cultural heritage tourism emerges as a response to some issues that relate to the tourism operator. Tour operator is involved in planning, development, promotion, administration and implementation of tourism products. Tourism operators run a tourism business and serve customers but have constraints in accessing the site they want to visit and their products (Azizul Ahmad, 2014). Tourism operators rely on a market with strong seasonal variations, such as holiday periods and yearly events, according to case study by Azizul Ahmad (2014). To provide dependable and efficient service to domestic and international clients, tourism operators need a great deal of certainty in terms of access, timing, and facilities. Some tourists will come to the country because the country has changing seasons.

According to Lee-Peng Foo, 2020, increasing cases of COVID-19 in all countries has led to the cancellation of many tours, which has also led to a large drop in the number of tourists to Malaysia. From this case study, the economic performance of the tourism industry has dramatically dropped as the industry was closed during the outbreak of the virus. This has also affected cultural heritage operators. The operators could not do their job and has to hold on from promoting the cultural heritage tourism. This situation has led to operators quitting because they could not find the fund to sustain during the pandemic.

Cultural Heritage Manager

Most tourists nowadays are quite interested in cultural and heritage sites. It is due to a few reasons, and one is the heritage manager. Norhasimah Ismail, Tarmiji Masron, and Azizul Ahmad (2014) state that heritage managers have a primary duty to protect and conserve the site under their control. The cultural heritage such as arts, performance, dance and events, may not be affected directly from the development of the tourism industry and increasing of tourist arrivals, but cultural heritage sites may be heavily affected. Because of the fragility of the site, public access to heritage sites is not always appropriate or may have to be restricted. Other than that, heritage managers have the obligations and has to practice strong ethic of providing education and recreation for the public about the site in their care.

While Aidatul Fadzlin Bakri et al (2012) find that on management and stakeholders' aspect, a few issues have been identified such as directions, objectives and approach that should be adopted by stakeholders for managing the cultural heritage area.

Summary

The section in this paper has presented the best available knowledge on how to preserve this cultural heritage as a tourist attraction in Malaysia. The chapter begins with the background of the study, tourism is a set of activities undertaken by people who are temporarily away from their normal environment, for a period of not more than one year, and for a variety of leisure time. Moreover, beach tourism is the most notable in terms of tourist flow and revenue generation, but nowadays a new trend of tourism is emerging known as cultural heritage tourism. Cultural heritage is one of the factors that contribute to tourism. The reality is, by resolving the existing issues and the challenges, we can make it one of the major contributing factors to tourism. After that background is Culture and cultural heritage is important for people's identity, self-esteem, and dignity, which happens to both rich and poor societies. Thereafter, cultural heritage tourism is defined as a journey that focuses on facing cultural environments such as landscapes, visual arts and performances, and unique lifestyles, values, traditions and events.

The discussion in the chapter begins with a brief summary of the problem statement. Part of that is that cultural tourism has attracted tourists from all over the world through its diversity of cultural values and heritage. The issue with tour operators is that it takes a long time to cultivate and develop the target market especially the international market and achieve profitability. An issue related to cultural heritage managers is the tension between the need to protect sites and the pressure to provide public access. Next, it also presents a series of scope studies that explain case studies on cultural heritage tourism that are so useful to our country. It explains how important it is to Malaysia because it will enable our country to generate income. Thus, the scope of the study also discusses heritage tourism that not only can develop the economy of our country, but also could improve the living standards of the local community through the opening of various new centres. Among them are hotel centres, restaurants and more. It also explains the problems and obstacles faced to stabilize this heritage tourism. The end of this chapter has discussed the importance of this study, defining and identifying the characteristics that influence the importance of cultural heritage tourism. The main importance of tourism is to be able to develop the country's economy, which can create jobs, provide new business opportunities and strengthen the local economy.

METHODOLOGY

Introduction

The method can be described as a set of tools and techniques for finding something out, or for reducing levels of uncertainty. Methods are the techniques and procedures used to obtain and analyse research data, including for example, questionnaires, observation, interviews, and statistical and non-statistical techniques (Saunders, 2012). This section defines the research method used to complete the case study.

Research Design and Strategy

Research design is the framework or guide used for the planning, implementation, and analysis of a study. It is a systematic plan of what is to be done, how it will be done, and how the data will be analysed. The design allows researchers to hone in on research methods that are suitable for the subject matter and set up their studies for success. A research design is a scientific logic leading from the initial questions and conditions of a study to the data which are to be collected, to the data analysis, and, finally, to the study's conclusions. In other words, it is a "logical plan for getting from here to there" (Yin, 2003: 20). Research design provides an outline of how the research will be carried out and the methods that will be used. It includes

the descriptions of the research approaches, dependent and independent variables, sampling design, and planning format for data collection, analysis, and presentation.

Besides, there are two types of study which are quantitative and qualitative. Quantitative research is defined as a systematic investigation of phenomena by gathering quantifiable data and performing statistical, mathematical, or computational techniques. Quantitative research collects information from existing and potential tourists using sampling methods and sending out online surveys, online polls, questionnaires, and so on. The results of which can be depicted in the form of numerical. After careful understanding of these numbers, they can be used to predict the future of a product or service and make changes accordingly. In this research method, researchers and statisticians deploy mathematical frameworks and theories that pertain to the quantity under question. The results achieved from this research method are logical, statistical, and unbiased. Data collection happens using a structured method and is conducted on larger samples that represent the entire population. Next, qualitative research is defined as a market research method that focuses on obtaining data through communication and open conversation. This method does not only concern on "what" people think but also "why" they think so. Qualitative research methods are designed in a way that helps express the behaviour and perception of the target audience by referring to specific topics. There are various qualitative research methods such as in-depth interviews, focus groups, ethnographic research, content analysis, and commonly used case study research. The results of qualitative methods are more descriptive and conclusions can be easily drawn from the data obtained. Qualitative research methods are derived from social sciences and behaviour. For this research, the researcher uses qualitative approach as a method to find out the problems.

Sampling Strategy
Sampling is a strategy for picking individual members or a subset of the population in order to make statistical inferences and estimate population characteristics. There are two types of sampling method which is probability sampling and non-probability sampling.

Probability sampling is a sampling strategy in which the researcher selects samples from a larger population using a method based on probability theory. For a participant to be considered as a probability sample, the respondent must be chosen at random. While non-probability sampling is a sampling strategy in which the researcher chooses samples based on their subjective assessment rather than random selection. It is a more lenient strategy. This sampling approach is strongly reliant on the researchers' skill. It is carried out by observation, and it is commonly used in qualitative research. There are local and international tourists that come to Melaka and Pulau Pinang for travel. However, the research focuses on local people who travel to Melaka and Pulau Pinang. The reason is, at the point when the research was conducted, Malaysia has not received international tourists yet. The researcher has also decided to select randomly from students of Universiti Malaysia Kelantan who have visited or travelled to Melaka and Pulau Pinang as the respondents for the interview.

In this study, the research employs non-probability sampling which is quota sampling. Quota sampling is a non-probability sampling strategy in which researchers generate a sample of respondents who represent a population. These individuals are chosen by researchers based on specified characteristics or features. They establish and develop quotas in order for market research samples to be helpful in data collection. These samples have the potential to be generalised to the full population. Only the interviewer's or researcher's knowledge of the population will be used to determine the final population.

Data Collection Method

Data collection is a method of gathering and analysing information from several sources in order to obtain a complete view of a subject. Data allow a person or organisation to answer critical questions, assess outcomes, and forecast future probability and trend. This research is conducted using qualitative method. Data gathering methods such as survey forms, questionnaires, and Google Form allows a person or organisation to answer related questions. Data collection methods can be divided into two categories which are known as primary data collection methods and secondary data collection methods. In this research, interview method is used to obtain information. Interview is a meeting between the respondents and the interviewer face to face to find out the answers directly. There are many types of interview methods in this data collection method. There are unstructured interviews, structured interview, situational interview, behavioural interview, job-related interview, stress interview, panel interview, one-on-one interview, mass interview, and phone interview. The researcher has decided to use situational interview to the respondent. Situational interview is when the researcher will ask the question based on the situation to the respondent for he or she to answer during the interview. The researcher will ask the respondent to describe the situation by the question.

Data Analysis Process

Data analysis is a process of cleaning, transforming and modelling data to discover useful information and doing decision making for business. The purpose of data analysis is to extract useful information from data and take the decision based upon the data analysis. Also, it is important to make sure that the data analysis is done in a responsible way. Data Analysis may come from primary data and secondary data. Primary data needs to be originally collected by a researcher for a specific research purpose or project from first-hand sources, using methods like surveys, interviews, or experiments. As for secondary data, the data collection is simply a compilation from the available published sources. The primary data is collected from the questionnaires. Meanwhile, the secondary data is collected from the journal, newspaper and website. The research uses primary data such as questionnaires through Google Form to find out if the UMK students have visited or travelled to Melaka and Pulau Pinang. From there, the researcher can collect the data and choose the respondent randomly for the interview until the researcher could find out the same answers from the interview.

Information from the documented material is also useful for this study to find out more on the cultural heritage tourism. In this study some of the information obtained is from Google scholar source. From the document, the researcher will use it as a hard copy and save it as a proof. The researcher will ask the question to the respondent until the researcher gets the data saturation.

Summary

This research in methodology included the research design and strategy, sampling strategy, data collection, and data analyse process. Then, how the researcher uses all the functions can explain what can be applied in this research.

FINDINGS

Introduction

This section will use the main themes and present the findings that arise in the interview process and subsequent data analysis. First of all, a concise profile of each participant is presented. The analytical data are collected from 7 respondents, five of whom are students and two more are staff from cultural heritage tourism. The five students interviewed are found to have visited cultural heritage tourism sites in Melaka and Pulau Pinang.

Participants

Students of Universiti Malaysia Kelantan

➢ Participant one is named Ahmad Kamal Bin Mohd Ghazi who is 23 years old. He has travelled to cultural heritage tourism sites in Melaka. The last time he visited was a few months ago. He went to Melaka to travel to heritage attractions such as seeing Kota A Famosa

➢ Participant two is Muhammad Luqman Hakim Bin Faisolazri who is 24 years old. He has travelled to cultural heritage tourism sites in Pulau Pinang. The last time he travelled was a year ago. He went there in order to enjoy the interesting food available there.

➢ Participant three is Nik Ahmad Syahnu Bin Nik Husain who is 23 years old. He once travelled to places of cultural heritage tourism in Pulau Pinang. The last time he travelled was a few months ago. He went there to see the remnants of ancient history.

➢ Participant four is named Nur Syahirah Bt Mazlan. She is 23 years old. She has travelled to cultural heritage tourism in Melaka last five years. She visited heritage tourist spots like A Famosa.

➢ Participant 5 is Ummi Syafiqah. She is 23 years old. She visited the cultural heritage tourist area three years ago. She is a traveller and prefers to travel to the theme park area because she prefers something new.

Tourism Staff

➢ Participant six's name is En. Nathan, 50 years old and works as a tour guide in Melaka.

➢ Participant seven is Puan Cheong, 35 years old and works as a tour guide in Pulau Pinang.

Findings

Travelled to Melaka or Pulau Pinang

All the participants have travelled to Melaka or Pulau Pinang. Two of the student participants have travelled to Melaka, and three of five student participants have travelled to Pulau   Pinang   :

I   have   travelled   to   Melaka   a   few   months   ago. (Participant   1) A   year   ago   I   have   travelled   to   Pulau   Pinang. (Participant 2)

Cultural Heritage Tourist Places Visited and When Was the Last Time Visited

all student participants have visited cultural heritage tourist places but two of five participants   visited   just   a   few   months   ago:

The last time I visited cultural heritage tourism was a few months ago. I went there to visit Remnants of Ancient History (Participant 3)
Last time I visited Cultural Heritage Tourist place was a few months ago. I went to Melaka to visit Kota A`famosa. (Participant 1)
The   remaining   respondents   visited   once   about   three   years   ago.

I have visited cultural heritage area three years ago. (Participant 5)

Places Visited While in Melaka or Pulau Pinang

Three of five student participants visited cultural heritage places in Melaka and Pulau Pinang. Two of them visited Kota A Famosa, Melaka and another one went to Remnants of ancient history at Pulau Pinang:

Among the places that I visited was a heritage tourist spot like Kota A Famosa. (Participant 4)

The last time I visited cultural heritage tourism was a few months ago. I went there to visit Remnants of Ancient History (Participant 3)

Two of the student participants went to Melaka and Pulau Pinang for food hunting and theme park:

I went to Pulau Pinang in order to enjoy the interesting food there. (Participant 2)

I prefer to visit theme parks rather than cultural heritage tourism. (Participant 5)

Whether Cultural Heritage Tourism Can Still Attract Tourists

From five of the student participants, three participants are still attracted to Cultural Heritage Tourism:

For me cultural heritage tourism can still attract my attention because there are still a lot of cultural heritage places that I have not explored. (Participant 1)

Not all cultural heritage tourism can attract attention because now many are attracted to viral food or extreme places. (Participant 5)

Whether Cultural Heritage Tourists are Still Encouraging

Majority of the participants agree that tourists are still encouraged to visit cultural heritage tourism:

Yes, there are still many tourists who are attracted to cultural heritage tourism here. Because there are still many who are interested in exploring the heritage and history of Melaka, especially tourists from abroad. Moreover, they are interested in the history of Baba Nyonya and Chetti in Melaka. (Participant 6)

Yes, tourists are especially attracted to the heritage of Baba Nyonya in Pulau Pinang. (Participant 7)

Types of Promotion of Cultural Heritage Tourism

Majority of the tourism staff participant do the same promotion :

We promote on Google, Facebook, and other media. (Participant 6)

Problem in Promoting Cultural Heritage Tourism

Majority of the tourism staff participant agree that they are facing problem in promoting cultural heritage tourism :

Problems of promoting Cultural Heritage Tourism include competition with viral tourism venues such as viral eateries, because tourists who come to Pulau Pinang are mostly more interested in viral foods such as nasi kandar and so on. (Participant 7)

Factors that Cause Less Tourists are Local Communities, Tourism Operators and Cultural Heritage Tourism.

Participant 6 disagree that Local Communities, Tourism Operators and Cultural Heritage Tourism cause less tourist visiting cultural heritage tourism :

I do not agree, because now tourists are more interested in the culture in Melaka such as wedding customs, clothing cuisine and traditional houses such as in mini Malaysia Melaka. But most of the tourists are from abroad compared to Malaysians. (Participant 6)

While participant 7 agrees with one of mentioned factors:

I agree, especially in promoting cultural heritage tourism. because from my point of view tourists go for viral food more because there are a lot of viral reviews on social media. (Participant 7)

Conclusion

The main purpose of this chapter is to illustrate the findings from the interviews conducted. From the perspective of students as tourists, it is observed that not everyone is interested in cultural heritage. From the perspective of tourism staff, there are still tourists who are drawn to cultural heritage despite other competitors.

DISCUSSION AND RECOMMENDATION

Introduction

This chapter will interpret the findings collected, explain why the findings are significant to the research, and compare the findings to previous studies. The findings of this study are based on the interpretation and analysis of the data obtained from eight participants, six of those are UMK students and two of those are tourism staff.

Link with Previous Studies

The research has found out that the findings are linked to some previous research. Some of the issues have affected the research with previous research. The research has overviewed that Melaka and Pulau Pinang are the spots of tourist attractions. This is because of the unique buildings, the experience of places, artifacts and activities that authentically represent the stories and people of the past.

According to Mohd Samsudin (2013), tourists, especially Europeans, travel to Malaysia because of their interest to know the stories and experience of people in the past. They mostly focus on the unique buildings and museum of artifacts that picture about the people in the past. Efforts to preserve historical areas and related monuments are the most successful in attracting tourists, especially for foreign tourists related to the remnants of British buildings in Georgetown, Pulau Pinang. On the other hand, the government of Melaka state tried to recreate the historical heritage of the Melaka sultanate by developing a replica of the place, but it failed to attract the interest of tourists. Melaka's success in obtaining UNESCO recognition as a historical heritage city is linked to the government's efforts to maintain Portuguese and Dutch historical monuments in their current form. This success has given impacts to attract the tourists to come to Malaysia for cultural heritage attractions.

According to the research conducted by Zuliskandar Bin Ramli (2015), in the context of developing a tourist product, a destination or place should be able to highlight the strength, excellence and uniqueness, whether tangible or intangible so that it is easily recognisable, remembered and a mention to those who have visited the destination. Therefore, the strength, excellence and uniqueness of heritage-based products in Malaysia are linked to UNESCO's recognition. From that, research shows that tourists from other countries come to Malaysia for cultural heritage sites besides having fun in theme parks. The tourists still demand museums and stories about the places for them to be marked as tourist attraction.

Based on a research conducted, the majority responded that the reason for choosing Melaka as a travel destination is because of its cultural heritage sites (Er Ah Choy, 2013). From that, the researchers understand that Melaka is the target for tourist attraction for cultural heritage tourism. The place is also famous among foreign tourists who come to learn and experience cultural heritage in Melaka.

Research Finding

As shown in the results, all participants from Universiti Malaysia Kelantan have visited the heritage attraction. Three participants are interested in travelling to the cultural heritage tourism area in Melaka. Among the cultural heritage found there is A Famosa. In addition, one participant prefers to travel by enjoying currently viral food, which is located in Pulau Pinang. Lastly is a participant who prefers to travel to the theme park area rather than heritage tourism. This is because she prefers to travel by learning something new.

The results from tourism staff is the opinion that there are still many tourists who are attracted to cultural heritage tourism. The staff also highlighted on the problem of promoting cultural heritage tourism i.e. compete with viral tourism. Tourists are more attracted to viral things that have been reviewed by netizens. Among the rivals to heritage tourism is the theme park.

Recommendation

Cultural heritage is still valuable for the future generation so it should be conserved so that it can continue attracting local and international tourists. To conserve the heritage site, the authority in charge has to limit tourist access in order to keep the heritage site secured. The manager should set a time limit for tourists site so that the cultural heritage site is not harmed. For example, if the Melaka Sultanate Museum has a high number of visitors during holiday season, the manager may need to limit the time people can visit the museum.

Aside from that, tourist operators must improve on promotion for cultural heritage tourism by developing more contents for the latest social media platforms such as Instagram, Tiktok, and others. This is because current generation are quickly drawn to whatever is viral or impressive on social media and will follow or go to those places recommended. Furthermore, organisations must always update current information on Google or social media because tourists will browse social media before visiting a destination to observe the opening or closing time, location, and what is attractive in that location.

CONCLUSION

This aim of the research to know whether tourists are still interested in cultural heritage tourism in Melaka and Pulau Pinang. The result proves that cultural heritage sites are still of interest to the tourists. There are many issues on the cultural heritage that could be solved by interviewing people, and doing the research using qualitative method. In addition, the research questions are examined through an online platform. From that, the research shows that the majority aims to travel for cultural heritage tourism. This is because of the uniqueness of building, artifacts and to experience stories and understand the past such as by visiting Kota A Famosa, Melaka and Fort Cornwallis, Pulau Pinang. Then, this section is the final conclusion of all of the sections.

The findings of the research are relevant to study the reason why tourists still choose cultural heritage sites despite several issues. Most foreign tourists like to travel to Malaysia because they want to learn or get their own experience about the history or experience the stories of people in the past. The important thing is that even after two years post pandemic outbreak, the tourists still choose cultural heritage as a tourist attraction and are interested in knowing about the history.

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APPENDIX

Interview questionnaire

Question for student Universiti Malaysia Kelantan

 1. Can I introduce your-self a little?

2. Have you ever traveled to Melaka or Pulau Pinang?

3. Have you ever visited any cultural heritage tourism place in malaysia?

4. When was the last time you visited a heritage tourist spot? -A few months ago -A year ago

5. When you travel to Melaka / Pulau Pinang where is your destination? whether it's a cultural heritage tourist spot or a place like a shopping mall, an interesting eatery or a theme park like A'Famosa Theme Park and Escapepark? Why are you there?

6. Are cultural heritage tourist spots still successful in attracting tourists? Why?

Question for Tourism Staff

Can you introduce yourself a little?

1. Is the number of tourists coming to CHT still encouraging or has it decreased?

2. What kind of promotion or marketing strategy is done? Eg advertising through social media, brochures, etc.

3. What are the problems faced in promoting CHT? And why?

4. Do you agree that tourist factors are less to CHT place due to issues related to Tourism operator, Local Communities and Cultural Heritage Manager?

Tourist Experience of Heritage Tourism in Malacca, Malaysia

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ABSTRACT

This study is about tourist experience of heritage tourism in Malacca, Malaysia. Experience is one of the important factors considered by tourists in visiting a destination apart from motivation, attractiveness, image, facility and accessibility. There are three objectives of this research. First, to examine the relationship between tourism product and tourist experience on heritage tourism. Second, to examine the relationship between tourism activities and tourist experience of heritage tourism. Lastly, to investigate the relationship between tourist demand and tourist experience of heritage tourism. The quantitative method used in this research is questionnaires. About 350 respondents which are the local tourists who experienced heritage tourism in Malacca, Malaysia have been chosen in this study. Based on the data analysis, the results show there are significant relationships between tourism product, tourism activities and tourist demand with tourist experience.

Keywords: Tourist Experience, Heritage Tourism

INTRODUCTION

Tourism is the temporary movement of people away from their homes to participate in activities while they are there, which demands the development of facilities to satisfy their needs (Pitana and Gayatri, 2005). Furthermore, with 10% of global GDP, 7% of global commerce employment and one out of every ten jobs, the tourism industry is one of the world's most important providers of economic outcomes and employment (World Tourism Organization, 2018). In 2012, for example, tourism had more than one billion (1.035 billion) foreign tourist arrivals in a single year (World Tourism Organization, 2013). Malaysia is also one of the Asia-Pacific and South-East Asian countries that contributes significantly to the region's and subregion's development. Malaysia is ranked 26th in the world, 8th in Asia and the Pacific, and 2nd in South-East Asia, according to the Travel and Tourism Competitiveness Index 2017 (World Economic Forum, 2017).

Malaysia government has promoted cultural and heritage tourism as one of the most important components of foreign tourist consumption since 2013 (Malaymail, 2019). Things, objects, artefacts and structural developments that are relevant to Malaysian's history or contemporary way of life are considered cultural heritage. Historical monuments, heritage sites, archaeological reserves, heritage artefacts and intangible heritage components such as performing arts, customs and culture, language and literature and the fine arts are examples of cultural heritage (National Heritage Act, 2005). According to UNESCO, a World Heritage Site on the other hand is a site of exceptional universal importance that should be shared by all countries across the world. Melaka, Georgetown and the archaeological site of Lenggong Valley in Perak have all been declared as cultural world heritage sites by UNESCO. Furthermore, the World Heritage Committee declared Malacca and George Town, Penang as World Heritage Sites in 2008 at its 32nd assembly in Quebec City, Canada.

Furthermore, according to Carter and Horneman (2001), heritage tourism is a component of the tourism industry that is developing at a quicker rate and is likely to grow steadily in the future. Cultural tourism is gradually gaining popularity as a product-driven development of heritage attractions with a focus on exhibitions and teaching (Apostolakis & Jaffry, 2005). As a result, tourism service providers are now part of the experience economy, and they must provide memorable experiences for visitors in order to keep them coming back (Ali & Amin, 2014; Liu, Lu, & Hsu, 2010; Pine & Gilmore, 1999). In order to provide realistic experiences, travellers are also given opportunities for active participation and engagement (Hung, Lee, & Huang, 2014; Kim, Ritchie, & Tung, 2010). This has pushed historical tourism towards a more visitor-centred approach, with an emphasis on customer preferences and experiences (Chen & Chen, 2010).

According to Chen & Chen (2010), the psychological outcome of tourist participation in tourism activities is experience quality. Tourists today are looking for more memorable and engaging travel experiences rather than standard, mass-produced "sea, sun, and sand" vacations (Timothy, 2011; OECD, 2012). In response to visitor demand, the tourism sector has tried to provide travellers with unique or themed tourism experiences (Stamboulis and Skayannis, 2003). One such form of tourism that has risen in popularity is heritage tourism, which is often used interchangeably with the phrase cultural tourism (Richards and Wilson, 2006). Richards (2001b, 37) describes "the travel of people to cultural sites away from their typical places of residence, with the purpose of acquiring new information and experiences to meet their cultural requirements." Changes in customers' tastes and preferences are driving up demand for historical tourism, as travellers seek for more diversified, interesting, and intellectual experiences (Timothy, 2011). As a result, visitors to heritage tourist attractions are in high demand, with heritage/cultural-based travel accounting for over 40% of global tourism in 2007, (OECD 2009; UNWTO 2010; cited in Shore 2010). There are three objectives of this research:

1. To examine the relationship between tourism product and tourist experience of heritage tourism in Malacca, Malaysia
2. To examine the relationship between tourism activities and tourist experience of heritage tourism in Malacca, Malaysia
3. To examine the relationship between tourist demand and tourist experience of heritage tourism in Malacca, Malaysia

Significance of the study

Practical contribution

The findings of this study may be useful to anyone involved in the design and development of heritage tourism-friendly products and services in Malaysia. In their tourist promotional pamphlets, tourism agencies might include advice about culturally responsible behaviour. Based on the features of tourists' attitudes and views towards culture, heritage, the environment and tourist activities, guidelines on unique cultural norms and suitable tourist conduct while on site can be established.

Academic contribution

This research is expected to add to the body of information concerning the tourist experience in Malacca's historic tourism. The study sheds light on how tourists should connect with locals, participate in cultural events, and respect foreign cultures, as well as how tourists should behave when engaging with locals, participating in cultural activities, and respecting other cultures. The requirement to comprehend tourists' culturally responsible behaviour aids in tourist education towards destination-specific rules of responsible conduct (Pennington-Gray, 2005). It equips tour operators, who are in direct contact with tourists and serves as cultural communicators in these codes, with the necessary information. The findings of this study, on

the other hand, will be valuable to future academics interested in learning more about tourist experiences.

LITERATURE REVIEW

Definition of Heritage Tourism

Heritage tourism is described as a person's movement to a cultural destination, far from their usual environment in order to acquire new knowledge and experiences to meet their cultural demands (Richard, 2001). Hargrove (2002) asserts that heritage tourism provides visitors opportunity and exposure such as visiting and participating in places, activities and artefacts that genuinely depict stories of people from the past and present. Heritage tourism is a form of tourism that is very successful in which visitors stay longer on vacation and spend more money than other types of tourists (Rowland, 2006). According to Timothy and Boyd (2003) heritage tourism is a type of tourism that frequently comprises of physical immovable resources such as places and buildings, tangible movable resources such as documents and objects or intangible resources which is customs and lifestyle

The tangible and intangible have always been interwoven and the tangible can only be described through the intangible (Munjeri, 2004). Indeed, it has been asserted that both forms of cultural heritage which is tangible and intangible are interdependent when it comes to an understanding the meaning and significance of each (Pocock,Collett & Baulch, 2015; Wang, Huang &Kim, 2015). Integrated documentation is required in order to preserve both types of heritage (Carboni & de Luca, 2006).

Tourism Product

Richard (2003) stated the term 'heritage tourism product' refers to heritage sites, artefacts, events, institutions and lifestyle heritage opportunities. According to Verma (2016) there are five main elements that should be present for a destination to have a better tourism product which are image, attractions, price, accessibility and destinations amenities/facilities. Other elements of tourism product including activities, infrastructure, accommodation, travel agents, tour operators and climate (Becken, 2010). Pyke, Hartwell, Heather & Blake (2016) emphasised that tourism products are aimed to satisfy tourists.

Tourist attractions as part of tourism products, have the potential to entice and attract tourists to travel particularly to a probable diverse and varied tourist attraction (Mill, 1990). Er (2013) stated that tourist interest to travel to Melaka is because there are many interesting historical sites and heritage-based destinations such as A-Famosa, Stadhuys and also traditional shop houses that are still preserved until now. Benur and Bramwell (2015) asserted that tourism products are an attractive key card for tourists to visit tourist destination because it brings satisfaction to them. Tourism product is also a key that distinguishes between a good and memorable destination (Candela & Figini, 2012).

Tourism Activities

Verma, Plaschka & Louviere (2002) stated that the competitive tourism industry focuses on activities such as designing and cultivating unforgettable personal experiences for each tourist. There are a diverse range of tourism activities to fulfil the requirements and motivations of the tourists (Beckman et al, 2017; Sirgy, 2019). Tourist participation in any types of tourism activities can result in experience (Brunner-Sperdin & Peters, 2009; Echeveri, 2005; Poulsson & Kale, 2004).

Given the large number of visitors at museums, it has been recognized that museums have contributed to the promotion of tourism (Rodrigues, 2001; Barretto, 2008). The first

tourism activity that visitors have planned is visiting a museum because many tourists seek to immerse themselves in the local life culture (Barretto, 2008). Silva (2009) stated that for some tourism destinations, it is common to include a museum in the travel itinerary. The reasons for visiting heritage sites and buildings vary depending on the purpose of the visit, recreational experiences seeing world-famous historical sites, a sense of responsibility, a desire to be involved emotionally in the past and being a part of one's heritage are the reasons identified (Poria et al, 2004).

Tourist Demand

According to Timothy (2011) the growing demand for heritage tourism is a result of changes in customers' tastes and preferences as visitors are seeking for more diversified, engaging and intellectual experiences. Pine and Gilmore (1999) stated that when it comes to education, visitors seek to learn something, hence the process requires a more active involvement and engagement but at the same time also gives opportunity for tourists to increase their knowledge. The heritage setting provides visitors with an opportunity to learn through observation or active participation on-site activities while both are crucial elements of the heritage (McIntos, 1999).

Derrett (2003) pointed that the cultural resources of a destination are what draw tourists to visit, and so authentic souvenirs that engage with those cultural resources allow for a connection between the host and their guests. The demand for souvenirs from a destination will be higher if the destination popular (Cohen, 1988).

Tourist Experience

The preparation process (an estimate of the traveller's expectations), actual travel (events during the trip), and memory of the numerous tourism experiences are all related to the tourist experience (Chandralal & Valenzula, 2013). According to Aho (2001), emotional experiences, learning experiences, practical experiences, and transformative experiences are the four major components of the tourist experience. According to Larsen (2007), the idea of "tourist experience" encompasses expectations, events, and recollections. According to Urry (2002), tourism combines two elements: landscape and "scenescape," which comprise a variety of senses as significant components of the visitor experience.

The knowledge of everything received through the senses is important to tourist experiences (Myers, 2003; Passer & Smith, 2004). Image perception is formed as a result of various tourist experiences, and it can be used to evaluate a destination's capacity to attract tourists (Horrigan, 2009). Tourists' decisions to visit a tourist destination are heavily influenced by the image of the destination (Kamenidou, Spyridonn, & Contantinoa, 2010). As a result, a place should be able to give a unique tourist experience that out-performs other destinations servicing the same tourism segment in order to acquire a competitive edge in the cultural tourism market (Dwyer & Kim, 2003).

Research Hypotheses

The literature review revealed that the independent variables like tourism product, tourism activities and tourist demand affect tourist experience of heritage tourism in Malacca, Malaysia. Therefore, the study plans to examine the relationship among the variables. The hypotheses of this study are summarized in the following manner based on the literature review that was discussed and the research questions.

H_1 There is a significant relationship between tourism product with tourist experience of heritage tourism.

H_2 There is a significant relationship between tourism activities with tourist experience of heritage tourism.

H₃ here is a significant relationship between tourist demand with tourist experience of heritage tourism.

Research Framework

Figure 1 below shows the research framework use for this study
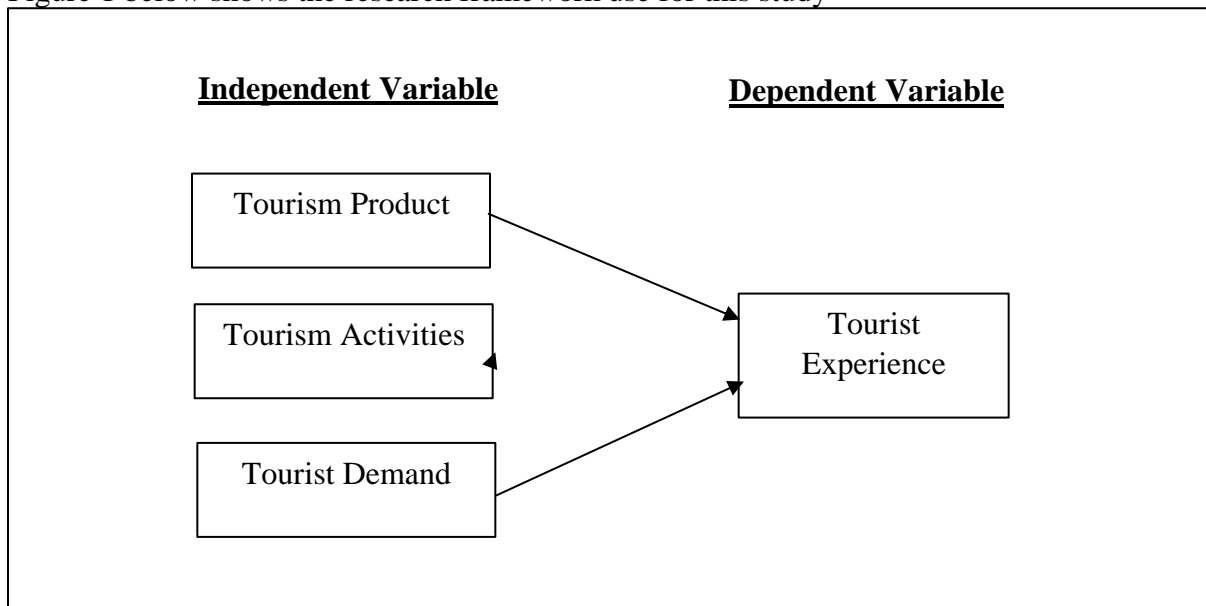
Figure : Research Framework

METHODOLOGY

Research design

Creswell & Plano-Clark (2007) defined procedures of collecting, analysing, interpreting and reporting data in research studies as research design. The study design outlines how the required data will be collected and analysed, and used to answer the research questions (Grey, 2014). Research design focuses on examining a condition or an issue in order to explain or test whether one occurrence causes another (Creswell, 2003). In conducting research, there are three types of methods which are qualitative design, quantitative design and mixed methods (Creswell, 2003; Creswell & Plano-Clark, 2007; Teddlie & Tashakkori, 2009). Denzin & Lincoln (2008) stated that qualitative research is aimed to give researcher a way to comprehend a phenomenon through observing or interacting with the participants of the study.

A quantitative study is a type of research that collects numerical data and analyses it using statistical methods to understand a phenomenon (Alliaga and Gunderson, 2009). Mixed method research combines qualitative and quantitative data analysis in a single study in which data is collected concurrently or sequentially, prioritized and data is merged at one or more stages of the research process (Gutmann& Hanson, 2002). The researcher will use quantitative research method in this study since their approaches produce reliable and quantifiable data that can be generalized to a large population (Marshall, 1996). Hence, the researcher wants to determine tourist experience on tourism product, tourism activity and tourism demand of heritage tourism in Malacca, Malaysia.

Sampling method

The process of selecting an appropriate number of components from a population is known as sampling (Kumar, 2013). The researchers pick selected parts of the population as the sample subjects during the sampling process. Probability sampling and non-probability sampling are the two types of sampling methods available.

Non-probability sampling procedures are those in which samples are collected in such a way that no single member of the population has a known chance of being chosen. In other words, the sample selection degree of propensity is unknown. Hence, the researchers used convenient sampling to carry out this study which is likely the most common of all sampling techniques in order to cover the large number of surveys quickly and cost effectively. The samples are selected because they are accessible to the researchers which means it entails selecting any available sample of respondents that is convenient for the researcher.

n = sample size
N = population size
e = acceptable sampling error
X^2 = chi-square of degree of freedom 1 and confidence 95% = 3.841
p = proportion of population (if unknown, 0.5)

Table 1: The Number of Tourist Arrivals to Malacca

City Name	Number of Tourist (Domestic Tourists) in 2020
Malacca	7,275.000

Source: www.CEICDATA.COM, Department of Statistic, Database Malaysia

Data collection procedure

Data can be gathered from either primary or secondary sources. Primary data research entails gathering information from actual sources, such as consumers, users or non-users, or other research participants, expressly for the subject at hand. Any materials from published sources that have been explicitly obtained for the current study challenge is referred to as "secondary data research."

The primary data collected from the questionnaires were answered by 364 respondents who are among those who have travelled to Malacca. The questionnaires are created online via Google Form and distributed using the WhatsApp platform. Meanwhile, the secondary data was collected from articles, journals, and the internet. The aim of secondary data is to collect information regarding descriptions in order to explain decision-making.

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 using SPSS version 26.

FINDINGS

Result of Frequency Analysis

Table 2: Frequency Analysis

Characteristic	Frequency	Percentage
Gender		
Male	125	35.7
Female	225	64.3
Age		

< 20		68	19.4
21-30		228	65.1
31-40		31	8.9
41 and above		23	6.6
Marital status			
Married		72	20.6
Single		278	79.4
Occupation			
Student		223	63.7
Employee		83	23.7
Unemployed		28	8.0
Self-employed		16	4.6
Frequency of Visits			
Once		104	29.7
2-3 times		148	42.3
> 3 times		98	28.0

The total number of male respondents is 125 while the number of female respondents is 225. Out of 350 respondents, 35.7% of total respondents are male and the remaining of 64.3% are female respondents who involved in this study.

The age range of 68 respondents (19.4%) is below 20 years old, 228 respondents (65.1%) are between 21-30 years old, 31 respondents (8.9%) are between 31-40 years old (31 respondents / 8.9 per cent) and 23 respondents (6.6%) are between 41 years old and above have responded to the questionnaire.

Furthermore, as for the marital status, 72 respondents (20.6%) are married and 278 respondents (79.4%) are single.

Next, in terms of the occupation, 223 respondents (63.7%) are students, 83 respondents (23.7%) are employed, 28 respondents (8.0%) are unemployed, and 16 respondents (4.6%) are self-employed.

In addition, there are 104 respondents (29.7%) which have visited Malacca one time, 148 respondents (42.3%) which have visited Malacca for 2-3 times , and 98 respondents (28.0%) which have visited Malacca for more than 3 times.

Result of Descriptive Analysis

Table 3: Descriptive Analysis

Variable	Item	Mean Score	Standard Deviation
Tourism Product	I am interested in the uniqueness of food in Malacca.	4.32	.794
	The museum is one of the heritage products of Malacca.	4.56	.665
	Malacca's accommodation is easily accessible.	4.40	.726
	I am satisfied with the equipment of the facilities at the tourist attraction such as toilet, parking and others.	4.23	.827
	I am very interested in the variety of handicrafts available in Malacca.	4.43	.733

Tourism Activities	There are many tourism activities that are available in Malacca, Malaysia.	4.44	.738
	I learned a lot about Malacca history through historical tour activities.	4.43	.794
	The Malacca River cruise provided a unique travel experience for me.	4.48	.709
	Walking on a decorated rickshaw is one of the tourist attractions in Malacca.	4.52	.697
	I am interested in knowing about the art and culture of Malacca.	4.45	.735
Tourist Demand	I think the locals, especially the traders, homestay operators and tour guides, are courteous, friendly and very appreciative of tourist.	4.41	.727
	In my opinion, the prices for traditional food in Malacca are very affordable and can attract people to visit.	4.35	.794
	I have good experience with heritage tourism in Malacca.	4.40	.776
	My communication skills improved after my visit to Malacca, Malaysia.	4.25	.892
	I chose Malacca as a holiday destination because Malacca is a heritage city with various historical sites.	4.43	.797
	I am satisfied with my destination to visit a historical place in Malacca, Malaysia.	4.43	.779
Tourist Experience	I enjoyed my visit to Malacca, Malaysia.	4.45	.708
	I have good experience regarding heritage tourism in Malacca, Malaysia.	4.42	.744
	In my opinion, Malacca is a great destination to heritage tourism.	4.50	.709
	Malacca offers good experience about tourism product, tourism activities and tourist demand.	4.46	.724
	I will visit Malacca to experience heritage tourism again.	4.43	.767

The descriptive analysis of tourism product shows that the museum is one of the heritage products of Malacca is the highest mean which is 4.56 and the standard deviation is 0.665. The lowest mean value which is 4.23 and the standard deviation is 0.827 in which they are satisfied with the equipment of the facilities at the tourist attraction such as toilet, parking and others.

Besides, the descriptive analysis of tourism activities shows the element that walking on a decorated rickshaw is one of the tourist attractions in Malacca is the highest mean which is 4.52 and standard deviation is 0.697. The low mean which is they learned a lot about Malacca history through historical tour activities is 4.43 and a standard deviation of 0.794.

Furthermore, the descriptive analysis of tourist demand shows the element 5 and 6 which share the same mean in which they chose Malacca as a holiday destination because Malacca is a heritage city with various historical sites and they are satisfied with their destination to visit a historical place in Malacca, Malaysia which is the highest mean 4.43 and the standard deviation is 0.797 and 0.779 respectively. The least mean is the elements that their

communication skills improved after their visit to Malacca, Malaysia which is the mean is 4.25 and the standard deviation is 0.892.

The descriptive analysis of tourist experience shows the element that Malacca is a great destination to experience heritage tourism is the highest mean which is 4.50 and the standard deviation is 0.709. The lowest mean value which is 4.42 and the standard deviation is 0.744 was they have good experience regarding heritage tourism in Malacca, Malaysia.

Result of Reliability Analysis

Table 4 below shows the result of reliability analysis

Table 4: Reliability Analysis

Variable	Number of Item	Cronbach Alpha
Tourism Product	5	0.872
Tourism Activities	5	0.903
Tourist Demand	6	0.937
Tourist Experience	5	0.941

The alpha coefficient of Cronbach for tourism product shows a value of 0.872, which is indicated as good. Therefore, the questionnaire items are accurate and can be used for the study.

The alpha coefficient of Cronbach for tourism activities shows a value of 0.903, which is indicated as good. Therefore, the survey of tourism activities is reliable.

The alpha coefficient of Cronbach for tourist demand shows a value of 0.937, which is indicated as excellent. Therefore, in the questionnaire on the tourist demand is accurate and can be used for research.

The alpha coefficient of Cronbach for tourist experience shows a value of 0.941, which is indicated as excellent. Therefore, the questionnaire is reliable and can be used for reporting.

Result of Pearson Correlation Analysis

Table 5 below shows the Pearson Correlation Analysis

Table 5: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not supported)
H_1: There is a significant relationship between tourism product with tourist experience of heritage tourism.	0.858	H_1 is supported
H_2: There is a significant relationship between tourism activities with tourist experience of heritage tourism.	0.877	H_2 is supported
H_3: There is a significant relationship between tourist demand with tourist experience of heritage tourism.	0.904	H_3 is supported

The p-value for tourism product is 0.000 which was less than significant level of 0.01. The correlation is 0.858, implying that there is a strong positive correlation between tourism product and tourist experience in Malacca.

The p-value for tourism activities is 0.000 which is less than significant level of 0.01. The correlation is 0.877, implying that there is a strong positive correlation between tourism product and tourist experience in Malacca.

The p-value for tourist demand is 0.000, which is less than the 0.01 level of significance. The correlation is 0.904, indicating that the tourist demand and the tourists experience in Malacca are strongly linked.

DISCUSSION AND RECOMMENDATION

Based on the previous chapter, some tourist experiences of heritage tourism in Malacca have been determined. As a result, there are several recommendations. The first recommendation is there is another method that can be used for this study which is qualitative method. Using qualitative method, researchers can distribute questionnaire face to face with the respondents. It can reduce problems faced by the respondents and increase their willingness to answer the questions. The respondents can also ask questions directly and solve them if they do not understand the instruction and questions. The respondents can also avoid technical difficulties.

For the second recommendation, researcher can also use new population and sample size for the studies. They can broaden the range of respondents such as different states, occupations and different countries. Researcher did not only expand the study area from local tourists who came to Malacca. In that way, not only local that can answer the questionnaire but other communities also can answer the questionnaire and make it easier for researchers to get a large number of respondents from different races and nationalities.

The last recommendation is researchers can extend their time constraints to conduct more studies based on past studies by professors and other researchers and collect more feedback from different ranges of respondents.

CONCLUSION

In conclusion, this study has been accomplished to discover tourist experience of heritage tourism in Malacca, Malaysia. The independent variables are tourism product, tourism activities and tourist demand have been chosen to examine their relationship with dependent variable which is tourist experience. A total of 350 respondents from the age of below 20 years old and above were selected to examine their experience of heritage tourism in Malacca. Based on the result of Pearson's correlation analysis, tourism product scored a value of *0.858, tourism activities with *0.877 and tourist demand with a value of *0.904.

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Tourist Satisfaction Towards Tourism Destination, Semporna Sabah

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ABSTRACT

Tourist satisfaction is a measure of how well tourism products and services provided by a company or location in the tourism system meet or exceed tourist expectations. Tourist satisfaction is important for successful destination marketing since it influences destination selection, product and service consumption, and the decision to return. Thus, this study aims to identify tourist satisfaction with accommodation, transportation, facilities, and attraction towards tourist n in Semporna, Sabah. The data was collected through a quantitative method, with 380 questionnaires distributed via Google link to respondents who had visited Semporna, Sabah. The data collected were analysed by using Statistical Package for Social Science (SPSS). The respondents strongly agree that they are satisfied with the accommodations, transportation, facilities, and transportation in Semporna, Sabah. At the end of the research, the findings will redound to the benefits of society considering that tourist satisfaction plays an essential role in tourist attractions in Semporna, Sabah. The findings of this study could provide guidelines for tourism managers and destination operators to further develop better strategies to satisfy travellers to Semporna, Sabah.

Keywords: Tourist Satisfaction, Tourism, Accommodation, Transportation, Facilities and Attraction.

INTRODUCTION

Tourism is the largest and fastest-growing industry in the world. It is a source of revenue and employment. It also allows people to understand the culture, civilization, and religious aspects of a country. There are many countries in which the main source of revenue is tourism. Tourist Satisfaction Defined In turn, many definitions of customer satisfaction have emerged since. Song (2010) suggested that tourist satisfaction refers to the post-consumption evaluation that is made after a tourist has consumed a product or a service. This paper is to examine the perceived destination competitiveness from tourist satisfaction. The guiding principle of this study is that from tourist satisfaction, the overall competitiveness of Semporna Sabah, Malaysia depends on the perceived tourist involvement in the island.

The World Tourism Organization (WTO) predicts that worldwide visitor arrivals will exceed one billion by 2012 (United Nations World Tourism Organization, 2012), driven by the increase in population and life expectancy, migration, and changing family structures. In addition, the expansion of the middle class in emerging economies, most notably China and India, has fuelled tourism growth. As for Malaysia, more than 25.03 million tourists visited Malaysia in 2012 and the receipt was RM 60.6 billion.

With these changes, come effects on the nature of the travel industry (Holjevac, 2003). As demand for tourism has increased and new tourist destinations have emerged; the competition in the tourism sector has intensified (Crouch, G.I 2011; Getz & Brown, 2006). The United Nations World Tourism Organization (UNWTO) believes that tourism can help anomy growth. In a simple way, tourism is a system combining an origin and a destination. This feature has been reflected by the nature of the production and consumption of tourism goods and services. Generally, the origin of tourist refers to the demand side of tourism, whereas the destination represents the supply side of tourism.

According to the World Tourism Organization (WTO), the year 2005 saw more than 800 million international tourist arrivals, and the tourism receipts were of the order of US $ 682

billion. The World Travel and Tourism Council (WTTC) for 2006 forecasted that travel and tourism will generate 234 million direct and indirect jobs worldwide, accounting for 8.7% of the global employment, and it will contribute up to 10.3% of the global GDP. According to the same estimation, global travel and tourism activity is expected to increase by 4.7% between 2007 and 2016. Furthermore, there are links between the tourists and destinations such as transportation, information availability, and marketing components to make buying decisions easier. Those links also enable the industry to directly affect the decisions of prospective tourists via promotion, product development, and pricing strategies.

This study aims to investigate tourist satisfaction towards tourism destination in Semporna, Sabah. There are four objectives of this research:
1. To identify the relationship between accommodation and tourist satisfaction.
2. To identify the relationship between transportation and tourist satisfaction.
3. To identify the relationship between facilities and tourist satisfaction.
4. To identify the relationship between attraction and tourist satisfaction.

Significance of the Study

Researchers
This research is seeking to provide clearer information and to address the full existence of information to new researchers. This research also provides future studies with new resources, knowledge and the latest information on the factors that might affect the accumulation of tourist satisfaction towards tourist destination; Semporna, Sabah.

Students
This study will help the students to develop their interest further to explore tourist satisfaction towards tourism destination, Semporna Sabah.

Academic Perspective
It will aid scholars by improving their understanding of tourist satisfaction towards tourism destination; Semporna Sabah. Aside from that, this research will be valuable for academics because it will help to expand the present research context, which focuses on tourism in Semporna, Sabah. Furthermore, the findings of theories, hypotheses, and research queries will benefit future studies in obtaining a firm conclusion.

LITERATURE REVIEW

Accommodation
In the tourism industry, accommodation can be referred to as any form of premises such as hotels or motels in the urban context, whereas village stays or homestays in the rural tourism context (Ebrahimpour and Haghkhah, 2010). In most rural tourism destinations, homestay is one of the leading accommodation choices for tourists. Accommodation quality is confirmed as a significant determinant of enhancing tourists' satisfaction (Shonk, 2006). The physical elements do play some parts in influencing the quality of rural accommodation quality. Specifically, the facility condition itself, the furnishing, and the quality of the foods served (Seth, Deshmukh, and Vrat, 2005; Ali & Amin, 2014).

Transportation
The literature reveals that transportation is responsible for providing easy access and mobility to the attractions at the destination. The transportation sector includes airlines, shipping lines, railways, bus operators, and car rental operators. The travel organisers and intermediaries' sector contains travel e-mediaries, tour operators, wholesalers, retail travel agents, and conference organisers. Transportation services provided for tourists also influence overall satisfaction. Hall (2004) defined accessibility quality as the ability of the destinations to provide

quality transportation methods to ease the transfer of a person from a location to another dispersal and rural area (Aguila and Ragot, 2014). Furthermore, Yeoman, Robertson, Ali-Knight, Drummond, and McMahon-Beattie (2012) had also envisaged that tourism transportation infrastructure's availability, affordability, and convenience enhance the accessibility quality of a tends to lead to better success of a rural tourism destination.

Attraction and Facilities

The mix of destination attractions and facilities create a set of intangible, "subjective experiences" for tourists known as tourism product (Tourism Research Group in Kim (2001). Goeldner, Ritchie, and McIntosh (2000) identified three operating sectors within the tourism industry: (1) the transportation sector, (2) the accommodation sector, and (3) the attraction sector. According to Gunn (1988), attractions are described as the "first power," "lodestones for pleasure," and the natural energiser of tourism in a region. Pigram (1983) took a more pragmatic approach by stating that tourism would not exist without attractions. The attraction and event sector can be defined as theme parks, museums and galleries, national parks, heritage sites and centres, and festivals and events. Attractions are a central component of the tourism industry, and Gunn (1988:37) said that "without developed attractions, tourism as we know it could not exist; there would be little need for transportation, facilities, services, and information system." Attractions are essential to the tourism production process as they often are the reason to visit specific destinations or places. This emphasises the importance of tourist attractions and highlights the need to understand the range and the type of attraction. According to Swarbrooke (2000:67), "visitor attractions are the heart of the tourism industry; they are the motivators that make people want to take a trip in the first place". In opposition, Richards (2001) pointed out that it can be argued that attractions do not always literally attract visitors. However, they certainly do focus on much tourist activity and are an essential weapon in the arsenal of tourist destinations engaged in a competitive struggle for the tourist business.

Tourist Satisfaction

Oliver (1980) proposed a definition for satisfaction, and it is defined as expectations comparison between before and after visiting a destination (Ramseook-Munhurrun, Naidoo, Seebaluck, and Pillai, 2016). Customers' satisfaction has been recognized as a significant factor that influences the success of any industry (Som and Badarneh, 2011; Adetola, Adewumi, and Olonimoyo, 2016) due to its ability to influence customers' future behaviour (Hussein, 2016) and to shape customer loyalty (Ohn and Supinit, 2016). Customer satisfaction plays a vital role as a marketing tool to attract the most variable market segments. According to Bitner and Hubbert (1994), customer satisfaction is the term used for the measure of the extent to which the product or service provided by the organization meets customer expectations or, in other words, customer satisfaction is the fulfilment of the wants, needs, and expectations of customers, thereby creating customer loyalty to the product or service offered. Pascoe (1983) also stated that customer satisfaction is the response concerning the state, the process, and the result of the experience of services received. Therefore, satisfaction is essential to successful destination marketing (Kozak & Rimmimgton, 2000). In terms of tourism, tourists are customers who generate income for the country.

Tourist satisfaction is a strong indicator of intention to revisit a destination and willingness to recommend it to others (Chi and Qu, 2009; Kozak, 2003; Kozak and Rimmington, 2000; Prebensen, 2004; Yoon and Uysal, 2005). It is generally accepted that happy travellers are more likely to return to the same destination and are more willing to share their positive destination experiences with their friends and relatives. Nevertheless, some evidence suggests that returning tourists are rare (Kozak and Rimmington, 2000; Um et al., 2006; Bigné, Sanchez, and Andreu, 2009). Travellers that are satisfied with the destination they have visited before may be looking for a similar but new experience with a different goal. Thus, word-of-mouth communication is relatively more important for destinations as it is the

most reliable and often sought-after information for people interested in travelling (Chi and Qu, 2009; Yoon and Uysal, 2005).

Research Hypotheses

The literature review highlighted the independent variables like accommodation, transportation, facilities and attraction and one dependent variable namely tourist satisfaction for this study. Based on the literature discussed, the hypotheses of this study were summarized in the following manner:

H1   There is a relationship between accommodation and tourist satisfaction
H2   There is a relationship between transportation and tourist satisfaction
H3   There is a relationship between facilities and tourist satisfaction
H4   There is a relationship between attraction and tourist satisfaction

Research Framework

Figure 1 below shows the research framework used for this study
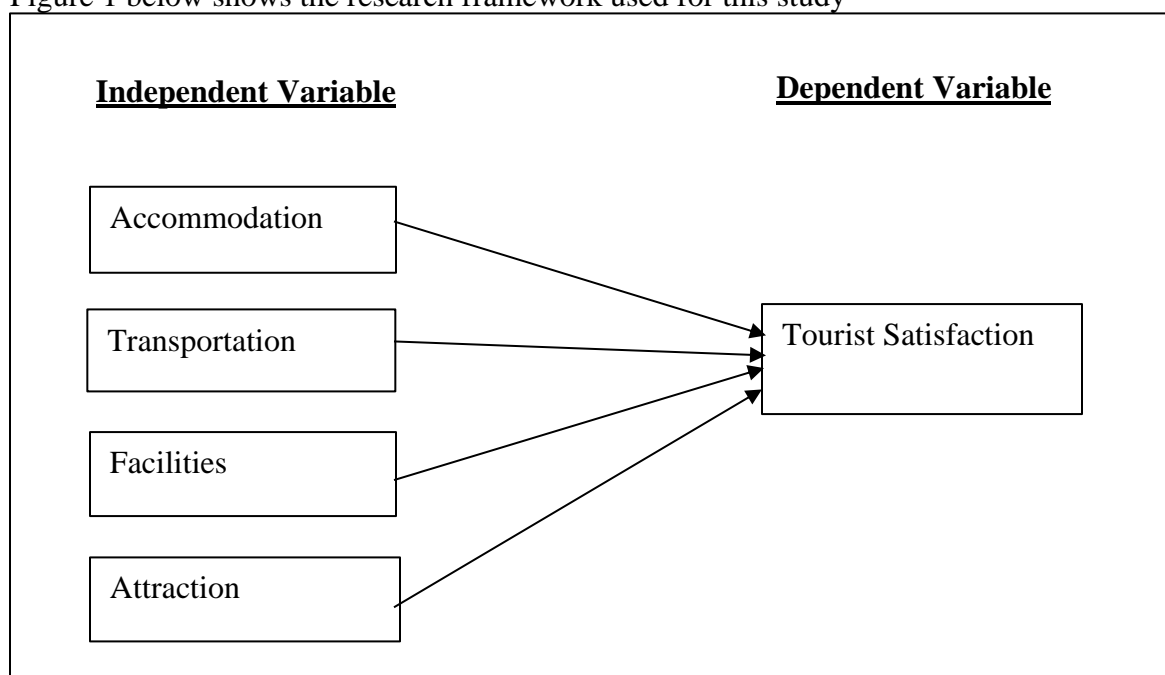
Figure 1: Research Framework

METHODOLOGY

Research Design

This study used the quantitative method in which a set of questionnaires was distributed to 380 local tourists who travelled and visited Semporna, Sabah. In this research, the target populations chosen were local tourists who had travelled and visited Semporna, Sabah before which are people who stay in Malaysia and have visited Semporna Sabah.

Furthermore, a set of questionnaires was distributed to the population to collect the data which are local tourists who had travelled to Semporna, Sabah before. The researcher divided the questionnaires into 3 sections which are Section A, B, and C. For Section A, the questionnaire requested for general information about the local tourist demographics profile such as gender, age, race, marital status, and occupation. For Sections B and C, the questions elaborated more on the dependent and independent variables which are (i) Tourist satisfaction, (ii) Accommodation, (iii) Transportation, (iii) Facilities, and (iv) Attraction that were examined in the survey. These questionnaires used the format of multiple choices and 5-point Likert Scales of agreement.

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Data Collection

Data collection is a method for gathering and analysing various sources to obtain comprehensive and accurate information. Data collection allows an individual or organisation to respond to related questions, evaluate results, and make expectations about new probabilities and trends. Researchers collected the data through an online survey. The researcher created a Google Form and distributed it via online platforms such as WhatsApp, Facebook, and Instagram for respondents to answer.

Sampling

The sampling method used in this study is non-probability sampling which is convenience sampling. The study used this method because the questionnaires were prepared and distributed online or posted on social media pages to gather information from the respondents. The questionnaires were distributed to the respondents online and via social media.

Data Analysis

There are four types of data analysis used in this study, namely frequency analysis, descriptive analysis, reliability test, and Pearson correlation analysis. The data obtained were analysed using SPSS version 27.

FINDINGS

Result of Frequency Analysis

Table 3 below shows the result of the frequency analysis

Table 1: Frequency Analysis

Characteristics	Frequency	Percentage
Gender		
Male	175	45.9
Female	205	54.1
Age		
18-25 years old	247	64.8
26-32 years old	59	15.5
33-39 years old	42	11.0
40-45 years old	12	3.1
46 years old and above	20	5.2
Race		
Malay	270	70.9
Chinese	48	12.6
Indian	24	6.3
Others	38	10.2
Marital Status		
Single	271	71.1
Married	109	28.6
Occupation		
Student	133	34.9
Self-employment	55	14.4
Government	64	16.8
Private sectors	60	15.7
Unemployment	68	17.8

The online platform assigned a total of 380 sets of questionnaires. Table 1 shows the summarised demographic results of the respondents' profiles. About 53.8 % of the respondents are male, and another 45.9 % are female. The table shows most of the respondents in terms of race are Malay, with 270 respondents (70.9%) followed by Chinese with 48 respondents (12.6%), Indian has 24 respondents (6.3 %), and 38 respondents (10.2%) are from others.

According to the results, all 380 respondents are between 18-25 years old, with a frequency of 247 respondents (64.80%). This is tracked by 26-35 years old with 59 respondents (15.5%). Next, 33-39 years old with 42 respondents (11%), followed by age 40-45 years old with 12 respondents (3.1%) and the last one by age 46 years old and above with 20 respondents (5.2%).

Additionally, the table shows the total of respondents by marital status. 380 respondents consist of single (271 respondents / 71.1%) and married (109 respondents / 28.6%) responded to the questionnaires.

Table 1 shows the total number of respondents based on their occupation. Out of 380 respondents, 133 respondents are students, with 34.9%. 64 respondents are from the government sector, with 16.8%, and 60 respondents are from the private sector. 55 of 380 respondents is self – employed with 14.4%. Meanwhile, 68 respondents are unemployed, with 17.8%.

Result of Descriptive Analysis

Table 3 below shows the result of the descriptive analysis
Table 2: Descriptive Analysis

Variable	Items	Mean score	Standard Deviation
Tourist Satisfaction	I enjoyed the visit to Semporna, Sabah	4.70	0.557
	Semporna, Sabah is a great place for me to calm my mind	4.60	0.560
	This experience is precisely what I've been looking for	4.65	0.575
	The attraction in Semporna, Sabah are exactly as described on the internet	4.58	0.576
	I rate Semporna, Sabah as a better destination as compared to similar tourism destination	4.62	0.591
	The service providers have done a great job during my trip	4.54	0.599
Accommodation	Semporna, Sabah has a lot of places where I can stay	4.58	0.573
	Easy to find Hotel, Motel, or Homestay	4.40	0.631
	The rooms are always clean and comfortable	4.37	0.634
	Lodging cost is by quality	4.44	0.584
	All the basic things I need are in the rooms	4.35	0.623
	The staff is quick, reliable, and friendly when they help me.	4.35	0.610
Transportation	Semporna, Sabah has a lot of transportation options that are easy to use Semporna, Sabah has a lot of transportation options that are easy to use	4.21	0.754
	It's easy to purchase a transportation ticket	4.11	0.680
	It is easy to use local transport	4.19	0.701
	Public transport staff are very helpful	4.12	0.653

	Transportation drivers are timely, dependable, and polite	4.16	0.744
	Vehicles in Semporna, Sabah are safe	4.09	0.671
Facilities	Easy to find the facilities in Semporna, Sabah	4.37	0.635
	Police stations are everywhere to ensure tourist safety in Semporna, Sabah	4.28	0.630
	Halal restaurants are available in Semporna, Sabah	4.41	0.577
	There is availability a place for prayer (Mosque, Church, Temple)	4.39	0.569
	Public toilets are clean and easy to find	4.24	0.743
	Hospitals and clinics are easily accessible around Semporna, Sabah	4.25	0.645
Attraction	There are a lot of natural and scenic things to see and do	4.72	0.542
	Inexpensive item to tourists	4.49	0.614
	Island hopping in Semporna, Sabah is a snorkelling enthusiast's paradise in Malaysia	4.69	0.539
	Local museums and galleries in Semporna, Sabah are attracting tourists from all over Malaysia who want to learn about Sabah's heritage	4.55	0.607
	Safe and comfortable sports and activities centres	4.50	0.647
	Variety of unique islands in Semporna, Sabah	4.70	0.497

The descriptive analysis shows the dependent variable verified a moderate mean score at (M=4.6206, SD=0.57689). Altogether, the independent variables also scored an average mean score in which accommodation is at 4.41167 (SD=0.60974), transportation is at 4.1485 (SD=0.70089), facilities is at 4.3276 (SD= 0.63378), and attraction is at 4.6127 (SD=0.57480).

Result of Reliability Analysis

Table 3 below shows the result of the reliability analysis
Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Tourist Satisfaction	6	0.896
Accommodation	6	0.882
Transportation	6	0.936
Facilities	6	0.853
Attraction	6	0.848

The reliability analysis was conducted in this analysis to determine Cronbach's Alpha values for all variables. The values are as follows: tourist satisfaction (0.896), accommodation (0.882), transportation (0.937), facilities (0.854), and attraction (0.0849). Based on The Alpha Cronbach Value (Konting et al., 2009), the reliability is above the 0.8 average and is considered good.

Result of Pearson Correlation Analysis

Table 4 below shows the result of the Pearson Correlation Analysis
Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)

H1: There is a relationship between accommodation and tourist satisfaction	0.602	H1 is supported
H2: There is a relationship between transportation and tourist satisfaction	0.758	H2 is supported
H3: There is a relationship between facilities and tourist satisfaction	0.559	H3 is supported
H4: There is a relationship between attraction and tourist satisfaction	0.522	H4 is supported

Four (4) hypotheses are presented in this section. The below table serves to summarise the findings of this study. Hypotheses that have been tested for this study will be further elaborated as follows:

Hypothesis 1 (H1) anticipated that accommodation is a strong positive relationship. The finding reported in this study revealed that the accommodation recorded value of the Pearson Correlation Coefficient, which is r = 0.602, p = 0.000. Thus, the result accepts hypothesis 1 (H1), whereby accommodation is strongly significant with tourist satisfaction

Furthermore, Hypothesis 2 (H2) anticipated that transportation is a strong relationship. The finding reported in this study revealed that the transportation recorded value of the Pearson Correlation Coefficient is r = 0. 758, p = 0.000. Thus, the result accepts hypothesis 2 (H2), whereby transportation is strongly significant with tourist satisfaction.

Hypothesis 3 (H3) anticipated that facilities have a moderate relationship. Based on the findings reported, the findings showed that facilities are the recorded value of the Pearson Correlation Coefficient, r = 0. 559, p = 0.000. Thus, the result accepts hypothesis 3 (H3), whereby facilities are moderately significant with tourist satisfaction.

Hypothesis 4 (H4) anticipated that attraction has a moderate relationship. Based on the findings reported, the findings showed that attraction is the recorded value of the Pearson Correlation Coefficient, r = 0. 985, p = 0.000. Thus, the result accepts hypothesis 4 (H4), where the attraction is moderately significant with tourist satisfaction.

DISCUSSION AND RECOMMENDATION

As stated in the first chapter of this study, discussions are aimed at answering questions and addressing hypotheses. In general, this study has extensively researched the tourist satisfaction towards tourism destination in Semporna, Sabah. Based on the findings of the study, respondents strongly agreed that they are satisfied with the accommodations, transportation, facilities, and transportation in Semporna, Sabah. Furthermore, the findings of this study could provide guidelines for tourism managers and destination operators to further develop better strategies to satisfy travellers to Semporna, Sabah.

The study of the tourist satisfaction towards tourism destination in Semporna, Sabah can be carried out by using qualitative methods. It would also be beneficial to qualitatively capture the experiences and perspectives of tourists who have visited Semporna, Sabah and had mixed or negative experiences and want to talk more about it, as this can increase participation in studies of involvement in tourist satisfaction towards tourism destination in Semporna, Sabah research.

Aside from that, future study recommendations for future researchers can include new experiences, luxury, culture, and authenticity as possible future developments in tourism. According to the United Nations World Tourism Organization, new experiences, luxury, culture, and authenticity will shape the future of global tourism in 2030. In the future, tourists will want to sample the destination's ethnicity, with growing interest in culture, food, and sports shaping how people approach their vacation choices. This will be a huge success for the next researcher conducting research in Semporna, Sabah in the future.

Furthermore, the Semporna District Council should propose to the government to expand air and land transportation in Semporna, Sabah since the waiting time for transportation takes one day for tourists to arrive in Semporna, Sabah. This will also increase job opportunities for local people in Semporna, Sabah and increase the Malaysian economy since Semporna, Sabah is one of the most popular tourist destinations in Malaysia.

In the future, Semporna District Council should broaden its cleaning services in and around Semporna, Sabah. Increasing the number of tourists will lead to accumulation of more trash around Semporna Island. So, to maintain the quality of Semporna, Sabah as one of Malaysia's most popular tourist destinations, Semporna District Council must devise a strategy to make Semporna Island cleaner in order to ensure visitor satisfaction in Semporna, Sabah

CONCLUSION

In conclusion, this study has been accomplished to discover the tourist satisfaction towards tourism destination in Semporna, Sabah. There is a significant relationship between a dependent variable which is tourist satisfaction and an independent variable which are accommodation, transportation, facilities and attraction towards a tourism destination in Semporna, Sabah. A total of 380 respondents of various ages were selected from all states in Malaysia and have visited Semporna, Sabah to study tourist satisfaction towards tourism destinations in Semporna. Overall, tourist satisfaction towards accommodation in Semporna, Sabah with correlation coefficient of .602. While tourism satisfaction towards transportation and facilities with a correlation coefficient of .758 and .559 respectively. Moreover, tourist satisfaction towards attraction in Semporna, Sabah with correlation coefficient of .522.

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PROBLEM STATEMENT

The problem is that most people in Malaysia do not know about dark tourism sites. This makes dark tourism less popular than other types of tourism. Therefore, this study is conducted to identify the level of acceptance of dark tourism among local tourists.

The first problem is the lack of knowledge about dark tourism among local tourists. Most local tourists do not know about dark tourism and do not know the dark tourism sites in Malaysia. This is because there is a lack of awareness and promotions about dark tourism. Therefore, this study is conducted to identify the relationship between knowledge and acceptance of dark tourism among local tourists.

The second problem is the perception of local tourists about dark tourism. Some local tourists have a negative perception about dark tourism. They think that dark tourism is related to something negative such as death, tragedy, and disaster. Therefore, this study is conducted to identify the relationship between perception and acceptance of dark tourism among local tourists.

The third problem is the improvement in economic terms perception. Dark tourism can help to improve the economy of the local community. However, most local tourists do not know about the economic benefits of dark tourism. Therefore, this study is conducted to identify the relationship between improvement in economic terms perception and acceptance of dark tourism among local tourists.

LITERATURE REVIEW

Knowledge

Knowledge is a strategy for dealing with the critical issues of organizational adaptation, survival, and competitiveness (Dutta, Madalli, 2015). Knowledge has always been thought as a one-dimensional entity, commonly based on product familiarity or prior knowledge (Alba, Hutchinson 1987; Gursoy, McCleary 2004). Consumer knowledge has previously been assessed using both subjective and objective measures (Park, Mothersbaugh, and Feick 1994; Cowley and Mitchell 2003). Objective knowledge is true information about a product class retained in long-term memory, whereas subjective knowledge is people's views of what they know or how much they know about a product class (Park et al 1994). The current study evaluates tourists' subjective knowledge, taking into account the characteristics of tourist destination decision-making as well as previous research recommendations (Jehn-Yih Wong, Ching Yeh 2009).

The ideas and practices of knowledge can enhance tourism, particularly in the areas of knowledge transfer and knowledge-based innovation. Tourism has been slow to accept information, resulting in under-developed filling. As a result, to enhance tourist literature, this work draws on mainstream knowledge research (Cooper, 2006). To put it in another way, prior knowledge can help to mitigate risk and reduce uncertainty (Lehto, O'Leary & Morrison 2004). When a person's product knowledge is restricted, the importance of subjective norms and perceived behavioural control in determining behavioural intention increases (Chiou 2000:107). Tourism knowledge is mainly focused on whether there is a coherent and identifiable academic discipline centred on, and defined by, its interest in tourism; alternatively, tourism knowledge is generated by scholars within and across established disciplines. (Coles, 2009)

Knowledge about dark tourism obtained from other disciplines will "allow ideas and connections to be followed to their logical conclusions, not to some contrived or predetermined endpoint defined by artificial disciplinary strictures" (Coles, 2009). In short, dark tourism scholars who pursue a post-disciplinary approach will be able to contribute to a broader range of contexts (Hellström et al., 2003), and will be able to reject artificial paradigm parochialism's regulatory measures (Smith, 1998; Jessop & Sum, 2001; Rosamond, 2005)

Perception

Perception is anything that a person perceives or learns about. It is a visual representation of something presented to the senses. (Graham, 1869). As a result, the perception, concept, or information that a person receives fully represents all other perceptions and descriptions of knowledge that a person acquires in life. Things, events, and relationships become phenomenally "here", "now", and "real" through the act of perception. Some may object to the construct's "private" and "subjective" nature; nevertheless, aside from such metaphysical arguments, the actual difficulties of applying such definitions experimentally have been generally overlooked (Julian, 1956).

In the case of tourism, current research has focused on the psychological bases that support motivation, specifically emotional contagion effects, which are triggered by the impression of another person's emotional condition (Dejan, 2020) Tourist perceptions of the site should be taken into account when conceptualizing the tourist experience. Learning or better knowledge of the place and happenings in a dark site are the most common ways to acquire cognitive experiences (Kamber, Karafotias & Tsitoura 2016).

The educational experience, according to dark tourism, is the most significant. The perception of the dark sites has gotten a lot of attention from academics. Some visitors might be interested in a more educational interpretation (Biran et al., 2011). Interpretation is an important part of the tourist experience at attraction (Moscardo & Ballantyne, 2008), and a major section of the dark site appearance (Sharpley & Stone, 2009). As a result, this

interpretation is critical to the experience, as, without it, sites exist as empty spaces without meaning (Frew, 2012; Sharpley & Stone, 2009). Visit dark tourism to have a unique encounter with the site (Cheal & Griffin, 2013). Their motivations for travelling to the location including curiosity, moral duty, obligation, a sense of honour, and education. (Sharpley, 2012). Tourists who visited such a location will perceive a value difference as a result of their dark tourism experience (Le and Pearce, 2011)

Economic Term Perception

An economy is a large group of related production, consumption, and exchange activities related to defining how precious resources are allocated. The economy, also known as an economic system, uses the production, consumption, and distribution of goods and services to meet the basic needs who live and work in it. (Kenton et al., 2021).

The tourism industry was only recognized as an economic activity in 1911. (Scutariu, 2009). People travel to certain places for a variety of reasons including sports and recreation, culture, visiting friends and relatives, business, health, religion, and education (Barrow,2008). When properly built and maintained, it acts as a catalyst for national and regional growth, creating more job possibilities, and contributing to social development that benefits both residents and visitors (Chin-Hong Puah, Meng-Chang Jong, Norazirah Ayob & Shafinar Ismail, 2018). The experience economy is a broad term that refers to a variety of businesses whose objective is to create memorable interactions (Flagestad, 2006). Guests have memorable experiences when a corporation uses services as the stage and commodities as props to engage individual customers in an intrinsically personal way (Gilmore & Pine, 2002)

Stone and Sharply (2008) described how the nature of dark tourism, whether driven by supply or demand, is still unclear. Different 'shades' of dark tourism can be identified based on varying intensities of purpose in terms of both supply and demand (Sharpley, 2005). Dark tourism has the potential to boost the country's economy, and efforts are being made to promote dark tourism destinations to international visitors (S.N.S. Syed Mahbob, M.S. Mohd Zahari, Z. Zainuddin, and M.Z. Suhaimi, 2014)

Acceptance of Dark Tourism

The "intention to adopt an application" is what acceptance refers to. Although this definition is highly specific, it may be claimed as insufficient in describing the nature of acceptance (Chismar, Wiley-Patton, 2002). Acceptance is described as a phenomenon that displays how willing potential users are to employ a particular technology (Ausserer, Risser, 2005).

Dark tourism is a trip to a location where a historically significant tragedy or death has occurred and continues to have an impact on human life. (J. Lennon and M. Foley, 2009). Nonetheless, it has been described as the act of visiting areas connected to death, misery, and macabre (Stone P, 2006). Public testimony of such crimes, executions, and misery is replaced by photography exhibitions, pictures, movies, and other forms of media. Tourists on the dark tour visit historical war sites and conflicts that have been resurrected at the location of past atrocities, and their tour guides recount stories of valour, tragedy, and personal pain (Genov, 2008).

Dark tourism reception occurs when visitors are motivated to visit because they want to experience the reality behind the media images and have a personal association with inhumanity (Foley, Lennon 1996). People are frequently thrilled and excited by the new and unexpected attractions; in this case, the idea of seeing something one does not see every day satisfies thrill-seekers (Mayo & Jarvis 1981). To arouse a high adventure profile, a new destination should also offer uncertainty and complexity (Wahlers & Etzel, 1985).

Research Hypotheses

Based on the research shows the relationship between tourists' knowledge and local tourist acceptance of dark tourism.

> **H1** There is a sign of a relationship between tourists' knowledge and local tourist acceptance of dark tourism.

> **H2** There is a sign of a relationship between local tourist perception between expectation and acceptance of dark tourism.

> **H3** There is a sign of a relationship between economic improvement between tourists' perception and acceptance of dark tourism.

Research Framework

The figure depicts the proposed conceptual framework, which shows the network of relationships between the independent variables and the dependent variable. According to the framework, three independent variables are tourist knowledge, local tourist perception of dark tourism, and economic term perception. The dependent variable in this study is the acceptance of local tourists.
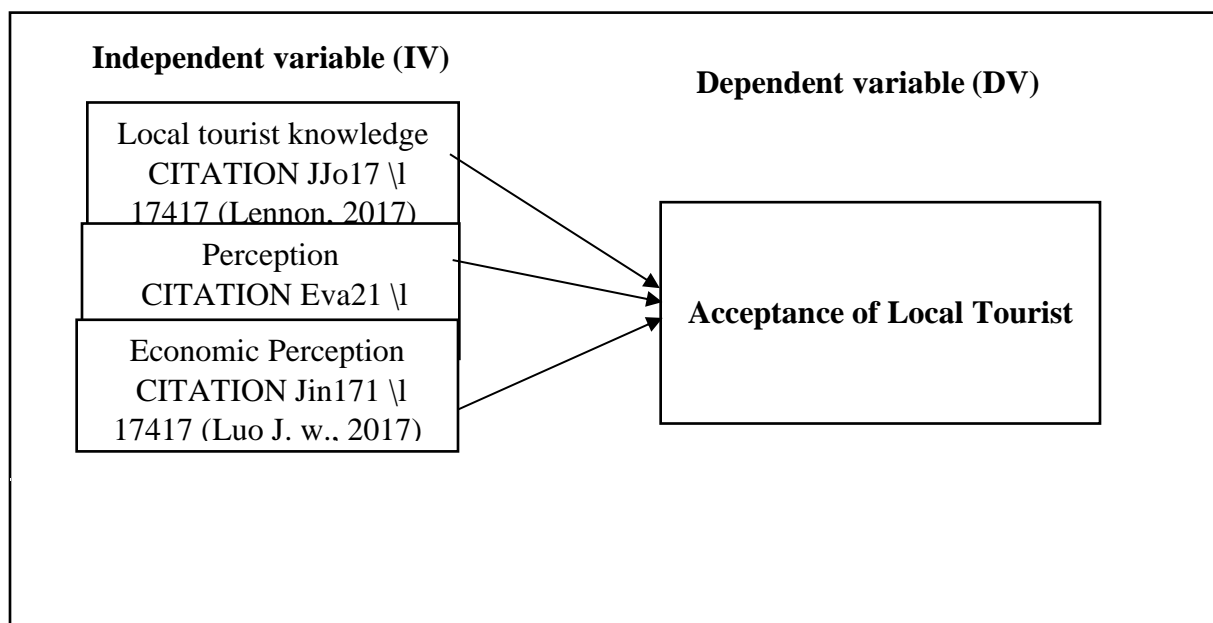
numbers and accuracy, while qualitative research is concerned with life experiences and human perception (Polit, Beck 2012). For quantitative research, there are several different types of this research. Some of the most commonly used quantitative designs including experimental, quasi-experimental, and non-experimental. Quantitative research is also a process that focuses on objectivity, internal authenticity, and exploring theories in the context of social sciences. Quantitative analysis is a method of collecting and analysing numerical data. It can be used to discover patterns and averages, make predictions, test causal relationships, and disseminate results to a larger population. Therefore, this research uses a quantitative research design to study the acceptance of dark tourism by local tourists in Penang, Malaysia. This approach is used to learn about the knowledge and perception of local tourists as well as the increasing economic terms that are factors in the acceptance of dark tourism among local tourists.

Data Collection

Data collection is a way of collecting and analysing information from various sources to gain a comprehensive and complete picture of a subject. Data collection enables respondents or organizations to answer crucial questions, evaluate outcomes, and estimate future probabilities and trends. The data for this research were collected using a quantitative method. Data gathering methods such as survey forms, questionnaires, and Google Forms allow a person or organization to answer related questions.

Sampling

Sampling is the process of selecting a sample of people to represent the full population. Instead of trying to look at every single individual, researchers use sampling to extract knowledge about a community from the findings of a sample of people (Turner, 2020). In research, there are two kinds of sampling procedures non-probability and probability sampling techniques (Sekaran & Bougie, 2009). For this research, convenience sampling was used as a non-probability method. Non-probability means that some elements of the population have a greater but undefined chance of getting chosen than others. There are five types of non-probability samples: convenience, purposive, quota, snowball, and self-selection.

Convenience sampling is a research method in which the researcher collects market research data from a group of easily accessible respondents. In addition, convenience sampling is utilised when additional inputs

Data analysis

A researcher's effort to accurately interpret the data is called data analysis. The data were collected and then analysed by the researcher. It is the process of analysing data required as a result of the research. The data obtained were analysed by using the SPSS.

FINDINGS

Results of Frequency Analysis

Table 1: Frequency Table

Characteristics	Frequency	Percentages
Gender		
Male	148	40.3
Female	219	59.7
Age		
19-21	78	21.3
22-24	209	56.9
25-above	80	21.8
Marital status		
Single	261	71.1
Married	106	28.9
Race		
Malay	227	61
Chinese	48	13.1
Indian	35	9.5
Others	57	15.5
Education		
SPM	81	22.1
Diploma	106	28.9

Bachelor Degree		156	42.5
Master Degree		24	6.5
Employment			
Employment for wages		77	21
Self-employed		77	21
Student		202	55
Retired		11	3.0

Table 1 shows the respondents by gender. This chart shows the total number of respondents involved in this survey which was 367. The total number of male respondents are 148 while the females are 216 respondents. Of 367 respondents, 40.3 percent is male while 59.7 percent is female. In terms of age, the respondents' variable ranged from 56.9% being the highest mean for respondents aged 22-24 years while the second highest age is 25 years old and above with 21.8%. The lowest respondent age is 19-21 years old which is 21.3%. The result for the marital status collected was that single status is more common than married. Single status shows a total of 261 respondents with 71.1% compared to the married status of 106 respondents with 28.9%. The highest collected result for the race is Malay with 227 respondents for 61.0% while the lowest race is Indian 35 respondents which is 9.5%. Chinese recorded 48 respondents with 13.1% while the other recorded as many as 57 respondents with 15.5% more than Indians. For education, the highest collected result is bachelor's degree with 156 respondents for 42.5%. The lowest data collected is a master's degree with 24 respondents for 6.5%. Data recorded for SPM is 81 respondents for 22.1% lower than diploma which is 106 respondents for 28.9%. For employment, the highest collected result is 202 respondents with 55.0%. Based on the data, there are two types of employment with the same percentage: employment for wages and self-employment with 77 respondents with 21.0%. The lowest data collected is for the retired group which is 11 respondents with 3.0%.

Results of Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Item	Mean Score	Standard Deviation
Knowledge	Dark tourism provides a lot of experience for tourists	4.71	.559
	Dark tourism provides a great knowledge of history	4.62	.602
	Dark tourism destinations can give morale to tourists	4.60	.641
	Tourists will be able to know more about the importance of dark tourism in history if they visit that place	4.68	.542
	Dark tourism provides an approach in terms of the memory of death, war, and suffering during history	4.62	.569
Perception	Dark tourism can motivate tourists	4.51	.648
	Dark tourism has a huge emotional impact	4.36	1.019
	Dark tourism destinations sustain cultural heritage	4.62	.625
	Dark tourism help improve local public facilities	4.49	.720

	Dark tourism helps to maintain its historical identity	4.65	.587
Economic Terms Perception	Dark tourism has a positive impact on the national economy	4.59	.620
	Dark tourism gives an economic impact on the local's area	4.53	.652
	Dark tourism destinations can attract tourists to come and visit	4.58	.613
	Tourists are able to gain the benefit when they visit dark tourism areas	4.43	.775
	The presence of tourist in dark tourism areas contribute to the development of history	4.62	.641
Acceptance of Local Tourists	Does dark tourism have a positive impact on me about the history of the past that is almost forgotten?	4.64	.633
	I am lacking exposed and given an approach to dark tourism	4.10	1.154
	By discovering the dark tourism area able to motivate ourself	4.56	.667
	I am not interested in travelling to dark tourism areas because it causes deep emotions	3.61	.658
	By visiting dark tourism areas, it's satisfied me in terms of enthusiasm	4.56	.658

Table 2 represents the mean and standard deviation analysis for the independent variable which is knowledge. The higher mean value is item 1 which is 4.7. Followed by the question 'Tourists will able to know more about the importance of dark tourism in history if they visit that place which is item 4 with a mean value of 4.68. Next, the question in item 2 and item 5 which are 'Dark tourism provides a great knowledge of history and 'Dark tourism provides an approach in terms of the memory of death, war, and suffering during history' score the same mean value of 4.62. Lastly, the lowest mean value is 4.60 which is 'Dark tourism destinations can give morale to tourists' for item 3. For perception, the highest mean value is item 5 which is 4.61 whereby the respondents agreed with 'Dark tourism helps to maintain its historical identity'. Followed by the question 'Dark tourism destinations sustain cultural heritage' which is item 3 with a mean value of 4.62. Next, the question in item 1 which is 'Dark tourism can motivate tourists' with a mean value of 4.51. Furthermore, 'Dark tourism destinations sustain cultural heritage' in item 4 with a mean value of 4.49. Lastly, the lowest mean value is 4.36 which is 'Dark tourism has a huge emotional impact' for item 2 in the result. The highest mean value for economic terms perception is item 5 which is 4.62 whereby respondents agreed with 'Presence of tourist in dark tourism areas contribute to the development of history'. Followed by the question 'Dark tourism has a positive impact on the national economy' which is item 1 with the mean value of 4.59. Next, the question in item 3 which is 'Dark tourism destinations can attract tourists to come and visit with the mean value of 4.58. Furthermore, 'Dark tourism gives an economic impact on the local's area' in item 2 with a mean value of 4.53. Lastly, the lowest mean value is 4.43 which is 'Tourists are able to gain the benefit when they visit dark tourism areas' is in item 4 in the result. For the acceptance of local tourists, the highest mean value is item 1 which is 4.64 whereby respondents agreed with 'Does dark tourism have a positive impact on me about the history of the past that is almost forgotten'. Followed by the question 'By discovering the dark tourism area able to motivate ourselves' and the question 'By visiting dark tourism area, it's satisfied me in terms of enthusiasm' which is item 3 and 5 with the same mean value that is 4.56. Next, the question in item 2 which is 'I am lacking

exposed and given an approach about dark tourism' with the mean value of 4.50. Lastly, the lowest mean value is 3.61 which is 'I am not interested in travelling to dark tourism area because it causes deep emotions' is in item 4 in the result.

Result of Reliability Analysis

Table 3 shows the result of the reliability analysis.
Table 3: Reliability Analysis

Variable	Number of items	Cronbach Alpha
Knowledge	5	0.823
Perception	5	0.789
Economic Perception	5	0.777
Acceptance of Local Tourists	5	0.626

The first independent variable is the local tourist's knowledge with 5 questions that show the Cronbach's Alpha value of 0.823 which ranged as good in terms of internal consistency and the Likert-Scale question is considered as more reliable. Next, local tourists' perception with 5 questions are used to test the reliability and validity. The Cronbach's Alpha result is 0.789 which ranged as acceptable thus the Likert-Scale question is considered more reliable. The third independent variable, economic terms perception with 5 questions is used to test the reliability and validity. The Cronbach's Alpha result is 0.777 which ranged as acceptable in terms of internal consistency and the coefficient obtained in the Likert-Scale question is considered more reliable. Lastly in measuring the dependent variable, 5 questions about acceptance of local tourists were asked. The Cronbach's Alpha result is 0.626 which ranged as questionable and the Likert-Scale question is considered.

Result of Pearson Correlation

Table 4 shows the Pearson Correlation Analysis.

Hypothesis	P-Value	Result (Supported/Not Supported
H1: There is a sign of the relationship between tourists' knowledge and local tourist acceptance of dark tourism	0.485	Not Supported
H2: There is a sign of the relationship between local tourist perception between expectation and acceptance of dark tourism.	0.669	Supported
H3: There is a sign of the relationship between improvement economic between tourist's perception and acceptance of dark tourism.	0.607	Supported

For the result, the strongest positive correlation is local tourists' perception (.669), followed by economic terms perception (.607). Meanwhile, correlation results for local tourists' knowledge are weak in relation to the dependent variable which is the acceptance of dark tourism by local tourists (.485). The p-value of the local tourist's knowledge, local tourist's

perception and economic terms perception local tourist's knowledge, local tourist's perception and economic terms perception is less than .000 which is less than the highly significant level of .0001. Therefore, there is a significant relationship between the dependent variable which is the acceptance of dark tourism by local tourists and the independent variable which are local tourist's knowledge, local tourist's perception and economic terms perception.

DISCUSSION & RECOMMENDATION

The discussion based on the research objective is to determine the relationship between knowledge, perception and economic term on acceptance of dark tourism on local tourists in Penang. The findings of this study show that there are several factors that influenced the acceptance of dark tourism by local tourists.

Knowledge of local tourists is an important factor that will affect the number of tourists arriving at dark tourism places. This is because when local tourists are interested in dark tourism with knowledge, it will be more enjoyable but if they don't have the knowledge, they will be emotional and judgemental towards the place.

In addition, tourists' perception of dark tourism does not affect the negative aspect of emotional experience but can affect the positive ones and tourists are capable of developing strong geopolitical dispositions.

The economic term also affects the acceptance of dark tourism to local tourism. This tourism product is considered a phenomenon which encompasses the presentation and consumption by local tourists of real and modified death and disaster sites. This economic term is very important because it can improve the country's economy and can also increase the income of local people. In addition, it can also upgrade the development and facilities available in the dark tourist areas. This is to attract the satisfaction of local tourists and then examine their acceptance of this tourism product.

Based on this study, all researchers expressed the following recommendations. It is recommended that future research be conducted in the following areas. Future researchers need to study better and more widely so that local tourists as well as the public are aware of the existence of dark tourism. Researchers need to further expand the advertising or exposure of dark tourism.

CONCLUSION

This research is to know the acceptance of dark tourism by local tourists. The acceptance of local tourists serves as the local tourist knowledge, perception and economic perception. The acceptance of local tourists in Penang, Malaysia is the dependent variable, while the independent variable is local tourist knowledge, perception and economic perception. The analysis shows that the dependent variable is influenced by the independent variable.

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The Impact of Sports Events Among Youth in Malaysia

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ABSTRACT

The purpose of this study is to examine the impact of sports events among the youth in Malaysia. The objective of this study is to examine the economic impact of sports events among youth in Malaysia on their interest and to examine the social impact of sports events among the youth in Malaysia on their interest. The research design of this study is a quantitative method where the researcher used a set of questionnaires to the respondents through the online survey which is Google Form and 310 respondents were chosen for this study. The data collected were analysed using the Statistical Package for Social Science (SPSS). The results show that there is a positive relationship between the impacts of sports events among the youth in Malaysia and their interest.

Keywords: Impact, Sports, Events, Youth

INTRODUCTION

Tourism comprises of activities of people travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes. Sports tourism is defined as travel that involves either observing or participating in sports events while the tourists are away from their usual surroundings.

Sports tourism is the fastest-growing sector of the global travel industry, with a market value of $7.68 billion. The sports tourism market has received the most attention from tourism practitioners and researchers among tourism segments (Buning & Gibson, 2015; Faulks, Ritche, & Dodd, 2008). Its primary goal is for participants to go to other destinations to participate in physical activities such as golf, skiing, scuba diving, cycling, hiking/trekking, bicycling, canoeing, sailing, horse riding, and so on (Buning & Gibson, 2016; Tomik, 2013).

Furthermore, sports tourism events like this could have a significant impact on local tourism. In fact, unlike major sports tourism events, it can be regarded as a sustainable form of tourism in terms of economic and social implications due to direct and indirect effects on the local community. In fact, it may improve the visibility and attractiveness of mountain valleys for the benefit of the tourism industry, in addition to having a direct economic impact on the area.

This study is to examine the relationship between the economic and social impact of sports tourism among the youth in Malaysia and their interest. The economic impact of sports tourism among the youth is the employment opportunities or job creation for the youth in Malaysia. According to (Bell), a significant number of studies agreed that one of the economic benefits of hosting major sports events is the creation of jobs before and during the games, particularly in the construction industry and many service sectors. Through the sector, sports tourism also can provide jobs besides income opportunities among the youth in Malaysia. The youth can work as instructors and guides and are likely to be paid more than average for their special skills.

The sports industry will draw people, especially the youth, attention to contribute to the form of participation in sports tourism events such as extreme sports events, particularly the programmes that are linked to charity or social responsibility. Tourists from all over the world

as well as locals choose to participate in extreme programmes that include components of environmental and societal preservation. There are two objectives of this research which are:

1) To examine the relationship between the economic impact of sports events among youth in Malaysia and their interest.

2) To examine the relationship between the social impact of sports events among youth in Malaysia and their interest.

Significance of Study

The purpose of this study is to identify the sports sectors that influence the tourism industry. In this context, the sports tourism sector has economic and social implications for the youth in Malaysia. Therefore, the implications of sports tourism in the country are very encouraging. In practical terms, companies involved in sports tourism can provide economic contributions to local communities and countries in terms of employment opportunities, hotel accommodations, and so on. Practical contributions to society can foster sports tourism generates social problems such as delinquency and drug use (Chou and Bentler 1995).

LITERATURE REVIEW

Economy Impact

Malaysia is one of the countries that allocate annual cash to support various tourism activities, including extreme sports events, as part of its Visit Malaysia programme. This funding comes in the form of sponsorships and financial assistance to help develop extreme sports programmes. As a result of government assistance, Malaysia has become one of the cheapest EST destinations in Asia. Economics (costs and expenses) is one of the elements that affect people who participate in sports tourism. The appreciation of the European and American dollars for the Malaysian Ringgit also contributes to the increase in the number of international participants in EST activities held in Malaysia. As a result, having affordable features and low cost seems critical in attracting more tourists to join the EST programme in Malaysia. As a result, this article hypothesizes that costs and expenses will influence tourist participation in EST activities in Malaysia

Social Impact

The social implications will also attract people to contribute (in the form of participation) to extreme sports events, especially programmes related to welfare or social responsibility. Instead of participating in dangerous activities, they will be able to learn about the local community around the programme location. This arouses the curiosity of tourists and encourages them to take part in extreme activities while helping the local community. Such projects can provide many benefits to the community. Social impact has a positive impact on the younger generation in any tourism activity offered by any country. It has become a trend nowadays for any extreme sports activity to be combined with a social responsibility component. Social responsibility will be critical in attracting more visitors to participate in the EST programme in Malaysia. As a result, this article hypothesizes that social factors will influence the participation of tourists and the younger generation in EST activities in Malaysia.

Research Hypotheses

H_1 There is a relationship between the economic impact among youth in Malaysia and their interest

H_2 There is a relationship between the social impact among youth in Malaysia and their interest

Research Framework

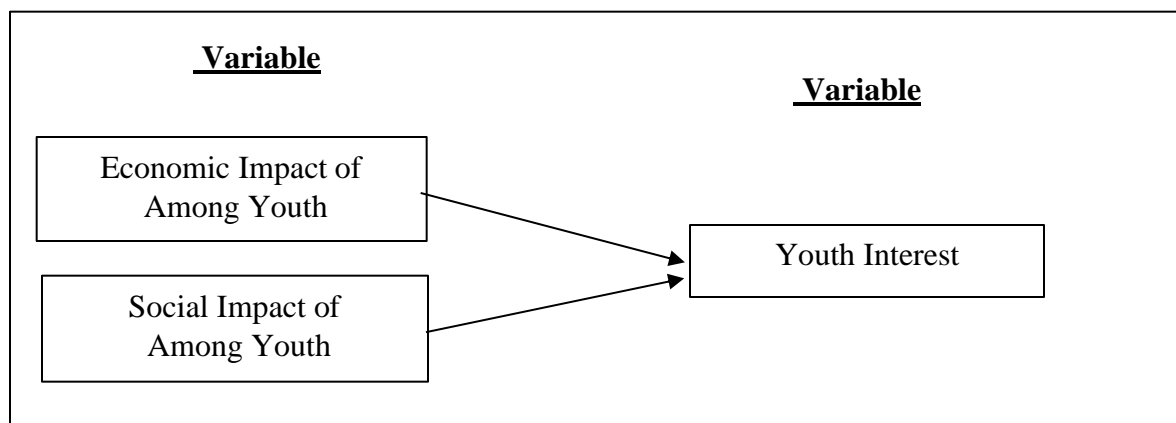Figure 1 shows the research framework used for this study.

Figure 1: Research Framework

METHODOLOGY

Research Design

In this research, the research design used is a quantitative method involving 310 respondents. Quantitative research is a process of collecting and analysing numerical data and it's also used to extrapolate the findings of given research to a wider population by looking for patterns, averages, forecasts, and cause-and-effect relationships between the variables being examined. To collect the data from the respondents, a set of questionnaires is distributed to the respondents via Google Forms. The questionnaire is divided into 4 sections. Section A is about the respondent's demographic information like gender, age, race, religion, occupation, marital status, and favourite sports. While section B is about the economic impact and section C is about the social impact and the last section which is section D is about the youth interest. In sections B, C and D all questions use a scale of 1 to 5 with the answers ranging from "Strongly Disagree" to "Strongly Agree" and consist of 6 questions for each section.

Data Collection

To gain and collect data in this study, the researchers used the primary method of data collection which is the quantitative method because it is easier to get more detailed data.

The second stage of data collection is via Google Forms to get more data. Using Google Forms, a set of questionnaires was distributed and the questions are divided into 4 sections which are Section A is about the demographic information, section B is about the economic impact of sports events, section C is about the social impact of sports events and the last section which is section D is about the interest of sports events among the youth in Malaysia. The scale used in section B, C and D are the Likert Scales.

Data Analysis

In this study, four types of analysis have been used which are frequency analysis, descriptive analysis, reliability analysis, and Pearson Correlation analysis. The information collected was analysed using the Statistical Package for Social Science (SPSS).

FINDINGS

Demographic Profile

Table 1: Demographic Profile

Characteristic	Frequency	Percentage (%)
Gender		
Female	211	68.1
Male	99	31.9
Age		
18 – 21	40	12.9
22 – 25	190	61.3
26 – 29	19	6.1
30 – above	61	19.7
Race		
Chinese	7	2.3
Indian	6	1.9
Malay	284	91.6
Other	13	4.2
Region		
Muslim	294	94.8
Buddha	3	1.0
Christian	10	3.2
Other	3	1.0
Marital Status		
Divorced	3	1.0
Married	71	22.9
Single	236	76.1
Occupation		
Government	40	12.9
Private Sector	41	13.2
Self-employed	27	8.7
Student	189	61.0
Unemployment	13	4.2
Favourite Sports		
Basketball	21	6.8
Football	78	25.2
Volleyball	65	21.0
Other	146	47.1

Table 1 shows the demographic profile. For gender, the highest number of respondents is female with 211 (68.1%) and the lowest number of respondents is male with 99 (31.9%). The second profile is the age of the respondents. The highest percentage is respondents in the range of age between 22 - 25 years old which is 190 (61.3%) and the lowest is the respondents aged between 26 - 29 years old with 61 (19.7%).

Next, is the race of the respondents. Chinese respondents are 7 (2.3%) while Indians are 6 (1.9%) and Malay respondents are 288 (91.6%) and the last are others with 13 (4.2%) respondents. The highest number of respondents is Malay with 22 (91.6%) and the lowest are Indian with 6 (1.9%).

The next profile shows the religion of the respondents. As many as 294 (94.8%) respondents are Muslim, 3 (1.0%) respondents are Buddha while Christian are 10 (3.2%) respondents and other are 3 (1.0%) respondents. The highest number of respondents is Muslim with 294 (94.8%) and the lowest number of respondents are Buddha with 3 (1.0%).

Marital status is the fifth demographic profile of respondents. Divorced respondents are 3 (1.0%), married respondents are 71 (22.9%) and 236 (76.1%) respondents are single. The highest number of respondents is single with 236 (76.1%) and the lowest number of respondents are divorced with 3 (1.0%).

The following profile shows the occupation of the respondents. The government respondents are 40 (12.9%), 41 (13.2%) are private sector, 27 (8.7%) respondents are self-employed while the student respondents are 189 (61.0%) and unemployed are 13 (4.2%) respondents. The highest number of respondents is students with 189 (61.0%) and the lowest number of respondents are unemployed with 13 (4.2%).

Finally, the last demographic profile shows the favourite sports of the respondents. Respondents that like to play basketball are 21 (6.8%, while 78 (25.2%) like to play football. 65 (21.0%) respondents prefer to play volleyball and the last is other with 146 (47.1%) respondents. The highest favourite sports are others with 146 (47.1%) and the lowest favourite sports are basketball with 21 (6.8%).

Results of Descriptive Analysis

Table 2: Economic Impact

Variable	Items	Mean Score	Standard Deviation
Economic Impact	Sports tourism had provided jobs and employment opportunities during peak season	4.4290	0.73722
	Sports tourism had provided new business opportunities	4.4355	0.71101
	Sports tourism had brought greater economic investment to the community	4.4419	0.72060
	Sports tourism had helped the development of the hospitality industry	4.4290	0.75027
	Sports tourism had increased the downstream business	4.4226	0.74095

Table 2 shows the independent variable which is economic impact with 5 questions. The item "sports tourism had brought greater economic investment to the community" has the highest mean score with 4.43 and a standard deviation of 0.73 while the lowest is item "Sports tourism had provided jobs and employment opportunities at peak season" with a 4.42 mean score and standard deviation of 0.73.

Table 3: Social Impact

Social Impact	Sports tourism had encouraged youth to live a balanced life	4.5677	.65379

	Sports tourism had helped youth in creating many new friends through sports activities	4.6258	.57621
	Sports tourism had improved awareness on the importance of sports to the youth	4.5677	.64381
	Sports tourism had encouraged youth to practice a healthy lifestyle after participating in sports events	4.6258	.59282
	Sports tourism had helping youth in improving their self -skills in sports activities	4.6032	.59718
	Sports tourism had strengthened the spirit of the community, promote local identity and culture	4.5839	.58933

Table 3 shows the independent variable which is social impact with 6 questions. The item "Sports tourism had encouraged youths to practice a healthy lifestyle after participating in sports events" has the highest mean score which was 4.62 and a standard deviation of 0.59 and the lowest is item "Sports tourism had improved an awareness of the importance of sports to the youth" with a mean score of 4.56 and a standard deviation of 0.64.

Table 4: Youth Interest

Youth Interested	I am interested in sports tourism because it gauged my interest in challenging my abilities	4.4581	.70815
	I am interested in sports tourism because it involves using physically skill	4.4677	.72223
	I am interested in sports tourism because its take part in adventurous activities and put myself to the challenge	4.4742	.70892
	I am interested in sports tourism because it builds a good relationship with my family and friends	4.5387	.63612
	I am interested in sports tourism because it builds mental and physical resilience among youth	4.5452	.66554
	I am interested in sports tourism because this sports events can strengthen the spirit of the community, promote local identity and culture among the youth	4.5677	.65379

Table 4 shows the dependent variable which is youth interest with 6 questions. The item "I am interested in sports tourism because this sports event can strengthen the spirit of the community, promote local identity and culture among the youth" has the highest mean score which is 4.56 and a standard deviation of 0.65 and the lowest is item "I am interested in sports

tourism because it gauged my interest in challenging my abilities" with a mean score of 4.45 and a standard deviation of 0.70.

Result of Reliability Analysis

Table 5: Reliability Analysis

Variable	Number of Item	Cronbach Alpha
Economic Impact	5	1.00
Social Impact	6	0.647
Youth Interested	6	0.762

Table 5 shows the results of reliability analysis based on the dependent variable and independent variable. For the economic impact with 5 questions shows the Cronbach Alpha value of 1.00 which ranged as perfect in terms of internal consistency and the Likert scale question was considered more reliable. Next, the question for social impact with 6 questions shows the Cronbach Alpha value of 0.647 which ranged as acceptable in terms of internal consistency and the Likert scale question is considered as reliable and valid. And the last youth interest with 6 questions shows the Cronbach Alpha value of 0.762 which ranged as good in terms of internal consistency and the Likert-Scale questions as reliable and valid.

Result of Pearson Correlation Analysis

Table 6: Pearson Correlation Analysis

Hypothesis	P-Value	R-Value	Results (Supported/Not Supported)
H_1: There is a relationship between the impacts on the economy among youth in Malaysia and their interest	.000	0.762	H_1 is supported
H_2: There is a relationship between the impacts on social among youth in Malaysia and their interest	.000	0.742	H_2 is supported

Table 6 shows the Pearson correlation analysis between the independent variable and the dependent variable for this study. The result shows that there is a strong positive relationship between economic impact and youth interest ($r = 0.762$). The significant value for H1 shows the P value of .000 which is less than the highly significant level of .001. In other words, the following hypothesis is supported. While H2 stated that there is a relationship between the social impact of sports events among the youth in Malaysia and their interest. From the findings, it is shown that the significant value is also less than .001 ($p<.000$). Therefore, H2 is supported.

DISCUSSION AND RECOMMENDATION

Generally, this study has carried out extensive research on the impact of sports events among the youth in Malaysia. The current study will provide some recommendations for youth as well

as future researchers to know the economic and social impact on youth based on the findings of the study.

Moreover, sports tourism had provided jobs and employment opportunities at peak season, sports tourism provided new business opportunities, sports tourism had brought greater economic investment to the community, sports tourism had helped the development of hospitality industry and sports tourism also had increased the downstream business. This is because sports tourism or sports events is one of the factors that can entice the youth to participate in any events held, particularly in a small community in Malaysia. The responsible parties also organize sports events for Malaysian youth of a certain age, such as football, volleyball, and basketball and so on.

The research findings are also important for the progression of future research. As a result, it is suggested that future research analyses more information about sports events among Malaysian youth so that they can recognize the various economic and social effects of sports events, as well as add more demographic information of the respondents such as monthly earnings, ethnicity, favourite sports whether modern sports or traditional sports, and others to obtain different findings from different aspects.

Another recommendation for future researchers is to enhance the method of data collection for this study, specifically in terms of questionnaires distribution. Future researchers can distribute the questionnaires face to face with the respondents rather than through social media platforms such as WhatsApp, Facebook, Instagram, Telegram, and others. This allows researchers to meet their respondents in person while also explaining the purpose of the study in greater detail and clarity.

CONCLUSION

Finally, the purpose of this study is to investigate the impact of sports events on Malaysian youth. To investigate the relationship between the dependent variables, namely the influence of sports events on Malaysian youth, three independent variables were chosen: economic impact, social impact, and interest in sports events. The R-Value between the economic impact and youth interest is 0.762, followed by the social impact with youth interest (r=0.742) which shows that each hypothesis has a strong correlation.

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Factors Affecting Youth Traveller Satisfaction Towards Tourist Attractions in Langkawi Island

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ABSTRACT

Tourist attractions are defined as anything that can attract visitors to visit a tourist destination. A tourist destination is a location with a set of characteristics that contribute to the desires and aspirations of visitors, influencing their pleasure and satisfaction. It comes as a surprise to the tourism industry, which has been dealing with declining in visitors. As a result, the government must restore and rebuild the tourist industry to achieve success. The goal of this research is to investigate the relationship between accommodation, cultural and historical environment, social security, and youth traveller satisfaction and tourist attractions in Langkawi Island. 369 respondents participated in this study which had been conducted via an online survey. There has been little research on the general satisfaction of Langkawi Island visitors based on critical factors for young travellers and little information about island visitors' satisfaction. Finally, to broaden the target demographic of the University Malaysia Kelantan to include another Malaysian university.

Keywords: Tourist, Satisfaction, Visitors, Youth Traveller, Langkawi Island

INTRODUCTION

The tourism industry is growing fast all over the world including Malaysia. Many tourists have chosen Malaysia as a part of their destination to visit. This is proven by the report of Trading Economics; the data show that approximately about 2.8 million tourists visited Malaysia in the past 2014. The numbers show that the number of visitors is increasing from the previous year when it only recorded approximately around 2 million tourists in 2013. The increase in the tourism industry will contribute to the country's revenue. (Jaafar et al., 2017)

Langkawi is the ultimate vacation destination, with sun-drenched beaches and ancient rainforests teeming with exotic plant and animal life. Langkawi Island is well-known throughout the ages. A wide range of tourists came to visit, either with family or with friends. Generally, Langkawi Island has become a popular destination for tourists looking to unwind or escape from reality. Langkawi is also a duty-free destination. It is a popular island destination in the north of peninsular Malaysia (Park et al., 2019). Langkawi is teeming with exciting activities that will become an unforgettable vacation. There are numerous beaches along the main island, as well as some lesser-known beaches on neighbouring smaller islands such as Pantai Cenang, Pantai Tanjung Rhu Pulau Pasir, Pulau Gasin, Pantai Kok, and Pantai Tengah. Pantai Cenang is undoubtedly Langkawi's most popular, vibrant, and exciting beach, with plenty to do, see, and eat along its long stretch. Pantai Cenang hosts a significant number of tourism-related products, such as accommodation, restaurants, entertainment, and attraction facilities. (Jaafar et al., 2017)

Langkawi Island is the most popular tourist destination for both domestic and international visitors. Langkawi Island is a lively tourist destination, with a variety of interesting activities that provide a fun experience. As we can see, the government also provided a plethora of attractions for tourists to visit Malaysia, such as the Chinese New Year Nation Open House, Formula Petronas Grand Prix, Malaysia Water Festival, and so on. This festival can encourage visitors, particularly young travellers, to come to Langkawi not only for

work but also for pleasure. This study aims to investigate factors that affect youth travellers towards tourist attractions in Langkawi Island and what captivates their interest enough to entice them to come. Langkawi has been able to attract multiple-repeat visitors, research on their characteristics and trip behaviours as well as those of the first-timers have escaped the attention of local tourism studies (Wahid et al., 2016). Both the traditional age of the market has been shifted to 15 to 30 plus years and travel with the purpose of studying, doing business, backpacking, and visiting friends were included in this tourism type in many studies (Caber et al., 2020). There are three objectives of this research:

1. To examine the relationship between accommodation and youth traveller satisfaction and tourist attractions in Langkawi Island.
2. To examine the relationship between cultural and historical environment and youth traveller satisfaction and tourist attractions in Langkawi Island.
3. To examine the relationship between social security and youth traveller satisfaction and tourist attractions in Langkawi Island.

LITERATURE REVIEW

Youth Traveller Satisfaction Towards Tourist Attractions

The good experience that travellers have after visiting an area is referred to as traveller pleasure. This is due to the fact that their experiences at the location met or surpassed their expectations. Tourists frequently form preconceived notions about a certain tourist attraction before visiting it. Travellers encounter the destination's tourist offerings, which mostly consist of services and, to a lesser extent; products, while visiting the location, and they create their opinions of the experience based on their pre-travel expectations. When a tourist's experience exceeds their initial expectations, they are said to be satisfied.

There is research that shows that traveller happiness has a major influence on destination loyalty (Xu & Zhang, 2016; Lin & Kuo, 2016; Masa'deh et al., 2017). However, it was discovered in a study by (Yolal et al., 2017) that traveller pleasure acts as a mediator in the link between service quality and destination loyalty. Furthermore, in studies of expectancies, a traveller's happiness works as a mediator in the link between destination attractiveness and destination loyalty.

Traveller satisfaction, according to Chiu et al. (2016), is described as a comparison made by visitors based on their original expectations and perceptions. When a traveller's impression exceeds their prior anticipation, they are satisfied. On the other hand, Xu and Li (2016) argued that travelling motivation happens when visitors have positive evaluations of their trip experience, whereas negative evaluations of their travel experience express unhappiness. As a result, when a youth traveller's experience of a specific tourism site meets their expectations, it expresses their happiness. Increasing traveller contentment is crucial for securing the repetition of visits and creating positive word of mouth about the location.

Tourism perception and experience are important variables in determining satisfaction with tourist destinations. Furthermore, the perceived value of product quality, pricing, emotions, and social aspects are significant for gauging visitor perception. The measurement of visitor perception on any site aids in identifying the strengths and weaknesses of satisfaction-related aspects. Based on the measurement, the appropriate authorities take the required efforts to increase tourist satisfaction (Bhuiyan et al., 2021).

Accommodation

Accommodation is a critical component of being a traveller. Accommodation may be defined as the provision of temporary housing for travellers through continuous tenancy by different persons, with no single person inhabiting a unit. It might be a harmoniously designed and built development, utilised for vacation or recreational reasons, and whether it is under private or public ownership is up to the visitor. Nowadays, the process of looking for accommodations is simple and convenient thanks to the various applications that have already existed, such as Agoda, Airbnb, and Booking.com, among others. It is straightforward and it includes not only

the simplicity of making a reservation for a stay but also greater pricing transparency with no hidden fees and the availability of many payment options. As a result, the hotel tourist industry never stops moving and must continually assess its quality performance in service delivery, as customer happiness may make or break a firm (del Vecchio, Secundo, & Passiante, 2018).

Sangpikul (2018) discovered a connection between travel experience and visitor satisfaction. Furthermore, Valduga et al. (2019) assessed visitor perception and satisfaction with a tourist location by examining a variety of destination qualities such as accommodations and cuisines, attractions, climate and image, products, accessibility, culture, communities, and pricing.

Accommodation may be defined as the provision of temporary housing for travellers through continuous tenancy by a different person, with no single person inhabiting a unit. It might be a harmoniously designed and built development, utilised for vacation or recreational reasons, and whether it is under private or public ownership is up to the visitor. Some choose the accommodation to stay away from the noise, hustle and bustle of town hotels and to have some alone time to relax and rediscover themselves (Thapa & Malini, 2017).

Nowadays, the process of looking for accommodation is simple and convenient, thanks to the various applications that already exist, such as Agoda, Airbnb, and Booking.com, among others. It is straightforward and it includes not only the simplicity of making a reservation for a stay but also greater pricing transparency with no hidden fees and the availability of many payment options. As a result, the hotel tourist industry never stops moving and must continually assess its quality performance in service delivery, as customer happiness may make or break a firm (del Vecchio, Secundo, & Passiante, 2018).

Cultural And Historical

Culture refers to human groups' social behaviour and norms, as well as the information, beliefs, arts, laws, traditions, talents, and habits of the individuals who comprise these civilizations. There are many different sorts of cultures existing now throughout the world. Cultural/heritage tourism plans in diverse nations have one thing in common: they are a key growth sector that may be leveraged to strengthen local culture and help in the seasonal and geographic development of tourism. Culture also refers to historical rituals and practises that people used to do in their lives on special occasions. Generally, people's cultural behaviour is always linked to religion. Youth travellers may discover and experience new cultures on their own to broaden their understanding.

According to Khuong & Nguyen (2017), internal tourist development is heavily reliant on historical and cultural resources. For many Langkawi regions, the exploitation of historical and cultural assets has become one of the most important options for economic, social, and cultural rehabilitation. Objects of historical and cultural heritage generate revenue and have a significant impact on the economic growth of cities. Levelling seasonal variations and giving extra employment opportunities – historical and cultural heritage plays a significant role in the social sphere. Reviving local cultural values, cultivating national creativity, customs – historical and cultural legacy foster cultural upliftment of the local population. Historical and cultural legacy also boosts the attractiveness of the places by encouraging the growth of city services, infrastructure, and cultural organisations. For example, the destination features were classified into four dimensions: cultural/heritage, social, economic, and environmental. Guzel (2017) highlighted some characteristics as pull factors for attracting and pleasing tourists.

The enquiry was identified as six components to assess the performance of destination attributes. These include things like attractions, activities, service and friendliness, local culture, and perceived trip value. The findings revealed that activities, service and hospitality, and amenities all had a major influence in indicating negative sentiments. In contrast, attractions, local culture, and trip value reflect happy sentiments. (Jing and Rashid, 2018). Cultural interaction takes place in the process of interpersonal communication. At the same time, cultural subjects who perceive the content of a specific culture enhance the content of the national culture on the one hand, and also merged on the basis of the content of key cultural

values on the other. During the process of interpersonal communication, as the breadth of relevant material sources about other cultures develops, it becomes feasible to overcome current unfavourable assumptions and biases and contribute to society's reciprocal enrichment of people's spiritual aspects. (Yudina, Uhina, & Bushueva, 2016)

Social Security

To assess visitor satisfaction, the emphasis was placed on safety during tourist transit. In support of this assertion, Manui and Wongsai (2017) researched foreign visitors' perceptions of safety and security when visiting the island. Furthermore, the core of destination qualities aimed to satisfy tourist aspirations and, as a result, assessed visitor satisfaction. Accommodation, accessibility, attractions, eateries, and safety are among the key features.

Tourist destination attribute performance has a considerable impact on their degree of satisfaction. Tourists can be anticipated to be happy if the performance of destination qualities meets standard and is acceptable. On the other hand, if the performance falls short of expectations, tourists will be unsatisfied. Based on previous research, this study concluded that destination qualities are critical in evaluating tourist pleasure. For this study, these features are divided into five categories: lodging, transportation, food and beverages, attractions, and safety (Biswas et al, 2020).

Youth traveller satisfaction may be measured in two ways: overall multi-item and multi-attribute. Xu and Zhang (2016) used an overall satisfaction technique to assess satisfaction. Other researchers, on the other hand, utilised a multi-attribute method to measure visitor satisfaction that included three dimensions: natural destination attractiveness (nature), accessibility and amenities (infrastructure), and activities and history (culture). This study used a multisite satisfaction strategy to collect overall visitor happiness at a certain place, primarily because utilising overall satisfaction with many items might result in a higher variation in explaining overall satisfaction.

According to Aliman et al. (2016), expectations are constantly shifting as consumers become more aware of alternative service providers in the ever-expanding tourist sector. The expectations of a visitor have a direct impact on his thoughts regarding the services (satisfaction). Indeed, it is well accepted among specialists that visitor expectations have a direct impact on perceived value and pleasure. In summary, tourist destination attribute performance has a considerable impact on their degree of satisfaction. Tourists can be anticipated to be happy if the performance of destination qualities meets the standard and is acceptable. On the other hand, if the performance falls short of expectations, tourists will be unsatisfied. Based on previous research, this study concluded that destination qualities are critical in evaluating tourist pleasure. These aspects are classified into five areas for the purpose of this study: housing, transportation, food and beverages, attractions, and safety. (Biswas et al, 2020). The emphasis on safety during tourist transit was used to measure visitor satisfaction. Manui and Wongsai (2017) conducted research on international tourists' perceptions of safety and security when visiting the island to support this claim. Furthermore, as a result, visitor satisfaction was measured. The core of destination qualities was built to suit tourist expectations. Accommodation, accessibility, sights, restaurants, and safety are just several of the attractions.

Research Hypotheses

The literature review highlighted that the independent variables such as accommodation, cultural and historical environment, and social security are affecting youth traveller satisfaction towards tourist attractions in Langkawi Island. Therefore, the study plan to examine the factors that affect these variables. The hypotheses of this study are summarised in the following manner based on the research questions and the literature review that was discussed :

H1   There is a significant relationship between accommodation and youth traveller satisfaction and tourist attractions in Langkawi Island.

H2   There is a significant relationship between cultural and historical environment and youth traveller satisfaction and tourist attractions in Langkawi Island.

H3   There is a significant connection between social security and youth traveller satisfaction and tourist attractions in Langkawi Island.

Research Framework

The research model used for this study is to examine factors affecting youth traveller satisfaction towards tourist attractions in Langkawi Island.
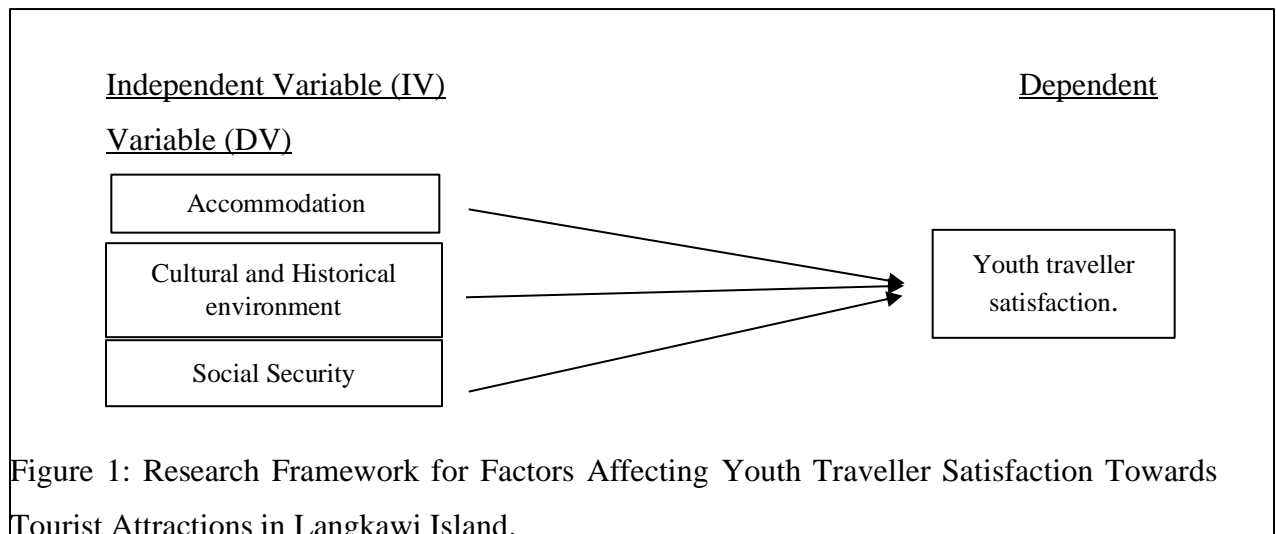

Figure 1: Research Framework for Factors Affecting Youth Traveller Satisfaction Towards Tourist Attractions in Langkawi Island.

METHODOLOGY

Research Design

This study uses the quantitative method where questionnaires were distributed to 369 people. In this research, the target population chosen were the students of University Malaysia Kelantan (City Campus) who were young travellers.

Moreover, the questionnaires were distributed to the population to collect the data which are the households living in the three urban areas in Peninsular Malaysia. The researcher divided the questionnaires into 4 sections which are Section A, B, C and D. For Section A, the questionnaire requests for the general information about the demographics such as gender, age, religion, race, level of education and programmes. For Sections B, C and D, the questions elaborated more on the dependent and independent variables which are (i) accommodation (ii) cultural and historical environment (iii) social security that was examined in the survey. The descriptive research approach is primarily concerned with describing the characteristics of a demographic segment. A descriptive research approach can be utilized for a variety of purposes. These questionnaires used the format of multiple choices and 5-point Likert scales of agreement.

Data Collection

The researchers conducted an online survey via Google Forms. The questionnaires were distributed to University Malaysia Kelantan (Campus Kota) students via social networks like WhatsApp, Facebook, and Instagram. The respondents were University Malaysia Kelantan students between 15-35 years old. The information and data for this study were gathered using primary data.

Sampling

The sampling method used in this study was non-probability sampling which was convenience sampling. The study used this method because the questionnaires were prepared and distributed online or posted them on social media pages to gather information from the respondents. The questionnaires were distributed to the University Malaysia Kelantan (Campus Kota) students through online and social media.

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

n= sample size

N= population size

e = the degree of accuracy expressed as a 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 are four types of data analysis used in this study, namely frequency analysis, descriptive analysis, reliability test and Pearson correlation analysis. The data obtained were analysed using SPSS version 27.

FINDINGS

Demographic Profile of Respondent

Table 1: Frequency Analysis

Characteristics	Categories	Frequency	Percent %
Gender	Male	71	19.2
	Female	298	80.8
Age	15 - 20 Years Old	10	2.7
	21 - 25 Years Old	348	94.3
	26 - 30 Years Old	8	2.2
	31 - 35 Years Old	3	0.8
Religion	Muslim	360	97.6
	Buddhist	3	0.8
	Hindi	2	0.5
	Christian	4	1.1
Race	Malay	356	96.5
	Chinese	4	1.1
	Indian	2	0.5
	Others	7	1.9
Level of Education	SPM	13	3.5
	Diploma	22	6.0
	Degree	332	90.0
	Master	2	0.5
Programme	SAP	170	46.1
	SAH	76	20.6
	SAS	41	11.1
	SAE	4	1.1
	SAL	24	6.5
	SAB	22	6.0
	SAK	23	6.2
	SAA	9	2.4

Table 1 shows that most of the respondents are females, which accounted for 80.8 % of the total sample. Meanwhile, in terms of the respondents' age, 2.7% of them are 15 to 20 years old, 94.3% are 21 to 25 years old, 2.2% are 26 to 30 years old, and 0.8% are 31 to 35 years old. For the religion, Muslims have the biggest number of respondents with 97.6 % followed by Buddhists with 0.8 %, Hindi with 0.5 % and Christians with 1.1 %. In terms of race, the majority are Malay with 96.5%, Chinese with 1.1 %, and Indian with 0.5% and followed by "others" with 1.9%. As for the educational level, out of 369 respondents, 90.0% of the respondents are degree students, 6.0% are diploma students, 3.5% are SPM, and the lowest is for Master's with as little as two replies with 0.5 %. In terms of the programme, 46.1% are in SAP programme, 20.6% are in SAH programme, 11.1 % are in SAS programme, 1.1 % are in SAE programme, 6.5 % are in SAL programme, 6.0 % are in SAB programme, 6.2% are in SAK programme, and 2.4 % are in SAA programme. The statistics are essentially equal to the actual demographic data about the factors affecting youth traveller satisfaction towards tourist attractions in Langkawi Island.

Result of Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Satisfaction towards tourist attractions in Langkawi Island	Tourist destination satisfaction is being attracted to a place by its reputation as a scenic spot and satisfying desire	4.78	.480
	Satisfaction with accommodation in that place will encourage tourists to come	4.79	.459
	Variety of unique cultural and architectural style availability give satisfaction to youth traveller	4.69	.573
	The service providers to youth travellers have provided favourable services during travel	4.68	.566
Accommodation	There is availability of accommodation facilities	4.72	.534
	Improving the accommodation quality of services will provide guaranteed security and quality of tourism	4.78	.496
	Better accommodation facilities help tourists enjoy maximum satisfaction	4.75	.507
	The hotel/motel company provides prompt, reliable, and friendly service	4.66	.587
Cultural and Historical Environment	History and cultural environment are the strongest incentive tourism satisfaction	4.64	.624
	Objects of cultural and historical heritage are an important asset	4.67	.588
	Tourism provides funding to preserve and conserve cultural heritage and opens the door for cultural sharing and learning	4.64	.615
	The culture that exists and experiences to improve the knowledge	4.73	.560

Social Security	There is the availability of social security	4.63	.603
	Social security will give youth travellers feel safe when visiting tourist destinations in the daytime	4.69	.565
	Using public transport for visiting give more secure to youth tourist	4.57	.700
	Feel safe when I stay in accommodation at the tourist destination	4.62	.655

The number of respondents, mean, and standard deviation of the dependent variable (DV), Satisfaction Towards Tourist Attractions in Langkawi Island, are shown in Table 2. The highest mean score is 4.79, which is 'satisfaction with accommodation to that place will encourage tourists to come,' and it is followed by 4.78, which is 'tourist destination satisfaction is being attracted to a place by its reputation as a scenic spot and satisfying desire.' The third mean score, 4.69, is for 'variety of unique cultural and architectural style availability give satisfaction to youth traveller.' Finally, 4.68 indicates that 'the service providers to youth travellers have provided favourable services during travel.'

Table 2 displays the number of respondents, mean, and standard deviation for the first independent variable (IV), accommodation. The highest mean score for this independent variable (IV) is 4.78, which means that 'improving the accommodation quality of services will provide guaranteed security and quality of tourism.' It is then followed by 'better accommodation facilities help tourist enjoy maximum satisfaction,' which is 4.75, 'there is the availability of accommodation facilities,' which is 4.72, and 'the hotel/motel company provides prompt, reliable, and friendly service,' which is 4.66.

The number of respondents, mean, and standard deviation of the cultural and historical environment, which is the second independent variable (IV), are shown in Table 2. Respondents agreed that 'the culture that exists and experiences to improve the knowledge' got the highest mean score of 4.73. The second highest mean score is 4.67, that is for 'objects of cultural and historical heritage are an important asset'. Followed by 'history and cultural environment is the strongest incentive tourism satisfaction' and 'tourism provides funding to preserve and conserve cultural heritage and opens the door for cultural sharing and learning,' both of which share the same mean score of 4.64.

The number of respondents, mean, and standard deviation of the last independent variable (IV), social security, are shown in Table 2. There are 369 participants in this research. The highest mean score is 4.69, indicating that most respondents felt that 'social security will give youth travellers feel safe when visiting tourist destinations in the daytime.' The second highest mean score is 4.63 for 'there is the availability of social security.' The third highest mean score is 4.62 for 'feel safe when I stay in accommodation at the tourist destination.' Meanwhile, the lowest mean is 4.57, indicating that respondents felt that 'using public transport for visiting give more secure to youth tourist.'

Result of Reliability Analysis

Table 4 below shows the result of reliability analysis

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Satisfaction	4	0.888

Accommodation	4	0.890
Cultural	4	0.896
Social Security	4	0.910

Table 3 shows the result of reliability coefficient alpha based on each independent variable and dependent variable. The first independent variable which is satisfaction with 5 questions that show the Cronbach's Alpha value of 0.888 which range as good in term of the internal consistency and Likert-Scale question is considered as more reliable.

The second independent variable which is accommodation with 5 questions is used to test the reliability and validity. The Cronbach's Alpha result is 0.890 which ranges as good therefore the Likert-Scale question is considered as more reliable.

The third independent variable which is cultural with 5 questions is used to test the reliability and validity. The Cronbach's Alpha result is 0.896 which range as good in terms of internal consistency and the coefficient that is obtained in the Likert-Scale question is considered as more reliable.

Lastly in measuring the dependent variable, 5 questions about security were used to test the reliability and validity. The Cronbach's Alpha result is 0.910 which range as good and the Likert-Scale question is considered as more reliable.

Result of Pearson Correlation Analysis

Table 4 below shows the Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypotheses	P-Value	Result (Supported/Not Supported)
H_1: There is a significant relationship between accommodation and youth traveller satisfaction towards tourist attractions in Langkawi Island.	0.810	H_1 is supported
H_2: There is a significant relationship between cultural and historical environment and youth traveller satisfaction towards tourist attractions in Langkawi Island.	0.774	H_2 is supported
H_3: There is a significant connection between social security and youth traveller satisfaction towards tourist attractions in Langkawi Island.	0.720	H3 is supported

Table 4 shows the relationship between the dependent variable which is satisfaction and tourist attractions in Langkawi Island and the independent variable which are accommodation, cultural, and historical environment and social security based on previous research.

DISCUSSION AND RECOMMENDATION

Throughout the research, a valuable and meaningful journey to completion has been experienced. Nonetheless, numerous obstacles must be addressed for the research process to move forward successfully. The first constraint was that some respondents were unwilling to complete the questionnaire. To contact the intended respondents, the researchers were experiencing problems recruiting respondents. As a result, gathering a big number of respondents was quite challenging. Furthermore, the respondents' target group is University Malaysia Kelantan (City Campus) students, and most of them chose not to answer the questionnaires due to their demanding class schedules.

The first recommendation was made based on the outcomes of a qualitative inquiry. This is due to some respondents lacking the essential knowledge to complete the survey. Some of them like the interview process. Several respondents were also unable to read the questionnaires.

The third piece of advice is to broaden University Malaysia Kelantan's target demography to include other universities in Malaysia. This will simplify data gathering for academics and increase the amount of sample data. Respondents must also provide information or criticism regarding a specific occurrence.

CONCLUSION

The primary goal of this study is to identify the factors that affect youth traveller satisfaction towards tourist attractions in Langkawi Island. Accommodation, cultural and historical environment, and social security are the elements (independent variables) that have an influence on youth traveller satisfaction in Langkawi Island (dependent variables). Pearson Correlation Coefficient was used to analyse the independent and dependent variables. It demonstrated that the dependent variable was impacted by the independent factors. The association between service accommodation, cultural and historical environment, social security, and youth traveller satisfaction was then shown to be quite significant. In conclusion, the findings of this study demonstrated a link between accommodation, cultural and historical environment, social security, and satisfaction and tourist attractions in Langkawi Island.

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Understanding Tourism Impact Towards Natural Environment Case in Sedim River

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ABSTRACT

The natural environment includes all living and non-living things that occur naturally. Environmental pollution is the unwarranted discharge of mass or energy into the earth's natural resource pool, such as water, land, or air, which causes long- or short-term harm to the atmosphere and its ecological health, negatively impacting living beings and their lives quantitatively and qualitatively. Tourism activities will have a negative impact on the environment. This is because, deforestation to open up tourist areas such as building chalets, roads, recreational parks have resulted in the extinction of various valuable trees found along the river. Quantitative methods were selected to facilitate research and study of the environmental impact of tourism. Quantitative approaches help gather data from respondents by collecting data through survey questions and Google Forms. This study focused on natural environment in Sedim River, Kedah, Malaysia. Sewage from the chalets dumped into the river has polluted the river water as well as destroyed the river habitat.
Keywords: Natural Environment, Negative Impact, Tourism Activities, Pollution.

INTRODUCTION

Ecotourism is presently characterized as "responsible travel to characteristic ranges that preserves the environment, maintains the well-being of the neighbourhood individuals, and includes elucidation and education" (TIES, 2015). Its reason may be to teach the voyager, to supply reserves for biological preservation, to specifically advantage the financial improvement and political strengthening of neighbourhood communities, or to cultivate regard for diverse societies and for human rights. Ecotourism too can be characterized as "environmentally economical tourism with a fundamental centre on encountering characteristic locales that improve natural and social mindfulness, appreciation and preservations," according to the Australian National Ecotourism Association.

Sedim river where Tree Top Walk is located is about 33 KM from Kulim town. Visitors who want to come here can drive through the Kulim Hi-Tech Road along the road to Mahang or through the BKE highway (Butterworth Kulim Expressway). The location of Sedim river is also close to Bukit Hijau Waterfall Recreation Park, Baling. The development of ecotourism activities such as the construction of chalets, home stays, picnic recreation, kayaking, and the proper disposal of solid waste in the area will affect the quality of the Sedim River. The findings show that the Water Quality Index (WQI) value of the Sedim river is in Class I and II, with WQI = 92.3 as the average safe value for raw water supply, suitable for fish farming and water activities such as rafting and kayaking. This shows the unpolluted and clean water status of the Sedim River allows ecotourism activities to go further and at the same time can attract foreign tourists to come. Although, the management needs to take more accurate water measurements and plan any development activities that will be carried out in the future to maintain the status of clean water quality of Sedim river.

This study aims to investigate the understanding of tourism impact towards natural environment in Sedim river and how polluted environment was caused by tourism activities. There are two objectives of this research:

1. To investigate the relationship between tourism activities and the impact towards nature at Sedim river.
2. To investigate the cause of water quality changes based on ecotourism activities at Sedim river.

SIGNIFICANCE OF THE STUDY

Tourism and environmental activities are interrelated elements. Tourism activities among local tourists are more focused on domestic travel, namely domestic tourism. People who are mostly stressed with their daily routine, choose to enjoy a short vacation (Jayakali & Fauziah, 2017) Aside from that, the findings of this study will provide information to help visitors become more environmentally conscious. Practically, water is obviously a resource with incalculable environmental importance. Tourism provides a wealth of opportunities for individuals to learn and experience the natural environment first hand.

Researcher

This study will help the researchers assist tourism in ensuring higher water quality and better protection of natural resources. Other titles for adventure and ecotourism include adventure recreation, cultural/heritage tourism, green travel, multi-sport adventures, nature travel, outdoor recreation, and responsible tourism, which may cause more confusion for some. (Untamed Path, 2015). This study aims to provide new researchers with clearer information and to address the full existence of information. This research also provides future studies with new resources, knowledge, and the most up-to-date information on the factors that may affect accumulation.

Authorities

This research aims to provide more detailed information to the authorities about the negative impact happening in Sedim river. This research would provide authorities with information on how to deal with the negative effects of tourism activities in Sedim river. For example, the government can start to take further actions. Other than that, campaigns, programmes, and other initiatives to raise public awareness.

LITERATURE REVIEW
Definition of environmental Impact of Tourism

The term "natural environment" refers to the non-human-made surroundings and conditions that all living and non-living things on earth exist in. The natural environment differs from the 'built environment,' which refers to areas that have been fundamentally transformed and influenced by human activity, such as cities, towns, and infrastructure. It can put a huge strain on an area, causing soil erosion, increased pollution, discharges into the sea, natural habitat loss, increased pressure on endangered species, and increased vulnerability to forest fires. Construction of hotels, recreation centres, and other facilities frequently results in increased sewage pollution. Sewage pollution can endanger both human and animal health.

Tourism activities and the impact towards nature at Sedim river.

Ecotourism activities are tourism that preserve the sustainability of nature, as well as provide various facilities in the area (Santarem et al., 2020). The development of ecotourism activities positively provides long-term benefits to the local community (Bansil et al., 2015). However, these tourism activities will have a negative impact on the environment. This is because, deforestation to open up tourist areas such as building chalets, roads, recreational parks have resulted in the extinction of various valuable trees found along the river. The extinction will be detrimental to our country as the trees are hard -to -find species. The source of polluted river water is also due to garbage dumping by tourists staying in chalets near the river. The construction of chalets near the river caused the river to be polluted with erosive materials. Sewage from the chalets dumped into the river has polluted the river water as well as destroyed the river habitat.

Research hypothesis

Based on the literature reviewed, the hypotheses of this study are summarised as follows:
H1: There is relationship between tourism activities and the impact towards nature at Sedim river.

H2: There is relationship between the cause of water quality changes based on ecotourism activities at Sedim river.

Research Framework
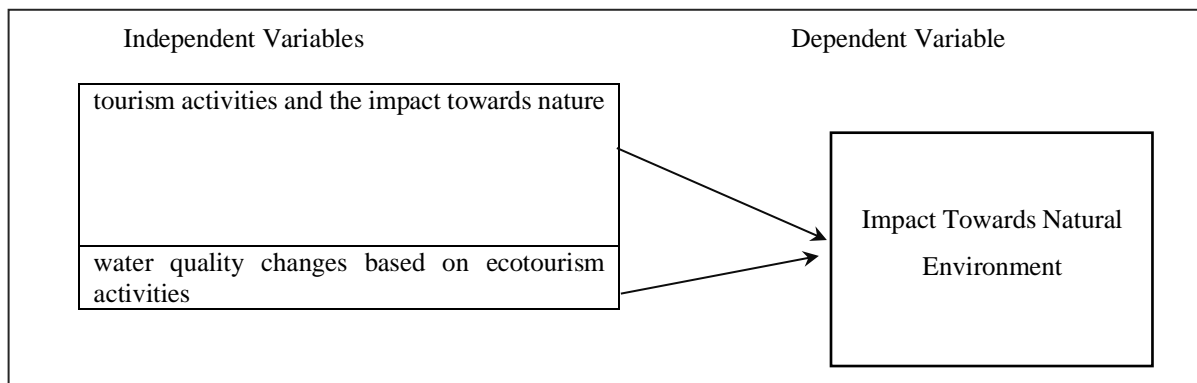Figure 1 below shows the research framework used for this study

Figure 1: Research Framework

METHODOLOGY
Research Design
This study took a quantitative approach. A questionnaire was used to conduct a survey in this study. This study's sample is made up of tourists who visited Sedim River. Through surveys and questionnaires, tourists representing tourist satisfaction in Sedim River expressed their opinions about their travel satisfaction. Surveys and questionnaires are used as research instruments to employ quantitative and descriptive approaches.

Qualitative research entails gathering and analysing non-numerical data in order to better understand concepts, opinions, or experiences. It can be used to gain in-depth insights into a problem or to generate new research ideas. The opposite of quantitative research is qualitative research, which involves collecting and analysing numerical data for statistical analysis.

Cross-sectional studies are observational in nature and are classified as descriptive research rather than causal or relational research, which means they cannot be used to determine the cause of something, such as a disease. Researchers collect information from a population, but they do not manipulate variables. Descriptive studies can involve a single interaction with a group of people (cross-sectional study) or a study that follows individuals over time (longitudinal study). Surveys or interviews may be used to collect information for descriptive studies in which the researcher interacts with the participant. Observational studies of people in an environment and studies involving data collection using existing records are examples of descriptive studies in which the researcher does not interact with the participant.

Data Collection
For this study, the researchers used a data collection questionnaire based on the primary data collection method, and the preceding research was called secondary data collection. Primary data sources are the original sources from which researchers directly collect data for specific research purposes. Basic data can be collected in a number of ways. This technical study will be developed using quantitative research. The main purpose of quantitative research is to test hypotheses, study cause and effect, and make predictions (Apuke, 2017,). The respondent who came to Sedim River is allocated using a quantitative sampling method. Researchers use a preliminary questionnaire in which respondents are free to answer.

Sampling

The sampling method used in this study was the convenient sampling. This method was used in the study because questionnaires were prepared and distributed online or posted to social media pages to collect information from respondents. The questionnaire was distributed to those who had previously visited the Sedim River. Convenient sampling allows you to use the first available primary data source with no additional requirements. This strategic process was chosen to avoid several reasons due to sampling bias, including the inability to conduct face-to-face interviews due to the COVID-19 pandemic, and researchers should follow the outline of the SOP procedure for interviewing respondents. This study will focus on quantitative sampling, and representativeness is important to reveal key characteristics of sample size. Quantitative sampling used in research is designed to minimize or control sampling bias.

Data Analysis
The researchers performed some exercises, which are coding the data, and records the data. Aside from that, the mean, standard deviation, and other descriptive statistical tools were used by the researchers to describe the main characteristics of the sample. SPSS version 20.0 was used by the researchers in this study. The stability of measurement instruments was estimated using reliability analysis. Data analysis necessitates complex decision-making, and documenting one's thought process can be extremely beneficial not only to the researchers but also to the reader after the study is completed.

FINDINGS
Result of Frequency Analysis
Table 1: Frequency Analysis

Characteristic		Frequency	Percentage (%)
Age			
18-21		19	12.7
22-25		116	77.3
26-29		13	8.7
30 above		2	1.3

Gender			
Male		84	56.0
Female		66	44.0
Race			
Malay		106	70.7
Chinese		26	17.3
Indian		18	12.0
Religion			
Islam		106	70.7
Hindu		43	28.7
Christian		1	0.7

Nationality			
Bumiputera		150	100
Marital Status			
Single		138	92
Married		12	8.0
Educational level			
Master & PhD		4	2.7
Degree		114	76
Diploma		32	21.3

Result of Descriptive Analysis

This study has analysed the mean and standard deviation for section C of the questionnaires.

Table 2: Descriptive Analysis

Variables	Item	Mean	Std. Deviation
	The development of tourism activities has reduced the quality of the natural environment	2.12	0.448
Hygiene	Tourism development degrades water quality	2.27	0.539
	The cleanliness and hygiene of the Sedim River are deteriorating as a result of tourism activities	2.27	0.578
Water polluted	Ecotourism activities pollute the environment with waste water. (Such as air-conditioning water)	2.30	0.588
	There is not any on-site water treatment at Sedim River	2.24	0.552
	Ecotourism activities did not restrict water use	2.24	0.648
	Ecotourism activities gave negative effect towards water quality at Sedim River.	2.23	0.615
Environment	[Food waste from tourist polluted the river	2.34	0.674
	Ecotourism will degrade the natural area's clean environment	2.23	0.615
	Overall ecotourism activities are the cause of	2.19	0.548

	water quality at Sedim River decrease		

Result of Reliability Analysis

Table 3: Reliability Analysis

Variable	Number of items	Cronbach Alpha
Hygiene	3	0.585
Water Polluted	2	0.402
Environment	5	0.751

Cronbach Alpha value of the hygiene question given was 0.585. Suggesting that the internal consistency is good. (3 item; α= 0.585). The alpha coefficient for polluted water questions given is 0.402, indicating the item has good reliability. (2 item; α= 0.402). Cronbach Alpha value for the environment question given was 0.751, which is the internal consistency for 0.751 is acceptable. (5 item; α= 0.751).

Result of Pearson Correlation Analysis

When a researcher has two quantitative variables, Pearson correlation analysis to see if there is a linear relationship between them. According to the study hypothesis, scores influence the other way around. The Pearson correlation technique is used when the data has a linear connection.

Table 4: Source Hinkle, Wiersma and Jurs (2003)

COFFICIENT RANGE (R)	STRENGHT OF CORRELATION
0.9 to 1.0/ -0.9 to -1.0	Very High
0.7 to 0.9/ -0.7 to -0.9	High
0.5 to 0.7/ -0.5 to -0.7	Moderate
0.3 to 0.5/ -0.3 to -0.5	Low
0.0 to 0.3/ -0.0 to -0.3	Little, if any

DISCUSSION AND RECOMMENDATION

This suggestion is meant to provide information that will help future research better. This proposal can also help other researchers attain the study's goal by providing direction and purpose.

To begin, the vocabulary or words utilised in the questions should be straightforward. This is because the researcher discovered that a tiny fraction of respondents did not grasp the question and hence opted not to respond or responded without responding to the questionnaire.

Additionally, distribute questionnaires verbally or face-to-face to collect responses. This is also better when the researcher can persuade respondents to provide personal information and skills in order to complete the questionnaire without fear of their data being disclosed.

CONCLUSION

In the conclusion, this research has discovered the tourism impacts towards nature in Sedim river. Three variables have been chosen to examine their relationship with the impact towards nature in Sedim river. SPSS version 20.0 was used by the researchers in this study. A total of 150 respondents from the age 18 years old to 30 years old above were selected from people who have visited Sedim river to know their understanding of tourism impact towards natural environment at Sedim river.

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Understanding the Tourist's Perception of Sabah as a Safe and Secure Tourism Destination in Sabah

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ABSTRACT

Safety and security refer to the protection of tourists' lives, health, physical, psychological, and economic well-being. Sabah is one of the fastest developing tourist attractions in Malaysia, with both foreign and local visitors. Although the image of a location influences a traveller's choice, there are various elements that impact a traveller's decision regarding which destination to visit after a recent catastrophe. Therefore, this study empirically measures the travel experience of domestic tourists, the experience of travelling in the sea of Sabah, and the previous experience of tourists in Sabah. The data for the study was collected through a survey from 257 respondents, all of which were tourist. Data were analysed by descriptive analysis, frequency, and inferential analysis through SPSS version 26.0. The results of the Pearson correlation demonstrate a link between the travel experience of domestic tourists, the experience of traveling in the sea of Sabah, the previous experience of tourists, and tourist perception. The findings indicated that the experience of traveling had the greatest influence on tourists' perception of Sabah as a safe and secure tourism destination in Sabah.

Keywords: Safety, Security, Tourist, Perception, Sabah

INTRODUCTION

Tourism is the act and process of spending time away from home in search of pleasure, relaxation, and leisure while employing commercial services. Tourism is a product of contemporary social structures, dating back to the 17th century in Western Europe, but it also has Classical antiquity roots (Zielinski et al., 2018). Moreover, tourism is a favourable economic activity in many developed and developing countries due to its potential as an economic and social development catalyst. Countries' contributions can be properly recognised if adequate financial and information resources are provided to remote or rural areas in order to promote and embrace tourist development engagement. The safety and security of tourism sites are influenced by both internal and external influences. Internal factors are tour operators and visitors, whereas external elements are societal/cultural, political, environmental, economic, and technological challenges

Next, in general, safety is the feeling of being shielded from potentially harmful elements. It's also important to mention that a person who is in control of the risk factors has a sense of security. According to the World Tourism Organization, the word "safety and security" refers to the protection of tourists' lives, health, physical, psychological, and economic well-being (WTO). Tourists will be more willing to visit a place if they are assured of a high level of safety. Referring to (Dincer et al 2016), he had mentioned that security is an important aspect when it comes to choosing a hotel. This is because the hotel is a holiday accommodation and safety from every angle should be a priority.

Sabah is one of Malaysia's thirteen states, positioned on the north-eastern part of Borneo, the world's third biggest island. The three nations that border Sabah are Brunei, Indonesia, and the Philippines. Sabah's coastline is bounded by the South China Sea to the west, the Sulu Sea to the northeast, and the Celebes Sea to the east. Since 1998, Sabah has faced safety and security issues such as kidnappings and homicides, resulting in a fall in tourist

numbers. This study aims is to investigate tourists' perception of Sabah as a safe and secure tourism destination in Sabah. There were three objectives of this research:

1. To investigate the travel experience of domestic tourists has a significant negative impact on the perceptions of tourists to Sabah.

2. To identify the experience of traveling in the sea of Sabah has a negative impact on the perception of tourists to Sabah.

3. To identify the previous experience of tourists with the risk of having an impact on the perception of tourists to Sabah.

Significance of the Study

Researcher
This study will help new researchers research or collect data related to the topic because it is simple and easy to understand for future research. This study can also help them to investigate further the perception of tourists towards Sabah who have visited Sabah as a safe and secure tourist destination in Sabah.

Tourism Safety Knowledge Body
The importance of this study is to provide a broad understanding on the perception of tourists toward Sabah as a safe and secure tourist destination. It is also related to the safety and security of Covid-19 for the tourism industry in Malaysia. In addition, this study will be able to attract tourists to visit Sabah from a clear perspective and gain knowledge about the tourism industry in Sabah.

To Future Tourists
This survey can also expand the information on tourists because this exam is filled as a rule for prospective tourists to see how their perception of safe and secure tourist destinations in Sabah. This investigation allows useful and clear data to give a positive view to tourists who will visit Sabah as a safe state to visit.

LITERATURE REVIEW

The Travel Experience of Domestic Tourist has a Negative Impact on the Perception of Tourists to Sabah
The kidnapping incident in a tourist area in Sabah has tarnished the name of the tourist area and caused the rate of international tourist arrivals to Sabah to decline. In 2014, a Chinese tourist and a resort employee were abducted by armed men at Singamata Reef Resort. The Chinese woman tourist was identified as Gao Huayun who is in her 20s from Shanghai while the hotel's female employee is from the Philippines. This has had a negative impact on the tourism sector especially tourists from China according to Astro Awani news report on April 30, 2019.

The experience of domestic tourists but also locals were abducted because the kidnappers wanted a ransom. The experience of domestic tourists facing health threats has a significant negative impact on the perception of tourists to Sabah, namely the epidemic of diseases that almost the whole world is shaken by the COVID-19 epidemic. According to Chief Minister Datuk Haji Noor, the Covid-19 pandemic has severely affected the tourism sector based on Izwan Abdullah's report in My Metro, 15 Jan 2022. He hopes with the reopening of the country's borders to international visitors in the near future, many tourists from China will return to visit Sabah. The emergence of the COVID-19 epidemic has paralyzed almost all sectors, especially the tourism industry. Losses include job losses and cancellation of bookings for tourism products such as hotels and travel packages nationwide.

The Experience of Traveling in the Sea of Sabah has a Negative Impact on the Perception of Tourists to Sabah

Risk is a highly subjective term that changes over time and geographically. There are four types of dangers in tourism. Among them are absolute risk, actual risk, desired risk, and perceived risk (Syed Jaafar, 2022). This study merely looked at the negative impact as visitors only faced the dangers associated with them. Differences in risk perception and travel decision making require additional examination. Based on the perceptions of tourists recorded by researchers, several types of travel-specific risks have been identified. Among them are crime, disease, physical, equipment failure, weather, cultural barriers, and political crisis (Williams & Balaz, 2015). There is no final word on the dangers encountered as researchers have revised the risk classification from time to time to better identify changes in the external context of tourism.

Terrorism and political unrest in one location might have an impact on the tourist business in the region and neighbouring nations. Identify four categories of security crises that are harmful to the sector, for example terrorism, war, and civil/political upheaval. Given the recent abductions and unrest on Sabah's east coast, the corresponding travel prohibitions, and the inconsistent risk perception visitors have towards Sabah, timely research to evaluate the negative impact tourists' risk perception is required. To the best of researcher knowledge, only one research in Malaysia has looked into visitors' perceptions of risk on rural islands and coastal areas.

Previous Experience of Tourists with the Risk of having a Significant Impact on the Perception of Tourists
A destination picture, according to Baloglu and McCleary, is an individual's mental representation of global information, sentiments, and perceptions about a destination. According to Zhang et al., researchers frequently utilize two types of pictures: cognitive and effective images. Affective photos, on the other hand, are based on emotional experiences such as travellers' delight and enthusiasm (Amran Harun et al. 2018). The idea of political instability is defined by Sönmez and Graefe by 2003 as a chance to care in politics about the turmoil of the country visited. In his year of service, Hamzah Rahmat, president of the Malaysian Tourism & Travel Association Agent, stated that political uncertainty had an impact on visitor arrivals. According to Malaysian Tourism Statistics, visitor arrivals in 2015 were 610,000 lower than in 2014 (Supani, I. D., Hamid, Z. A. 2020).

Criminality in Sabah has had a severe impact on the tourism business, as evidenced by a series of foreigner kidnappings and crimes on the east coast of Sabah in 2014. Besides that, physical risk, according to Sönmez and Graefe in 2013 is defined as the possibility of physical harm or injuries that affect one's health, such as accidents. Natural disasters are another form of physical danger that might influence visitors' risk perceptions of destination selections. Natural catastrophes, according to previous studies, have a significant influence on the tourist business. The tragedy of the earthquake that killed 18 climbers at the top of Mount Kinabalu, with a magnitude of 5.9, affecting people's perceptions of safety and danger in Sabah (Supani, I. D., Hamid, A. 2020).

Tourist Perception of Sabah as a Safe and Secure Tourism Destination
The meanings of safety and security are found to be similar and interchangeably used with the terms "risk" and "crisis", they are used to represent equal concerns (Pennington-Gray & Schroeder, Cui et al., 2016). The true meaning of Safety and Security is obtained in relation to risk (Korstanje, 2011; Yang and Nair, 2014). Tourism industry stakeholders must pay more attention to areas for visitors for safety and security. Human and environmental activities in tourist areas, such as theft and fraud, contribute to this severe danger (Nagaj & Uromskaite, 2020). It is a critical factor that must be managed, whether in terms of safety to humans or the environment.

The image of a safe and secure tourist location will emerge as a deciding element in convincing potential visitors to visit the tourism destination of their choice. Some risks, tragedies, and crises exist not just on a global scale, but also on a regional scale. Understanding

visitor impressions is critical since tourists are required for a successful tourism location (Kuilis, 2018).

Research Hypothesis

The hypothesis for this study is presented in the following research, based on the literature review that was conducted and the research question. The research is based on travel experience of domestic tourists, experience of travelling in the sea of Sabah, and previous experiences of tourists that impact the knowledge of the safety and security issues in Sabah's tourism destinations in the following manner:

H1 - There is a significant relationship between the travel experience of domestic
        tourists that has a negative impact on the perception of tourists to Sabah.
H2 - There is a significant relationship between the experience of travelling in the sea
        of Sabah has a negative impact on the perception of tourists to Sabah.
H3 - There is a significant relationship between the previous experience of tourists
        with the risk of having an impact on the perception of tourists to Sabah.

Research Framework
The Figure 1 below shows the research framework use for this study.
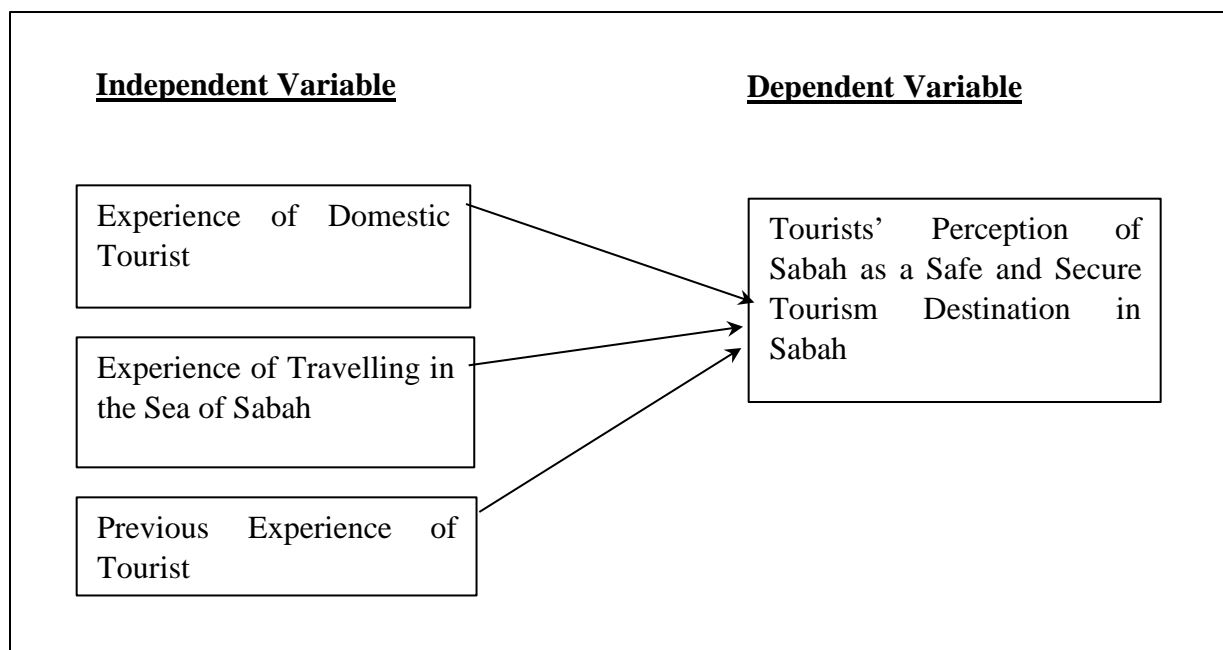
Figure 1: Conceptual Framework

METHODOLOGY

Research Design

Review the overall approach to conducting research that outlines a clear and logical plan. It is to address the stated research questions in terms of data collection, interpretation, analysis, and discussion. It is referred to as research design. The study design will assist the researcher in the development of an acceptable research methodology for the topic matter and the creation of a successful study.

This study design is divided into two types namely quantitative and qualitative. For example, like the process of collecting, analysing and interpreting non-numerical data, it is

known as qualitative research. Qualitative research can be used to study how a person subjectively views and interprets their social environment. It refers to non-numerical data, such as text, video, pictures or audio recordings, referred to as qualitative data.

In addition, such information can be gathered through diaries or in-depth interviews. Then analysed using basic theory or thematic analysis. Quantitative research is the process of collecting and analysing numerical data. It can be used to find patterns and averages, make predictions, evaluate cause and effect relationships from larger groups. Quantitative research is qualitative research that requires the collection and analysis of non-numerical materials including text, video and audio. Therefore, quantitative studies will be used in this study. This numerical form is also known as the quantitative form.

Data Collection

Data collection methods are important for the researcher's methodology. Analytical approach determines how the info is employed and what conclusions is also drawn from it (Paradis, E. et al., 2016). In research study, there is a spread of knowledge collection methods. The information for this study was gathered from primary sources. Primary data, consistent with Surbhi S (2020), is data or first-hand data that was developed for the primary time by the researcher using his or her own effort and knowledge, specifically to resolve his or her study issue. Because primary data collection is completed by the organisation or agency itself, it's quite expensive because it requires resources like money and other personnel. The knowledge collected is under the investigator's immediate supervision and control. Data is often collected by surveys, observations, physical tests, postal questionnaires, questionnaires filled out and distributed by enumerators, personal interviews, telephone interviews, focus groups, case studies, and other methods.

A questionnaire that was used in this research was created using Google Forms. The questionnaire is applied to collect information on dependent variables that is perception on tourist. There are three independent variables, which are travel experience of domestic tourists, experience of travelling in the sea of Sabah, and previous experience of tourists. Questionnaires are distributed online and collect data between safe and secure tourism destinations in Sabah. The survey was conducted online because of the current issue in Malaysia which is Coronavirus (Covid-19).

Sampling

In this analysis, the researcher chooses probability sampling to be used in this study. Sampling probability, which is simple random sampling, implies that the samples are equally probable in each case of the population. The fundamentals for other more complicated sampling approaches are simple random sampling. If a researcher wants to perform this sample, the researcher first needs to know the to produce a comprehensive or sampling list of all the representatives of the population concerned. For this research, the sample is a population of all tourists who visited Sabah. The district was used to represent the general population of the safety and security issues at tourism destinations in Sabah.

Data Analysis

This researcher applied quantitative methods to gather and collect data. To obtain and collect data, this researcher used a quantitative method. In this study, the researcher checked the statistical data analysis using the Statistical Analysis for the Social Science (SPSS) version. SPSS is a programme-based window for data entry and analysis that allows you to construct tables and pie charts. Data analysis will be collected according to literature review. Variables and other materials were used as a reference for the study base when producing this study proposal. To collect data, an online survey was employed, which included variables, sorts of respondents, and liking scale surveys.

Respondents were between the ages of 18 and above, and the opinion poll took approximately 3 minutes to complete. Tourist perceptions of safety and security concerns at Sabah tourism destinations are examples of questions to be answered. Following that, the data will be coded into numerical values and placed into the Statistical Analysis for the Social Sciences (SPSS) programme. This method allows for greater flexibility and the exploration of the complexities surrounding perceptions tourists of the safe and secure a tourism destination at a tourist site in Sabah.

FINDINGS
Result of Demographic Analysis
Table 1: Demographic Analysis

Characteristic	Frequency	Percentage
Gender		
Male	119	46.3
Female	138	53.7
Age		
18-23	138	53.7
24-30	81	31.5
Above 31	38	14.8
Tourists have travelled to Sabah		
Once	98	38.1
2-3 times	65	25.3
More than 3 times	94	36.6

The frequency of male respondents is 119 respondents, while the frequency of female respondents is 138 respondents. The highest of the respondents is female. The results show the percentage of respondents by gender is 46.3% for male and 53.7% for female.

The respondents were also categorized by age that consisted of 18-23 years old with138 respondents, 24-30 years old with 81 respondents, and above 31 years old with 38 respondents. Subsequently, it shows the percentage of respondents by age which are 18-23 years old (53.7%), 24-30 years old (31.5%), and above 31 years at 14.8%

Lastly, the total frequency of tourists who have been to Sabah were 257 respondents. Table 2 below shows that 38.1% of the respondents have travelled to Sabah once, then followed by respondents who have travelled 2-3 times which is 25.3%, and 36.6% respondents who have travelled more than 3 times.

Result of Descriptive Analysis
Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Travel Experience of Domestic Tourist	I feel that tourist destinations in Sabah are not safe because of the high crime rate.	2.41	1.104
	I feel that tourist destinations in Sabah are not safe because natural disasters often occur.	2.38	1.080

	I feel that tourist destinations in Sabah are not safe due to the presence of infectious diseases.	2.45	1.148
	I feel that tourist destinations in Sabah are not safe because the hospital is far from the tourist destination.	2.86	1.035
	I feel tourist destinations in Sabah are unsafe because of the increase from the Covid-19 virus.	2.58	1.200
Experience of Travelling in the Sea of Sabah	I am satisfied with the safety and security (crime/ terrorism/ kidnapping) of tourists in Sabah.	3.83	1.105
	I am satisfied traveling in the state of Sabah.	4.30	0.921
	Covid 19 is one of the critical elements that impact tourist safety and security.	3.84	1.038
	I think Sabah is a safe place to travel.	3.96	0.884
	I suggest Sabah to improve tourist safety and security.	4.32	1.017
Previous Experience of Tourist	My desire to travel to Sabah is less due to the terrorist threat.	2.41	1.073
	I feel less willing to travel to Sabah due to the pandemic (Covid 19).	2.74	1.216
	I feel less prepared to travel to Sabah due to natural disasters.	2.37	1.135
	I feel less willing to travel to Sabah because of crime.	2.45	1.141
Perception on Tourist	What is your perception on the aspects of security and safety before going on holiday to Sabah?	3.99	1.157
	Before going on holiday to Sabah, are you worried about the level of security and security there. Which part do you feel unsafe?	3.36	1.158
	While on holiday to Sabah, are you worried about the level of security and security there. Which part do you feel unsafe?	3.36	1.145
	After doing a holiday in Sabah, are you worried about the level safety security and guarantee there. Which part do you feel is not safe?	3.26	1.188

The mean and standard deviation analysis of respondent on the independent variable which is travel experience of domestic tourist. There are five items measured using the Likert-scale. Based on the study, the highest mean value is item four which was 2.86 and respondents disagreed that they feel tourist destinations in Sabah are not safe because the hospital is far

from the tourist destination. Next, question in item five which was "I feel tourist destinations in Sabah are unsafe because of the increase from the Covid-19 viruses" with the mean value of 2.58. Followed by the question "I feel that tourist destinations in Sabah are not safe due to the presence of infectious diseases" which was in item three with 2.45mean value . Furthermore, the mean value was 2.41 which is "I feel that tourist destinations in Sabah are not safe because of the high crime rate" was the item one in the research. Lastly, the lowest mean value was 2.38 which is "I feel that tourist destinations in Sabah are not safe because natural disasters often occur" was in item two in the result.

The mean and standard deviation analysis of respondents on the independent variable which is experience of travelling in the sea of Sabah. Based on the table, the highest mean value is item five which is 4.32 with the respondents agree that "I suggest Sabah to improve tourist safety and security". The second highest mean value is 4.30 in item two which is "I am satisfied traveling in the state of Sabah". Furthermore, the item four with the mean value of 3.96 which is "I think Sabah is a safe place to travel". Next, the mean value of 3.84 for item three which is "Covid 19 is one of the critical elements that impact tourist safety and security". Lastly, the lowest mean value is 3.83 for item one which is "I am satisfied with the safety and security (crime/ terrorism/ kidnapping) of tourists in Sabah".

The mean and standard deviation analysis of respondents on the independent variable which is previous experience of tourist in Sabah. There are four items measured using the Likert-scale. Based on the study, item two scores the highest mean value, at 2.74, where the respondents disagreed that "I feel less willing to travel to Sabah due to the pandemic (Covid 19)". After that, the second highest mean value is item four which is "I feel less willing to travel to Sabah because of crime" with the mean value of 2.45. Followed by the question of "My desire to travel to Sabah is less due to the terrorist threat" which is item number one with the mean value of 2.41. Lastly, the lowest mean value is 2.37 for item number three, "I feel less prepared to travel to Sabah due to natural disasters".

Result of Reliability Analysis

The table for 4 below shows the result of reliability analysis.

1. Table 3: Reliability Analysis

Variable	Number of items	Cronbach Alpha
Travel Experience of Domestic Tourist	5	0.726
Experience of Travelling in the Sea of Sabah	5	0.854
Previous Experience of Tourist	4	0.765
Perception on Tourist	4	0.855

The questionnaire results undergone a reality test using reliability Cronbach's Alpha Coefficient based on each independent variable and dependent variable. The first independent variable, travel experience of domestic tourist with 5 questions showed the Cronbach's Alpha value 0.854 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, experience of travelling in the sea of Sabah with 5 questions where the Cronbach's Alpha Coefficient result was 0.765 which range as very good therefore, the Likert-Scale question was considered as more reliable.

The third independent variable, previous experience of the tourist with 4 questions where the Cronbach's Alpha Coefficient result was 0.855 which range as very good so that the Likert-Scale question was considered as more reliable.

Lastly in measuring the dependent variable, 4 questions perception on tourists were tested for reliability and validity. The Cronbach's Alpha Coefficient result was 0.726 which range as very good and the Likert-Scale question was considered as more reliable.

Result of Pearson Correlation Analysis

Table 5 below shows Pearson Correlation Analysis
Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported
H$_1$: There is a significant to investigate the travel experience of domestic tourists has a significant negative impact on the perceptions of tourists to Sabah.	0.226	H1 is supported
H$_2$: There is a significant the experience of traveling in the sea of Sabah has a negative impact on the perception of tourists to Sabah.	0.367	H2 is supported
H$_3$: There is a significant previous experience of tourists with the risk of having an impact on the perception of tourists to Sabah.	0.228	H3 is supported

Table 5 shows travel experience of domestic tourist for Sabah as a safe and secure tourism destination in Sabah is very weak negative with correlation coefficient of 0.226. This implies that travel experience of domestic tourists for Sabah is very weak negative towards safe and secure tourism destination in Sabah. The p value of attitude is 0.00 which is less than highly significant level 0.00. Therefore, there is a significant relationship between travel experience of domestic tourists for Sabah as a safe and secure tourism destination in Sabah.

Next, the relationship between the experience of travelling in the sea of Sabah negative impacting the perception of tourists to Sabah is weak negative with a correlation coefficient of .367. This indicates that the relationship between the experience of travelling at sea negative impacting the perception of tourists to Sabah is weak negative. The p value of the experience of travelling in the sea of Sabah is less than the highly significant level 0.00. Therefore, there is a significant relationship between the experience of travelling at sea has a negative impact on the perception of tourists to Sabah.

Lastly, the relationship between previous tourist experience with the risk of impact the perception of tourists to Sabah is weak negative with a correlation coefficient of .228. This indicates that the relationship between previous tourist experiences and the risk of impact tourists' perceptions to Sabah is weak negative. The p value of previous experience of tourists at risk of being affected is .000 which is less than the very significant level of .001. Thus, there is a significant relationship between previous tourist experience with the risk of impact on the perception of tourists to Sabah.

DISCUSSION AND RECOMMENDATION

The objective of this study is to investigate the travel experience of domestic tourists has a significant negative impact on the perceptions of tourists to Sabah, identify the experience of traveling in the sea of Sabah has a negative impact on the perception of tourists to Sabah and identify the previous experience of tourists with the risk of having an impact on the perception of tourists to Sabah. According to the results, this research has proven a very good correlation in travel experience of domestic tourists and previous experience of tourists.

In this study, researchers have covered the state of Sabah. It is a relatively large population for a study so the first suggestion is that the next researcher can further specify the locations in Sabah or reduce the target population of tourist areas in Sabah that have problems

with security threats. This will make it easier for researchers to collect data and the number of sample data. The next suggestion, future researchers can conduct surveys in areas where security threats occur such as Semporna Island. This will help researchers get information in more detail and study the solution of this issue so that tourists are not worried or afraid to travel in Sabah. This is because Sabah is a destination that has natural beauty that should be explored and promoted but due to the safety of these tourists is threatened. Therefore, the security aspect needs to be improved. Aspects of tourist safety that are not emphasized and not enhanced will affect the influx of tourists either from domestic or international. The last suggestion is that future researchers can use qualitative methods. This is because some of the respondents do not have sufficient knowledge to answer the survey questions. Especially those aged 40 and above are less skilled in using technology to fill out surveys in Google Forms and so on. Therefore, the researcher can choose an interview session to obtain information.

CONCLUSION

In conclusion, the findings of this study show the cause the tourists' perception of Sabah as a safe and secure tourist destination. The influential factors are the relationship between experience of international tourists, experience of travelling in the Sea of Sabah and previous tourist experience to tourists' perception of Sabah as a safe and secure tourist destination. The final results show there is a significance between experience of international tourists, experience of travelling in the Sea of Sabah and previous experience tourist to tourists' perception of Sabah as a safe and secure tourist destination.

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The Factor Affecting Educational Tourism Development Among Local Communities in Selangor, Malaysia

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ABSTRACT

The study examines the factors affecting educational tourism development among local communities in Selangor, Malaysia and to find out the local practice and communication with overseas students who are substantially connected to socio-cultural effect, economic impact, and local community interactions with international students than other factors. A survey was conducted using questionnaires, involving 350 respondents who visited educational tourism development among local communities in Selangor. Descriptive and correlation analysis were used to analyze data obtained. The findings revealed that the environmental impact, socio-cultural impact, and economic impact of educational tourism had a significant effect on local communication. The research has shown that student attendance has an impact on local communities, owing to an increase in local development. However, it's unclear whether this effect is a natural result of tourism in any form, or if it's the result of the university's deliberate strategy in its design or management in educational opportunities.

Keywords: Educational Tourism, Local Communities, Environmental Impact, Economic Impact, Sociocultural Impact

INTRODUCTION

The chapter looks into the factors affecting educational tourism development among local communities in Selangor, Malaysia. Nowadays, tourism has been gaining attention within the global economy. The event of tourism is viewed as a resource of recent employment, and an enhancement to community infrastructure that may fascinate other industries (Judd and Krause, 1976). Since one of the determinants of successful tourism is residents' perception, it's important to own a tool which enables us to live with various factors toward educational tourism development.

Since 2001, the South East Asian nations are quickly developing in their ability to draw in tourists from across the planet (Hsu et al., 2009), within the Association of Southeast Asian Nations, Malaysia has had extraordinary economic progress (ASEAN). Following the economic and oil industries, tourism is Malaysia's third most vital industry (Asari et al., 2011). Educational tourism is currently the most popular types of tourism in the world. Malaysia has also climbed to 11th place within the world in terms of overall foreign student population. Malaysia's Ministry of Upper Education (MOHE) has set a target of 200,000 international students by 2020. (MOHE, 2011).

BACKGROUND OF THE STUDY

The aim of this research is to investigate the elements that influence educational tourism development in Malaysian communities. The findings show that locals' practice and communication with overseas students were substantially connected to sociocultural effect, economic impact, and local community perceptions toward educational tourism. Furthermore, citizens' attitudes have a greater impact on local communities' interactions with international students than other factors. The implications of this study give fresh insights into future research by highlighting this existing dilemma, since educational tourism plays an increasingly vital role in the development of communities in Malaysia.

DEFINITION OF TERMS

Educational Tourism

Educational tourism is defined as any programme in which a group of people travels to a destination with the primary goal of participating in a learning experience directly related to the location. Ecotourism, heritage tourism, rural/farm tourism, and student exchanges between educational institutions are variety of the sub-types.

Learning new things and gaining new information about the culture or history of other locations are all an element of educational travel. Its major focus is on learning new things, learning about different cultures, happening study tours, and putting what you've learned into practise. For the past several years, this has been one altogether the foremost popular varieties of tourist activity; for example, people visit study different languages. Educational tourism is expanding at a quicker rate because the appeal of teaching and acquiring new skills grows. Educational tourism has emerged as a viable alternative to mass tourism on an oversized scale.

In recent years, the overall rise in society's educational level has had a giant influence on the tourist business. Satisfying curiosity about people and their language and culture; inspiring concerns for natural environments, or deepening the fascination with cultural heritage and historic places are a number of the goals of educational tourism.

History of Educational Tourism

Educational tourism has its origins in antiquity. However, it had its own idiosyncrasies supported the economical, political, cultural, and historical situations during various phases of its growth.

Educational tourism may be a long-standing notion that dates back to the 17th, 18th, and early 19th centuries. During the 17th to 19th centuries, the 'Grand Tour' was viewed because the beginning of educational tourism, which was first performed by aristocratic British youngsters as a part of their education. Many of them were scholars from England, Germany, and other European nations who were on a circuit of the continent.

RESEARCH PROBLEM

According to the findings of the study, local communities confront challenges in sustaining an environment that's a good commitment for each tourist education they perform. Furthermore, tourism education should target learning knowledge in terms of history, culture, society, and language, but they encounter cultural shocks on location, causing them to be less enthusiastic than they were initially. This example causes individuals to lose sight of the most reason they came to find out.

As a result, the person up to the mark must promptly inform them so as for them to take care of the maximum amount of focus as possible. This can be because of the very fact that they're the tourism industry's successors. A spotlight on employability is clearly at odds with the aim of developing graduates who are capable of critical thinking. Taking a realistic approach, educators should specialize in preparing students to be employable, whereas a theoretic approach would require educators to supply students with higher order competencies, facilitate planning and self-reflection skills, and, more broadly, to acknowledge that their knowledge management will have an impression on the tourism and hospitality industry's future.

The main weakness of the research is that the behaviour of the individuals themselves after they don't perform their responsibilities with trust makes educational tourism not run as planned. Therefore, this attitude will present problems within the future if not controlled immediately and this educational tourism are going to be ineffective against them.

RESEARCH OBJECTIVE

1. To identify the relationship between environmental impact towards the development of educational tourism in Selangor, Malaysia.
2. To identify the relationship between economic impact towards the development of educational tourism in Selangor, Malaysia.
3. To identify the relationship between sociocultural impact towards the development of educational tourism in Selangor, Malaysia.

RESEARCH QUESTION

1. What is the relationship between environmental impact towards the development of educational tourism in Selangor, Malaysia?
2. What is the relationship between economic impact towards the development of educational tourism in Selangor, Malaysia?
3. What is the relationship between sociocultural impact towards the development of educational tourism in Selangor, Malaysia?

SIGNIFICANT OF STUDY

The findings of this study will delve into greater detail about the elements that influence the growth of educational tourism in Selangor, Malaysia. In addition, this research will look into the economics of tourism education as well as the sociocultural aspects of tourism education in the area. One of the reasons we research tourism education is that we are becoming increasingly interested in the factors that influence tourism education in the local community. For the researchers, the study will help them to uncover critical areas in the factors affecting educational tourism that many researchers were not able to explore.

SUMMARY

The first chapter of this study begins with the study's background and goes on to describe the factors that influence educational tourism development in Selangor, Malaysia. The research objectives, research questions, research problem, and significance of the study are then presented.

LITERATURE REVIEW

Residents' attitudes toward sustainable tourism have a big impact on tourist development policies. Policymakers and destination marketers should benefit from a greater knowledge of citizens' attitudes toward sustainable tourism, according to Sirakaya, Ekinci, and Kaya (2008). Because citizens' perspective is one of the determinants of successful tourism, it is critical to have a tool that allows us to assess many elements related to educational tourism development. Many academics have explored numerous criteria to gauge residents' behaviour toward tourist growth during the last few years, including social, environmental, perceived economic gain, and attitude factors (Sirakaya, Jamal, and Choi, 2001).

Dependant variable

A dependent variable is precisely what it sounds like, just like an independent variable. It is dependent on a variety of things. A test score, for example, might be a dependent variable since it is affected by a variety of things such as how much you studied, how much sleep you had the night before the test, and even how hungry you were when you took it. When looking for a link between two things, you're usually attempting to figure out what causes the dependent variable to vary in the manner it does.

The dependent variable in this research is the awareness of the development of educational tourism in Selangor, Malaysia. Educational tourism is a programme in which a group of potential learners travels to a certain destination with the goal of participating in a learning activity that is directly connected to the site (Bodger, 1998). However, the role of the local population in assessing the social impact of tourism is an essential aspect that has received little attention in tourist literature (McCool & Martin, 1994). There are few studies on

educational tourism and the attitudes of local populations regarding it, notably international students and their influence on local inhabitants' lives.

Independent variable

The independent variable is a feature of a psychology experiments that is manipulated or changed by researches rather than by other variables. For example, studying would be the independent variable in a study of the effects of studying on the scores.

First and foremost, environmental impact is one of the factors affecting educational development among local community in Selangor, Malaysia. Tourism increase, according to Wall and Mathieson (2006), eventually leads to environmental changes. Tourism may be a user and, in some ways, an abuser of environmental resources, whether these resources are natural resources such as land, water, and air, or man-made environments such as monuments and parks (Nickerson, 1996). In other words, as a result of the use of environmental resources, tourist development may create and impose advantages as well as costs for a place. Both direct tourist activities and structures that support tourism activities can have negative environmental consequences (Gladstone & Curley & Shokri, 2013). Because tourism and the environment have such a complicated connection, it's helpful to have a broad understanding of the term "environment." According to Mieczkowski (1995), the sum of all external conditions, both physical and human, which includes all living creatures, humans, society, or mankind, is both alive and physical.

In the second place is economic impact. What we can see is, when states see a drop in revenue, they reduce government spending and programme. Education is frequently the first to be removed. When a state's education budget is cut, it affects teacher wages, hiring, and retention. Funding for numerous educational activities that help kids and the community is also drastically curtailed, resulting in an under educated student population. Furthermore, support staff is reduced, resulting in the loss of roles such as teaching aids and parent-teacher liaisons. Higher education, like the rest of the economy, has to decrease costs. As a result of the economic crisis, "higher education policy has entered a phase of extreme rationalization with an emphasis on 'reducing the surplus fat' and 'balancing the budget," according to an article in "University World News." When states make budget cuts, they normally start with discretionary spending. Money for schooling and extra educational activities are frequently included.

The last but not least, sociocultural impact. Tourism impact studies are one of four separate, but overlapping perspectives on sociocultural impacts. This emphasizes the inextricable ties that exist between this and other forms of consequences, such as economic and environmental ones. Aside from that, there's Host, which is all about visitor engagement. This study examines the sociological and psychological changes that occur as a result of interactions between visitors and various destination towns. Following that, tourist systems, which refer to the tourism production side, may be built in a way that reduces negative affect, such as segregated tourist facilities that may reduce exposure to behaviour regarded bad by locals. Last but not least, there are tourists and their behaviour to consider (typologies). This focuses on visitor requirements and wants, as well as how much they regard the needs and wants of destination communities, such as adapting or disrupting local conventions.

It's also worth noting that policymakers may be unaware of the harmful effects of educational tourism on local communities. Residents and host towns may also be unaware of policymakers' objectives for long-term tourism schemes. As a result of such contacts, a balance can be achieved between tourist stakeholders and local communities in order to improve educational tourism development (Samah et al., 2012). Above all, it is stated that comprehensive synchronization between local and tourism planners did not promote tourism projects (Jenkins, 1982). As a result, the importance of local populations' perceptions of tourism impacts in developing tourism regulations cannot be overlooked. As a result, local community participation in tourism is important. Development can help to speed up the process and improve the quality of life in the community.

HYPOTHESIS

The hypotheses of the study were to find a positive statement to support the researcher's findings that there is a relationship between the two variables.

H1: There is a significant relationship between environmental impact towards the development of educational tourism in Selangor, Malaysia.

H2: There is a significant relationship between economic impact towards the development of educational tourism in Selangor, Malaysia.

H3: There is a significant relationship between sociocultural impact towards the development of educational tourism in Selangor, Malaysia.

CONCEPTUAL FRAMEWORK

This study proposes an integrative research model established based on the literature review in order to study the influence of educational tourism development in Malaysian communities. Figure 2.1 shows the three factors that had been identified as independent variables: the environmental impact, economic impact, and sociocultural impact. The awareness of the development of educational tourism is the dependent variable.
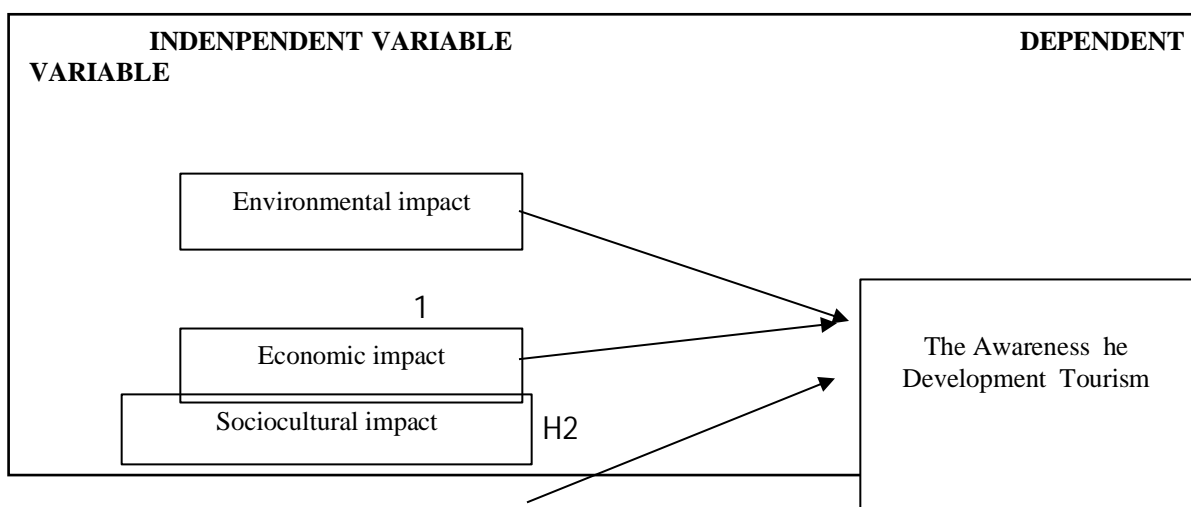
The major goal of this research is to seem at the link between local communities' attitudes and also the sociocultural, economic impact, and environmental impact of educational tourism, additionally as people's involvement within the growth of educational tourism. If there's a link between educational tourism development and citizens' perceptions, marketers and stakeholders must evaluate the usefulness of those links in marketing tactics. the worth of this research on the characteristics that influence educational tourism will aid marketers and academics in a verbalizing people' support for educational tourism in a sort of places. This study looks into the weather that influence how locals in Selangor, Malaysia view educational tourism.

METHODOLOGY

INTRODUCTION

This chapter discusses the research methodology used in this study, including the research design, sampling design, data collection procedure, and methods used. Each study used in this study is critical to understanding in greater depth and unraveling the issues that arise in this study. As a result, we must be careful to capture every detail so that this case study can be used as a reference in the future.

RESEARCH DESIGN

Research design is the framework for the methods and techniques that will use by a researcher. The design aids researchers in the development of appropriate research methods for the subject matter and the creation of successful studies. The decision to be made regarding research approach is a very important decision in the research design process because it determines how relevant information for the study will be obtained; however, the research design process involves many interrelated decisions. It entails the types of facts required to investigate a theory, collect and interpret phenomena, and evaluate a programme. Instead, the research team can begin their investigation as soon as possible, before critically considering what information is required to respond to the researcher's questions. Without these design issues, the conclusions reached are shaky and uncertain, and as a result, they fail to address the entire research problem (Kirshenblatt-Gimbakett, 2008).

For your information, quantitative and qualitative studies are the two types of research. Using case studies, qualitative research is used to evaluate the relationship between collected data and observation based on statistical equations, as well as to analyse the significance and perception of complex social phenomena such as the essence of human experience. Quantitative research design is used when statistical conclusions are required to collect actionable insights. Numbers give you a better perspective when making important business decisions. Every organization's growth depends on quantitative analysis design approaches. When it comes to making decisions about the company's future, insight derived from hard numerical data and analysis is extremely useful. For our research, obviously we use quantitative to know more details about the factor affecting educational tourism development at Selangor, Malaysia.

POPULATION

The population of awareness is the study's target population that it proposes to study the treat. In proven research studies, it is frequently not appropriate to recruit the complete population interest. As an alternative, the investigators will make-instance form of the population of attentiveness included in the study.

A sample is a specific group that will collect data from. The size of the sample is always lesser than the total size of the population. In a research, a population doesn't always refer to people. It can mean a group containing elements of anything you want to study, such as objects, events, organizations, countries, species, organisms, etc (Bhandari, 2021).

300 respondents of university students from different IPT's in Selangor such as Universiti Tunku Abdul Rahman (UTAR), Universiti Kebangsaan Malaysia (UKM), Universiti Kuala Lumpur Malaysia, Universiti Nottingham Kampus, and Kolej Universiti Islam Selangor (KUIS). A multi-dimensional questionnaire was developed to examine residents' perceptions of educational tourism impacts in Selangor, Malaysia.

SAMPLE SIZE

The researcher chose Selangor as it is the main city in the country which became one of the main educational tourist's attractions. Furthermore, Selangor has always been the chosen destination by educational tourists.

Sample size refers to the number of participants or observations included in a study. This number is usually represented by n. The size of a sample influences two statistical properties which are the precision of our estimates and the power of the study to draw conclusions (Health, 2008). By sample size, we understand a group of subjects that are selected from the general populations and is considered a representative of the real population for a specific study. Based on the sampling method, the appropriate sample size is 384 based on Krejcie and Morgan (1970) above all 100000 students universities. The population are based on the university students at IPT in Selangor, Malaysia.

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	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	285	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	20000	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

Table 3.1: Table to determine the sample size from A given population
(Source: Kejcie and Morgan, 1970)

Noted: N is population

S is sample size

SAMPLING METHOD

Sampling method is the way in which selecting individuals to be research participants is critical (Datta,2018). How we select participants will determine the population to which we may generalize our research findings. The sampling method can be categorized into two types which are probability sampling and non-probability sampling.

In this study, probability sampling is used. Probability sampling means that every item in the population has an equal chance of being included in the sample. One way to undertake random sampling would be if the researcher was to construct a sampling frame first and then used a random number generator computer programme to pick a sample from the sampling frame (Zikmund, 2002). Probability or random sampling has the greatest freedom from bias but may represent the most-costly sample in terms of time and energy for a given level of sampling error (Brown, 1947). Simple random sampling is made, in which every item in the population has an equal probability of being chosen for the sample. Because the selection of items is solely based on chance or probability, this sampling methodology is also referred to as a method of chances. Simple random sampling is a basic sampling approach that can easily be included into a more complicated sampling scheme. This sampling method's major feature is that every sample has the same chance of being picked.

DATA COLLECTION PROCEDURE

For this research, a multi-dimensional questionnaire was developed to evaluate residents' attitude and practices towards educational tourism development in Malaysia. This is because face to face sampling surveys cannot be conducted during this period, thus the data will be collected online. Google Forms are sent to students via social media such as WhatsApp status and groups, Instagram story and Facebook story. The selection criteria to answer the questionnaire is simple. First, the respondent must be between the ages of 15 to 30. The age range was determined based on the age range of Malaysian youth. Second, respondents should be Malaysian citizens who are studying in Selangor.

RESEARCH INSTRUMENT

Research instrument refers to a method for gathering, observing and analysing data relating to research topics.

The instrument consisted of questions related to the sociocultural, economic impacts and local community attitude towards educational tourism on residents in Selangor neighbourhood in Malaysia. Besides, the instrument assessed residents' demographic variables. All items were measured using a 5-point Likert-scale, ranging from strongly disagree (1) to strongly agree (5). The questionnaire was separated into three sections. Section A contains the demographic of the respondent such as gender, nationality, religion, age, race, educational and income level. Section B is about the factors affecting the development of educational tourism (environmental impact, economic impact, and sociocultural impact). Section C focusing on awareness of tourism educational development.

DATA ANALYSIS

Data analysis is the process of organizing, describing, representing, evaluating, and interpreting data using statistical methods. First and foremost, when conducting the analysis, it is important to have a clear understanding of the research's goal. Descriptive analysis is the most frequent method to analyse quantitative data.

Descriptive Analysis

The descriptive analysis would be used to determine the demographic profile of the respondents, including percentages, frequencies, means, and mean averages. The data will be taken by gender, race, age, education, religion, and nationality. The collection of mean tables is used to determine whether respondents are likely to agree or disagree with the questionnaire argument. In this research study, the researcher can collect a large number of measurements or measure a large number of people. Descriptive analysis can assist the researcher in intelligently simplifying enormous volumes of data with a more concise overview. Descriptive analysis is the step important for organizing statistical analysis. Descriptive analysis will aid data distribution and make it possible to identify relationships between independent variable variables and dependent variables to organize more statistical analysis.

Table 3.2: The relationship between Mean and level of agree

Range of mean	Level of agree
4.51-5.00	Strongly Agree
3.51-4.50	Agree
2.51-3.50	Neutral
1.51-2.50	Disagree
1.0-1.50	Strongly Disagree

Pearson Correlation

Pearson's correlation coefficient is a statistical test for determining the link or statistical connection between two variables. Besides that, Pearson correlation is utilized when researchers have two quantitative variables and wish to see if there is a linear relationship

between those variables. It is likewise based on the covariance principle and is widely regarded as the most accurate method for calculating the relationship between two variables of interest. It provides details on the extent and similarity of the contact, as well as the trajectory of the relationship. Pearson correlation can be divided into two categories: positive (+) and negative (-). If the result is between -1, there is no perfect positive correlation between two numbers. When there is a perfect positive correlation between two variables, it suggests 1. When the result is 0, it means that the independent and dependent variables do not have any relationship.

Table 3.4: Rule of Thumb of Correlation Coefficient Size

Coefficient Range	Strength of Correlation
0.9 to 1.0 / -0.9 to -1.0	Very High
0.7 to 0.9 / -0.7 to -0.9	High
0.5 to 0.7 / -0.5 to -0.7	Moderate
0.3 to 0.5 / -0.3 to -0.5	Low
0.0 to 0.3 / -0.0 to -0.3	Little, if any

SUMMARY

This chapter has discussed research design that being used to carry out this study. Population, sample size, sampling method, data collections, research instrument and plan of data analysis which are important has been discussing. For this study, quantitative method is chosen in terms from questionnaires that will be distributed to the respondents.

More research is needed, however, to provide evidence and develop intervention models for more strategic placements and educational tourism operations to support the university's regional dimension. Previous research has shown that student attendance has an impact on local communities, owing to an increase in local development. However, it's unclear whether this effect is a natural result of tourists in any form, or if it's the result of the university's deliberate strategy in its design or management in educational opportunities.

FINDINGS

Profile Sample

Table 1: Respondents Profile

Demographic		Frequency (N)	Percentage (%)
Gender	Male	161	45.4
	Female	189	53.2
Race	Malay	209	58.9
	Chinese	78	22.0
	Indian	62	17.5
	Other	1	0.3
Education	Primary school	6	1.7
	Secondary school	72	20.3
	Diploma	73	20.6

Variables	Item Description	Mean Score	Standard Deviation
	Undergraduate	117	33.0
	Postgraduate	82	23.1
Occupation	Government sector	28	7.9
	Private sector	57	14.4
	Unemployed	30	8.5
	Student	239	67.3

Table 1 shows the characterization of respondents. 161 out of 350 respondents were male represented 45.4%, while 189 respondents were female, 53.2%. 58.9% of the respondents were Malay, 22.0% of the respondents were Chinese, 17.5% of the respondents were Indian and 0.3% of the respondents were others. 1.7% of the respondents from Primary school, 20.3% of the respondents from Secondary school, 20.6% of the respondents from Diploma, 33.0% of the respondents from Undergraduate, and 23.1% of the respondents from Postgraduate. 7.9% of the respondents came from the government sector, 14.4% of the respondents came from the private sector, 8.5% of the respondents were unemployed, and 67.3% of the respondents were students.

Analysis of Factor Affecting the Development of Educational Tourism in Selangor, Malaysia

Table 2: Descriptive Analysis

Variables	Item Description	Mean Score	Standard Deviation
IV1: Environmental Impact	Because of educational public transportation has improved.	4.29	0.914
	Because of educational tourism transportation system are becoming more convenient.	4.34	0.851
	Because of educational tourism transportation system are becoming more convenient.	4.25	0.849
	Because of educational tourism health service has improved.	2.92	1.534
	Educational tourism has created traffic congestion, noise and air pollution.	2.87	1.543
IV2: Economic Impact	Educational tourism made more opportunities for local entrepreneurs.	4.33	0.876
	Educational tourism made more opportunities for foreign entrepreneurs.	4.21	0.908
	Educational tourism have given economic benefits to local people and small business.	4.29	0.826
	Educational tourism created employment opportunities for local residents.	4.38	0.817
	The prices of goods and services have been increased because of educational tourism.	3.13	1.472
IV3: Sociocultural Impact	Because of educational tourism, our quality of life has improved.	4.32	0.912
	Educational tourism is the major reason for the great variety of entertainment in Malaysia.	4.30	0.862
	Educational tourism has increased street crime.	2.82	1.517
	Educational tourism has a positive impact on Malaysian's cultural identity.	4.30	0.894
	Educational tourism has led to more prostitution and other misconduct cases (such as drugs trafficking)	2.73	1.572
DV: The Development of Educational Tourism in Selangor, Malaysia	The open policy by the government will promotes educational tourism in Malaysia.	4.27	0.906
	The initiative by the government to make Malaysia as an educational hub will encourage educational tourism.	4.29	0.881

	Educational tourism will bring more positive outcomes than negative outcomes to the Malaysian people.	4.30	0.892
	I am looking forward to meet international people to learn about their culture.	4.12	0.972
	If I have friends abroad, I would like to encourage them to send their children to study in Malaysia	4.24	1.031

"Environmental impact" for educational tourism transportation system is becoming more convenient scored the highest (mean = 4.34, SD = 0.851). Respondents agreed that educational tourism public transportation has improved (mean = 4.29, SD = 0.914). Respondents agreed that educational tourism transportation system are becoming more convenient (mean = 4.25, SD = 0.849) and educational tourism health service has improved (mean = 2.92, SD = 1.534). Meanwhile, educational tourism has created traffic congestion, noise, and air pollution scored the lowest (mean = 2.87, SD = 1.543).

"Economic impact" for educational tourism created employment opportunities for local residents scored the highest (mean = 4.38, SD = 0.817). Respondents agreed that educational tourism made more opportunities for local entrepreneurs (mean = 4.33, SD = 0.876). Respondents also agreed that educational tourism have given economic benefits to local people and small business (mean = 4.29, SD = 0.826) and educational tourism made more opportunities for foreign entrepreneurs (mean = 4.21, SD = 0.908). Meanwhile, the prices of goods and services have increased because of educational tourism scored the lowest (mean = 3.13, SD = 1.472).

"Sociocultural impact" for educational tourism, our quality of life has improved scored the highest (mean = 4.32, SD = 0.912). Specifically, respondents slightly agreed that educational tourism is the major reason for the great variety of entertainment in Malaysia (mean = 4.30, SD = 0.862) and educational tourism have a positive impact on Malaysian's cultural identity (mean = 4.30, SD = 0.894). Respondents agreed that educational tourism has increased street crime (mean = 2.82, SD = 1.517). Educational tourism has led to more prostitution and other misconduct cases (such as drugs trafficking) scored the lowest (mean = 2.73, SD = 1.572).

The dependent variable - The Development of Educational Tourism in Selangor, Malaysia for educational tourism will bring more positive outcomes than negative outcomes to the Malaysian people scored the highest (mean = 4.30, SD = 0.892). Literally, respondents strongly agreed that the initiative by the government to make Malaysia as an educational hub will encourage educational tourism (mean = 4.29, SD = 0.881). Respondents also agreed that the open policy by the government will promote educational tourism in Malaysia (mean = 4.27, SD = 0.906) and like to encourage them to send their children to study in Malaysia (mean = 4.24, SD = 1.031). Lowest scored for looking forward to meet international people to learn about their culture (mean = 4.12, SD = 0.972).

Relationship between environmental impact, economic impact, and sociocultural impact on the development of educational tourism in Selangor, Malaysia
Table 3: Pearson Correlation

Correlations					
		ENVIRONMENTAL	ECONOMIC	SOCIOCULTURAL	DV
ENVIRONMENTAL	Pearson Correlation	1	.706**	.798**	.447**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	350	350	350	350
ECONOMIC	Pearson Correlation	.706**	1	.719**	.709**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	350	350	350	350
SOCIOCULTURAL	Pearson Correlation	.798**	.719**	1	.493**
	Sig. (2-tailed)	<.001	<.001		<.001

	N	350	350	350	350
DV	Pearson Correlation	.447**	.709**	.493**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	350	350	350	350
**. Correlation is significant at the 0.01 level (2-tailed).					

The result in Table 3 indicates that environmental impact, .1 which is indicated weak linear relationship. Following to economic impact showed .706. Meanwhile, for sociocultural impact showed .798, indicating moderate linear relationship. All three variables positively correlated and significant since p<0.05.

H1: There is a significant relationship between environmental impact and the development of educational tourism in Selangor, Malaysia.

H2: There is a significant relationship between economic impact and the development of educational tourism in Selangor, Malaysia.

H3: There is a significant relationship between sociocultural impact and the development of educational tourism in Selangor, Malaysia.

DISCUSSION & RECOMMENDATION

Discussion is aimed at solving questions and addressing hypotheses as mentioned in the first chapter of this study. In general, this study has extensively researched the factors effecting the development of educational tourism in Selangor, Malaysia. Based on the findings of the study, the current study would provide several recommendations for the development of educational tourism.

This study has its own boundaries that give the researchers challenges in implementing the study. For future research determinations, some challenges need to be emphasized. Future research requirements to create another method to get grander result such as interview method or create some open-ended inquiries for respondents to get high response rate, good justification and better understanding. The scope of study will be more complete, and more information can be accomplished.

CONCLUSION

The purpose of this research is to look at the elements that influence educational tourism development in Selangor, Malaysia. The findings revealed that the environmental impact, socio-cultural impact, and economic impacts of educational tourism had a significant effect in locals' communication. This study adds some methodological and conceptual insights into the local community's attitude to educational tourism development. To begin, a multidimensional questionnaire for educational tourism development was created to assess Malaysian people' understanding and attitudes regarding educational tourism.

Finally, in theory, this study backs up earlier research on other parts of the tourist industry. However, more investigation outside the scope of this work should be necessary for theory testing research.

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The Impact of Community-Based Tourism Towards Community Development in Malacca

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ABSTRACT

The aim of this study is to examine the impact of community-based tourism on community development in Malacca. For this research, quantitative methods are selected. This research will delve deeply into the factors that contribute to the growth of the Malacca homestay community. To obtain the data, a structured questionnaire was used. A total of 150 respondents were chosen for this study. The collected data were analysed using Statistical Packages for Social Science Version 26 (SPSS Version 26) software based on descriptive analysis, reliability analysis and Pearson correlation analysis. As a consequence, all of the independent factors (leadership, participation and financial support) evaluated in this study exhibited significant associations with the dependant variable (development of CBT in Malacca). This study will provide a better knowledge of the elements that impacted the homestay community. Furthermore, this study leads to a better understanding of the factors that improve the homestay community in Kampung Morten, Malacca.

Keywords: Malacca, Homestay, Heritage, Community-based Tourism, Development

INTRODUCTION

For many years, tourism has been a substantial contributor to the country's economy. In 1959, the Tourism Department was founded under the Ministry of Trade Malaysia. The tourist business witnessed some changes over the years. Finally, with the phrase "Malaysia, Truly Asia," Malaysia was marketed as the world's favoured tourism destination in 2013. The selected kind of tourism is community-based tourism. According to the World Bank, community-based tourism seeks to give stakeholders a voice, include them in identifying their own needs and subsequent decision-making, encourage them to take responsibility, and mobilise the majority of players in a given community through a participatory process. In a nutshell, it is characterised as tourism in which the locals welcomed the traveller into their homes. Therefore, it is characterised as tourism in which local residents welcomed tourists into their villages with the primary goal of recovering and maintaining the community's economic status.

Over the last three decades, community-based tourism has helped to develop the social, environmental, and economic demands of local communities. According to Setty (1994), a community is a collection of people who live not only in a territory with set territorial boundaries, but also share similar lifestyles and practices such as cuisine, clothing, occupation, and so on. Robinson (1996) claimed that members of the community may differ based on ethnicity, religion, gender, degree of education, age, and economic status. These distinctions attract a wide range of interests, power, and riches. The needs will be met by offering these tourism items. However, everything, like everything else, has benefits and downsides. A study must also be conducted for additional confirmation.

The research on community-based tourism was conducted in *Kampung* Morten, Malacca. Since July 7, 2008, it has been designated as a UNESCO World Heritage Site. Malacca is located in the southern region of the Malay Peninsula, next to the Strait of Malacca. It is frequently referred to as the "Venice of the East." Malacca's reputation as "The Venice of

the East" arose from its river canals, which, unlike Venice, run through streets lined with lovely ancient buildings.

The goal of this research is to study the impact of community-based tourism on community development in Malacca. There are three objectives of this research:

1. To determine the relationship between leadership and the development of community-based tourism in Malacca

2. To study the relationship between participation and the development of community-based tourism.

3. To identify the relationship between financial support and the development of community-based tourism in Malacca.

Significance of the study

Society

This research will benefit the society or community of Malacca and other communities. This research will help other academics analyse community growth in Kampung Morten, Malacca in the future. This form of tourism may look different in the near future, but advancements will make it better. As a result, homestay owners and others who are active in the business may find the results useful.

Economy

In terms of economic rewards, this study will benefit the hotel industry. Not only may services be supplied to visitors, but the improvements will also assist businesses to generate additional revenue. Homestay tourism not only produces jobs, but also improves infrastructure and generates investment.

LITERATURE REVIEW

Definition of Community-based Tourism

Community-based tourism helps the communities to improve their competencies in entrepreneurship, management, communication (interpersonal) and leadership. According to Giampiccolo (2015), it is a form of tourism that started in the 1970s and it includes issues such as empowerment, sustainability, social justice, and independence and it is explicitly aimed at disadvantaged community members. Those three things that represent the community are widely spread to thousands of visitors. Then, community-based tourism also creates various work opportunities for the local communities. According to John K. Walton, community-based tourism started back in the 17th century when young nobles from western and southern Europe held the Grand Tour, travelling around Europe. After that, The Industrial Revolution started in the first half of the 18th century and it led to the transformation of technological, economic and social. The tourism sector is getting widely known and community-based tourism often happens since then. Nowadays, community-based tourism projects are often held in order to help the community, whether economically or socially.

Leadership

This only began to change after the appreciation of the unique cultural aspect of tourism. In this context, local community views are increasingly important and the government, through its agencies, begins to have good relationships with the communities (Beng, 1979). Thus, the

findings reveal the existing structure has been used by the government to communicate with local communities for the purpose of tourism development (McCool SF, 1994). This structure also has political advantages, as the government uses the leaders to reach the grassroots. One of the important structures is the Village Development and Security Committee (JKKK), which plays an important role as the dominant group and official representative in representing the community to the government. Next, communities and individuals engage in decision-making that may affect their lives. Community participation is also known as the mechanism for active community involvement in partnership working, decision-making, and representation in community structures (Chapman & Kirk, 2011). Individuals and communities engage in decision-making that may affect their lives. Community participation is also known as the mechanism for active community involvement in partnership working, decision-making, and representation in community structures (Chapman & Kirk, 2001).

Participation

"Community participation" refers to the involvement of individuals and communities in making the decisions that may affect their lives. Community participation is also known as the mechanism for active community involvement in partnership working, decision-making, and representation in community structures (Chapman & Kirk, 2011). The willingness of the locals to participate is a highly crucial factor to consider. The communities need to decide together on the form and function of tourism developments. According to (Liu,2017, 71-73), the willingness to participate is one of the motivational readiness elements that are important. Thus, the willingness to participate will have an effect on the development of the project.

Financial Support

Tourism is not only a source of income and employment, but it also serves as a major factor in the balance of payments for many countries and has therefore received growing attention on the part of governments, as well as regional and local authorities, business investors and others with an interest in economic development. Tourism is seen as an effective strategy to generate additional income in areas where conservation affects local people's traditional livelihoods (Campbell, 2002). This is attributable to the reality that tourism activities could be considered in addition to receiving income. It is seen by planners as an economic and sociocultural saviour for the host community. So, the majority of value added occurs in the destination area, which means that if the destination uses the pro-poor principle, will reduce economic leakage from the local economy (Henama & Sifolo, 2017: 47). Tourism is different from other sectors, as it is a single cross-section sector and it involves a large diversity of services and professions, which are associated with many more economic activities that are accommodation, food and beverage, recreation and entertainment, transportation and tourism services (Akinboade & Braimoh, 2010: 149).

Research Hypothesis

The study of independent variables and dependent variables will be discussed in this chapter. A hypothesis must be testable and realistic, taking into consideration current knowledge and techniques. In addition, a hypothesis is defined as a prediction or explanation of the relationship between two variables. By referring to the literature review, a research framework had been proposed in order to investigate the impact of based community tourism on community development in Malacca. The proposed conceptual framework is shown in Table.1.

H₁ There is a significant relationship between leadership and the development of community-based tourism in Malacca.

H₂ There is a significant relationship between participation and the development of community-based tourism in Malacca.

H₃ There is a significant relationship between participation and the development of community-based tourism in Malacca

Research Framework

Figure 1 below shows the research framework used for this study.
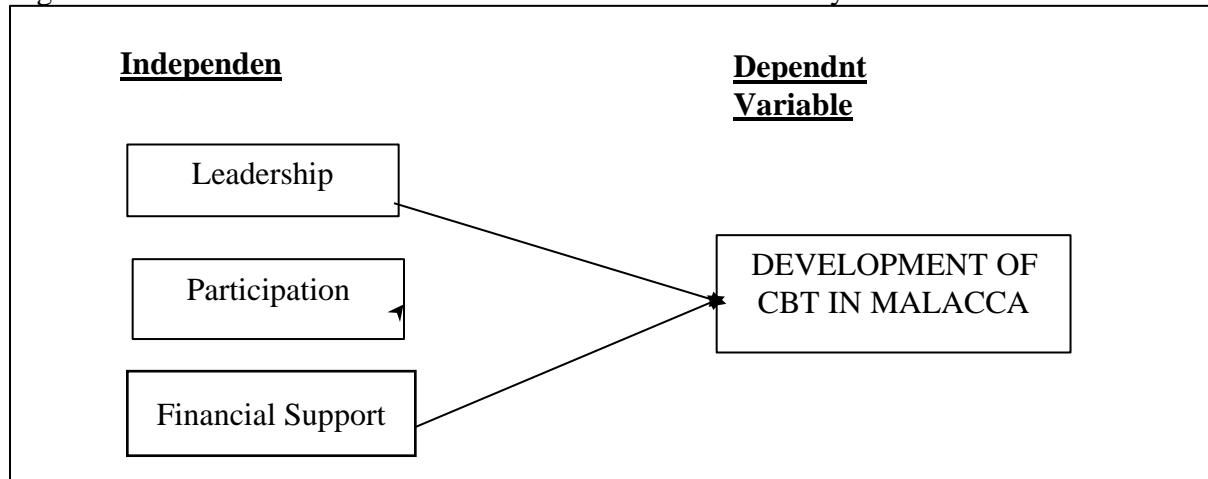
Figure 1: Research Framework

METHODOLOGY

Research Design

This study used a quantitative method in which a set of questionnaires were distributed to 150 homestay communities in *Kampung* Morten, Malacca. In this research, the target populations were chosen among homestay communities in *Kampung* Morten as potential respondents to participate in the survey. Although this survey focuses on the community in *Kampung* Morten, it prioritizes the community aged 18 years old and above, living in Malacca and agreeing to participate in this study.

The researcher divided the questionnaire into 4 sections which are Section A, B, C and D. For Section A, the questionnaire requested for demographic information about the homestay community in *Kampung* Morten such as gender, age, race, education level, occupation, race, monthly income and travel frequency. For Section B, C and D, the questions elaborated more on the dependant and independent variables which were (i) leadership (ii) participation (iii) financial support that were examined in the survey. This questionnaire used the format of multiple choices and 5-point Likert scale of agreement.

Data Collection

The data collection was conducted using questionnaires. This study chose to distribute the questionnaire using Google form application. Then, the questionnaires were distributed via several social media platforms such as Facebook, Instagram, and WhatsApp of the homestay community in *Kampung* Morten. Each of the homestays answered 2 questionnaires. It was very convenient to minimize cost, save time and significantly applicable during this pandemic outbreak.

Population and Sampling

The sampling method used in this study was the probability sampling which was stratified sampling.

The study used this method because the method which obtains samples from a group of people which require smaller samples is low cost. This method also very suitable for us researchers to collect data since in this situation, there is a very low percentage of respondents with the required criteria in the target location. The questionnaire was distributed to the community *Kampung* Morten in Malacca through online and social media.

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 were analysed using SPSS version 26.

FINDINGS

Demographic profile

Table 1: Table of demographic analysis

CATEGORIES	FREQUENCY	PERCENTAGE
Gender		
Male	55	36.7%
Female	95	63.3%
Age		
18-21	15	10%
22-25	92	61.3%
26-29	14	9.3%
30 and above	29	19.3%
Occupation		
Student	89	59.3%
Civil worker	18	12%
Private sector worker	31	20.7%
Unemployed	3	2%
Other	9	6%
Race		
Malay	136	90.7%
Chinese	1	0.7%
Indian	3	2%
Other	10	6.7%

Monthly income		
No income	81	54%
Less than RM1000	6	4%
RM1001 – RM2000	35	23.3%
RM2001 – RM3000	16	10.7%
RM3001 and above	12	8%
Travel frequency		
Once a week	6	4%
Once a month	17	11.3%
Once every three months	18	12%
Twice a year	35	23.3%
Once a year	74	49.3%

Based on Figure 1 above, the pie chart shows the percentage of the total of 150 respondents. The female respondents are higher in numbers which was 63% (n=95), compared to the male respondents that consist of 37% (n=55). The main reason for the high number of females is because there are more female respondents than male respondents participating in data collecting.

The highest age number was 62% from the group 22 – 25 years old, and the least age category is 26 – 29 years old with a percentage of 9. The second highest percentage is 30 and above (19%) and the third is 18 – 21 years old (10%). The reason for the high number in the class of age 22 – 25 years old is most of the homestay is managed by the owner's children and many of them are currently having online study. By that, they stay at home and help their parents manage their homestay. They also participated in data collecting instead of the real owner since they currently manage the facilities more, understand the process of data collecting, and know how to answer data via online platforms.

For occupation, the lowest number of percentages was 2%, which stands for unemployed. Meanwhile the highest number snatched by students was 59%. Other than that, private sector workers have 21%, civil workers 12% and others 6%. The reason for this number is because the students mostly help their parents in managing the homestay while having their studies online.

The number of Malay participants holds the highest number at 90%, while other categories hold 7%, Indian 2% and Chinese 1%. It is because the population of *Kampung* Morten are dominantly Malay.

In terms of monthly income, no income comes in the first place with a percentage of 54. The majority of the respondents that have no income were students. Then, the second highest is RM1,001 – RM2,000 with 23%, thirdly RM2,001 – RM3,000 with 11%, the fourth category is RM3,001 and above with 8%. The least income is less than RM1,000 which was 23%.

The highest travel frequency was once a year (50%). The second highest was twice a year (23%), followed by once every three months (12%), once a month (11%) and lastly, once a week (4%). The percentage is influenced by the movement of respondents. Some respondents do not have time to spend travelling because of work, study and family situations.

Descriptive Analysis

Table 2: Mean and standard deviation of items in each variable

Variable	Item	Mean Score	Standard Deviation
Leadership	Leadership attitude is an important element due to its ability to motivate the local community to develop tourism	4.69	0.53025
	The life of the people of Kampung Morten is well displayed.	4.50	0.69272
	CBT helps people learn about Kampung Morten history and heritage.	4.49	0.73042
	Members of the community are proud of Kampung Morten, Malacca.	4.58	0.64787
	The development and control aspects of CBT led by the leadership	4.48	0.76606
	The enhancement of community knowledge on CBT in the homestay program was led by the leadership effort.	4.55	0.74669
Participation	There are agencies or governmental authorities that have been involved in supporting CBT.	4.48	0.71171
	This program encourages friendly and respectful attitudes between residents and tourists.	4.59	0.64607
	Residents and tourists working together will influence behaviour of tourism activities	4.60	0.65539
	The strengthening of local skills, knowledge and information was one of the main effects of CBT.	4.54	0.67144
	Kampung Morten artists benefited from the CBT that occurred.	4.47	0.75704
	Member of the community are satisfied with the cleanliness of Kampung Morten	4.47	0.72071
	CBT accommodates the interests of all ages.	4.48	0.74833
Financial Support	Community based tourism has led to a better standard of living.	4.56	.70929
	CBT results in an additional income increase.	4.56	0.69976
	Homestay operators got ancillary income that can help develop their socioeconomic status.	4.58	0.71672
	Income generated from tourism development can be used for heritage conservation.	4.54	0.69156
	Jobs created by the tourism that happen in Kampung Morten, Malacca.	4.54	0.71070
	The number of tourist visits increase in Kampung Morten,	4.55	0.65062

	Visitors travel to witness the life of people of Kampung Morten, Malacca.	4.55	0.72849
Development of CBT in Malacca	Physical development of supporting facilities in Kampung Morten, Malacca improve pleasingly.	4.56	0.63963
	Transportation and ICT (Information and Communication Technology) development meet the needs in Malacca.	4.44	0.78181
	Retail activities increase due to tourism. /	4.51	0.73033
	Kampung Morten community is economically assisted by CBT.	4.50	0.76629
	CBT strengthens friendships/relationships of community members.	4.56	0.65964

Table 2 shows the mean and standard deviation for twenty statements under three independent variables and five statements under the dependant variable based on the survey involving 150 respondents. The highest mean value for the leadership factor was obtained by Question 1 with 4.69, where the respondents agreed that leadership attitude is an important element due to its ability to motivate the local community to develop tourism. The lowest mean value belonged to Question 3 with 4.49, where the community-based tourism helps people learn about *Kampung* Morten's history and heritage.

As for the factor of participation, the highest mean value was obtained by Question 3 with 4.60, where the respondents agreed that the residents and tourists working together will influence the behaviour of tourism activities The lowest mean value belonged to Question 4 and 5 with 4.47, where the respondents agreed that *Kampung* Morten artists benefit from community-based tourism that occurred and member of the community are satisfied with the cleanliness of *Kampung* Morten

Meanwhile, the highest mean value for the factor of financial support was obtained by Question 3 with 4.58, where the respondents agreed that the homestay operators got ancillary income that can help develop their socioeconomic status. The lowest mean value belonged to Question 4 and 5 with 4.54, where the respondents agreed that the income generated from tourism development can be used for heritage conservation and jobs created by the tourism that happen in *Kampung* Morten, Malacca.

Next, the highest mean value for the dependant variable of development of community-based tourism in Malacca was obtained by Question 1 and 5 with 4.56, where the respondents agreed that the physical development of supporting facilities in *Kampung* Morten, Malacca improve pleasingly and community-based tourism strengthens friendships/ relationships of community members. The lowest mean value belongs to question 2 with 4.44, where the respondents agreed that Transportation and ICT (Information and Communication Technology) development meet the needs in Malacca.

Reliability Analysis
Reliability can be defined as measurement of a certain spectacle that is stable and has results that can be considered consistent. The questionnaires' reliability was assessed using reliability analysis during the data gathering process. It also regularly used measurement reliability analysis scales, which offer information on the relationship between particular scale items.

This study has used Cronbach's Alpha to measure its reliability. Cronbach's Alpha is used to guarantee internal consistency by calculating average inter-item correlation. The table below illustrates Cronbach's rules of thumb based on Hair et al. Alpha's coefficient (2007).
Table 3: Coefficient values of Cronbach's Alpha

Cronbach's Alpha	Internal Consistency
α ≥ 0.9	Excellent
0.9 > α ≥ 0.8	Good
0.8 > α ≥ 0.7	Acceptable
0.7 > α ≥ 0.6	Questionable
0.6 > α ≥ 0.5	Poor
0.5 > α	Unacceptable

Table 3 above shows the coefficient values of Cronbach's alpha. The internal consistency is considered excellent when the value is 0.9 and above with the maximum value of 1. On the other hand, if Cronbach's alpha value is less than 0.5, it is considered unacceptable.

Pearson Correlation Analysis

Table 4 shows the Pearson's Correlation Coefficient

Table 4: Pearson Correlation Analysis

Correlation value (r)	Interpretation
0 - 0.19	Very weak
0.2 - 0.39	Weak
0.40 - 0.59	Moderate
0.60 - 0.79	Strong
0.80 - 1.00	Very Strong

Source: Kowang, Long and Rasli (2015)

Table 5: Result of Pearson's Correlation Coefficient

Correlations		IV1	IV2	IV3	DV
Leadership (IV1)	Pearson Correlation	1	.886[**]	.887[**]	.846[**]
	Sig. (2-tailed)		.000	.000	.000
	N	150	150	150	150
Participation (IV2)	Pearson Correlation	.886[**]	1	.906[**]	.852[**]
	Sig. (2-tailed)	.000		.000	.000
	N	150	150	150	150
Financial Support (IV3)	Pearson Correlation	.887[**]	.906[**]	1	.878[**]
	Sig. (2-tailed)	.000	.000		.000

		150	150	150	150
Community-Based Tourism **(DV)**	Pearson Correlation	.846**	.852**	.878**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	150	150	150	150
**. Correlation is significant at the 0.01 level (2-tailed).					

Table 6: The interpretation on the Correlation values

Variable	Conclusion
Leadership	- The value of correlation coefficient, r for Leadership was 0.846. - The significant value, *p*-value was 0.000 lower than significant level, 0.01. - Leadership was significant.
Participation	- The value of correlation coefficient, r for Participation was 0.852. - The significant value, *p*-value was 0.000 lower than significant level, 0.01. - Participation was significant.
Financial Support	- The value of correlation coefficient, r for Financial Support was 0.878. - The significant value, *p*-value was 0.000 lower than significant level, 0.01. - Financial Support was significant.

Table 6 above depicts three elements of the independent variables (leadership, involvement, and financial assistance) and the dependent variable (community-based tourism in Malacca). There is a significant relationship between all independent variables and dependent variables since *p*-values were below 0.05. The greatest Pearson correlation value was discovered between financial support and community-based tourism in Malacca with a value of (r=0.878, *p*-value=0.000<0.01). In parallel with the previous element, the participation element was also found to have a very strong positive relationship with community-based tourism in Malacca (r=0.852, *p*-value=0.000<0.01). The result also explained that the leadership element has a very strong positive relationship with community-based tourism in Malacca (r=0.846, *p*-value=0.000<0.01). A positive correlation portrays a relationship between two variables that tend to move in the same direction. To summarize, the greater the leadership, community participation and financial support given, the greater the ability in managing tourism growth.

DISCUSSION & RECOMMENDATIONS

This study includes restrictions that will make it difficult for the researcher to complete it. Some issues should be emphasised for future study reasons. Future studies will be required to develop additional approaches to achieve superior outcomes, such as the interview method or the creation of certain open-ended questions for respondents in order to obtain a high response rate, a good description, and better comprehension. Next, the researchers narrowed their emphasis to three criteria without considering how the other determinants could influence consumer satisfaction. The scope of the research will be broader, and more information will be available.

CONCLUSION

The main purpose of the research is to investigate the impact of CBT on community development in Malacca. By that, the examination of leadership, participation, and financial support for the development of CBT in Malacca are done to obtain the main purpose. In conclusion, this research reflects positive results and has a good impact on the community of Malacca. The overall variables were rated outstanding and acceptable in this study based on the results of the reliability analysis. Pearson Correlation Coefficient was used to examine both variables. Finally, the findings of this study showed that there is a substantial relationship between leadership, participation, and financial support regarding the development of CBT in Malacca.

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Tourist Perception of Japan as a Muslim-Friendly Destination

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ABSTRACT

Muslim-friendly destinations are those that offer Islamic aspects in terms of food, facilities, and accommodation. The term Muslim friendly was coined to make things easier for Muslim tourists travelling abroad to nations like Japan. Previous surveys have revealed that the majority of tourists are aware of the Muslim-friendly terms, but the concern is if all of the facilities given met the expectations of Muslim visitors to the country. Therefore, the study aims to investigate tourist perceptions of Japan as a Muslim-friendly destination with all the components of halal. There were 327 respondents who participated in this study which had been conducted through a questionnaire in Google Form. This study focuses on the Malaysian community who have visited Japan before and those who have not. The findings revealed that every halal component including food, facilities, and accommodation is acceptable in terms of tourists' perceptions of Japan as a Muslim-friendly destination. This knowledge is important because it allows Muslim tourists to travel to Japan without having to worry about preparing halal situation.

Keywords: Islam, Sharia, Islamic Tourism/Halal Tourism

INTRODUCTION

This chapter provides an overview of the research study. The investigation's goal is to learn about Muslim perception of Muslim tourism facilities in Japan. The background of the study, problem statement, research question, research objectives, scope of the study, significance of the study, definition of terms, and summary are all included in this chapter.

Japan is becoming a more popular destination for Muslim tourists. In order to attract more Muslim visitors, Japan is restructuring its tourism industry to better serve the specific needs of Muslims (Hariani, et al.,2017). Japan has long been a preferred destination for global travellers due to its unique culture, beautiful scenery, and spectacular urban landscapes (Sulong et al., 2020). According to Japan National Tourism Organization (JNTO), Japan is tolerant of different religions and becoming more attuned to the needs of Muslim visitors. Muslim-friendly facilities are *halal* restaurants, mosques/prayer spaces, accommodation, and shops. Hence, based on this, it is interesting to put forward a discussion about Muslim-friendly facilities tourism in Japan.

SIGNIFICANCE OF THE STUDY

Almost any research strategy has the ability to benefit the entire community. The importance of the research must be emphasized in the research paper's introduction. It is necessary to emphasize how the research will benefit science and society, as well as its importance. Describe how the study contributed to larger field challenges first, then limiting it down to a particular group that will benefit from the studies. The goal of this study is to help Muslims recognize how important to keep Muslim facilities in Japan in order for Japan to expand its tourism for Muslim travellers.

Secondly, this research will give awareness to Muslim travellers when they travel to Japan. Additionally, the Muslim travellers will get benefit when they travel to Japan because

they have known about the Muslim-friendly facilities that Japan has. To guarantee that tourists are aware of the Muslim-friendly facilities, the Ministry of Tourism, Arts and Culture Malaysia (MOTAC) should be consulted. What matters is that the findings of this study can help MOTAC resolve the issue of introducing Muslim travellers to Japan.

Thirdly, this research will assist in the completion of the course subject. The researcher will acquire as much as feasible information and data to complete the study as they will have the opportunity to learn to collect and analyse data. The researcher may also gain knowledge and information on the topic studied which can be used in the future.

Fourthly, this research will recognize customer perception as a medium for Muslim perceptions of Muslim tourism and the satisfaction of Islamic facilities in Japan.

The following are the main objectives of this research study:

1. To study the relationship between food and tourist perception of Japan as a Muslim-friendly destination.

2. To determine the relationship between facilities and tourist perception of Japan as a Muslim-friendly destination.

3. To identify the relationship between accommodation and tourist perception in Japan as a Muslim-friendly destination.

LITERATURE REVIEW

Muslim-Friendly Food

Food is a significant component of tourism (Maknu et al., 2021). The availability of *halal* food and beverages is common in Muslim destinations and Muslim tourists demand *halal* food and beverages when they visit non-Muslim destinations (Verbeke et al., 2013). Most *halal*-related studies about Japan concentrated on its people, industry, and local *Halal* food (Kojima, 2014). YouGov, a United Kingdom based-research company, found that Japanese food is among the top three most popular cuisines worldwide ("Survey," 2019). The study has also shown that seventy- three percent of Malaysians liked Japanese food ("YouGov." 2018), mainly street food, which is aplenty and readily available throughout Japan. Street foods resonate with the local culture. One must wander the streets that bustle with life and the smell of street foods to experience the local culture (Maknu et al., 2021). Many *halal* restaurants have opened in Japan's major cities, including Tokyo, Kyoto, and Osaka, and have received *halal* certification. Popular Japanese foods such as Udon and Ramen are certified *halal* at both Narita and Kansai International Airports, allowing Muslim travellers to enjoy Japanese cuisine (Salleh et al., 2019).

However, every Muslim food must follow the Islamic law that has been set. This is because, even though it is referred to be Muslim-friendly food, there are restaurants that serve both *halal* and non-*halal* meals. This has made it difficult for Muslim tourists to have confidence in the food and to eat it. Every *halal* food must go through certain processes where it is in accordance with the right Sharia. Firstly, they must have the *halal* certification to avoid any doubt of Muslim travellers to eat it. The *halal* certification system has the concept of "from farm to fork." All stages in the food supply chain, through raw materials, processing and distribution should be *halal* (Kitayama, et al., 2018). At all stages of the food supply chain, there are many requirements based on Islamic beliefs for *halal* certification. A *halal* certification agency licenses a company by ensuring that it complies with *halal* food rules. At the stage of preparing raw materials, livestock in farms should be isolated from pigs and bred by using feeds corresponding to *halal* rules (Kitayama, et al., 2018). Therefore, the difficulty in getting *halal* ingredients is a frequent issue nowadays, and it affects the process of obtaining *halal* certifications. It is difficult to secure *halal* in logistics from manufacturers to retailers or restaurants because almost all products are delivered with non-*halal* products (Kitayama, et al.,

2018). A few distributors take steps to assure *halal* food delivery, but most do not because of the high expenses of complying with *halal* food laws.

According to (Sugibayashi, et al., 2017) because of the restricted availability of *halal* ingredients, the lack of *halal* menus, and ingredient labels that did not offer enough information to determine if it was permissible to ingest, 44 percent of university students said they had difficulty locating food and beverages. This shows that, although Japan provides Muslim-friendly food services, most of them do not follow proper sharia and the number of people who receive a *halal* certification is minimal. This is the concern of Muslim tourists to get *halal* food properly. Even on university campuses where many foreign students attend, Muslim students reported difficulties finding *halal* foods (Sugibayashi, et al., 2017).

According to (Hariani, et al., 2017), non-Islamic countries have a challenging issue with *halal* restaurants and hotels. The difficulty in finding *halal* food is still a topic of discussion today. Although it has been developed in Japan and other countries, the number of adherents is tiny, and most Muslim travellers find it difficult to obtain *halal* food that complies with Islamic law. This problem arises because, even though some restaurants have a *halal* certificate, they continue to offer non-*halal* food. Due to concerns about the meals provided, Muslim travellers have found it difficult to enter. That is why to prevent contamination with non-*halal* foods, they manufacture frozen foods for Muslims in the early morning before processing non-*halal* foods (Kitayama, et al., 2018). Even though this step has been done, it raises issues regarding hygiene in the food preparation process, as it is possible that the cooking utensils used or the processing location for *halal* and non-*halal* food are the same. It is a question mark if the food cleaning is not mixed with two types of food.

This shows that, although Japan and other countries provide Muslim-friendly food, there are some important issues that travellers, especially Muslim tourists, should consider. Restaurants which *halal* food are required to receive a *halal* certificate from specified organizations. Furthermore, a country's lack of *halal* restaurants is a huge concern for travellers, especially for the Muslims. This is an important problem to highlight because there is a small number of *halal* restaurants in Japan, which makes it difficult for Muslim travellers to obtain *halal* food.

Muslim-Friendly Facilities

Several studies have been conducted to examine the availability of Islamic attributes in tourism, including those who found that Islamic attributes have both tangible and intangible aspects. Significant aspects including the availability of prayer facilities (mosque/prayer room, *Quran* and qibla, Muslim-friendly toilets), and *halal* food, while intangible attributes include Islamic entertainment, Islamic dress code, adherence to Islamic morals, and *Azan*. The attributes of Islam are divided into two, namely: the physical nature and the non-physical nature. The physical properties consist of prayer facilities, *halal* food, the *Quran*, and Muslim-friendly toilets. Non-physical attributes include the availability of segregated services, sharia TV channels, sharia entertainment devices, and arts that do not depict the human form (Fajriyati et al., 2020).

Prayer room availability, a daily need, is another important factor for Muslim *travellers* (Saville and Mahbubi, 2021). For example, in Osaka, a prayer area may be found in one of the city's retail malls. Furthermore, there are more *surau* accessible for Muslims at both Narita and Kansai International Airports (Salleh et al., 2019). Malaysians adore visiting Japan. Due to visa-free travel and the availability of numerous Muslim-friendly facilities such as *surau* and *halal*-certified eateries prior to the COVID-19 outbreak, Japan has welcomed more visitors from Malaysia (Maknu et al., 2021).

Muslim-Friendly Accommodation

The number of Sharia-compliant hotels is growing in the *halal* tourism market and can be found in Muslim and non-Muslim destinations. Some of these destinations promote Sharia-compliant hotels as Muslim-friendly hotels (Battour et al., 2018). Without a norm, being a Muslim-friendly hotel looks different from one hotel to the next (Salleh, et al., 2019). Muslim-friendly hotels, for example, provide facilities for Muslim visitors that are all in accordance with Islamic principles, such as Qibla direction, prayer mats, *halal* meals, alcohol-free drinks, and prayer rooms with the call to prayer (Battour et al., 2018). The Muslim-friendly hotels offer amenities such as core services, augmented services, and actual services. For example, core services consist of key benefits to hotel guests, such as clean rooms and *halal* food. Actual services include more Islamic services than core services, namely prayer times, separate recreational facilities for women and men, *surau*, and mosque locations (Salleh, et al., 2014). Finally, the augmented services consist of an extensive Islamic service (Salleh et al., 2019).

According to this study, Muslim tourists confront various challenges in terms of lodging when going to non-Muslim countries, including the idea of *halal* tourism, which is now being contested in the literature. Many experts consider *halal* tourism to be Islamic tourism, which is debatably harmful (Battour and Ismail, 2016). In early 2019, there was a delicate issue in Indonesia where the Balinese population, which is known for its Hinduism culture, fiercely opposed the notion of *halal* tourism and its execution. Similarly, a rejection storm occurred in the tourist region of Lake Toba, North Sumatra, Indonesia, in mid-2019. When asked, the party's response is the same: they are concerned that the notion of *halal* tourism would annihilate the traditional culture. They do not want to see local religious values being replaced with Islamic religious beliefs. The erroneous perception of *halal* tourism emerges because non-local Muslims are unable to distinguish between *halal* and Islamic tourism.

This study looked at the negative impact of perceived risk on behavioural intention. Traveling to non-Islamic countries such as Thailand (Tavitiyaman and Qu, 2013), as well as Muslim countries such as Turkey, as suggested by Schoreder and Pennington-Gray (2014) in the context of Olympic games travel (Cetinsoz and Ege, 2013). However, there has been little research into Muslims' perceptions of *halal* risk, as well as their perspectives of Islamic principles in non-Islamic countries. As a result, the purpose of this study is to evaluate perceived value, which is primarily based on the Islamic characteristics outlined by (Eid and El-Gohary, 2014), as well as presumed *halal* hazards, in affecting Muslims' intentions to travel to non-Islamic countries.

As a result of present and projected levels of engagement, Islamic tourism provides tremendous potential for the tourist sector globally, especially in Japan. Satisfying the demand, however, offers difficulties due to the unique characteristics and demands of Muslims as travellers as a result of their faith. Outside of the Islamic world, destination authorities and tourism businesses must understand these characteristics, take the necessary steps to meet as many expectations as potential, be eligible, and effective with Muslim audiences. Simultaneously, private businesses and the government must be aware of non-Muslim visitors in order to avoid inconvenience or alienation. Residents are also key stakeholders, and there is a risk of conflict in their interactions with Muslim visitors, which complicates management and resolution.

Tourist Perception

The reasons, attitudes, and views of visitors have a significant impact on the destination choosing process. Perception, according to (Gnanapala, 2015), is the act of selecting, organizing, and interpreting inputs into a meaningful and cohesive image. Motivation arouses

the visitors' desire, then guides them to seek out the appropriate items and services to satisfy their want. As a result, people go to other places in order to consume various commodities and services. Tourists will be happy if their specific demands are met throughout their vacation consuming in the place; or else, they will be disappointed. Tourists will be ecstatic if their vacation experiences exceed their expectations (Gnanapala, 2015). Satisfaction aids in the creation, development, and maintenance of positive public perception and goodwill for a tourist destination or resort. Consumer satisfaction is a measure of how well a destination's products and services meet or exceed customer expectations. Customer satisfaction is often regarded as a key performance measure for a successful business operation (Gnanapala, 2015).

The process of evaluation is heavily influenced by their perceptions of service quality and product performance (Gnanapala, 2015). Religion is one of the cultural elements that influences perception and behaviour. As a result, religion has an impact on how individuals perceive others. (Battour, et al., 2018) found that people are more relaxed with those who have the same social and cultural surroundings. Muslims might also go to non-Muslim nations for recreational, religious, and educational purposes, according to the *Quran*. However, Islam has urged its adherents to refrain from engaging in any action that violates Islamic law (or sharia), since this might taint their religion (Maknu, et al., 2021).

When visiting non-Muslim nations, Muslims must follow Islam's precepts, such as eating and drinking h*alal* (permissible) food and beverages whenever and wherever feasible. In other words, Muslims must abstain from taking any food or beverage that is *haram* (illegal) or *syubhah* (questionable) (Maknu et al., 2021). Because Islam forbids it, a religious Muslim does not consume alcohol, eat pork, or engage in usury transactions (Aji, et al., 2021). *Halal* risk is defined by the perception of *halal* availability and Islamic worship facilities in non-Islamic nations, whereas Islamic value is defined as the value felt by Muslims regarding physical and non-physical features (Aji, et al., 2021). Muslim tourists, on the other hand, are required to follow certain attire, behaviour, eating, and prayer guidelines (Salleh, et al., 2014).

Research Hypothesis

The literature reviews highlighted that the independent variables like Muslim-friendly food, Muslim-friendly facilities, and Muslim-friendly accommodation do affect the tourist perception in Japan. Therefore, the study plans to examine the level of effect among these variables. Based on the literature discussed, the hypotheses of this study are summarized in the following manner:

H₁ There is a significant relationship between food and tourist perception of Japan as a Muslim-friendly destination.

H₂ There is a significant relationship between facilities and tourist perception of Japan as a Muslim-friendly destination.

H₃ There is a significant relationship between accommodation and tourist perception of Japan as a Muslim-friendly destination.

Research Framework

Figure 1 below shows the research framework for the study.
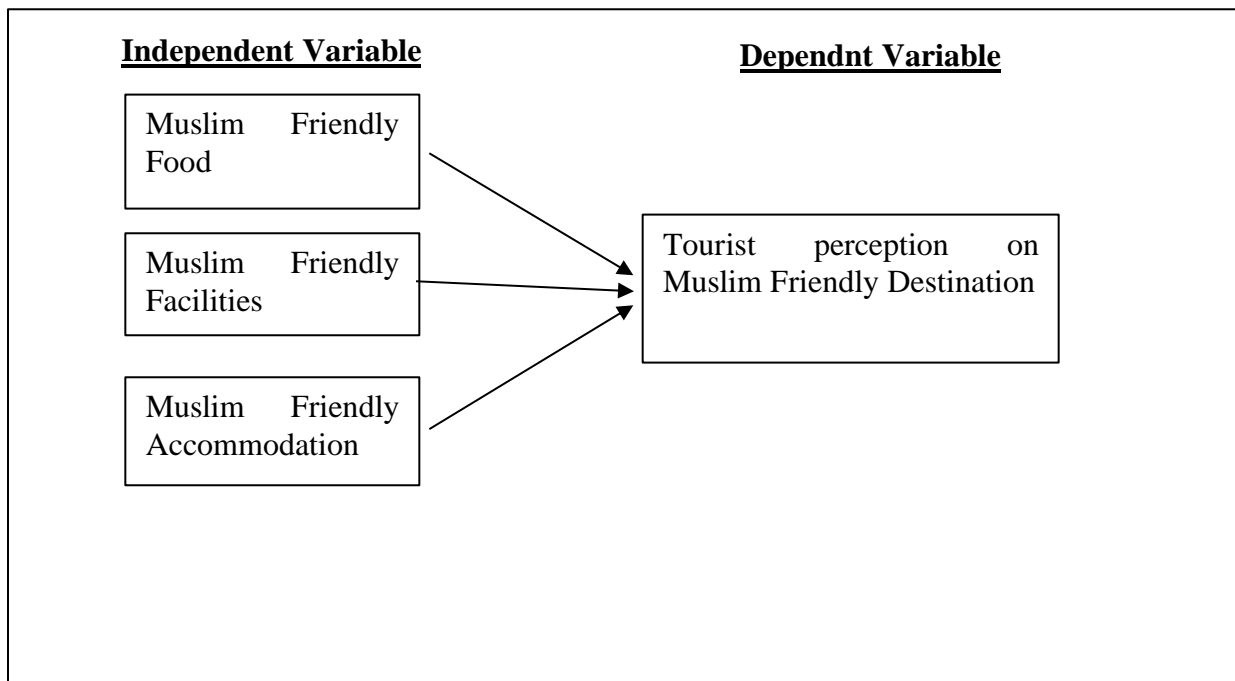
Figure 1: Research Framework

METHODOLOGY

Research Design

A quantitative approach was chosen for this study. According to (Aliage and Guderson, 2002), quantitative study explained the gathering of data that has been broken down using scientific methods (specific measurements). Quantitative approaches are used to generate numerical data.

The questionnaire was used to collect primary data in this study. The question must be relevant to the research topic, which is the perception of tourists of Japan as a Muslim-friendly destination. Quantitative research is used to quantify a problem by generating numerical data that can be analysed statistically. This is used to assess attitudes, opinions, behaviours, and other specific factors, as well as to extrapolate results from a larger population sample. This is due to the fact that quantitative data can help a researcher gain more confidence in a trend by allowing researchers to derive numerical facts.

Data Collection

Data collection refers to the process of gathering, measuring, and evaluating correct insights for research purposes using established and approved procedures. A researcher's hypothesis may be evaluated based on the facts gathered. Data collection is the practice of gathering, measuring, and evaluating correct insights for research purposes using established and approved procedures. A researcher's hypothesis may be evaluated based on the data collection technique used. To create questionnaires, the Online Google platform, which is a digital platform, was used. Questionnaires were distributed through online apps such as Whatsapp, Facebook, and Instagram to make it easier for respondents to determine the distribution of questionnaires, particularly those who have visited Japan and seen the impact of Muslim travellers' desire to visit *halal* non-Muslim countries. Respondents were instructed to explain how to eliminate social desirability bias. The survey was conducted in two intermediate languages: Malay and English. The information was gathered in less than a month. The answer should take no more than ten minutes to complete. Tourists were asked to fill out surveys, and researchers inquire about their leisure time. The researchers asked for collaboration from the entire group. The researchers used WhatsApp and Facebook to make survey distribution easier for academics.

Sampling

According to Bhardwaj (2019), sampling is defined as a procedure to select a sample from an individual or from a large group of a population for a certain kind of research purpose. There are two types of sampling methods, which are probability sampling and non-probability sampling. Probability sampling means that every item in the population has an equal chance of being included in the sample (Taherdoost, 2018). Non-probability sampling, on the other hand, is a sort of sampling in which each member of the population has an unknown chance of being chosen for the sample (Bhardwaj, 2019).

The researcher selected respondents from each Malaysian community using a random sampling method which is probability sampling with some having prior travel experience to Japan and others having no prior travel experience to Japan. The survey was intended to be completed by 384 people, according to the researchers.

Data Analysis

There were two types of data analysis used in this study, namely frequency analysis, descriptive statistic and Pearson correlation analysis. The data obtained was analysed using SPSS version 22.

FINDINGS

Results of Frequency Analysis

Table 1: Frequency Analysis

Characteristics	Frequency	Percentage (%)
Demographic Profile		
Gender		
Male	**146**	**44.6**
Female	**181**	**55.4**
Age		
20-29 years old	**136**	**41.6**
30-39 years old	**110**	**33.6**
40-49 years old	**57**	**17.4**
50 years old	**24**	**7.3**
Races		
Malay	**302**	**92.4**
Chinese	**14**	**4.3**
Indian	**4**	**1.2**
Others	**7**	**2.1**
Marital Status		
Single	**182**	**55.7**
Married	**145**	**44.3**
Occupation		
Student	**93**	**28.4**
Government sector	**59**	**18.0**
Private sector	**113**	**34.6**
Housewife	**31**	**9.5**
Self-Employee	**31**	**9.5**

Income		
Below RM1000	**104**	**31.8**
RM1001-RM2000	**22**	**6.7**
RM2001-RM3000	**42**	**12.8**
RM3001-RM4000	**35**	**10.7**
RM4000 and above	**124**	**37.9**
Experiencing of Travelling to Japan		
Yes	**206**	**63.0**
No	**121**	**37.0**

Results of Pearson Correlation Analysis

Table 2: Pearson Correlation Analysis

Hypothesis	**P-Value**	**Results (Supported/Not Supported)**
H_1: There is a positive relationship between Muslim friendly food and tourist perception of Japan as a Muslim-friendly destination.	**.000**	**H_1 is supported.**
H_2: There is a positive relationship between Muslim friendly facilities and tourist perception of Japan as a Muslim-friendly destination.	**.000**	**H_2 is supported.**
H_3: There is a positive relationship between Muslim friendly accommodation and tourist perception of Japan as a Muslim-friendly destination.	**.000**	**H_3 is supported.**

Table 2 shows the results of Pearson Correlation Analysis by the hypothesis, p-value and result. For H_1, there is a positive relationship between Muslim-friendly food and tourist perception of Japan as a Muslim-friendly destination with a value of .000. Then, for H_2 there is a positive relationship between Muslim-friendly facilities and tourist perception of Japan as a Muslim-friendly destination with a value of .000. Lastly, for H_3 there is a positive relationship between Muslim-friendly accommodation and tourist perception of Japan as a Muslim friendly destination with a value of .000.

Results of Descriptive Statistics
Table 3: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Muslim Friendly Food	**I understand the concept of *halal* food.**	**4.65**	**.633**
	Halal Food restaurant are easily found in Japan.	**3.43**	**.950**
	I feel confident with the restaurant that have *halal* logo.	**4.23**	**.795**
	I feel confident to eat *halal* food at the same place serves non-*halal* food.	**2.66**	**1.319**
	The convenience of getting *halal* food is easily found in Japan.	**3.57**	**.975**
Muslim Friendly Facilities	**Prayer facilities are easily found in Japan.**	**3.46**	**.932**
	Prayer facilities follow the correct Islamic sharia and do not mix with other religions.	**3.87**	**.943**
	The Muslim friendly hotel provides prayer mat in each room.	**3.30**	**1.072**
	There are many mosques in Japan.	**3.14**	**.937**
	Muslim friendly toilets are easily found in Japan, where every toilet provides a water pipe for each room.	**3.32**	**1.120**
Muslim Friendly Accommodation	**Muslim friendly accommodation is easily found in Japan.**	**3.40**	**.992**
	Accommodation follows the correct Islamic Sharia and does not mix with other religions.	**3.21**	**1.144**
	The hotel assures that the room is clean and well maintained.	**4.39**	**.786**
	The hotel assures us that beer is not stored in the hotel room's refrigerator.	**3.36**	**1.112**
	There is a separate room or floor for unmarried couple between male and female.	**3.18**	**1.177**

Tourist Perception			
	Muslim friendly services and facilities are available at the destination.	**3.62**	**.928**
	There was a Muslim friendly holiday in Japan, and it was safe destination.	**4.04**	**.866**
	There is an awareness of *halal* and it is used in destination marketing.	**4.01**	**.821**
	Muslim Friendly is well-received in Japan's society.	**4.06**	**.832**

DISCUSSION & RECOMMENDATIONS

As for recommendations for future researchs, the researcher suggested for this study to provide insights for future studies in order to improve them. Improvements can be made by providing vision and focus on other researchers so it can help to achieve the goal of the study. This is because the researcher mentioned that a small percentage of respondents did not understand the question and thus chose not to respond or responded without thinking, for example. Therefore, with a summary and simple information, the questions posed should attract the attention of the respondents.

After that, it is recommended to provide questions that facilitate the respondent. The vocabulary or questions used must be simple to comprehend. This is because the respondent will not understand the question if the question is hard and thus choose not to respond to the questionnaire.

Last recommendation is focus on how to get participants to fill out the questionnaire without pressure. This is to ensure that the answers given are relevant and not offered at random. The researcher must ask the respondents some questions before distributing the questionnaire to ensure that they are truly seeking to answer the questions. In addition, the researcher must persuade respondents to include personal information and skills in order to complete the questionnaire without fear of personal information being leaked because their data will be kept private.

CONCLUSION

In conclusion, this study has been accomplished to discover the tourist perceptions of Japan as a Muslim-friendly destination. Three independent variables, which is Muslim-friendly food, Muslim- friendly facilities and Muslim-friendly accommodation have been chosen to examine their relationships with the dependent variable, which is tourist perception of Japan as a Muslim-friendly destination. A total of 327 respondents from the age of 20 years old until 50 years and above were selected from all the states in Malaysia to examine their perceptions about all the components of *halal* destination in Japan. Based on research findings, the independent variables of Muslim-friendly food, Muslim-friendly facilities and Muslim-friendly accommodation were found to influence the dependent variable, which is tourist perception with positive correlations between variables.

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Visitor Motivation on Dark Tourism

In War Museum, Pulau Pinang

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ABSTRACT

Dark tourism started to gain academic attention in the early 90s, and recently it interested the media and the general public. Dark tourism is also known as black tourism, thanatourism that is associated with death or tragedy. Dark tourism has become the subject of debate because of its critiques and assessment of social impacts. Therefore, the study aimed to investigate visitors' motivation for dark tourism in War Museum, Penang. 377 respondents were participating in this study conducted through social media such as WhatsApp, Facebook, Instagram and others. This study focused on dark tourism in War Museum Penang. The result showed the visitor's motivation to enjoy dark tourism in War Museum Penang positively.

Keywords: Dark Tourism, Motivation, Experience, Uniqueness

INTRODUCTION

Dark tourism is defined as tourism involving black history associated with death or tragedy. Dark tourist attractions are indeed considered heritage and cultural sites. It is something that occurred and left a cultural imprint. According to Dann (1998), dark sites have significant cultural and historical symbolic importance. It is well known that culture plays an important role in instilling a sense of value in unfortunate events such as dark tourism products (Birna, Hyde, & Raine, 2013; Korstanje & Ivanov, 2012). The development of dark culture sites is viewed as an attraction capable of providing visitors with a value-added interaction (Alom et al., 2019). This can be evidenced by Stone (2006), who reported that tour operators have started bringing tourists to various dark tourist spots, and it has become an attraction and exhibition related to genocide and tragedy, such as Auschwitz-Birkenau or the Killing Fields of Cambodia. Dark Tourism is distinguished because it is based on true events. There are a variety of dark tourism attractions, such as Holocaust sites, battlefields, prisons, slavery sites, mausoleums, detention sites, memorials, and other places with a disputed history, as well as unforgettable sites (Casbeard & Booth, 2012; Doss, 2008; Patwary & Rashid, 2016).

Aside from that, according to Korstanje and Ivanov (2012), the travel industry is a form of fusion of the past, present, and coming years, which could be a biased discourse in which the price of culture and architecture is highlighted to visitors? As previously stated, sites associated with war and atrocities have long been considered part of broader historical and cultural heritage tourism (Stone, 2012). According to a few tourism scholars, dark tourism not only serves as a guardian of history in terms of heritage but also provides a moral guardian in a supposedly volatile modern society.

The effective dissemination of information about site heritage and historical values allows travellers to comprehend past tragedies (Braithwaite & Lee, 2006). As a result of the past tragedies related to war, cruelty, death, murder, and all the pain, this tourism is considered

dark tourism. Today's tourists living in comfortable surroundings are less interested in dark tourism. However, some tourists are interested in uncovering the history and travelling to conduct research, so dark tourism is an option.

Malaysia has many interesting Dark Tourism attractions that influence visitors to visit that place. Visitor arrivals are due to the environment and unique experience which is on Dark Tourism. The Dark Tourism attraction is the War Museum Penang. This study aimed to investigate the visitor's motivation on Dark Tourism in War Museum Penang. There were two objectives of this research:

1. To examine the relationship between dark experiences and tourist motivation in Penang War Museum.
2. To investigate the relationship between engaging entertainment and tourist motivation in Penang War Museum.
   To identify the relationship between the unique learning experience and tourist motivation in Penang War Museum.

Significance of the Study

The significance of the study is focused on tourist perceptions of dark tourism in the war museum, Penang. Through this study, researchers can find out the views of tourists on this place and whether it attracts their interest or not. Furthermore, this study has the potential to increase knowledge and provide a better understanding of the past story of dark tourism, particularly at the War Museum in Penang. Simultaneously, it can support the dark tourism industry to become more well-known and ensure the country's history and cultures are not forgotten and neglected. In addition, this research can increase awareness among Malaysians of the importance of knowing the history of the country so that it can be used as motivation or moral to ensure the history will not be repeated in the future.

Subsequently, this study will aid in the tourism industry's holding. Fibre research can serve as a model for the next generation. It allows them to investigate and comprehend dark tourism, particularly in the War Museum in Penang. In the long run, it can preserve and ensure that the country's history will always be remembered. The increased exposure to dark tourism will increase the number of tourists visiting this area. It can provide an attraction for others to explore this place as well. This will also benefit the country's economy if more tourists to this location becomes greater. Although the research process provides a different perspective than simply sharing a journal or academic article concept, one is exposed to the real-world environment and location. However, this study can be used as a reference and promotion tool to help the dark tourism industry become popular as other types of tourism

LITERATURE REVIEW

Dark tourism

Dark tourism contributes significantly to the income and image of some areas. Museums, graves, slums, concentration camps, war situations, assassinations, and other tragic locations are all considered dark tourism destinations. With that in mind, it's time to show off some of the world's most popular Dark Tourism destinations.

Korstanje and Ivanov (2012) found that tourism is a way of combining the past, present, and future into a biased discourse that enhances the value of history and heritage to be portrayed to visitors. Such a Penang war museum related to conflict and atrocities has long been

recognized as part of the larger historical and heritage tourism framework. Some tourism scholars believe that dark tourism serves not only as a guardian of history in terms of heritage but also as a moral guardian in today's culture; Penang war museum seems to have a flourishing moral life and has become part of tourism itineraries around the world. Tourists can better appreciate the tragedies that happened in the past thanks to the dissemination of information about the history of the site and the heritage value of the Penang war museum. Death and disaster events can be changed, according to Stone (2010), giving visitors a sense of comfort, security, and optimism. The Penang War Museum, for example, was once the most terrible war stronghold and torture site in Malaysian history. Still, it now serves as a monument that operates as a mirror of the human soul and is regarded as the most effective way to learn about the event.

Tourism motivation

Educational and dark tourism have a close relationship and are intertwined, particularly in the case of the most obnoxious tourists. For most people, the most important reason to visit dark tourists is to seek knowledge or education. While dark tourism isn't everyone's favorite's hobby, and it's certainly not as much fun, many people value the education it generates. Visitors to dark tourist attractions come from a wide range of socioeconomic classes. Motivation encompasses learning goals, a passion for learning more about the past and more like that. Others are motivated by the desire to put in another way.

Dark tourism is part of a significant new scope of death (which "consists of areas of disaster and difficult heritage") in contemporary secular societies (Stone, 2020, p. 3). It provides visitors with unique cognitive and affective experiences (Henderson, 2000). Stone (2012) believes that a dark experience is a teachable moment and reflection from life when confronted with death, which comes suddenly and inevitably. Dark tourism is thus educationally significant because what tourists see and feel during their visit influences their cognition.

Visitors drawn to dark tourism destinations may be curious about the reality behind the media depictions, or they may have a personal connection to the site or people linked with it. In any case, the infatuation with dark tourist destinations has resulted in many ethical quandaries (Patwary, 2022). People frequently form emotional attachments to celebrities. As a result, tours of the Penang war museum.

Dark Experience

Dark tourism involves travel to places historically associated with death and tragedy. According to (Raine, 2013), the burial grounds or graveyards concluded the mourners had a personal spiritual connection in dark tourism with different sites. The specific grave site usually had the meditations for death. Death rates are often performed as a ritual not necessarily to mark the passing of the deceased but rather to heal the wound of families, communities, societies, or nations by the deceased's passing (Bowman & Pezzullo, 2009; Patwary et al., 2020).

Traveling to and experiencing places associated with death is not a new phenomenon. Disaster tourism or Dark tourism, though it is considered as not legal and ethical in terms of business prospects, is attracting the attention of both tourists and academic practitioners, as well as the Tourist, who operates for various reasons (Yuill, Stephanie Marie (2003). Dark tourism, also known as 'Thanatourism' especially in the academic arena, is the tourism activities mainly in the heritage or historical sites with controversies and other attractions and

exhibitions of death, disaster, memorial sites, or seemingly macabre that were shadowed in the past.

It is a concept that started in the mid-1990s/2000s, transforming war or disaster zones into tourism or travel destinations (Lyn Robinson, Jim K, Jarvie, 2008). Such sites and attractions are gaining the popularity and attention of several visitors, more than half a million per year in recent decades. For Examples, Auschwitz Museum in Oswiecim, Poland; Hiroshima Peace Memorial Museum in Hiroshima. Japan; Anne Frank House in Amsterdam, the Netherlands; Peace Park Jeju Island, South Korea.

Engaging Entertainment

Emotional connections by the location of travelling by visiting the dark tourism destination of tourists to see the reality behind media or image. Everyday life has been systematized for the tour of Elvis' home, Graceland and the reenactment of James Dean's funeral offers visitors different experiences (Foley & Lennon, 1996).

Dark Tourism Spectrum (2006) Stone states that dark tourism supply cannot be analyzed completely unless the tourist behaviour and demand for dark tourism are recognized. Supply in dark tourism is given in a wide and distinct series; nevertheless, a structured foundation of supplying attractions is necessary to assist in identifying and researching visitors' motivation and experiences.

Not all dark tourism attractions have the same level of 'darkness'. (Strange & Kempa 2003) first introduced a differentiation between 'lighter' and 'darker' tourism sites. They compared Alcatraz and Robben Island, both being former prisons that have been converted into tourist attractions, and even though both places have different histories, they share certain attributes. Nevertheless, Alcatraz is already being presented commercially and entertainingly, whereas Robben Island still holds on to its seriousness and maintains a higher level of political influence in its interpretation. Robben Island thus still focuses more on promoting education, honourable and remembrance. As a result, Robben Island is being perceived as a shade darker than Alcatraz (Stone, 2005).

Unique Learning Experience

Dark tourism has also had unique tourism trends in recent years and has always been curious about places that might have a historical connection with tragic events. But the reasons tourists want to visit such dark tourism sites is not a bad thing and gaining a unique learning experience. Studied found that their primary motivations wereexploring, making discoveries, and educating at burial sites and graveyards (Raine, 2013).

Ashworth (2004) introduced four arguments that place dark tourism in a familiar context. The first argument deals with people's curiosity, which is one of the major drivers of human beings. It is triggered by a sensation of uncertainty in the brain, and the human seeks to satisfy this feeling. People, and thus tourists, are fascinated by the unusual, unknown and unique, which leads to the conclusion that at least part of the curiosity for dark tourism attractions comes from the same motivations that lead people to acknowledge and remember the exceptional. The exceptional unusual arouses and satisfies curiosity which is not uncommon for the tourist, but due to restrictions in daily life, the sensation does not get experienced often.

Curiosity shows at events such as car accidents or scenes of natural disasters, where some might consider it inappropriate to stop and stare. On a more socially acceptable level, even circus shows and (extreme) sports with many viewers may thrive in popularity due to the perceived possibility of a tragic event happening.

While, Patwary et al. (2022) the motivations of tourists investigated the dark heritage destination in Cyrus that found the concept of death was incorporated to enhance tourists' experience, the educational and memorial purposes become places of commemoration, admiration and learning from the dark tourism site.

In the age of postmodernity, the experience of consumers plays an increasingly important role in economic and social life. In social science literature on the tourist experience, most researchers focus on the experience in contrast to the daily experience. The tourist experience is thus understood as the pure, net, or peak experience, usually derived from the attractions, rather than mixed, gross, or supporting experiences such as eating, sleeping, etc. Those experiences that are regarded as the extension of the daily experience to the tourist journey, such as the experience of accommodation and transport, are mostly ignored or taken for granted (Quan & Wang, 2004). There are two general approaches to studying the tourist experience, namely, the social science approach and the marketing/management approach (Pine & Gilmore, 1999). This refers to the attractions' experience that constitute tourism's major motivations. The latter treats the tourist experience as supporting consumer experience, which refers to the experiences of gratifying basic consumer needs on the journey, such as eating, sleeping, and transport, which do not constitute the major motivation for tourism. In contrast, the former regards the tourist experience as a peak experience in sharp contrast to the daily experience.

Research Hypothesis

The literature review revealed e independent and dependent variables as motivation for dark tourism in Penang War Museum. Hence, this research will examine any relationship among these variables. The hypothesis of the study is outlined as follows:

H₁	There is a significant correlation between dark experiences among visitor motivation in War Museum, Penang.
H₂	There is no significant correlation between dark experiences and visitor motivation in War Museum, Penang.

Research Framework
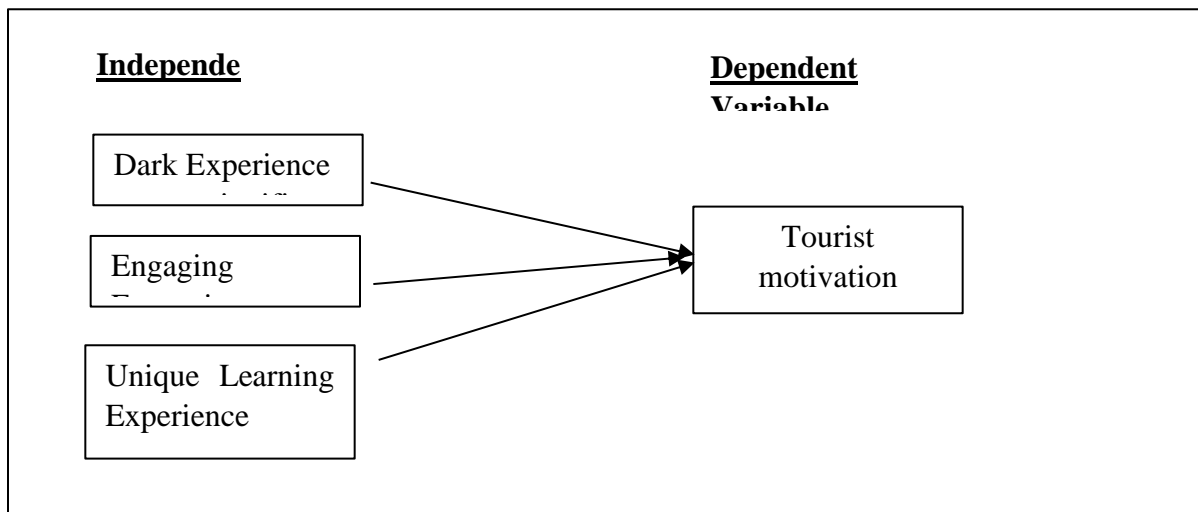
The Figure 1 below shows the research framework use for this study

Figure 1: Research Framework

METHODOLOGY

Research Design

This study used the quantitative method, distributing questionnaires to 377 respondents who visited the Penang War Museum. This research focuses on visitors who have experience visiting Penang War Museum. This is because individuals who have visited Penang War Museum have different motivations that make them visit or have experienced in Penang War Museum. Therefore, it is easy to find random respondents because Penang War Museum is an attractive destination that makes tourists want to visit this place.

Moreover, questionnaires were distributed to the population to collect the data which are visitors' motivation on the dark experience in Penang War Museum. This questionnaire used the format of multiple choices and 5-point Likert scales of agreement. The researcher divided the questionnaire into 5 sections which are Section A, B, C, and D. For Section A, the questionnaire requested general information about the demographics of respondents, such as gender, age, race and employment status. For Sections B, C, D and E, the questions elaborated more on the dependent and independent variables, which were (i) Dark experience, (ii) Engaging entertainment, (iii) Unique learning and (iv) Visitors' motivation that were was examined in the survey.
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Data Collection

The data collection was conducted using questionnaires. This research chose to distribute the questionnaires using the Google form application. The questionnaire was conducted online to collect information on dark experiences, engaging entertainment and unique learning experiences of visitors' motivation at Penang War Museum. Links to Google forms have been distributed on social media such as Facebook and WhatsApp to cover the total number of targeted respondents. Researchers will use questionnaires because it is one of the most cost-effective ways to collect quantitative data. Self-designed questionnaires where the researcher does not need to conduct a face-to-face interview. This is a cost-effective method because hiring someone to make an appointment is not necessary. The questionnaire also gathered a large amount of information from a large number of people in a relatively short time. Apart from that, the questionnaire allows invisibility, which can comfort those who respond.

Sampling

The sampling method used in this study was the probability sampling method. The researcher wanted to relate the random sampling method, for example, looking at the data frequency

statistics for the same questionnaire. This indicates that many respondents are motivated by the Penang war museum based on methods such as simple random sampling.

$$s = \frac{x^2 Np(1 - P)}{e^2(N - 1) + x^2 p(1 - p)}$$

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)

Table 1: The Number of Households in Three States of Malaysia

Place Name	Number of visitors to the War Museum in the previous year (people)
Penang War Museum	20 000 people

Source: www.CEICDATA.COM, Department of statistics, Database Malaysia.

Data Analysis

Four types of data analysis were used in this study: frequency analysis, descriptive analysis, reliability test and Pearson correlation analysis. The data obtained was analysed by using SPSS version 26.

FINDINGS

Result of Frequency Analysis

Table 4: Frequency Analysis

Characteristics	Frequency	Percentage
Gender		
Female	222	58.9
Male	149	39.5
Age		
18-25	235	62.3
26 - 33	95	25.2
34 - 41	31	8.2
42 - 49	7	1.9
50-above	9	2.4
Race		
Bumiputera Sabah	2	0.5
Chinese	15	4.0
India	9	2.4
Kadazandusun	1	0.3
Malay	349	92.6
Siam	1	0.3
Employment Status		
Governemnt sector	40	10.6
Housewife	14	3.7

		1	0.3
Kaki lena		1	0.3
Private sector		83	22.0
Self employed		54	14.3
Student		185	49.1

Table above clearly shows that female respondents were 58.9% (n=222) more than male respondents 39.5% (n=149). Among these five age groups, the highest numbers of respondents were from 18 to 25 years old with 62.3% (n=235). Followed ,25.2% (n=95) of respondents from the age group of 26 - 33 years old. For the age group of 34 - 41 years old indicates as much as 8.2% (n=31) respondents, while 2.4% (n=9) respondents from the age group of 50 years old and above. The lowest number of respondents were from 42 - 49 years old, with 1.9% (n=7) respondents. Among these six race groups, the highest number of respondents were from Malay respondents, with 92.6% (n=349). Following with 4% (n=15) respondents are Chinese, 2.4% (n=9) are Indian respondents, 0.5% (n=2) are Bumiputera Sabah. The lowest respondents were Siam, and Kadazandusun respondents have the same number that is 0.3% (n=1) respondents for each. Other than that, among these six types of employment status, the highest numbers of respondents were students, with 49.1% (n=185) respondents. Following with 22% (n=83) respondent from private sector, 14.3% (n=54) respondents were self-employed, 10.6% (n=40) respondent from government sector, 3.7% (n=14) were housewife. The lowest number of respondents was 'kaki lena' with 0.3% (n=1).

Result Of Descriptive Analysis

Table 5: Descriptive Analysis

Variables	Item	Mean score	Standard Deviation
The dark experience	1. Dark experiences that occurred in Penang War Museum have attract visitors to visit Penang War Museum	4.51	737
	2. I traveled here to satisfy my curiosity about abnormal and strange occurrences	4.37	872
	3. The attractions at the War Museum gave me an incredible experience	4.54	718
	4. I can feel the dark experience, contemplating death, war, and destruction at the Penang War Museum	4.44	833
	5. The dark experience at the War Museum intrigued me to learn about a tragedy as w ell as see how the location had reacted to the tragedy	4.53	736
	6. I visited the Penang War Museum because fascinated with dark experiences and paranormal activities	4.46	798
Engaging entertainment	1. I enjoying dark tourism exhibitions	4.53	765
	2. I am interested to see historical sites and the way it has impacted our lives	4.58	715

	3. I love taking pictures of historical places and the War Museum is an interesting entertainment place for me to keep a collection of historical images	4.53	729
	4. I get viewing death and war events through re-creation fiction when visiting Penang War Museum	4.52	740
	5. Varieties of entertainment offered encourage visitors visited Penang War Museum	4.55	735
	6. I travelled to the Penang War Museum to see the change or improvement of the dark tourism location	4.47	802
The unique learning	1. I enjoyed learning about what happened and being able to take lessons based on the historical of the Penang War Museum	4.60	657
	2. I visited the Penang War Museum to see the originality of the historic place	4.57	689
	3. I travelled to the Penang War Museum because I wanted to try something new	4.51	786
	4. I choose to visit a dark tourist spot because to experience a place many people have not been to or wish to visit	4.51	748
	5. Visiting here is a great way to learn about important historical events	4.60	661
	6. I travelled here because I wanted to try something 'out of the ordinary'	4.51	751
Visitors motivation	1. In the future, I would consider returning to Penang War Museum	4.51	737
	2. I would recommend to people who are close to me to visit Penang War Museum	4.55	746
	3. Penang War Museum helped increase my interest and experience of dark tourism	4.51	769
	4. Service and quality offered at the Penang War Museum increase the motivation of tourists to visit this place	4.51	740
	5. Engaging entertainment and unique learning obtained at the Penang War Museum became the motivation for me to visit this place	4.56	705

Result Of Reliability Analysis
Table 6: Reliability Analysis

Variable	Number of Item	Cronbach's Alpha Coefficient
Dark experience	6	0.940
Engaging entertainment	6	0.940
Unique learning	6	0.956
Visitor motivation	5	0.955

Result of Pearson Correlation Analysis

The Table 5 below shows the Pearson Correlation Analysis

Table 7: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H$_1$: There is a significant correlation between dark experiences among the visitor motivation in War Museum, Penang	0.844	H$_1$ is supported/
H$_2$: There is a significant correlation between the available engaging entertainment and visitor motivation in War Museum, Penang.	0.902	H$_2$ is supported
H$_3$: There is a significant correlation between the unique learning experiences and visitors' motivation in War Museum, Penang.	0.899	H$_3$ is supported

The first hypothesis predicted a positive and significant relationship between dark experiences and tourist's visitation. According to Pearson Correlation analysis (see Table 4.5), the result showed that dark experience strongly correlates with the visitor motivation in Penang War Museum. Based on the result, a strong positive correlation relationship between independent variable 1 (dark experience) and dependent variable (visitors motivation) at r = 0.844, p < 0.01 are shown. Dark experience affects tourists visiting the Penang War Museum. Although the War Museum has a dark and somewhat horrible history, the dark experience can show that tourists are attracted to go there because of interest and curiosity about the events that happened there and can be used as a reflection. Subsequently, the attractions available at the Penang War Museum have also provided an incredible experience for the tourists. This means that the dark experience at the War Museum has had a positive impact on visiting tourists.

The second hypothesis predicted a positive and significant relationship between engaging in entertainment and tourist visitation to Penang War Museum. According to Pearson Correlation analysis (see Table 4.5), the result showed that engaging entertainment strongly correlates to tourist visitation. Based on the result, a strongly positive correlation between independent variable 2 (engaging entertainment) and dependent variable (tourist's visitation) at 0.902, p < 0.01, is shown. Most tourists who come to the Penang War Museum are because they are interested in seeing historical sites. Those who love collecting pictures of historical places also come here and make it an engaging entertainment while travelling. In addition, visiting tourists also consisted of those keen to see changes or improvements to dark tourist

locations. As described in chapters 1 and 2, dark tourism is a historical place where there have been wars, horrific deaths and even destruction. Therefore, the condition of the place needs improvement to provide comfort to tourists who visit, and it is appropriate when tourists want to see improvements from the history that has passed many years.

The third hypothesis predicted a positive and significant relationship between unique learning and tourists visiting Penang War Museum. According to Pearson Correlation analysis (see Table 4.5), the result showed that unique learning is strongly correlated to tourist visitation. Based on the result, a strongly positive correlation between independent variable 3 (unique learning) and dependent variable (tourist's visitation) at 0.899, $p < 0.01$ are shown. This shows that tourists have fun learning about what is going on at the Penang War Museum. Travelling to this historic place also attracts tourists to the War Museum. Some tourists want to experience places that many people have not been to or want to visit. As discussed in chapter 1, dark tourism is not the tourism that is the main choice of tourists. Still, most of them travel to dark tourism are those who really - interested in historical places and someone who wants a different situation from others.

To sum up, all three research objectives have been achieved, and research questions have also been answered in this study.

DISCUSSION AND RECOMMENDATION

The discussion aims to resolve the questions and address the hypotheses as stated in the first chapter of this study. In general, this study has examined visitors' motivation towards the dark experience at the Penang War Museum. Based on the study's findings, it focused on tourists' perceptions of dark tourism in the war museum, Penang. Through this study, researchers can find out the views of tourists to this place and whether it attracts their interest or not. Furthermore, this study has the potential to add knowledge, providing a better understanding of the past story of dark tourism, particularly at the War Museum in Penang. Simultaneously, it can support the dark tourism industry to become more famous as the history and culture of the country is not forgotten and ignored. In addition, this research can increase awareness among Malaysians about the importance of knowing the history of the country so that it can be used as motivation or moral to ensure that the history is not repeated in the future. In this research, we examine the motivations that make dark tourism an attraction and the benefits that can be gained from dark tourism as well as assess the impact of dark tourism on all tourists. This research also assesses the extent of tourist motivation about the attraction of this Penang war museum in this dark tourism.

CONCLUSION

In conclusion, this study has motivated visitors on dark tourism in the war museum, Pulau Pinang. Three independent variables, namely dark experiences, engaging experiences, and unique learning, have been chosen to examine their relationships with the dependent variable, which is the visitor's motivation for dark tourism in the war museum, Pulau Pinang. a total of 377 respondents from the age of 18 years old and above were selected from all states in Malaysia to examine visitor's motivation on dark tourism in the war museum, Pulau Pinang. Overall, based on Pearson's correlation analysis, the dark experience scored a value of 0.878, followed by engaging entertainment with 0.836, and unique learning with 0.844.

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4. To examine the relationship between prestige on food tourism intentions on local cuisine in Kota Bharu, Kelantan

LITERATURE REVIEW

Food Tourism Intention

Food tourism intention refers to the willingness and motivation of tourists to travel to a particular destination for the purpose of experiencing its local cuisine. It is a concept that has gained significant attention in the tourism industry as food has become an important element in the travel experience. Food tourism intention is influenced by various factors such as physical surroundings, health concerns, excitement, and prestige.

Physical Surroundings

The physical surroundings of a destination play a crucial role in shaping tourists' food tourism intentions. The ambiance, cleanliness, and overall environment of a food establishment can greatly influence a tourist's decision to dine there. A pleasant and attractive physical surrounding can enhance the overall dining experience and encourage tourists to engage in food tourism.

Health Concerns

Health concerns have become increasingly important in food tourism. Tourists are becoming more conscious about the nutritional value and safety of the food they consume while traveling. Concerns about hygiene, food preparation methods, and the use of fresh ingredients can influence tourists' food tourism intentions.

Excitement

Excitement is another factor that influences food tourism intention. The thrill of trying new and exotic dishes, exploring local markets, and experiencing different culinary traditions can create excitement among tourists. This sense of adventure and novelty motivates tourists to engage in food tourism.

Prestige

Prestige refers to the social status and recognition associated with dining at renowned restaurants or trying exclusive local delicacies. For some tourists, food tourism is a way to elevate their social standing and gain prestige among their peers. The desire for prestige can be a strong motivator for food tourism.

4. To examine the relationship between prestige on food tourism intentions on local cuisine in Kota Bharu, Kelantan

Significance of the Study

Scholars and Academic Researchers

This study is significance for scholars and academic research. This research will provide them with interesting insights about factors influencing food tourism intention on local cuisine that will serve as reference material or as a basis for future research and serve as a springboard for future studies on similar topics and issues related to factors influencing food tourism intention on local cuisine.

Tourist

Besides that, this study also benefits tourists by providing new knowledge, latest information and statistics to assist food tourism intention on local cuisine in Kota Bharu, Kelantan. This research also helps tourists find the best local cuisine. Tourists can also learn about diverse local cultures and traditions by engaging in local cuisine activities. It will increase tourists to come to Kota Bharu, Kelantan, to try the cuisine.

Community

This study also helps each community learn how to determine what each tourist's objective is to try local cuisine and encourage entrepreneurial activities in addition to understanding entrepreneurship. This study also shows the importance of local food in rural areas can develop a connection to the place and, in turn, create a visitor experience to the community in Kota Bharu, Kelantan.

LITERATURE REVIEW

Definition of Food Tourism Intentions

Food tourism is a rising phenomenon that focuses on enjoying authentic and traditional local meals. It serves as a vehicle for local producers and service providers to promote regional identities, raise environmental consciousness, and preserve traditional ways of life. Some of these studies have concentrated on the consumption of local cuisine in Kota Bharu, a common pastime among food tourists (Patwary & Rashid, 2016).

Tourists were distinguished by their attitudes regarding local cuisine assessments of in-trip food-related experiences, which influenced their food-related behaviour pre-trip information-sourcing. While their study provides empirical evidence that tourists may be characterized by their views about local cuisine and the local food market, it does not investigate whether there are distinctions between expected and actual experiences and how this may alter perceptions. (Birch & Memery, 2020).

Physical Surrounding

Food tourism has expanded quickly in recent years because local food plays a vital role in distinguishing one location from another. Tourists would choose local original cuisine options to satisfy their taste buds when visiting a location, which gives a nice experience for them and adds value to their destination selections. A physical environment can be described as anything we can physically experience through our senses touch, smell, sight, hearing, or taste.

Tourists appreciate a physical location with an authentic and traditional ambience when selecting local cuisine intake. As a result, motivating factors are identified as important determinants influencing visitor food selection and consumption (Soo-Cheng & Chai Li, 2020). In terms of the physical element, the image of local cuisine is unique because it drives tourists' food consumption preferences by expressing the uniqueness of a region. Food photos in this

context consist of three important components: food uniqueness and accessibility, food variety and pleasure, and food quality and presentation (Soo-Cheng & Chai Li, 2020).

Health concerns

The findings indicate that tourists who believe indigenous food used to have a high nutritional value have a negative attitude toward it. This contrasts previous research, which discovered that tourists' overall perceptions of local cuisine are influenced by health values. On the other hand, this prior research did not examine whether tourists benefited from their exposure to indigenous cuisine in terms of health (Choe and Kim, 2018; Patwary et al., 2020). As a result, the visitors in this study may have had a low degree of health-related utility because of eating native food in Kota Bharu. Furthermore, some tourists may become frightened or ill when confronted with unusual and exotic food

Regarding eating on the road, some visitors are affected by health concerns, which falls into the second category. Food quality, safety, and environmental friendliness are important to consumers. Organic food consumption has risen rapidly worldwide in response to the growing demand for a healthier diet (Kushwah et al., 2019; Waqas & Hong, 2019). In addition to taste and quality value, tourists are concerned about their health (Choe and Kim, 2018). In the food consumption of tourists, health benefits have been highlighted as a key consumption value. The quality of tourist eating experiences, particularly in terms of food flavour, sensory components of food, and food service, is important in fostering positive sentiments (Choe and Kim, 2018).

Excitement

Food tourism has become popular among international tourists in recent decades (Choe & Kim, 2018). For the sake of this research, local food is defined as cuisine that is unique to a geographically specified area and is created and eaten within that area. A country (or a sub-national area or province in the case of smaller nations), a city, a neighbourhood, or even a particular restaurant or culinary institution may be regarded as the geographical sphere of a regional cuisine. According to this rationale, those seeking existential experience value basic, local, and traditional eating experiences. Tourists acquire new knowledge and understanding of a destination's unique various local cultures, which is important for the destination's image and future tourism intention (Ellis, Park, Kim, & Yeoman, 2018; Kuhzady, Cadici, Olya, Mohajer, & Han, 2020; Patwary et al., 2022).

The cultural and educational aspects of food have a symbolic significance. Tourists can understand a culture by seeing local foods' preparation, presentation, and consumption. Food as an experience is the symbolic dimension. During travel, when there are more possibilities to eat new meals, the compulsory dimension of food refers to the increase in perceived risk presented by global and ethnic cuisine and cuisines. However, tourists eat the local cuisine in a tourist destination to fulfil their travel experiences (Choe & Kim, 2018; Vesci & Botti, 2019). The symbolic dimension includes excitement and status, while the obligatory dimension includes health concerns. Trying new foods can be energising, and having high hopes for an exciting experience can help to increase the experience.

Prestige

Prestige values are a key element. Prestige or social value is established when the perceived usefulness of services/products is connected with one or more social groups (Riordan-Gonçalves, 2016). Tourists who 'have been there and 'have eaten foreign food' are frequently linked with high cultural capital. Social values impact the attitudes and behaviour of visitors (Riordan-Gonçalves, 2016) because they may assist them in improving their underlying approbation and self-image; the notion is that they are motivated by a feeling of prestige and social worth. Following that, we will examine the impact of visitors' value of local food intake

on their future behaviour, emphasising the destination's culinary image and attitude toward local cuisine.

Additionally, food can play a significant role in meaningfully differentiating a destination. Because cuisine is branded by nationality (e.g., Chinese, French, Italian, Turkish, etc.), local food and culture provide numerous opportunities to develop a positive relationship between food style and destination. Notably, local food tourism can complement and strengthen the local economy's tourism and agriculture sectors. Food enables tourists to experience abstract culture tangibly. (Garibaldi & Pozzi, 2018). Local food production is viewed as a synergy of three factors: agriculture, culture, and tourism (Gardiner & Scott, 2006; Garibaldi & Pozzi, 2018). Integrating the local food experience with the tourism industry is viewed as a strategic move to maximise the three sectors' mutual economic potential.

Research Hypothesis

The research's hypotheses are to see whether there are any relationships between the study's

dependent and independent variables.

H₁ There is a positive relationship between physical surroundings and food tourism intention on local cuisine in Kota Bahru, Kelantan

H₂ There is a positive relationship between health concerns and food tourism intention on local cuisine in Kota Bahru, Kelantan

H₃ There is a positive relationship between excitement and food tourism intention on local cuisine in Kota Bahru, Kelantan

H₄ There is a positive relationship between prestige and food tourism intention on local cuisine in Kota Bahru, Kelantan

Research Framework

The Figure 1 below shows the research framework use for this study
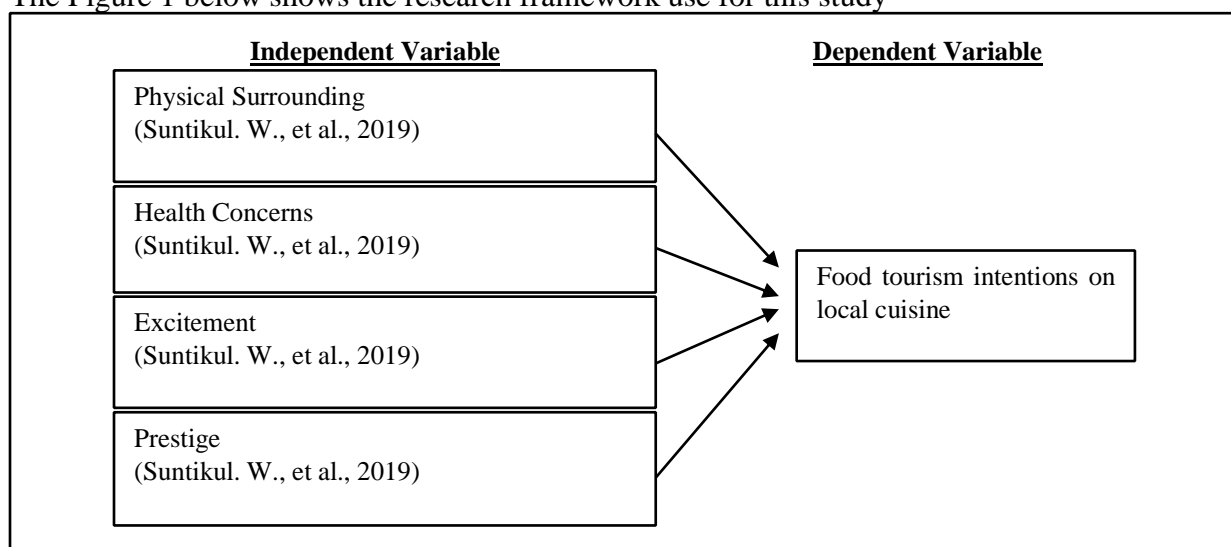
Figure : Research Framework

METHODOLOGY

Research Design

This study applied the quantitative approach where questionnaires were distributed to 384 tourists been travelling for local cuisine in Kota Bharu, Kelantan. In this research, the target populations were chosen consist of tourist aged 18 and above travelling to Kota Bharu, Kelantan. The current version of Statistical Package Social Science (SPSS) will be used to examine the data.

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Moreover, a set of questionnaires was distributed to the population to collect the data: tourists traveling for local cuisine in Kota Bharu, Kelantan. The researcher divided the questionnaire into four sections: Section A, B, C, and D. Section A focuses on the respondent's demographic details, including gender, age, marital status, educational level, occupation and monthly household income level. For Section B, travel patterns, section C, your travel dining experiences and section D, intention to consume local food while travelling. 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 the Google form application. The link to the Google form was distributed to all tourists traveling for local cuisine in Kota Bharu, Kelantan through social media such as Instagram, and Facebook. It was incredibly handy to save costs and time during this pandemic epidemic, in addition to being adaptable.

Sampling

The convenience sampling approach was utilised in this study as a non-probability sampling method. This is because questionnaires were produced and disseminated online or uploaded on social media sites to collect information from respondents; the research employed this method. The questionnaire was distributed to the respondents who are a tourist that travels for local cuisine through social media.

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

n = sample size
N = population size
e = degree of accuracy expressed as proportion (0.05)
$\quad x^2 = chi\ square\ of\ degree\ of\ freedom\ 1\ and\ confiidence\ 95\%$
p = proportion of population (if unknown, 0.5)

Table 1: The number of tourists that travel to Kota Bharu, Kelantan

City Name	Number of Tourists That Travel to Kota Bharu, Kelantan, MODP (Tourist)
Kelantan (Kota Bahru)	1,543,417

Source: www.data.gov.my, Malaysia Open Data Portal

Data Analysis

Four types of data analysis were used in this study: frequency analysis, descriptive analysis, reliability test and Pearson correlation analysis. The data obtained was analysed by using SPSS version 26.

FINDINGS

Result of Frequency Analysis

Table 2: Frequency Analysis

Profile Respondent	Frequency	Percentage (%)
Gender		

Male	219	60.3
Female	144	39.7
Total	363	100
Age		
18 - 24	163	44.9
25 - 34	107	29.5
35 - 44	45	12.4
45 – 54	31	8.5
55 – 64	16	4.4
65 and above	1	0.3
Total	363	100
Marital Status		
Single	235	64.7
Married	113	31.1
Divorced	15	4.1
Total	363	100
Education Level		
Primary School	1	0.3
Secondary School	63	17.4
Vocational School	14	3.9
Undergraduate/ Bachelor Degree	229	63.1
Postgraduate Degree or Above	56	15.4
Total	363	100
Occupation		
Employed	131	36.1
Self-employed	42	11.6
Student	161	44.4
Housewife	13	3.6
Unemployed	9	2.5
Retired	7	1.9
Total	363	100
Monthly Household Income Level		
RM 10,000 or lower	311	85.7

RM 10,000 - 18,999	43	11.8
RM 19,000 - 27,999	6	1.7
RM 28,000 - 36,999	2	0.6
RM 37,000 - 45,999	0	0
RM 46,000 or above	1	0.3
Total	363	100

As seen in Table 2, male respondents dominated the response in this survey at 219 or 60.3%, compared to female respondents at 144 or 39.7% were females.

This result was also aligned with the domination of respondents age between 18 to 24 years with 163 respondents or 44.9%, followed by ages between 25 to 34 years at 107 respondents or 29.5%. Respondents aged between 35 to 44 years with 45 respondents or 12.4%, followed by ages between 45 to 54 years at 31 respondents or 8.5%. While respondents by age 55- 64 years at 16 or 4.4%. Respondents by age 65 and above are the lowest respondent, which is 1 respondent or 0.3%.

Other than that, in terms of marital status, 235 or 64.7% of respondents are single, 113 or 31.1% of respondents are married, and 15 or 4.1% were divorced.

Next, in terms of educational level, undergraduate or bachelor's degree is the highest respondent with 229 respondents or 63.1%. And followed by the secondary school with 63 respondents or 17.4%. While postgraduate or above with 56 respondents or 15.4%. And followed by the vocational school with 14 respondents or 3.9%. Primary school is the lowest with 1 respondent or 0.3%.

Besides that, in terms of occupation, the domination student with 161 respondents or 44.4%, followed by the employed at 131 respondents or 36.1%. Respondents were self-employed with 42 respondents or 11.6%, followed by housewives at 13 respondents or 3.6%. While respondents were unemployed at 9 respondents or 2.5%. Retired respondents are the lowest respondent which is 7 respondents or 1.9%.

Lastly, in terms of monthly household income level, most respondents were paid lower than RM10,000, representing 311 respondents or 85.7%; while 43 respondents or 11.8% were paid from RM10,000 to RM18,999. 6 respondents or 1.7% were paid RM19,000 to RM27,999. There zero respondents who were paid from RM28,000 to RM36,999, and 2 respondents or 1.1%, were paid above RM46,000.

Result of Descriptive Analysis

Table 3: Descriptive Analysis

Variable	Item	Mean Score	Standard Deviation
Food tourism intentions on local cuisine	You are likely to consume local cuisine during your travels	4.55	0.648
Physical surrounding	Cleanliness of the restaurants is important for your travel dining experience	4.57	0.624

	Design of the restaurants is important for your travel dining experience	4.54	0.618
Health concerns	Nutrition is important for your travel dining experience	4.66	0.531
	Use of food materials with fresh appearance and flavour is important for your travel dining experience	4.58	0.605
Excitement	Before travel, you search for food, which the image make you feel excited, on social media or other medium	4.59	0.590
	When you eat out, it is exciting for you to try the most unusual items, even if you are not sure you would like them	4.55	0.613
Prestige	It is important for you to share photos and information of your dining experience with others through social platform	4.58	0.618
	You will go to restaurants recommended by your surrounding social groups and the public	4.58	0.640

Based on Table 3, food tourism intentions on local cuisine have one (1) question. The data in the table showed that 'You are likely to consume local cuisine during your travels' (M = 4.55, SD = 0.648).

Other than that, physical surrounding makes up two (2) questions. The query with the highest is 'Cleanliness of the restaurants is important for your travel dining experience' (M = 4.57, SD = 0.624) followed by 'Design of the restaurants is important for your travel dining experience' (M = 4.54, SD = 0.618). The range M-score for 2 items in the construct of the physical surrounding from 4.54 to 4.57.

Next, health concerns make up of two (2) questions. The query with the highest is 'Nutrition is important for your travel dining experience' (M = 4.66, SD = 0.531) followed by 'Use of food materials with fresh appearance and flavour is important for your travel dining experience' (M = 4.58, SD = 0.605). The range M-score for 2 items in the construct of the health concerns is from 4.58 to 4.66.

Besides that, excitement has two (2) questions. The range M-score for 2 items in the construct of the excitement is from 4.55 to 4.59. The highest to lowest score was reported as 'Before travel, you search for food, which the image make you feel excited, on social media or other media' (M = 4.59, SD = 0.590) and followed by 'When you eat out, it is exciting for you to try the most unusual items, even if you are not sure you would like them' (M = 4.55, SD = 0.613).

Lastly, prestige makes up of two (2) questions. The query with the highest is 'It is important for you to share photos and information of your dining experience with others

through social platform' (M = 4.58, SD = 0.618) followed by 'You will go to restaurants recommended by your surrounding social groups and the public' (M = 4.44, SD = 0.640). The range M-score for 2 items in the construct of the prestige is 4.58.

Result of Reliability Analysis

Table 4 below shows the result of the reliability analysis

Table 4: Reliability Analysis

Variable	N of Items	Cronbach's Alpha
Food tourism intentions on local cuisine	1	0.648
Physical surrounding	2	0.617
Health concerns	2	0.709
Excitement	2	0.601
Prestige	2	0.676

Referring to Table 4, the reliability (a = 0.648) found in the food tourism intentions on local cuisine has shown to have the third highest Cronbach alpha value in all variables. This value was accepted for this research as well. The (a = 0.648) have proved that the 1 item measured on food tourism intentions on local cuisine maintains moderate internal consistency. The acceptance of all variables involved in this research was accepted based on a previous study by Suntikul. W., et al., (2019) and Schober, Boer, & Schwarte (2018) rule of thumb Cronbach's Alpha.

The reliability of (a = 0.709) found on the health concerns has shown to have the highest Cronbach alpha value for the independent variable. The (a = 0.709) attained have shown that each item is well linked to one another, and indicate a good internal consistency among all 2 items measured on health concerns variable.

In addition, the reliability of Cronbach's (a = 0.617) found on the physical surrounding indicates an acceptable value for this research. The (a = 0.617) also indicates a moderate internal consistency among all 2 items measured on surrounding physical variables.

Next, the reliability of Cronbach's (a = 0.601) found on the excitement indicates an acceptable value for this research. The (a = 0.60) also indicates a moderate internal consistency among all 2 items measured on the excitement variable.

Lastly, the reliability of Cronbach's (a = 0.676) found on the prestige variable was also accepted for this research. The (a = 0.676) also indicates a moderate internal consistency among all 2 items measured on the prestige variable.

Result of Pearson Correlation Analysis

The Table 5 below shows the Pearson Correlation Analysis

Table 5: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H₁: There is a positive relationship between physical surrounding and food tourism intentions on local cuisine	0.493	H1 is supported

H₂: There is a positive relationship between health concerns and food tourism intentions on local cuisine	0.415	H2 is supported
H₃: There is a positive relationship between excitement and food tourism intentions on local cuisine	0.487	H3 is supported
H₄: There is a positive relationship between prestige and food tourism intentions on local cuisine	0.486	H4 is supported

Hypothesis 1 (H1) proposed that physical surrounding is a moderate positive relationship with food tourism intentions toward local cuisine. The Pearson's correlation results in Table 5 revealed that the physical surrounding shows the value of Pearson's correlation, $r = 0.493$, $p = 0.01$. Thus, the result accepts hypothesis 1 (H1).

Furthermore, Hypothesis 2 (H2) proposed that health concerns are a moderate positive relationship with food tourism intentions on local cuisine. The Pearson's correlation results in Table 5 revealed that the health concerns recorded value of Pearson's correlation result, which is $r = 0.415$, $p = 0.01$. Thus, the result accepts hypothesis 2 (H2).

Hypothesis 3 (H3) anticipated that excitement positively correlates with food tourism intentions on local cuisine. Based on Pearson's correlation result in Table 5, the data showed that excitement is recorded in Pearson's correlation result, $r = 0.487$, $p = 0.01$. Thus, the result accepts hypothesis 3 (H3).

Lastly, Hypothesis 4 (H4) proposed that prestige positively correlates with food tourism intentions on local cuisine. The Pearson's correlation result in Table 5 revealed the prestige recorded value of Pearson's correlation result, $r = 0.486$, $p = 0.01$. Thus, the result accepts hypothesis 4 (H4).

DISCUSSION AND RECOMMENDATION

In summary, this study explored in depth the factors influence food tourism intentions on local cuisine in Kota Bharu, Kelantan. As mentioned in the first chapter of this study, the purpose of discussions isdiscussions aim to answer questions and address hypotheses. Based on the data analysis findings, the current study makes numerous recommendations for scholar and academic researchers, tourists, and the community.

Malaysia is not only famous for the life of the multi-racial community, but it is also famous for local cuisine. Due to that, it has become a very significant tourist attraction and tourists who come to Malaysia to try the local cuisine. The factor is influencing food tourism intentions to consume local cuisine because the food is a great influencer in attracting tourists to a destination (Robinson, 2021). The community must do something to keep tourists coming to Kota Bharu, Kelantan such as give the best surroundings, high quality of local cuisine, follow the new trend and give a good perception. This is because Malaysia is one of the leading tourism destinations in the world on an ongoing basis.

The study's conclusions are also vital for the continuation of future research. First, further methodological work is required for researchers' reference. Qualitative methods may elicit the perspectives and experiences of tourists traveling for local cuisine who have had good, negative, or mixed encounters. They volunteer to engage in this kind of study, or future studies may employ a mix of quantitative and qualitative methods since the data is more accurate, such as a personal interview to seek a response in the future.

Furthermore, future research may employ other variables, such as acquiring knowledge and sensory appeal, as independent variables to get further information on the link between food tourism intention on local cuisine. This is because just a few factors relating to food tourism intention on local cuisine are discussed in the study. Future research may employ more variables in a single study.

Other than that, future researchers may extend and broaden the sample and study goal, such as from Kota Bharu, Kelantan to the whole state of Kelantan, to get a greater number of respondents based on tourists travelling for local cuisine. This is because the chosen demographic and sample size is limited to 1,543,417 tourists travelling in Kota Bharu, Kelantan. This will increase the number of responses that have the potential to enhance the outcomes. Even the number of questions in each part may be increased by comparing the demographics of previously examined locations.

Lastly, the researcher recommended that future studies use a basic question to make it straightforward for respondents to respond. It may save both the responder and our time during data collection. Also delivered, the survey at the appropriate time, such as on the weekend or over a holiday, so that respondents have the opportunity to provide an honest response.

CONCLUSION

In conclusion, the study aims to examine the factors that influence food tourism intentions on local cuisine in Kota Bharu. Four independent variables, physical surroundings, health concerns, excitement, and prestige, were selected to examine their links with the dependent variable, food tourism intention, on local cuisine in Kota Bharu, Kelantan. 384 Google Form surveys were administered and keyed into the SPSS version 26 to get the information and results. The findings of this study revealed that the independent variables were physical surroundings, health concern, excitement and prestige. Overall, the hypotheses were supported based on Pearson's correlation analysis since there was a positive association between the independent and dependent variables.

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Tourist Perception Towards Local Food in George Town, Pulau Pinang, Malaysia

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ABSTRACT

The purpose of this research is to examine tourist perception toward local food in Georgetown, Pulau Pinang. Additionally, the objectives of this research are to examine the connection between tourist experience and tourist impression and the correlation between the presumed quality of food and tourist perception. A total of 384 questionnaires have been distributed to tourists that have traveled for local food in Georgetown, Pulau Pinang. This study used quantitative approaches through convenient sampling. Data have been collected through an online survey. This study shows that the two factors which are satisfaction, perception, and perceived quality are the main factors influencing tourist perception toward local food at Georgetown, Pulau Pinang. Based on the data analysis and findings, the most significant factor is the perceived quality of local food, which achieved the highest mean score of 4.5484.

Keywords: Tourist, Local Food, Perception, Satisfaction, Perceived Quality

INTRODUCTION

Local food consumption has become a   common trend in a growing number of tourist places. Tourist demand for regional foods has expanded significantly in recent years (Henderson, 2009). "Local food" has a wide range of definitions. Some researchers describe local food in terms of marketing channels, while Hand and Martinez (2010)   measured local food from farm gate to consumer. In other words, "local food" refers to products sold directly to consumers as well as to grocery stores and restaurants.

Similarly, academic debates regarding the importance of regional cuisine in tourism have taken root since the turn of the previous decade (Kim & Eves, 2012). Tourists and other consumers, in general, have a variety of reasons for requesting indigenous foods. Authenticity, environmental preservation, social and cultural promotion, product safety and quality (in terms of flavour, scent, and freshness), souvenirs, and economic support for the local economy are just a few of the many factors to consider.

This study consists of two objectives:
To identify the relationship between tourist satisfaction and tourist perception.
To determine the relationship between the perceived quality of food and tourist perception.

Significance of the Study

Local Food

Food is produced, processed, and retailed in a defined geographical area in a local food system. The word 'local' is always experienced and understood in relation to larger geographical scales, such as regional, international, or global, even if where its local area ends and another scaling begins is subjective, depending on context (people density, availability, and rural or urbanised

location) and purpose ((Bessière, 1998; Chang et al., 2010; Henderson, 2009, Henderson, 2009, Henderson, 2009, Henderson, The simplest scope utilised to translate the origin of local food is the meaning of local food. When explaining the origin of the product, consumers will have a personal understanding of where it is produced and will be able to compare local and regional phrases (Markuszewska et al., 2012).

Perception

Perception, according to Bruner, includes two important characteristics: categorical and inferential. As a result, it can be thought of as a form of problem-solving in which part of the input comes from the senses and part from desires, expectations, and beliefs, with the output being the category of the item being experienced. Perception is the processing of external information by the sensor systems, such as visual or aural information. It is divided into two stages: early perception, which consists of encapsulated sensory processing modules, and late perception, which consists of encapsulated sensory processing modules (Raftopoulos, 2015b; Pylyshyn, 1999).

Satisfaction

As one of the most important destination performance criteria and a critical differentiator, (Wang, 2016), satisfaction is a primary emphasis of marketers (Bowen and Clarke, 2002). Furthermore, one of the most crucial requirements for a destination's competitive edge is tourist satisfaction (Ritchie and Crouch, 2000; Bieger, 1998). According to previous tourist satisfaction research (Bernini and Cagnone, 2012; Chi and Qu, 2008; Yoon and Uysal, 2005; Yu and Goulden, 2006), high customer happiness leads to consumer loyalty.

Perceived Quality

Overall excellence or superiority can be used to define quality in general. A customer's view of a product's overall perfection could be described as perceived quality (Zeithaml 1988). As a statement of belief or attribute performance, perceived quality is defined and quantified (Olsen 2002, citing Churchill and Surprenant, 1982).

LITERATURE REVIEW

Tourist Satisfaction of Local Food

Tourist satisfaction is a mindset as well as an emotional experience in the purchasing process (Oliver,1981). Fornell argued that satisfaction is the whole perspective of customers after consuming and may represent how much customers like their consumption process. According to these studies, customer satisfaction is defined as the gap between a customer's pre-purchase expectations and their post-purchase perceptions (Tse and Wilton, 1988).

Customer satisfaction is a major consideration for all businesses (Mason and Paggiaro, 2012). Numerous research has been conducted in the travel literature to study the role of tourist satisfaction. Tourist satisfaction is regarded as a critical component for a destination's distinct advantage, superior reputation, and effective promotion, as it influences destination selection, appreciation of tourism offerings, revisit intention, development of long-term relationships, and enhancement of destination image (Chen & Chen, 2010).

Perceived Quality of Local Food

Perceived quality, referring to Steenkamp (1990), is meant as different based on value assessments in terms of usage capacity on conscious or unconscious consumer perceptions of these quality signals, together with related characteristics of high-quality service,   regarding the individual's particular situation variables and situation. Quality has also been defined as a

measure of use expectations, durability, and characteristics that meet the needs of a user (or consumers) over a period of time in terms of user behaviour (Injac, 1998).

The word perceived quality is employed in this research study to refer to tourist quality factors. This is based on the tourists' perceptions, satisfaction, and objectives. According to (Steenkamp, 1990). Perceived quality is defined differently by Oude Ophuis and Van Trijp (1995). Quality can be measured by referring to predetermined benchmarks. A quality quadrant is proposed by Oude Ophuis and Van Trijp, 1995).

Tourist Perception of Local Food

The perception theory (Oliver, 1977) investigates people's cognitive behaviour and the impact of positive experiences (Brown, Venkatesh, Kuruzovich, Massey, 2008). It also includes the expectations of satisfied customers who want to try the local cuisine (Chimbanrai and Wongsaroj, 2015). It is critical to conduct research on tourists' perceptions of a destination's image as a preferred choice for travel. Munien, (2019) investigates tourist profiles and discovers that tourist profiles such as gender, age, and educational level play important roles in improving tourist destination planning and management. According to a study conducted by Farsani (2019), tourists enjoy discovering new destinations, so it is critical to investigate their perceptions and satisfaction with a destination. According to a research on mines as tourist attractions, tourists would prefer to stay in geo-accommodation and go on geo-tours.

Research Hypotheses

In this study, the following two hypotheses are indicated based on the research objectives:

Ho$_1$ There is a significant positive relationship between the perceived quality of local food and tourists' purchase intention.

Ho$_2$ There is a significant positive relationship between tourist satisfaction of local food and tourist perception.

Research Framework

To explore the relationship between the research variables, a research framework is created. The dependent variable of the study is tourist perception of local food. While the independent variable is tourist satisfaction of local food and perceived quality of local food.
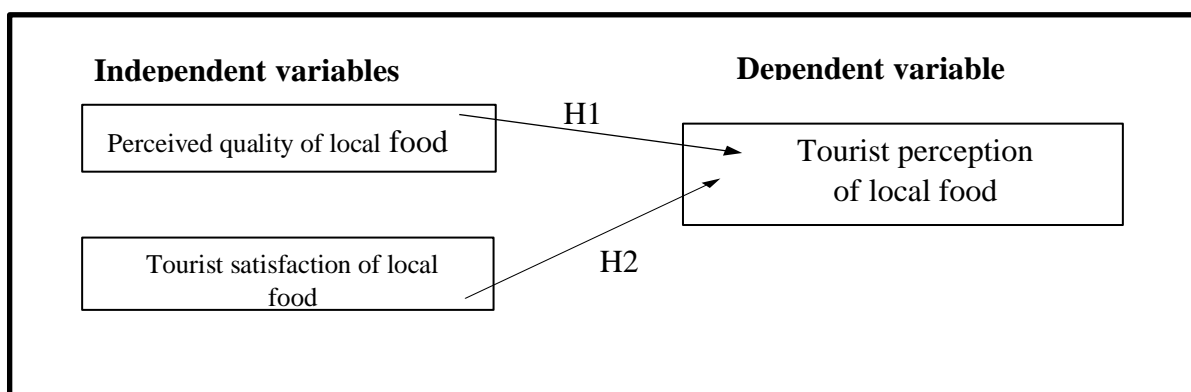
Figure 1: Research Framework on the Tourist Perception Towards Local Food.
Source: Tourist preference in selection of local food: perception and behaviour embedded model.

METHODOLOGY

Research Design

This study is conducted using a quantitative method via statistics' large-scale survey research to collect information by distributing a set of questionnaires through Google Forms. The objective of the research design is to ensure the validity of the study. To meet the research objective, information about the tourist perception on local food in Georgetown, Pulau Pinang, Malaysia has to be gathered.

Data Collection

The initial stage of this study entailed gathering primary data using Google Forms, which are distributed to 384 participants. The respondents are also chosen at random to answer questions related to tourist perception on local food in George Town, Pulau Pinang, Malaysia.

Sampling Method

The sampling approach employed in this study is the probability sampling methodology, specifically simple random sampling. The researchers utilised Krejcie and Morgan's (1970) equation to determine the sample size for this study to achieve a reliable and valid sample. This equation's formula is as follows:

$$S = \frac{x\,2Np\,(1-p)}{e\,2(N-1) + X2p\,(1-p)}$$

n = sample size
N = population size
e = the degree of accuracy expressed as proportion (0.05)
$x2$ = chi-square of degree of freedom 1 and confidence 95% (3.841)
p = proportion of population (if unknown, 0.5)

Data Analysis

This study uses three types of data analyses: frequency analysis, descriptive analysis, and reliability analysis. The data have been analysed with SPSS to illustrate the links between the dependent variable and the independent variables as a series of statistical processes approximated by regression analysis.

FINDING

Result of Frequency Analysis

Table 1: Frequency Analysis

Characteristics	Frequency	Percentage
Gender		
Male	173	45.1
Female	211	54.9
Race		
Malay	314	81.8
Chinese	46	12.0
India	21	5.5
Others	3	0.8
Age		
20 and below	42	10.9
21-30	293	76.3
31-40	45	11.7
41 and above	4	1.0

Marital Status		
Single	297	77.3
Married	87	22.7
Employed Status		
Student	215	56.0
Employed	145	37.8
Self-employed	17	4.4
Unemployed	7	1.8
Income Level		
RM1000 and below	216	56.3
RM1100-RM2000	161	41.9
RM2100-RM3000	3	0.8
RM3100 and above	4	1.0

Table 2 shows the frequency analysis of respondents. Out of 384 respondents, the majority of the respondents are females, which accounted for 54.9% of the total sample. Meanwhile, in terms of race, the majority are Malay at 81.8%, followed by Chinese at 12.0%, Indian at 5.5%, and Other at 0.8%. In terms of the respondents' age, 10.9% of them are aged 20 years old and below, 76.3% are aged 21 to 30 years old, 11.7% are aged 31 to 40 years old, and 1.0% are aged 41 years old, and above. For marital status of respondents, the majority are single which is 77.3%, and married 22.7%. As for the employment status, out of 384 respondents, 56.0% of the respondents are students, 37.8% are employed, 4.4% are self-employed, and 1.8% of them are unemployed. In terms of the income level, the highest percentage of respondents have an income of RM 1000 and below (56.3%), followed by RM 1100 to RM2000 income group at 41.9%, and RM2100 to RM3000, 0.8% for respondents earning RM3100 and above, the percentage is 1.0%

Result of Descriptive Analysis

Table 2: Descriptive Analysis

Variables	Items	Mean Score	Standard Deviation
Tourist Satisfaction	I am satisfied with all overall food experience in Penang.	4.50	0.662
	Local food in Penang is reasonable price.	4.40	0.762
	Eating local food is a enjoyable experience.	4.52	0.685
	I felt that I had got what I want to eat in Penang.	4.49	0.719
	The travel experience in Penang exceeded my expectation.	4.42	0.739
Perceived Quality	Do you think food is important for your health?	4.61	0.624
	Do you think the quality is an important criterion when buying local food?	4.62	0.606
	Is the received food palatable?	4.46	0.732

	Do you think it's important for you to buy high-quality food?	4.56	0.667
	Do you think the local food provided to you is sufficient?	4.49	0.693
Tourist Perception	The different types of local food at Penang are important to me when choosing it.	4.55	0.668
	When traveling, I think it is important to try local food at the destination.	4.59	0.631
	I think food is an important motivator for traveling.	4.50	0.701
	I think eating local food are most memorable experience when traveling.	4.60	0.663
	I am very happy when try local food in Penang.	4.55	0.620

Table 3 shows the mean and standard deviation for ten statements under two independent variables and five statements under the dependent variable which is based on a survey that involved 384 respondents. The highest mean value for tourist satisfaction is achieved by item 3 which is 4.52 where respondents agree that eating local food is an enjoyable experience. The lowest mean value is for item 2 which scores 4.40 where the respondents slightly agree that local food in Penang is reasonably priced. Next, for perceived quality, item 2 scores the highest mean value, which is 4.62, where the respondents agree that quality is an important criterion when consuming local   food. The lowest mean is for item 3, with the mean value of 4.46, respondents agree that the received food is palatable. For tourist perception, item 4 scores   the highest mean value, which is 4.60, where the respondents agree that eating local food is the most memorable experience. The lowest mean is for item 3 which is 4.50, where the respondents somewhat agree that food is an important   motivator for traveling.

Result of Reliability Analysis

The table 4 shows the result of the Reliability Analysis.

Table 3: Reliability Analysis

Variables	Number of Items	Cronbach Alpha
Tourist Satisfaction	5	0.855
Perceived Quality	5	0.774
Tourist Perception	5	0.842

Table 4 shows   the reliability analysis for the independent and dependent variables. Five questions have been asked to assess tourist satisfaction with local food in Georgetown, Pulau Pinang, Malaysia. Cronbach's Alpha for this section's question is 0.855, which is very good. Next, there are   five questions in measuring the perceived quality of local food. The result of Cronbach's Alpha coefficient for this section is 0.774 which indicates good relationship. Furthermost, in measuring the tourist perception of local food, five questions are used. The Cronbach's Alpha result for this section's question is 0.842 which resulted as very good.

Result of Pearson Correlation Analysis

The Table 5 below shows the Pearson Correlation Analysis.

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H1. There is a significant positive relationship between tourist satisfaction and tourist perception.	0.000	Supported
H2. There is a significant positive relationship between perceived quality of local food and tourist perception.	0.000	Supported

Table 5 shows the Pearson correlation analysis, the significant value, and the total number of cases (384). The p-value is 0.000, which is less than the 0.01 level of significance. A moderate positive association between personal and tourism consumer behaviour is found with a correlation value of .775**. Next is the Pearson correlation coefficient, the significant value, and the total number of cases (384). The p-value is 0.000, which is less than the 0.01 level of significance. A moderate positive association between social and tourism consumer behaviour is found with a correlation value of .717**.

DISCUSSION AND RECOMMENDATION

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 tourist perception towards local food in George Town, Pulau Pinang. This study has limitations that present challenges to the researcher while conducting this study. There are some limitations, among which is time. Time constraints are a rather challenging limitation in completing this study. The next limitation is the respondents. Respondents for this study are tourists who have been to Penang. To get 384 tourists who have visited Penang as research respondents is quite challenging. Besides, for data collection in this study, the researcher has employed an online survey. The researcher is not able to verify whether the information is provided by valid respondents while utilising online surveys. Based on the findings of the study, the current study would provide several recommendations for future researchers to apply in future studies.

This study suggests for more research to be done on foreign tourists who travel to Pulau Pinang, Malaysia, because the current study only focuses on local tourists in Malaysia, to see if there are any similarities or differences in the findings. Next, the interview approach or some open-ended questions for the respondent can be used, and the respondents may not be required to complete the scaling questionnaire online. Researchers can acquire a high response rate using the interview method. As a result, this method can help to avoid misunderstandings and create better study findings. Lastly, in this study, only two variables have been tested. Future researchers can recommend other variables for discovering new findings.

CONCLUSION

In conclusion, this study has accomplished discovering tourist perceptions towards local food in George Town, Pulau Pinang. Two independent variables, namely tourist satisfaction and perceived quality have been chosen to examine their relationships with the dependent variable, which is tourist perception of local food. A total of 384 respondents from the age of 20 years

old and above and those who have   been to Pulao Pinang have been selected to examine tourists' perceptions.

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the travel risk and perception differently based on their experiences and knowledge. In this research, we will investigate the tourist travel risk and perception from the effect of Covid 19 in Langkawi.

Furthermore, Covid-19 has affected many business performances in the tourism and hospitality industry. The pandemic has caused many businesses to close their borders. This has resulted in a decline in the number of tourists visiting their destinations. The impact of the Covid-19 pandemic on the business performance of the accommodation and tourism industry is also felt in certain areas. The accommodation and tourism industry is one of the most affected by the Covid-19 pandemic. This is due to the decline in the number of tourists visiting their destinations.

In this study, we will focus on the area of Langkawi Island, Kedah. Langkawi is one of the most popular tourist destinations in Malaysia. It is also known for its beautiful beaches and islands. The Covid-19 pandemic has affected the tourism industry in Langkawi. Many businesses have closed down due to the decline in the number of tourists visiting the island. The purpose of this study is to investigate the tourist travel risk and perception from the effect of Covid 19 in Langkawi.

PROBLEM STATEMENT

The Covid-19 pandemic has affected the tourism industry globally. The impact of the disease on the travel industry is evidenced by the significant decline in tourism sales globally. The virus's prevalence has also affected customers' psychological behaviour when it comes to planning their vacations. Most tourists avoid visiting destinations that they consider risky. This is due to uncertainties associated with the implementation of Covid-19.

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the risk issue in a different way, such as geographical and cultural, psychological and travel experiences; with the different risk issue, tourist will see the destination differently and affecting their behavioural intention. Some people may avoid a risky destination, and some will enjoy it even though it is risky.

This study aimed to investigate and comprehend the effects and definition of the covid-19 epidemic and tourist travel. This study will be able to find the specific information it requires with the support of a good and clear understanding. The study's focus is on a tourist resort in Langkawi, Kedah. There were three objectives of this research:

1.   To identify the changes that affect the business performance of the accommodation and tourism industry in certain areas.
2.   To identify tourists' fears of disease threats caused by Covid-19
3.   To investigate the tourists' perception impact of Covid 19.

Significance of the Study
Researcher
This research sought to provide clearer information and address the full existence of information to new researchers. This research also provided future studies with new resources, knowledge and the latest information on the tourist perceptions that were effected by covid -19 pandemic in Langkawi, Kedah. The researcher will provide valuable details in the academic field. Furthermore, this research is helpful for other researchers and universities and valuable to local tourist to gain information about the travel risk affected by covid -19. The researcher also would make people understand the local tourist travel risk at tourism attractions. Other than that, people also know that effects of Covid -19 influence the environment and management perception.

Authority
The next significance of this study is for authorities. This report aimed to provide specific information to the authorities on local tourist perception of tourist attractions in Langkawi, Kedah. This researcher will help the community to know the specific fact about Covid -19 effect that influences environment and management perception of visitor attractions in Langkawi. The world tourism industry and niche market have already brought concerned about the COVID-19 pandemic. Tourists prefer to choose an inclusive package, safety and security when travelling to popular attraction to ensure their travel avoids risk and crowded tourism destination.

Consumer
This study was also significant for the consumers. This study was also of considerable interest to the society to help them choose the right place to visit and prepare themselves with complete protection and awareness of the covid-19. Before tourists plan their travel, they need to make sure they organise their travel arrangements to minimize the risk and stress of tourists. For example, tourists should purchase insurance when booking trip destinations (Rahman MK, 2021).

LITERATURE REVIEW

The Effect of Covid-19 for Tourism Industry
According to Sofian Rosbi (April 2020), we have learned about the effect of covid 19 on the tourism industry. At the same time, government policy must address the right remedies to prevent the spread of COVID-19 and improve the standard of economic activity in the tourism business. In the studies conducted by Suci & Kusumaningrum (2020), in this study, it is stated

that tourists have a negative perception of a tourism destination because they feel their safety is going to be threatened danger with Covid 19 pandemic when they visit the destination.

According to Patwary et al. (2020) ,this study it's addressing the primary impacts, behaviours, and experiences that three major tourism stakeholders (tourism demand, supply, and destination management organizations and policymakers) are having during the three stages of covid-19 (response, recovery and reset). This gives an overview of the types and scales of covid-19 tourist impacts and the consequences for tourism research.

Risk Management

In O'Malley's 2004 writing for risk, which is at the heart of risk management practice. The concept of contemporary risk appetite reflects this global perspective and positions organizations as legitimate risk takers on behalf of society. In this view, the notion of 'enterprise' mixes the 'organization -wide' aspect of enterprise risk management (ERM) with entrepreneurial normativity, risk -taking, which requires organizations and individuals to know their risk appetites. This research is utilised to conduct a survey of business risk management briefings. Some organizations will claim that they already have this data.

Michael Power's Hall, published on June 23, 2004, risk management methods have been on the rise in various corporate situations since the mid-1990s. This research is utilised to conduct a survey of business risk management briefings. At the level of risk management practice, there is a need for "smart" risk managers who aren't concerned with control and can monitor and challenge the influence of the internal control system itself. Some organizations will claim that they already have this data. The survey method is working in this investigation.

Distribution Channels

In a study conducted by Alom et al. (2019), both types of direct and indirect distribution channels were used by researchers. The shortage of incoming travel agents has increased, and new online communication and distribution forms have emerged. The objective purpose of this study was to propose a digital tourism distribution channel model for island destinations in Europe. In addition, the researcher used an exploratory approach.

According to a study conducted by Christian & Patwary & Rashid (2016), in this section; the researcher stated that would create a distribution channel structure for community-based tourism, both in terms of marketing and booking and payment, before the influencing factors. Structure is analysed. This study is to identify distribution channels as a critical business mechanism for the community-based tourism by linking other CBT enterprises in the market.

Avoidance Overpopulated Destination

Wen, Kozak, Yang, and Liu (2021) investigated the perception of tourist travel during Covid-19 by looking at the avoidance of overcrowded destinations. The study is quantitative and relies on a tourist questionnaire survey. According to this article, the growing popularity of free and independent travel, luxury visits, and health and wellness tourism are all predicted to be affected by Covid -19. Slow tourism and smart tourism are two new types of tourism that could drive future tourism activity. Changes like this are expected to drive retailers to reconsider their service models and distribution networks. Eight research examines whether infectious disease concerns, linked to crowded environments, exacerbate such reactions.

Hygiene and Safety

In the study conducted by Patwary (2022), they studied about effects of tourists' hygiene-safety perceptions and travel concerns on their intention to travel during the Covid19 pandemic. The study used a quantitative research using an online survey technique to collect the data and get

384 samples in the process; the online survey makes to keep social distancing rules during the pandemic. The foreigner came from almost thirty-two different countries with different geographical and cultural backgrounds. The respondent's result is they are concerned about hygiene and safety of public transports, recreational sites, and hotels. Thus, according to the results, the variables that show the most notable effect on intention are perceived behavioural control followed by attitudes.

Research Framework
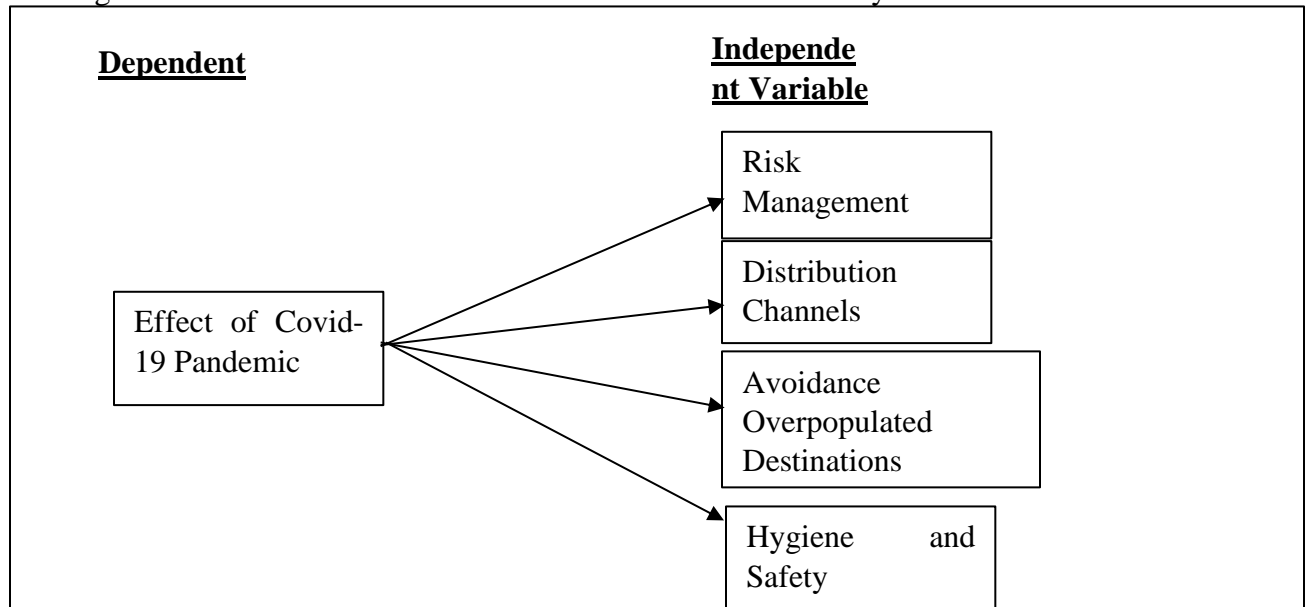
The Figure 1 below shows the research framework use for this study

Figure 1: Research Framework

METHODOLOGY

Research Design

This study used the quantitative method where questionnaires were distributed to 384 local tourists who have visited Langkawi, Kedah. In this research, the target populations chosen were local tourists who have visited Langkawi, Kedah. This was due to the Covid -19 pandemic that has affected tourism industry and also the tourist attraction in Malaysia, which is Langkawi, Kedah.

Moreover, a set of questionnaires was distributed to the population to collect the data: local tourists who visit Langkawi, Kedah. This questionnaire used the format of multiple choices and 5-point Likert scales of agreement. The researcher divided questionnaire into 4 sections which arethe questionnaire into 4 sections: Sections A, B, and C. For Section A, the questionnaire requested for the general information about the local tourist demographics such as gender, age, marital status, education level, working status, how many times they visited Langkawi and travel purposes. For Section B, and C, the questions elaborated more on the dependent and independent variables, which were (i)Effect of covid-19 pandemic, (ii) Risk Management, (iii) Distribution Channel ,(iv) Avoidance of overpopulated destinations,(v) Hygiene and safety that were examined in the survey.

Data Collection

The data collection was conducted using questionnaires. This study chose to distribute the questionnaires using the Google form application. The link to the Google form was distributed to respond based on their experience travelling to Langkawi before or after covid -19 hit the tourism industry; we used social media to spread the google form, such as Instagram, Facebook,

WhatsApp, E-mail, and others. It was very convenient to minimize cost, and save time and significantly applicable during this pandemic outbreak.

Sampling

The sampling method used in this study was non-probability sampling which was convenience sampling. The study used this method because questionnaires were prepared and distributed online or posted on social media pages to gather information from the respondents. The questionnaire was distributed to the respondents who have travelled to Langkawi, Kedah before or after Covid through online and social media.

$$s = \frac{x^2 Np(1 - P)}{e^2(N - 1) + x^2 p(1 - p)}$$

n= sample size
N= population size
e = the degree of accuracy expressed as proportion (0.05)
$x2$ = chi-square of degree of freedom 1 and confidence 95% (3.841)
p = proportion of population (if unknown, 0.5)

Table 1: The Number of people visit to Langkawi

Place	Number of people visit to Langkawi in 2020 (Unit)
Langkawi, Kedah	1,281,107

Source: www.CEICDATA.COM, Department of statistics, Database Malaysia.

Data Analysis

There were 3 types of data analysis were used in this study: frequency analysis, descriptive analysis, and Pearson correlation analysis. The data obtained was analysed by using SPSS version 26.

FINDINGS

Result of Frequency Analysis

Table 2: Frequency Analysis

Characteristics	Frequency	Percentage
Have you ever visited langkawi?		
Yes	384	100%
No	0	0%
Gender		
Male	164	42.7%
Female	220	57.3%
Age		
18-25 Years Old	211	54.9%
26-33 Years Old	79	20.6%
34-42 Years Old	60	15.6%
43-50 Years Old	34	8.9%
Marital Status		
Single	256	66.7%
Married	109	28.4%
Divorced	19	4.9%

Education Level		
High School	70	18.2%
Diploma/ STPM/ Matriculation	98	25.5%
Bachelor Degree	188	49.0%
Postgraduate	28	7.3%
Occupation		
Government Employment	52	13.5%
Private Employment	78	20.3%
Self-Employment	55	14.3%
Unemployment	14	3.6%
Housewife	10	2.6%
Student	175	45.6%
I have been to Langkawi several times		
1 Time	126	32.8%
2 Times	113	29.4%
3 Times	81	21.1%
4 Times and above	64	16.7%
Travel Purpose		
Education/ Conference	32	8.3%
Leisure/ Holiday/ Shopping	208	54.2%
Health and Medical Care	4	1.0%
Business	8	2.1%
Visiting friends or relative	36	9.4%
Leisure/ Holiday/ Shopping/ Visiting friends or relative	43	11.2%
Leisure/ Holiday/ Shopping/ Health and Medical Care/ Visiting friends or relative	8	2.1%
Educational/ Conference/ Business/ Visiting friends or relative	23	6.0%
Health and Medical Care/ Business	11	2.95%
Education/ Conference/ Health and Medical Care	11	2.9%

Table 2 shows, the result of the frequency analysis and the percentage of respondents who have visited Langkawi, Kedah. Majority of respondent were female, which is 220 and 57.3%, and the majority were 18-25 years old, which is 54.9% in 211 respondents. In addition, the majority of respondent marital status is single in 256 of respondents, with 66.7% answering the questionnaire about this study. Meanwhile, the results of Married, and divorced 109, 19 with 28.4% and 4.9%. The majority of the respondent, is a student bachelor degree in consists of 188 respondents, with 49%. Mostly the respondent for this study of research has been to Langkawi several times. Lastly, the majority of the Travel purpose to Langkawi is for Leisure/ Holiday,/ Shopping. The numbers of respondents are 208, with 54.2%.

Result of Descriptive Analysis

Table 3: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
	You have experienced symptoms of infection by the Covid-10 pandemic	3.41	1.647

	As a tourist, you feel the Covid-10 Pandemic is affecting your travel or vacation behaviour	4.33	0.875
Effect of Covid-19 Pandemic	You feel financial stress due to the Covid-10 pandemic	4.25	0.852
	You feel stress from your work due to the Covid-10 pandemic	4.22	0.899
	After Covid-10, I prefer to avoid travelling to crowded big cities	4.22	0.890
	It will cause changes and affect the business performance of the accommodation and tourism industry in certain areas	4.30	0.813
	Covid-10 reduces the possibility of travelling with groups	4.24	0.856
	Tourism industry severely affected by covid -10	4.41	0.742
Risk Management	My biggest concern about Covid-10 and how long I will be able to handle this isolation.	4.30	0.825
	Many people underestimate the disease and its effect on some people .	4.32	0.747
	I wonder whether the government is providing us with all the available information about the Covid-10 pandemic	4.14	0.863
	I seek destinations with established infrastructure following the Covid-10 pandemic	4.28	0.783
	I seek destinations with established high-quality medical facilities following the Covid-10 epidemic	4.29	0.752
Distribution Channels	I prefer online platforms while purchasing tickets, booking hotels and buying tour package	4.42	.740
	I think online platforms are suitable for information searches, destination choice, and purchase behaviour, and experience sharing	4.36	0.751
	Using the distribution channels, people can work from home and engage in social distance learning	4.36	0.755
Avoidance Overpopulated Destinations	I avoid unnecessary interaction with crowds in public spaces	4.33	0.785
	I believe social distancing has been suggested to help prevent infection of Covid-10 pandemic	4.36	0.721
	I think tourism destinations plagued by the overpopulation of visitors compared tourists	4.27	0.825

Hygiene And Safety	I would like to avoid overpopulated destinations because of Covid-10	4.35	0.733
	After Covid-10, my need for hygiene while travelling is changed	4.36	0.717
	I prefer destinations' hygiene and cleanliness	4.47	0.715
	I prefer destinations' medical facilities	4.38	0.751
	During Covid 10, I care more about the hygiene and safety while using public transportation	4.50	0.646

Table 2 shows the mean and standard deviation for twenty-three statements under four variables of tourist perception with dependent variables. The mean and standard deviation analysis for the dependent variable, effect of covid-19, item 8 had the highest mean value of 4.41, indicating that respondents agreed with the statement " Tourism industry severely affected by covid -10". For the independent variables, which risk management, item 5 had the highest mean value of 4.29, indicating that respondents agreed with the statement "I seek destinations with established high-quality medical facilities following the Covid-10 epidemic ". For the next variable, distribution channel, the first item out of three was "I prefer online platforms while purchasing tickets, booking hotels and buying tour packages" with the highest mean value, which is 4.42. After that, Avoidance overpopulated destinations, item 2 had the highest mean of 4.36 for the question "I believe social distancing has been suggested to help prevent infection of Covid-10 pandemic". Lastly, Hygiene and safety four question is the first of ranked with the highest mean: "During Covid 10, I care more about the hygiene and safety while using public transportation" with mean 3.67.

DISCUSSION AND RECOMMENDATION

This study only discusses travel risk and perception that impacts traveller's behavioural intention at Langkawi, Kedah. The results of the analysis of the study can show the important key for tourists to decide whether to travel so they don't have to go to the risky destination, and travel risk and perception also an impact to traveller's behavioural intention at Langkawi, Kedah. For recommendations, future studies could use other variables to address the current factor that decided the tourist to travel to Langkawi.

Several implications for the tourism business can be drawn from the findings. Regarding communication tactics, tourism organisations often follow the goals of governments and health organisations, which are large to prevent the virus's spread within communities. However, it is also critical to focus on lowering visitors' perceptions of travel danger for the sector to recover more quickly once the threat of covid-19 has passed. As a result, travel media and any communication with travellers should not only provide information that can lead to an increase in perceived travel risk (such as the number of cases and deaths) but should also provide information on a cancellation or refund policies, as well as health and safety measures, so that tourists feel safe and secure once travel restrictions are lifted. In addition, after covid-19, travel communication should focus on enticing travellers to travel and explore new locations.

Furthermore, rather than short-term sales, it is critical to build long-term partnerships. Another consequence for destinations is a greater emphasis on rejuvenating and supporting local tourism, projected to recover earliest from the covid-19 epidemic. For domestic tourism, it is also important to stress safety and health measures and any activities that make tourists feel safer to travel and decrease their risk perception. However, the recovery of the tourism

industry from the consequences of the covid-19 health crisis is unforeseeable and partially depends on the rebound of the global economy (Prideaux et al., 2020)

Based on the outcomes of this study, future research should aim for longitudinal studies or data collection at multiple points during a pandemic outbreak. In addition, future studies should compare the results of this study with various cultural and geographical regions. This contributes to better understanding infectious diseases' long-term effect on the change of risk perception and travel behaviour over time. (L. Neuburger And R. Egger, 2020). Also, the researcher hopes that future studies will maintain the quantitative method of collecting data from the intended respondents. This is because the researcher has selected the population among the people who visited Langkawi during the pandemic outbreak of 384 people. Therefore, data were collected using an online questionnaire method to prevent the spread of the Covid-19 outbreak. Future studies are strongly encouraged to use this method because researchers have now successfully conducted this study. The researchers discovered that respondents were more inclined to fill out online questionnaires than printed questions during the data collection. In addition, future surveys can be written in various languages, such as Mandarin. This is because most researchers only conduct questionnaires in English and Malay. This will make it easier for Chinese and Indians to grasp the questions and reduce respondents' stress when filling out the questionnaire. Indirectly, researchers can raise the level of foreign languages to enhance inter-racial contact.

CONCLUSION

In conclusion, this study has been accomplished to discover the tourist risk and perception while travelling at Langkawi, Kedah, caused by the covid-19 pandemic. Four independent variables, namely risk management, distribution channel, avoidance of overpopulated destinations, hygiene and safety, have been chosen to examine their relationships with the dependent variable, which is the effect of the covid-19 pandemic. A total of 384 local tourist respondents from the age of 18- 50 years old were selected from all states in Malaysia to examine their opinion about tourist attractions at Langkawi Kedah after and before covid. Overall, based on Pearson's correlation analysis, the risk management scored a value of 0.548**, Distribution Channel with 0.424 **, Avoidance of overpopulated destinations with 0.521 **, and Hygiene and Safety with 0.428 **

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The Importance of Quality Experience on Tourist's Satisfaction

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ABSTRACT

This study is about the importance of quality experience on tourist satisfaction. A quality experience plays an important role in tourist satisfaction. However, this is often an issue among tourists who are new or used to travelling before. Therefore, this study was conducted to examine the relationship between scenery quality and tourist satisfaction. In addition, this study was conducted to determine the relationship between genuineness and tourist satisfaction and to identify the relationship between harmony and tourist satisfaction. The quantitative method used as a questionnaire consisted of more than 384 respondents selected among tourists to answer the questions. The results of this study indicate that there is a significant relationship between scenery, genuineness, and harmony with the importance of quality experience on tourist satisfaction and loyalty intentions. Furthermore, the most influential factors are the knowledge of scenery, harmony, and genuineness.

Keywords: Quality Experience, Satisfaction, and Loyalty.

INTRODUCTION

Tourism can pleasure tourists to explore the world of tourism in all places. The aesthetics of tourism can help attract people to know more closely about the scenery, history, and physicality of the existing architecture. Plato expressed the concept aesthetic in his consideration of beauty (Plato, 1951). The satisfaction of tourism and the beauty of tourist destinations can also be uniquely assessed and admired by tourists. Indirectly can attract tourists to come many times to the same place. Tourism satisfaction may include scenery, art, nature, and the real environment, such as design and part of the architecture. To meet the satisfaction of tourists, the aesthetics of tourism lies in promoting aesthetics through travel and relieving the spiritual fatigue of living and working. It is very important to satisfy the satisfaction of tourism because here many things give tourists to come and explore the whole place with satisfaction in tourists.

According to (Patwary & Rashid, 2016), aesthetics is of fundamental value to human beings. Experiences of nature provide one the opportunities to discover, express, and perceive aspects of reality that lie at the root of our existence and make life valuable, joyful, and sometimes painful. This reflects in the extensive research on tourists' preferences for nature and different types of landscapes. Moreover, (Phillips et al., 2013) define overall satisfaction as the individual's subjective consumption evaluation based on all the associated experiences, such as accommodation, attractions, activities, and food. Satisfaction can give you an incredible feeling inside of you when you can do something you love like travel, do fun activities and vacation. Satisfied customers are more likely to exhibit positive post-purchase behaviours, such as making repeat visits, staying loyal and giving the positive word-of-mouth recommendations.

This study is to determine tourists' satisfaction when visiting Kelantan and to see the frequency of people travelling. In addition, this study aims to put valuable input to the literature from the traveller adolescents' perspective. Specifically, this study addresses three objectives:
1. To examine the relationship between quality of scenery and tourist satisfaction.
2. To examine the relationship between genuineness and tourist satisfaction.
3. To examine the relationship between harmony and tourist satisfaction.

Significance of the Study

Researcher

This research can be a reference to understand the importance of a quality experience for tourists. The rise in the number of tourists will be reviewed to assist in decision-making. Then, to see the satisfaction of tourists about their presence to travel. This research will focus on finding the factors that attract tourists to a place and the problems faced. It should be worth it to their satisfaction so that no other issues arise. Based on this study, travellers can determine the satisfaction of tourists visiting a certain destination more easily. This enables them to select a better location based on the available experience.

Authority

As for the literature aspect, this research will contribute to the industry of conducting research standards in addition to academic journals, especially the return on investment. Exposing students to this research process gives them a different perspective than simply sharing journal concepts or functioning in academic journals. The Ministry of Education and the Ministry of Rural Development can also create mechanisms to encourage more research and development in Malaysian tourism centers so that more foreign or domestic tourists travel to Malaysia. In addition, the Ministry of Education may include tourism subjects in the syllabus so that future generations can boost the tourism industry in Malaysia.

Consumer

Even better, tourists can be exposed to new knowledge regarding the environment and real-world expectations through involvement in industry research. For example, with the latest problems, tourists can create new strategies easily and quickly for countries experiencing a wide range of problems. Tourists are also revealed to prefer to travel to more interesting places in each state. A destination's image may be described as the consequence of a tourist's perception or impression of a destination. It is an important part that impacts tourist decisions. The destination's image is an important factor in tourist decision-making. The impact of tourism on the economic growth of the country and local destinations has been widely confirmed, and increased competition between countries in the tourism industry. Furthermore, the destination's image can benefit the tourist experience, satisfaction, motivation, and intention to revisit. Some impressions of the attractiveness of a cultural tourism venue might cause tourists to develop attachments to the place and make it the public's attractive destination.

LITERATURE REVIEW

Scenery

In the tourism industry, a destination is considered a one-of-a-kind, complicated product. The mental image of a destination produced by the physical attractions available in that destination is known as destination attractiveness. Instead of focusing simply on the physical qualities of a location, other factors should be considered to understand better how tourists perceive a tourism offering.

, The attractiveness of a destination, is sometimes referred to as scenery. Attraction is divided into two groups: "given" and "manmade". A provided attribute refers to a natural element of a location, whereas an artificial attribute refers to the amenities available at a destination. Some previous studies used core and enhanced attributes to assess destination appeal in cultural and natural sites.

Genuineness

Genuineness is the attribute of being what something claims to be: authenticity and truthfulness. In the tourism industry, genuineness is more likely to be authentic. Authenticity can be seen as the quality of being 'authentic' and 'real' or 'real and genuine (Chhabra, 2005, Patwary, 2022).

Authenticity has often been related to the local area (place of origin) because tourists get motivated by the desire to experience somebody else's culture (Asplet & Cooper, 2000). Thus, genuineness in tourism may be defined as either an object-related or a visitor experience-related phenomenon.

The tourism industry contributes significantly to the country's revenue and economic prosperity. The place or location of the tourist attraction plays an important role to attract tourists to visit so that the revenue of the place keeps increasing. For example, every country in the whole world is rich with various beautiful natural resources, culture, heritages and many more. Moreover, every country also has unique attractions, whether because of the culture or their beautiful places. This is what we call genuineness.

Next, genuineness plays a major role in ensuring the level of satisfaction of tourists when visiting a place. Genuineness also affects the quality of experience when the tourists travel and the future intentions of the tourist. This is because genuineness, it can attract tourists to visit certain places, especially places with lots of cultures. Culture is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society (Burnett, 1871). In addition, "Culture refers to the cumulative deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, notions of time, roles, spatial relations, concepts of the universe, and material objects and possessions acquired by a group of people in the course of generations through individual and group striving" (Hofstede & Hofstede, 1997). For example, if the tourist has visited places with a culture that offers a lot of local dishes, they will have a very good opportunity to try the local cuisine. However, if the visitor does not have a chance to try the genuineness of the local dish, the level of tourist satisfaction will drop rapidly.

After that, when travelling, encountering flora in the natural surroundings is also one of the ways to prove the genuineness of a culture and tradition of certain places, which will affect the satisfaction of the tourists when travelling to that place. Flora is a Latin word that means "Goddess of the Flower". Many variables influence how flora is categorised and distinguished. The best one is the location where they grow or are found. Furthermore, every country also has at least one plant that acts as an emblem or image. This is why tourists love to visit places with lots of flora.

Finally, genuineness is important not only because it will affect the quality of experience and tourist satisfaction, but it will attract the tourist's attraction through businesses that reflect traditions. Many worldwide still believe that business is only about basic business concepts and producing money. They believe that concerns such as culture and traditions are unimportant. However, they are wrong. This is because when they travel to other places that have different cultures and traditions from them, they may find that their business practices, communication, and management styles are not the same. For example, when tourist visits one place of tourist attraction, they will gain experiences in which they will observe that most businesses keep their traditions such as how they interact, operating hours and many more.

Harmony

The notion of living in harmony with nature is very paradoxical, as consumers strive to live in harmony with the nature they dominate and control simultaneously. Harmony is usually associated with music, but this concept also finds a place in the environment. The term is used in current literature in various contexts, including the environment, and relates to the mind, body, and spirit. The term harmony is also evident in describing physical features and relationships between subjects or ideas and as adjectives. Harmony is potentially related to many aspects of the environment (Patwary et al., 2022). To enable tourists to have a positive relationship with the environment, harmony must exist in terms of a pleasant environment, feelings of satisfaction, a positive self-concept, and an effective tourist adventure.

As for the natural environment, they regard harmony as being close to nature, hearing rivers or the silence of nature or away from traffic and crowds, seeing birds and animals, and

being outdoors. Tourists also mentioned certain emotional aspects, such as feeling free, kind, and happy when close to nature and a sense of belonging in nature. New insights from this study may be a feeling of harmony when combining both natural and man-made nature. An example is the feeling of "one with nature" when spending the night in a place where tourists experience nature and business architecture, especially buildings, are in line with the landscape.

Living in harmony with nature is a broad ideology, or cultural action plan, of how a sustainable future looks like, a good society, and a fulfilled life. However, this notion of harmony with nature is paradoxical, as consumers often want and must even master and control nature. By creating harmony, tourists are encouraged to travel to interesting places to visit because tourists want to feel the harmony itself. This indirectly drives more tourists to our country. Harmony can also maintain the entity of a place always to look attractive and calm. Harmony gives the impression that there is no serenity comparable to harmony. Therefore, harmony is important to lead a country so that tourists will come many times to travel in the same country.

Tourist's Satisfaction

According to (Locke, 1976), satisfaction refers to an emotional response or affection toward an object. Satisfaction is seen as an expression of the fulfilment of an expected outcome influenced by prior expectation regarding the level of quality. In addition, satisfaction also means contentment or pleasure, something that pleases, a fulfilment of need or desire, payment of a claim or money owned, and the condition of being fully persuaded or certain. (Patwary et al., 2020) have defined tourist satisfaction as the results of comparing a tourist experience at the destination and the expectations about the destination.

Moreover, this satisfaction rating is very high. It varies from customer to customer, meeting to meet, and company to company, which is supportive and requires new insights into customer satisfaction between and across industries (Alom et al., 2019). Satisfaction is an expression of the fulfilment of an expected outcome that is influenced by previous expectations about the level of quality. An example is to measure tourist satisfaction among visitors who want to travel to a place. In this research, satisfaction consisted of three quality aesthetic experiences. It will show that scenery has a positive impact and will have an impact on tourist satisfaction. Harmony and genuineness will also affect the overall satisfaction of the experience of tourists who want to travel to the place they want to visit. Results will be obtained from a survey questionnaire on 300 tourists who want to travel.

Furthermore, this study can also be used as a reference for future investigators. For future investigators, this may be a second tool by using other methodologies because tourist satisfaction is different. Investigators need to learn and understand more about this experience's quality and its future impact. Future investigators can use this study to compare with other time studies; it allows future investigators to find out whether human perceptions of the quality of the experience have changed and whether tourist satisfaction will decrease.

Research Hypothesis

The hypothesis in the study is to find out whether there are any correlations or relationships between independent variables and dependent variables:

H_1: There is a significant relationship between scenery ,quality experience on tourist satisfaction.

H_2: There is a significant relationship between genuineness ,quality experience on tourist satisfaction.

H_3: There is a significant relationship between harmony with a quality experience on tourist satisfaction.

Research Framework

The proposed conceptual framework is as shown in Figure 1. The independent variables that have been proposed consist of three elements: scenery, genuineness, and harmony. The dependent variable is tourist satisfaction.
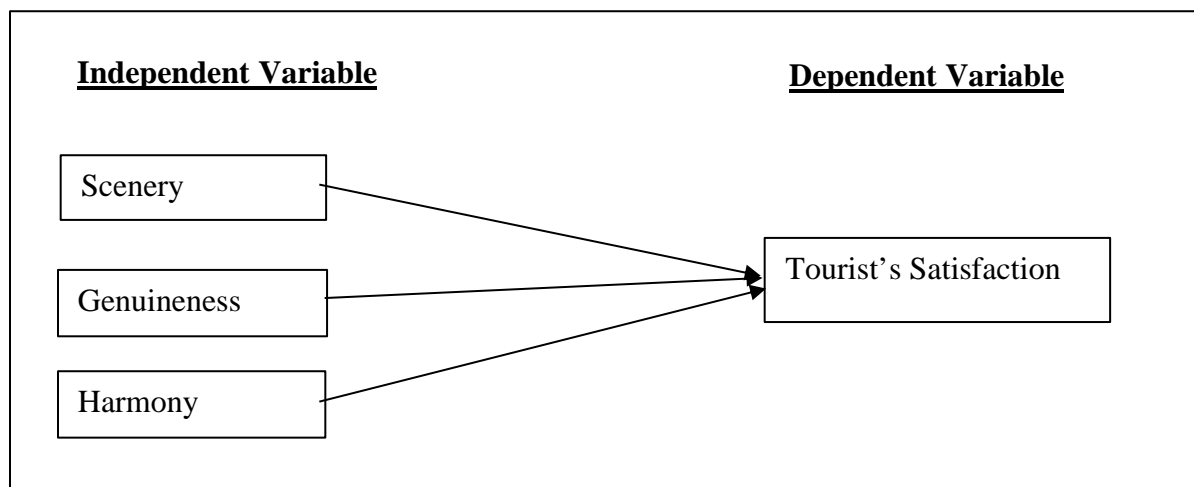

Figure 1: Research Framework

METHODOLOGY

Research Design

Quantitative and descriptive approaches are applied through surveys and questionnaires as research instruments. A quantitative approach will be used in this study. In this study, a survey will conduct using a questionnaire. The sample will selectselected to carry out this study consists of tourists who want to travel to a destination of their choice. Tourists who act as representatives of tourist satisfaction will express their opinions on their travel satisfaction through surveys and questionnaires.

This questionnaire will collect all the information about the study's objectives. The questionnaire contains a demographic section and a geographical section with various options. Respondents must choose the determinant option. In the section on expectations, perceptions and attitudes, the Likert Scale will be applied to find out the level of satisfaction of tourists with their chosen destination. The choices ranged from 1 who strongly disagreed to 5 who strongly agreed. Furthermore, in this study, SPSS (version 27) software will be used to generate results from data collected through online questionnaires to the respondents.

Essentially, quantitative research was chosen because it incorporates quantitative data techniques and numerical measurement. The decision is made based on the largest number of people who strongly agree or disagree with the conclusion. In this study, quantitative research may be conducted by administering questions using Google Forms. The questionnaire is intended to collect all information relevant to the study's aims. This In this method, tourist's tourists' contentment when visiting Kelantan may be seen.

Data Collection

The data collection used in this study may come from primary or secondary data. Primary data research incorporates gathering information from the actual sources, such as customers, users or non-users, or other entities participating in the research for the study at hand. Secondary data research entails gathering information from published sources explicitly obtained for the current study issue.

Quantitative methods as a method to collect data and information will be used on the problems that have been studied by the researchers. This quantitative method is not only used for data collection, which is statistical data from the data, but also the paper information using

large scale results such as using research, sampling, and experiments. The method is used for data collection to study the impact and satisfaction of the tourists when travelling.

The primary data also will be collected from the questionnaire. The questionnaire will be searched and answered online by 384 respondents to fill out the survey form. All the respondents are real tourists that love to travel. To ensure that the respondents meet all the requirements listed, the researcher will set a minimum age for respondents since the researcher wants to receive the finest answer for the research project and deliver the highest quality for the research conclusion. In addition, the respondents will be given a few weeks to answer the questions online, and the researchers will manage to collect the data from the answered form within two weeks. Meanwhile, secondary data, it will be collected from scholars and publications to obtain information regarding the issue. Moreover, the study takes place on top of online sources such as 'Science Direct' and 'Emerald' in information management to gain more relevant sources.

Sampling

In this study, researchers used a purposive sampling technique to measure the quality experience of tourist satisfaction from 384 respondents. Purposive sampling is a non-probability sample that is selected based on the characteristic of a population and the objective of the study. The respondent we will choose is a tourist who wants to travel with their destination choices. The researcher selects this group of respondents to see the satisfaction of their experience when going to their chosen destination.

Data Analysis

Data analysis is the process of gathering, modelling, and evaluating data with logical and analytical reasoning to derive insights that aid decision-making. There are several approaches and strategies for undertaking analysis depending on the business and the purpose of the study. The SPSS version 27 will be used by the researchers to examine the statistical data analysis. SPSS (Statistical Package for the Social Sciences) is data editing and analysis software. It can produce tables and pie charts for data entry and analysis. SPSS can read and write all frequently used structured data file types. The information gathered throughout this investigation will be analysed statistically.

FINDINGS

Result of Frequency Analysis

Table 1: Frequency Analysis

Characteristics	Frequency	Percentage
Age		
20 – 24 years old	216	56.3
25 - 29 years old	109	28.4
30 – 34 years old	59	15.4
Gender		
Male	175	45.6
Female	209	54.4
Frequency of Travel		
1 – 2 times	195	50.8
3 – 5 times	100	26.0
More than 5 times	89	23.2
Travel Style		

Together as a family	264	68.8	
Travelling with friends	120	31.3	

Table 1 above shows the frequency analysis of respondents. As for age, out of 384 respondents, 20 to 24 years old became the majority of respondents that answered the questionnaire, which shows 56%, that is 215 respondents. Meanwhile, the second most respondent is 25 to 29 years old, 29% is 111 respondents. The lowest respondent is 30 to 34 years old, which is 15%, 58 respondents. However, as for the gender, out of 384 respondents, females became the majority of respondent that answered the questionnaire, 54%, that is 207 respondents. Meanwhile, the second most respondent is male, which is 46%, 177 respondents. Furthermore, for frequency of travel, most respondents travel 1 to 2 times which shows 51%, that is 195 respondents. Meanwhile, the second most respondent is 3 to 5 times which shows 26%, 100 respondents. The lowest respondents for frequency of travel are more than 5 times which shows 23%, 89 respondents. Finally, for travel style, the most respondent is to travel together as a family who is 69%, that is 265 respondents. In contrast, the second most respondent travel with friends which, is 31%, that is 119 respondents.

Result of Descriptive Analysis

Table 2: Descriptive Analysis

Variables	Items	Mean Score	Standard Deviation
Tourist's Satisfaction	Intention to recommend the route to others.	4.38	0.753
	Intention to revisit the route.	4.42	0.700
	Intention to visit similar routes.	4.32	0.839
Scenery	Good viewpoints of the natural landscape.	4.56	0.652
	Arranged viewpoints along the route.	4.32	0.813
	Good view of the cultural landscape.	4.35	0.754
Genuineness	Encountering flora in the natural surroundings.	4.39	0.736
	Good opportunities to eat local dishes.	4.40	0.782
	Businesses reflect traditions.	4.34	0.765
	Good opportunities to observe wildlife.	4.39	0.725
Harmony	Places to experience silence and calm.	4.39	0.787
	Accommodation close to nature.	4.39	0.780
	Business's architecture harmonises with landscape.	4.29	0.820
	Business's interior harmonises with the surroundings outdoors.	4.35	0.825

Table 2 shows the mean and standard deviation for the variables of tourist satisfaction, scenery, genuineness and harmony based on the survey involving 384 respondents. The highest mean value of the independent variable for the tourist's satisfaction was obtained by Question 2 with 4.42, where the respondents agreed that the route is safe to revisit. Then, the lowest mean value belongs to Question 3 with 4.32, where the respondents agreed that similar routes are accessible easily. As for the scenery, the highest mean value was obtained by Question 1 with 4.56, where the respondents agreed that while travelling, they love the good viewpoints of the natural landscape, and the lowest mean value belongs to Question 2 with 4.32, where the respondents agreed that the arranged viewpoints along the route might make them bored sometimes. Meanwhile, the highest mean value for genuineness was obtained by Question 2 with 4.40, where the respondents agreed that good opportunities to eat local dishes are the main reason they travel to see the genuineness of tourist attractions, and the lowest mean value belongs to

Question 3 which is 4.34, shows that respondents agreed that businesses reflect traditions. Next, the highest mean value for the harmony was obtained by Questions 1 and 2 with 4.39, where the respondents agreed that places to experience silence and calm, and accommodation close to nature kept them in harmony while travelling. The lowest mean value belongs to question 3 with 4.29, where the respondents agreed that they saw some of the business's architecture harmonises with the landscape.

Result of Reliability Analysis

The internal consistency of items on a scale is measured via reliability analysis. Reliability analysis was carried out using Cronbach's Alpha output. Cronbach's Alpha is extensively used to assess the internal consistency of a psychometric instrument, and its popularity stems primarily from its simple interpretation in terms of correlations, ease of computation, and aid in developing a single-dimensional scale. Table 4 shows the results based on the variables' Cronbach's alpha values.

Table 3: Reliability Analysis

Variables	Number of Items	Cronbach Alpha
Tourist's Satisfaction	3	0.630
Scenery	3	0.643
Genuineness	4	0.633
Harmony	4	0.738

Table 3 indicates the Cronbach's Alpha values of the variables in the questionnaires, ranging from the lowest acceptance level (0.630) to the highest (0.738). Four variables have been tested using Cronbach's alpha output. Based on the results, harmony was found to have very high reliability (4 items; $\alpha = 0.738$), followed scenery (4 items; $\alpha = 0.643$), and genuineness (4 items; $\alpha = 0.633$). Meanwhile, as for tourist's satisfaction (4 items; $\alpha = 0.630$). Therefore, variables of tourist satisfaction, scenery, genuineness and harmony were maintained, and the overall data were considered suitable for further analysis.

Result of Pearson Correlation Analysis

The researcher employed Pearson's Correlation in this study. A monotonic relationship between two variables is one in which the value of one variable is either 1 or 0, and then the value of the other variable is 2; as the value of one variable increases, the value of the other variable decreases, which is the dependent variable (tourist satisfaction) and independent variable (scenery, genuineness and harmony). The value of the correlation coefficient swings between 1 and -1 in terms of link strength.

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H_1: There is a significant relationship between scenery with quality experience on tourist's satisfaction.	0.583	H_1 is supported.
H_2: There is a significant relationship between genuineness with quality experience on tourist's satisfaction.	0.567	H_2 is supported.
H_3: There is insufficient evidence to conclude that there is a significant linear relationship between harmony with quality experience on tourist's satisfaction	0.477	H_3 is supported.

There is a significant relationship between scenery ,quality experience on tourist satisfaction. For dependent variables, 0.583 is a moderate positive (negative) correlation. Significance correlation with the level 0.01. Next, there is a significant relationship between genuineness ,quality experience on tourist satisfaction. For dependent variables, 0.567 is also a moderate positive (negative) correlation. Significance correlation with the level 0.01. Lastly, there is insufficient evidence to conclude that there is a significant linear relationship between harmony with a quality experience on tourist satisfaction, but it is still supported. This is because for dependent variables, 0.477 is small but defines relationship correlation. Significance correlation with the level 0.01.

DISCUSSION AND RECOMMENDATION

The research study's primary goal is to interpret and describe the result of data analysis from the previous chapter and develop a better understanding of research problems. The data shows a relationship between the independent variables of scenery, genuineness and harmony with a quality experience on tourist satisfaction. Furthermore, hypothesis 1 shows that there is a significant relationship between scenery with a quality experience on tourist satisfaction with the highest correlation, compared to hypothesis 2, showing that there is a significant relationship between genuineness with quality experiences on tourist satisfaction, and hypothesis 3 shows that there is insufficient evidence to conclude that there is a significant linear relationship between harmony with a quality experience on tourist's satisfaction based on Pearson Correlation values $(0.583 > 0.477 < 0.567)$.

This research has various suggestions. This study only looked at one tourist who happened to be visiting Kelantan to learn about the culture. As a result, there are lots of tourists who should be the focus of future study. Larger sample numbers would work and be adequate. As a result, future researchers should raise their sample size to improve the study's accuracy and dependability. Finally, instead of respondents answering scaled surveys online, develop some open-ended questions for them. As a result, this strategy can eliminate misunderstandings and improve research findings.

Furthermore, this research also used descriptive analysis, reliability analysis, and Pearson correlation had a significant and positive relationship between quality of scenery, genuineness, and harmony with tourist satisfaction. There are so many social media platforms that future researchers can use to expand their findings on the importance of quality experience on tourist satisfaction in Kelantan, such as 'Instagram', 'Facebook', 'Twitter' and 'TikTok.

CONCLUSION

The goal of this study was to observe the quality experience of scenery, genuineness and harmony that leads to satisfaction when travelling among the tourists in Kelantan. In this study, tourist satisfaction was influenced by scenery, genuineness and harmony. Therefore, the tourist's satisfaction was represented by tourists in Kelantan. In addition, there were three independent variables: scenery, genuineness, and harmony. Pearson Correlation Coefficient analysed those independent and dependent variables. It shows that the independent variable influences the dependent variable. Then the result showed significant correlation between scenery, genuineness and harmony. In conclusion, the finding of this study has proven that there is a connection between scenery, genuineness and harmony with a quality experience on tourist satisfaction.

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Influencing Factors of Entrepreneurial Education Towards Entrepreneurial Intentions of Student University Malaysia Kelantan

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ABSTRACT

This study aims to explore the relationship between student behaviour, education creativity, opportunity recognition, social norms and student intention to be entrepreneur. The convenience sampling approach was used, and 307 respondents were evaluated. The data collected is analysed using Statistical Packages for Social Science Version 26 (SPSS Version 26) soft attention of the student to be an entrepreneur. Rebased on descriptive statistics, reliability analysis, and correlation analysis. As for the result, all the independent variables (student behaviour, education creativity, opportunity recognition, social norms) have a significant relationship to the dependent variable (student intention to be an entrepreneur) that influenced factors of entrepreneurial education.

Keyword: Entrepreneurial intention; Education; University Students; behaviour

INTRODUCTION

Entrepreneurial education has been defined as formal teaching that provides training and education to anyone interested in participating in socio-economic development. According to United Nations World Tourism Organization (UNWTO,2008). Besides that, creativity-based education is the interplay between the physical and social learning environments and the attitudes and nature of lecturers and students to go through the problem-solving process that education has generated (Patwary et al., 2020). Recognizing the opportunity for meaningful employment, one of the conditions for entrepreneurial purpose is the ability of entrepreneurs to put fresh ideas into action (Dimov, 2007).

The profession is one of the possible causes of unemployment circumstances. Recognizing that the situation is worsening due to the growing number of graduates and the government's incapacity to provide job opportunities, the administration decided that engaging graduates in entrepreneurship was the best solution. Various adjustments and programmes have been implemented to empower entrepreneurship and form an entrepreneurial society, not only in terms of education policy and curriculum but also in terms of major financial allocation in specialised entrepreneurship culture at the university level. Entrepreneurial education in the tourist sector has not been able to properly access students' human capital or build a conducive learning environment for fostering entrepreneurship. Still, the impact of tourism and hospitality education on entrepreneurial intention remains a mystery (Alom et al., 2019). Students' intents to create a new start-up or entrepreneurial attempt. Even though entrepreneurship is seen as critical to economic development and progress, there is still a scarcity of research on the subject. There are four objectives of this research.

1. To identify the relationship between students' behaviour in entrepreneurial subjects toward students' intention to be an entrepreneur.
2. To examine the relationship between education creativity in entrepreneurial subjects and students' intention to be entrepreneurs.
3. To investigate the relationship between opportunity recognition in entrepreneurial subjects and students' intention to be entrepreneurs.
4. To examine the relationship between social norms in entrepreneurial subjects toward students' intention to be an entrepreneur.

Significant of the Study

Researcher

A valuable reference for future researcher on the influencing factors of Entrepreneurial education towards the entrepreneurial intention of students since entrepreneurship education is one of the important factors in the economic country and national prosperity. Entrepreneurs will possibly support sponsoring community events and local sports teams. In other words, the more entrepreneurs you have in a community, the more likely the community is to figure out an increase in activities. These studies are come up with strong evidence that such businesses have a positive result on the civic vitality of communities, especially in smaller populated communities.

Economic growth

This study can also contribute to spurring economic growth in the country. Entrepreneur creates employment opportunities benefiting society by providing goods and services. Entrepreneur leads to the growth of other sectors and contributes to national income. Entrepreneurs will always have an opportunity to start new businesses because people's demands will change as the trends in the world continue to change.

LITERATURE REVIEW

Student Intention to Be Entrepreneur

Entrepreneurs are those who start new firms, will face most of the risks and reap gain, and the entrepreneur is often portrayed as a creator of new ideas, products, services, and businesses or activities (Hayes, 2021). Entrepreneurs will be vital in every economy sector because they have the skill and initiative to anticipate requirements and bring innovative new ideas to market. Regarding the study of entrepreneurial intention to students, key elements influencing entrepreneurial intention to an entrepreneur by using internal components such as psychological qualities, personal characteristics, and entrepreneurial cognition have evaluated the entrepreneurial intention development process. Among the factors of entrepreneurial intention among students identified is to find a high level of entrepreneurial intention among students in UMK due to economic challenges in the country and while low intentions found among UMK students in entrepreneurship may be due to high economic remuneration to employees and the attitude of a student who is not ready in the field of business (Patwary & Rashid, 2016). Students with high intentions in education in the field of entrepreneurship will develop individual interest in intentions that result in self-employment activities. In other words, students with good intentions in entrepreneurship will focus on entrepreneurship education and will shape behaviours that will result in the formation of new businesses and new employment opportunities for the community.

Student Behaviour

Perceived behavioural control is a concept that describes a person's perception of how easy or difficult it is for them to do entrepreneurial behaviour (Patwary et al., 2022). Students in general 'elite universities' are most likely to have strong self-confidence, which represents perceived behavioural control, according to a study by Soutaris et al. (2007) on student intention in entrepreneurship. The most important indicator of an individual's entrepreneurial behaviour is entrepreneurial intention (Lüthje and Franke, 2003). Numerous studies have examined the characteristics that drive entrepreneurial intent from diverse viewpoints. Meanwhile, the polar opposite of proactive personality, such as narcissism, psychopathy, and Machiavellianism, significantly impacts entrepreneurial ambition (Wu et al., 2019). Furthermore, various psychological models of entrepreneurship have been presented to explain an individual's entrepreneurial purpose and behaviours in light of the interplay between internal and external influences.

Education Creativity

In general, public universities play an important role in providing ongoing entrepreneurship education through a variety of programmes. Infrastructure, financial support, and other enhancements are all part of these programmes, which aim to mould kids' entrepreneurial intentions from an early age. These qualities will aid in the discovery of chances and will boost the self-confidence of a student with no prior business experience. The physical and social learning settings and the attitudes and personalities of instructors and students all influence educational creativity (Patwary, 2022). Two aspects influence a student's creative education, one of which is the student's direct entrepreneurship experience. Kids participating in entrepreneurship education seminars at a young age may increase their self-efficacy (Nor et al., 2019). Entrepreneurial education provides students with knowledge and abilities in marketing, accounting, management, information technology, and other areas that will enable them to see possibilities and act on them (Jones and English, 2004). Entrepreneurship education aims to provide students with the tools and skills they need to increase the odds of their companies succeeding (Kim and Park, 2020).

Opportunity Recognition

Opportunity recognition is an individual or organization active in finding, viewing, and competing for a new product or service (Baron, 2016; Zhang et al., 2020). The skill of identifying new opportunities to achieve success in business and exciting entrepreneurial jobs provides a stimulus for students to work as entrepreneurs (Asante & Affum-Osei, 2019). In general, this field offers more opportunities for career advancement as it has a high scope of learning and development. Students can constantly improve skills by taking various related courses or challenging themself with work process improvement initiatives from employers such as salary increases, professional honours, and the addition of other job benefits if they often take the initiative to advance themselves (Ploum et al., 2019). According to Zhang et al. (2020), working as an entrepreneur satisfies such an individual because of good financial rewards. The desire to have a comfortable life encourages them to venture into entrepreneurial careers (Asante & Affum-Osei, 2019). Thus, they tend to venture into the field of entrepreneurship because the benefits of working as an entrepreneur can give them a lucrative income to support themselves and their families.

Social Norms

Social norms are related to economic progress. Palivos (2001) established a link between social standards and fertility, family size, and economic growth. Fafchamps (2011) stated that economic progress necessitates a structural shift in job assignment, shifting from productive self-sufficiency to specialization through product trade; he also showed that this task transformation depends on changes in people's social norms and attitudes. The greatest impact on social norms can be seen from the importance or attention to entrepreneurship in the close environment of an individual, whereas social norms play a very weak role in explaining intention when aligning with the TPB, particularly in the context of entrepreneurship. The influence of people in one's close circle, particularly those regarded as important enough to influence one's decision, is of critical value, such as older role models, relatives, significant others, and even co-workers, colleagues, and peers. Entrepreneurs interact closely with their immediate social network because entrepreneurship involves the sequential encounter an institution of information through action and interaction. Social norms could be expected to vary across societies. Social norms, as well as family and in-group orientation, support novelty and creativity in some countries while these are discouraged in other cultures.

Research Framework

The theoretical framework was built based on previous research results. The purpose is to study about influencing factors of entrepreneurial education towards the entrepreneurial intention of students in UMK. Those figures showed the relationship of each factor, which are student

behaviour, education creativity, opportunity recognition, and social norms influencing entrepreneurial education factors towards entrepreneurial intentions of student UMK. There are four hypotheses that were developed from this conceptual framework.
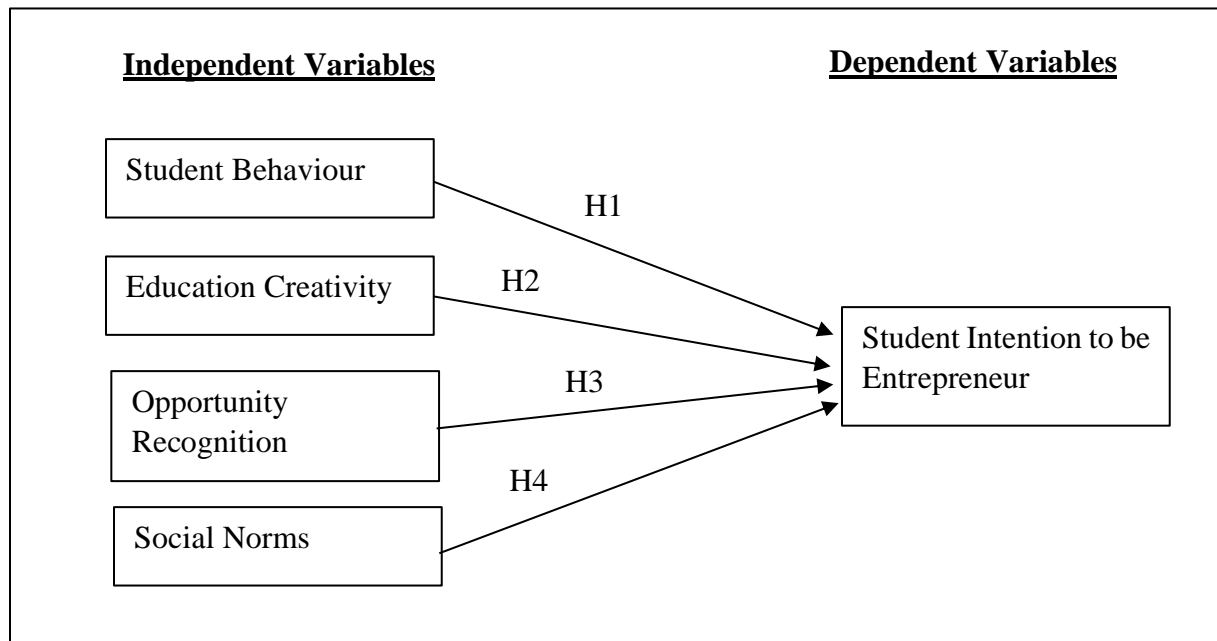

Figure 1: Research Framework

According to Figure 1, there were four hypotheses
  H₁   There is a positive relationship between student's behaviour in entrepreneurial subject toward students' intention to be entrepreneur.
  H₂   There is a positive relationship between education creativity in entrepreneurial subject toward students' intention to be entrepreneur.
  H₃   There is a positive relationship between opportunity recognition in entrepreneurial subject toward students' intention to be entrepreneur.
  H₄   There is a positive relationship between social norms in entrepreneurial subject toward students' intention to be entrepreneur.

METHODOLOGY

Research Design

This study used the quantitative method that gathered all the data through questionnaires. The analysis unit evaluated the influencing factors of entrepreneurial education towards entrepreneurial intentions of student University Malaysia Kelantan. Quantitative approach helps us point out a very clear and detailed research problem and we use this approach to gather data from the respondents' questionnaires. In this study, the relationship between student behaviour, education, creativity, opportunity recognition, and social as an independent variables of entrepreneurial education towards the intention of students to be an entrepreneur as a dependent variable was examined.

Data Collection

Primary data is information gathered by researchers in order to address problems for a specific or specified goal (Mesly, 2015). Surveys, questionnaires, observations, and interviews can all be used to obtain primary data. This study primarily uses primary data to investigate the influencing factors of entrepreneurial education towards entrepreneurial intentions of student University Malaysia Kelantan. In the first stage, as a primary data collection tool, the data collection used in this research was through a self-administered online questionnaire. The questionnaire consisted of two parts which were Part A and Part B, in response to the research

objectives. The questionnaires were distributed online in various virtual reality forums, for example, the UMK student WhatsApp group and FHPK Facebook group by Google Forms in dual languages, which were English and Malay. The result of the study was collected in 3-week times.

Sampling

In this study, we utilise our sample's probability sampling, which is a cluster sampling method. This method is both cost- and time-effective and will aid in the population of subgroups (called cluster). According to this research, cluster sampling focuses on grouping units into subpopulations and then using a hierarchical structure of units inside each stratum, which is student cohort 2019, who taken the enterprise management subject. The cost-effectiveness, time-effectiveness, and high level of adaptability of this method are all advantages. The study sample will be selected from the target population, which is FHPK students, who are subject enterprise management.

Data Analysis

Data analysis is a way of evaluating information using scientific reasoning to examine each piece of information provided. The researchers used a computer software called the Statistical Package for Social Science (SPSS) to examine closed questions. The data were used to examine the data using the frequency analysis, descriptive analysis, reliability test, and Spearman correlation analysis.

FINDINGS

Result of Frequency Analysis

Table 1 : Frequency Analysis

Characteristics	Frequency	Percentage
Gender		
Male	130	42.3%
Female	177	57.7%
Nationality		
Citizen	307	100%
Non-citizen	0	0%
Religion		
Muslim	254	82.7%
Buddhist	9	2.9%
Christian	16	5.2%
Hindu	18	5.9%
Other	10	3.3%
Age		
18-24 years old	225	73.3%
25-34 years old	80	26.1%
35-44 years old	1	0.3%
45 years old and above	1	0.3%
Race		
Malay	247	80.5%
Chinese	21	6.8%
Indian	24	7.8%
Other	15	4.9%

Educational level		
SPM	9	2.9%
STPM/DIPLOMA	32	10.4%
DEGREE	266	86.6%
MASTER/PHD	0	0%
Interested in starting your own business		
Yes	266	86.6%
No	41	13.4%

Table 1 shows the characterization of respondents. 130 out of 307 respondents are male, representing 42.3%, while 177 respondents are female, representing 57.7%. All of the respondents who are 307 that participated in this survey, are citizens represented 100%. 82.7% of the respondents were Muslim, 2.9% were Buddhist, 5.2% were Christian, 5.9% were Hindu, and 3.3% were from other religions. 73.3% of the respondents were between 18-24 years old, 26.1% were between 25-34 years old, and just 1 respondent represent 0.3% for both age of respondents between 35-44 years old and 45 years old above. 80.5% of the respondents were Malay, 6.8% were Chinese, 7.8% were Indian, and 4.9% were from another race. In addition, 86.6% of the respondents were Degree, the highest educational level, followed by STPM/DIPLOMA, with 10.4%, and only 2.9% of the respondents were from SPM. Besides, 86.6% of the respondents were interested in starting their own businesses, and 13.4% of them were not interested.

Result of Descriptive Analysis

Table 2 : Descriptive Analysis

Variables	Items	Mean Score	Standard Deviation
Student Behaviour	I think self-confidence is important to improve student intention to entrepreneurial education	4.46	.844
	Cultivating attitudes and intents through entrepreneurship education should have in raising awareness of the important of being an entrepreneur	4.33	.809
	I think creativity and brave to take risks should be in students who have the intent to be entrepreneurs	4.39	.814
	I think students who can take other people's opinions will be good entrepreneurs	4.33	.856
	I think good behaviour can increase student intentions towards entrepreneurial education	4.39	.823
Education Creativity	Educational creativity is influenced by the physical and social learning environment, as well as the attitudes and personalities of instructors and students	4.29	.807
	Participating in an entrepreneurship program can raise students' entrepreneurial intention	4.34	.833
	Students' participation in entrepreneurship education seminars at a young age may increase their self-efficacy	4.29	.846
	Entrepreneurship education can help students with the tools and skills they need to increase the odds of their business success in the future	4.31	.815

	Earlier experiences of entrepreneurial activities provided can help to increase students' entrepreneurial intention	4.27	.871
Opportunity Recognition	I feel the recognition of opportunities in the subject of entrepreneurship is a new and better way to deal with problems	4.21	.792
	I agree that job opportunity recognition influences a large part in attracting students to delve into the subject of entrepreneurship	4.28	.847
	I feel it is important for the recognition of job opportunities is an important factor in influencing students' intentions to study the subject of entrepreneurship	4.29	.815
	I think that the factor of job opportunity recognition in the subject of entrepreneurship will open up bright job opportunities to students for those interested in the field of entrepreneurship	4.31	.807
	I am of the opinion that the subject of entrepreneurship should emphasize the aspect of opportunity recognition to the intention of students to become entrepreneurs	4.31	.796
Social Norm	People who are important to me think that social norms influence students 'intentions to become entrepreneurs	4.21	.857
	People who influence my behaviour think that social norms are a major factor in students' intentions to become entrepreneurs	4.20	.866
	Social networking influenced me to have the intention of being an entrepreneur	4.22	.833
	The person asking the opinion stated that the intention of the student to become an entrepreneur should have the value of social norms	4.26	.803
	People who have good social norms around them have a high chance of becoming an entrepreneur	4.20	.866
Student Intention to be Entrepreneur	I feel the intention of the student to become an entrepreneur depends on his knowledge in the subject of entrepreneurship.	4.11	.903
	Support from universities has a significant influence on students' entrepreneurial intentions.	4.12	.895
	I think students who get high scores in the subject of entrepreneurship deserve to be entrepreneurs.	4.07	.939
	I think students who get high scores in the subject of entrepreneurship deserve to be entrepreneurs.	4.03	.948
	I think students who have creativity can be entrepreneurs.	4.20	.855

Based on the average of the question of the variable, the highest mean value in the descriptive analysis for the independent variables was student behaviour variable, which is 4.38, followed by education creativity variable, which is 4.30. The lowest mean value for the independent variables was the social norm, which is 4.128. The average mean value for the dependent variable is 4.106. It could be concluded that student behaviour was the most influence on students' intention to be an entrepreneur.

Result of Reliability Analysis

A reliability test measures a system's stability and overall performance over the given period and with specific sets of testing conditions.

Table 3 : Reliability Analysis

Variables	Number of Items	Cronbach's Alpha	Strength of Association
Student Behaviour	5	0.904	Excellent
Education Creativity	5	0.915	Excellent
Opportunity Recognition	5	0.897	Very Good
Social Norm	5	0.884	Very Good
Student intention to be entrepreneur	5	0.861	Very Good

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. Education creativity has the highest value, which is 0.915, while student intention to be an entrepreneur has the lowest value, which is 0.816. Therefore, the variables are reliable and can be accepted for this study.

Result of Spearman Correlation Analysis

Table 4 below shows the Spearman's Correlation between Students' Behaviour, Education Creativity, Opportunity Recognition, and Social Norms towards Students' intention to be an entrepreneur

Table 4 : Spearman Correlation Analysis

Hypothesis	P-Value	R-Value	Result (Supported/Not Supported)
H$_1$: There is a positive relationship between student's behaviour in entrepreneurial subject toward students' intention to be entrepreneur.	<.001	0.573	**H$_1$** is supported
H$_2$: There is a positive relationship between education creativity in entrepreneurial subject toward students' intention to be entrepreneur.	<.001	0.619	**H$_2$** is supported
H$_3$: There is a positive relationship between opportunity recognition in entrepreneurial subject toward students' intention to be entrepreneur.	<.001	0.686	**H$_3$** is supported
H$_4$: There is a positive relationship between social norms in entrepreneurial subject toward students' intention to be entrepreneur.	<.001	0.751	**H$_4$** is supported

Table 4 indicates that the relationship between social norms and students' intention to be entrepreneurs shows a high relationship, r = 0.751. Following the relationship is opportunity recognition with students' intention to be entrepreneurs, r = 0.686, education creativity 0.619, and student behaviour 0.573, indicating moderate relationship. All four variables positively correlated to students' intention to be entrepreneurs and are significant since p<0.001 as shown below.

> **H$_1$**: There is a significant relationship between student behaviour in entrepreneurial subjects and students' intention to be entrepreneurs.

The study shows that entrepreneurship education contributes to the growth of positive behaviour toward entrepreneurial intention. According to Boahemaah et al. (2020), a person with a more positive behaviour is more likely to engage in the desired behaviour.

H_2: There is a significant relationship between education creativity in entrepreneurial subjects and students' intention to be entrepreneurs.

This finding is in line with Anon's (2021) result which found that Individuals with positive psychology show better creativity than their counterparts. Students' direct entrepreneurship experience and participation in entrepreneurship education seminars at young age may increase their self-efficacy, influencing their creative education.

H_3: There is a significant relationship between opportunity recognition in entrepreneurial subjects and students' intention to be entrepreneurs.

Students are alert to potential business opportunities, actively searching for and gathering information about the business. The skill of identifying new opportunities to achieve success in business and exciting entrepreneurial jobs provides a stimulus for students to work as entrepreneurs (Asante & Affum-Osei, 2019).

H_4: There is a significant relationship between social norms in entrepreneurial subjects and students' intention to be entrepreneurs.

Pinillos and Reyes (2011) found that social norms impact people's self-interest, shared interests, consumption, and work through broad tendencies toward collectivism or individualism. These patterns also affect economic activity. The influence of people in one's close circle, particularly those regarded as important enough to influence one's decision, is of critical value, such as older role models, relatives, significant others, and even co-workers, colleagues, and peers.

DISCUSSION AND RECOMMENDATION

This research suggests that further studies can be carried out on student universities in Malaysia because this study only focuses on student University Malaysia Kelantan that takes entrepreneurial education it could see whether there are any similarities in the findings. This study can produce different results if it applies to a student who has not taken entrepreneurial education. In addition, current research focuses only on student University Malaysia Kelantan entrepreneurial intentions, student behaviour, education creativity, opportunity recognition and social norms. Next, this study was filled with 307 respondents' samples that can be measured as small markets. According to (Cappelli & Keller 2014), students who have strong intentions and determination to become a successful entrepreneurs should have three components that have been listed for the success of a business. Therefore, future researchers should expand their sample size to increase the accuracy and reliability of the study. Lastly, questionnaire method or create some open-ended questions for respondents instead of answering the scaling questionnaire online. Through the interview method, researchers can get a high response rate, ambiguities can be clarified, and incomplete answers can be followed up immediately. Thus, this approach can reduce misunderstanding and produce better study results.

CONCLUSION

In conclusion, this study explores the student's intention to be an entrepreneur between student behaviour, education, creativity, opportunity recognition and social norms. The researcher planned to investigate the relationship of each element in the independent and dependent variables. 307 respondents took part in this study through the online survey method. The data have been collected and analysed by SPSS software version 27 based on descriptive statistics, reliability analysis, and correlation analysis. From the result of the reliability analysis, the variables had exceeded 0.7, showing that the questionnaire is highly reliable and can be used for the study. All the reliability has proven that the respondent understood and the questionnaire was provided well, and this also means that the questionnaires have been accepted for this study. The study is to understand the relationship between students' intention to be

entreprenuers between student behaviour, education creativity, opportunity recognition and social norms. The outcome of the research goals that explore the student's intention to be an entrepreneur between student behaviour, education, creativity, opportunity recognition and social norms is accepted.

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providing accommodation in the current situation of Covid-19. It becomes a challenge to the accommodation provider to attract tourists to choose their premises. There are several factors that tourists need to consider in choosing the best accommodation. Among them are hygiene, perceived risk, quality, and price risk.

Nowadays, tourists are more concerned about hygiene in choosing their accommodation, especially during the Covid-19 pandemic. According to Zemke et al. (2015), cleanliness is one of the main factors that influence tourists in choosing their accommodation. The level of cleanliness of an accommodation premise is very important to prevent the spread of Covid-19. Besides, perceived risk is also one of the factors that tourists consider in choosing accommodation during the pandemic. Perceived risk is the uncertainty that consumers feel when they cannot predict the consequences of their decisions (Chen et al., 2020). In addition, the quality of accommodation is also a factor that tourists consider. Quality is a factor that can attract tourists to choose accommodation. Lastly, price risk is also a factor that tourists consider in choosing accommodation during the pandemic.

The purpose of this study is to explore tourist intention in accommodation decision-making during the Covid-19 pandemic. The independent variables of this study are hygiene, perceived risk, quality, and price risk. The dependent variable is tourist intention in accommodation decision-making during the Covid-19 pandemic.

Problem Statement

The Covid-19 pandemic has affected the tourism industry, especially in the accommodation sector. The accommodation industry is one of the sectors that has been affected by the Covid-19 pandemic. The spread of Covid-19 has caused tourists to be more careful in choosing their accommodation.

developing it. However, the challenges faced before the Covid-19 pandemic were different after. According to Nain Akshay (2018), one unpleasant experience with a brand in the hotel hospitality industry is enough to turn consumers away. Economic inclusion (economic volatility), staff shortages, retaining quality workers, increasing demand for technology, maintaining cleanliness, and offering good client service are all issues faced by the hotel sector today (Alom et al., 2019). Based on data from (Berita Harian, 2021), the accommodation industry, including Malaysian hotels, is estimated to have lost more than RM5 billion in revenue in the first six months of this year due to movement restrictions to curb the spread of the pandemic. This clearly shows that the accommodation industry has great challenges in terms of its development. There are four objectives of this research:

1. To determine the relationship between hygiene in accommodation decision-making among tourist intention during Covid-19.
2. To identify the relationship between perceived risk in accommodation decision-making among tourist intention during Covid-19.
3. To examine the relationship between quality of accommodation in decision making among tourist intention during Covid-19.
4. To determine any relationship between price risk in accommodation decision making and tourist intention during Covid-19.

SIGNIFICANCE OF THE STUDY
Researchers
This study looks at how the pandemic and the resulting global lockdown have had a huge impact on community lives and the tourism industry. People's knowledge, attitudes, and behaviours about the disease all play a role in a society's willingness to accept behavioural modification measures imposed by health authorities. Furthermore, this research can contribute to the knowledge community even in this pandemic of Covid-19. Adapting to the 'new normal' can greatly affect the future.

The UNESCO World Tourism Organization
The UNESCO World Tourism organization actively supports organizations to establish initiatives to assist a struggling travel and tourism industry by safeguarding the employment of service employees and providing financial assistance to corporations and industries impacted (World Travel and Tourism Council, 2020). Various countries and organizations had put in place plans to aid the hospitality industry in rehabilitation, including increased communication with the business, incentives, and better healthcare monitoring.

WHO
Aside from reducing the pandemic's immediate damage, countries will need to establish a "new normal" for the tourism industry. Vaccines must be broadly distributed, and legislative measures must be enacted to recover. Some governments have provided financial assistance to the industry, either directly or through soft loans and guarantees. Alternatives will vary by country, and the speed and extent of recovery will, of course, be influenced by global events. However, there is a significant opportunity to be taken advantage of.

LITERATURE REVIEW
Hygiene
The significance of hotel cleanliness and hygiene has recently increased since Covid-19 can be spread by touching virus-infected surfaces (WHO, 2020b). According to Park et al. (2019), hotel surfaces are more likely to be filthy, have greater germ counts, and provide possible disease transmission vectors. Due to the Covid-19 epidemic, travellers are likelier

to stay in hotels that provide clean and sanitary services and products. As already stated, hotel surfaces that frequently receive human contact are more likely to be contaminated through contact and constitute a source of transmission of infectious diseases such as Covid-19 (Park et al., 2019; Chen et al., 2020). The central air conditioning system, which is out of reach of hotel guests, may potentially facilitate the aerosol transmission of viruses (Patwary, 2022). According to Zemke et al. (2015), young tourists and women of all ages are prepared to pay a premium for improved guest room disinfection. Improved hygiene and sanitation to prevent or curb the spread of disease can be promoted as a feature of sales during and after an outbreak, as there has been an increase in consumer demand for hotel cleanliness following the Covid-19 outbreak. The dedication of hotel restaurants and other departments to safety and hygiene measures, as well as excellent housekeeping standards, should be emphasized (Hung et al., 2018)

Perceived Risk

Perceived risk is an individuals' views of the uncertainty and negative repercussions of purchasing a product or service are frequently used. Perceived risk has long been a key factor influencing consumers' decision-making and behavior (Han et al., 2019). In tourism context, perceived risk characterizes situations within which it clearly predicts the choice to avoid traveling to certain destinations, as an example, because of terrorism, political instability, or health risks. Perceived risk has been identified as a multi-dimensional construct in studies that have looked at the impact of perceived risk in the tourist setting (Cui et al., 2016).   Furthermore, according to Yeung and Yee (2019), due to the intangible and perishable nature of services, the influence of perceived risk appears to be substantially more prominent in-service consumption decisions than in physical product consumption decisions. As a result, tourists' perceptions of danger are an important factor and antecedent in their decision- making process.

Quality

Quality is about the efficiency of an organization in performing for its stakeholders. Among the necessary qualities are improving products, daily services, systems, and processes. This quality system should be maintained to ensure that the entire organization can maintain its image and be more effective (ICRA, 2021). This quality is important especially in the accommodation industry during this Covid-19 pandemic. According to Sampson Quain (2019), the importance of quality to an organization is to meet customer expectations, satisfy customers, establish a company reputation, and manage costs effectively. In this pandemic phase, all accommodation sectors should prioritize the quality of their services (Krzysztof Stepaniuk, 2017; Patwary et al., 2020).

Price Risk

Tourists' price risk is an important factor in accommodation decision making. Earnings fluctuation, bad cost probability is influenced by factors such as organizational administration and price variations. The possibility also that the amount of a protection or investment will fall. The immediate cause of the Covid-19 pandemic was a price decline in the days leading up to the lockdown (Will Kenton, 2021).

Price risk is influenced by earnings volatility, poor management, industry risk, and price variations. A non-sustainable situation, company strategy, Generalization of the income statement, natural hazards in a firm's rotation, or strategic risks because of a lack of trust in management are all factors that could reduce the value of a security (Patwary et al.,

2022). Small start-ups face greater price risk than larger, more established businesses. This is primarily since the management, market capitalization, financial status, and geographic location of operations of a larger company are frequently stronger and more suited than those of smaller businesses (Will Kenton, 2021).

Tourist Intention

Tourist intention can be described as the consumer's personal view likelihood of participating in or refraining from participating in specific actions about an economical service. The travel intention is predicted as to how probable consumers are to tour the location over a certain period (Patwary & Rashid, 2016). Moreover, the tourism business has been impacted the hardest among industries afflicted by the global epidemic of Covid-19. Compared to other businesses, the impact of travel restrictions, particularly in the field of international tourism, puts the industry at risk, with a considerable drop in international tourist arrivals. After the pandemic, this circumstance impacts consumer behaviour in terms of travel intentions. Environmental variables used to have a moderately great connection to the intention of Asian and European tourists to visit Malaysia, and since, according to the explanation, several travellers accepted that Malaysia provides great assistance and accommodation goods to consumers, and that had a beneficial impact, resulting in visitors planning to travel to Malaysia. (Mohammad Sadegh Eshaghi, 2020).

Research Framework

The conceptual framework was developed based on previous research results. The purpose is to determine the tourist intention in accommodation decision-making during the Covid-19 pandemic. Figure 1, given below, describes the conceptual framework of this research.
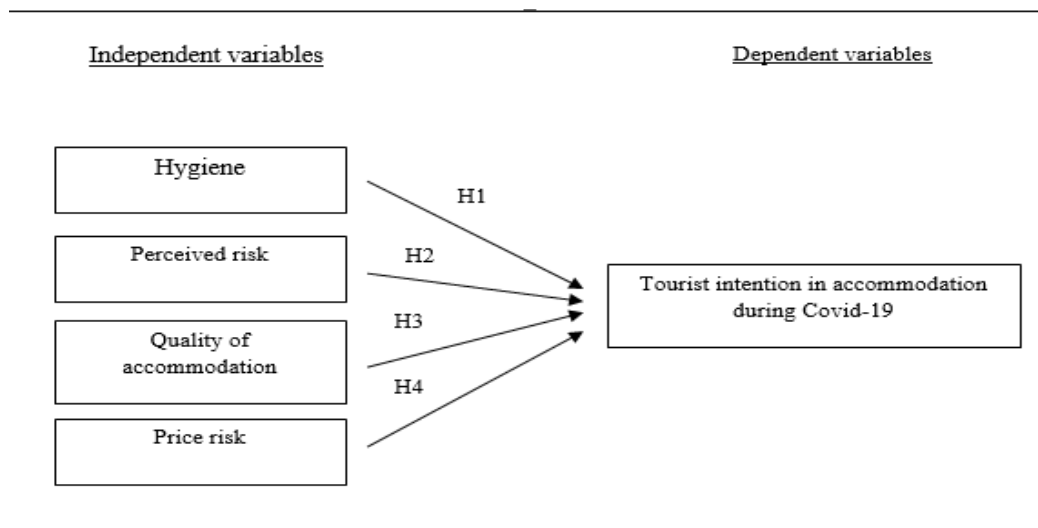

Figure 1: Conceptual Framework of the Study

According to Figure 1, there were four hypotheses:
H1: There is a substantial relationship between hygiene and the tourist intention in accommodation during Covid-19.
H2: There is a substantial relationship between perceived risk and the tourist intention in accommodation during Covid-19.
H3: There is a substantial relationship between quality and the tourist intention in accommodation during Covid-19.
H4: There is a substantial relationship between price risk and the tourist intention in

accommodation during Covid-19.

METHODOLOGY
Research Design

This study used the quantitative method that gathers all data through questionnaires. A research design is a blueprint for the planned research endeavours that binds all the components together. (Akhtar, 2016). In this study, quantitative research was used as the research design. Quantitative research is a systematic method of collecting and analyzing data from multiple sources. Quantitative research focuses on objective measurements and statistical, mathematical, or numerical analysis of data acquired through polls, questionnaires, and surveys. Quantitative research is concerned with collecting numerical data and generalizing it across groups of individuals or describing a phenomenon. (SIS International Market Research, 2018).

Data Collection

We were focused on handing out surveys through social media of tourism in Malaysia to gather responders due to the usage of Covid-19 and MCO online methods to collect primary data. The questionnaires were created using a google form; the reason why we chose this method was the data that we received was easier to analyze and more accurate by using this method. Next, the survey questions were given out to the target respondents. The questionnaires were handed out for 24 hours for the respondent to respond and closed after 24 hours. Finally, the gathered data were analyzed with the selected method.

Sampling

Non-probability sampling was utilized in this study because this study necessitates descriptive evaluations; this sample strategy is advantageous. The convenience sampling method is used in this study while distributing questionnaires to respondents' goals. According to Etikan & Bala (2017), collecting data from few people who are easily accessible to participate in the study influences convenience sampling. It is simple to conduct convenience sampling with only a few guidelines controlling how the sample should be gathered. In contrast to probability sampling methods, a convenience sample has a low relative cost and time requirement.

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 27 (SPSS).

FINDINGS
Profile of Respondents
Table 1: Respondents' profile

Items	Category	Frequency	Percentage (%)
Gender	Male Female	77 225	25.5 74.5

Age	20 - 24 years old	197	65.2
	25 - 29 years old	27	8.9
	30 - 34 years old	18	6.0
	35 years old and above	60	19.9
Marital Status	Married	102	33.8
	Single	200	66.2
Income	Below RM1000	182	60.3
	RM1000 - RM1999	54	17.9
	RM2000 - RM2999	35	11.6
	RM3000 - RM3999	7	2.3
	RM3000 - RM3999 and above	24	7.9

Table 1 shows the characterization of respondents. 225 out of 302 respondents are female, representing 74.5%, while 77 respondents are male, representing 25.5%. Out of 302 respondents for age, the most respondents are 20 – 24 years old, 65.2 % that is 197. In contrast, the second most respondent is 35 years old and above, 19.9 %, that is 60 respondents. Thirdly, 25 – 29 years old, 8.9 %, that is 27 respondents. The lowest respondent is 30 – 34 years old, 6.0 %, that is 18 respondents. For marital status, most respondent is single, 66.2 % is 200 respondents. While the second most respondents are married, 33.8 % that is 102. For income, most respondents are below RM 1000, 60.3 %, 182 respondents. In contrast, the second most respondent is RM 1000 – RM 1999, 17.9 %, 54 respondents. Thirdly, RM 2000 – RM 2999, 11.6 %, that is 35 respondents. The next is RM 3000 – 3999 and above, 7.9 %, 24 respondents. The lowest respondent is RM 3000 – RM 3999, 2.3% which is 7 respondents.

Analysis on Tourist Intention in Accommodation Decision Making During the Covid-19 Pandemic

Table 2: Descriptive analysis of the Tourist Intention in Accommodation Decision Making During the Covid-19 Pandemic

Items	Mean	Std. Deviation
DV: Tourist Intention in accommodation during Covid-19 Factors of concern for tourists intending to travel were related to the accommodation sector during the Covid-19 Pandemic	4.11	.753
I will choose an accommodation based on feedback and other factors	4.32	.702
Covid 19 pandemic conditions affect tourist's behavior in terms of travel intentions	4.27	.701

In my opinion, the Covid 19 protective measures taken by the accommodation will make the tourists feel safe	4.45	.703
Good service can change the view of tourists to choose accommodation	4.54	.618
IV 1: Hygiene		

The cleanliness of an accommodation is an important factor for every tourist	4.74	.492
Unclean accommodation environments are likely to have large numbers of germs and facilitate the transmission of disease	4.59	.645
In my opinion, an accommodation that has many tourists has the potential to reduce the level of cleanliness of the accommodation	3.95	.974
In the era of the Covid-19 pandemic, I prefer the accommodation industry such as hotels to always perform regular and scheduled accommodation cleaning	4.54	.629
I think that every owner of an accommodation sector such as a hotel should implement safety and hygiene measures, as well as excellent housekeeping standards	4.60	.595
IV 2: Perceived Risk	4.16	.793
Faced risks when traveling nowadays are normal that occur among tourists	4.01	.861
I feel that is a high risk when staying at the accommodation at the time of the current Covid-19 pandemic	4.28	.676
When booking accommodation, I consider the risks in the way the management of accommodation	4.11	.748
When booking accommodation, I consider the risk that I will not receive what I not expected	4.36	.641
The risk in a destination is important to make decisions when choosing an accommodation		
	4.53	.608
IV 3: Quality	4.55	.601
My priority in booking is based on the quality of accommodation		
When it comes to booking accommodation, I try to get the very best or perfect choice	4.40	.654

I have very high standards and expectations regarding the quality of accommodation I book	4.36	.666
When booking accommodation, I consider its quality compared with other relevant available accommodation choices	4.47	.635
Quality is very important especially in the accommodation industry during this Covid 19 pandemic outbreak	4.54	.613
IV 4: Price Risk	4.48	.651
Comparison of hotel prices is very important for tourists	4.42	.690
I choose accommodations based on the affordable price	4.51	.625
I prefer to get discounts codes to stimulate direct booking	4.45	.736
Special offer is one of the most effective every tourist to choose their accommodations		
Price is very important during this COVID-19		

Table 2 shows the mean and standard deviation for twenty statements under four independent variables and five under the dependent variables based on the survey involving 302 respondents. The highest mean value for tourist intention is good service can change the view of tourists to choose the accommodation that, is 4.54. In contrast, the lowest mean value for tourist intention is factors of concern for tourists intending to travel were related to the accommodation sector during the Covid-19 Pandemic that is 4.11. For hygiene, respondents agreed that the cleanliness of accommodation is an important factor for every tourist, which is 4.74. At the same time, the lowest is in my opinion, an accommodation with many tourists has the potential to reduce the level of cleanliness of the accommodation that, is 3.95. Next, the highest mean value for perceived risk is the risk in a destination is essential to make decisions when choosing an accommodation that is 4.36, while the lowest mean value for perceived risk is I feel that is a high risk when staying at the accommodation at the time of the current Covid-19 pandemic that is 4.01. Furthermore, for quality, respondents agreed that when it comes to booking accommodation, I try to get the best or perfect choice, which is 4.55, while the lowest is when booking accommodation. I consider its quality compared with other relevant available accommodation choices that 4.36. Lastly, the highest mean value for price risk is comparison of hotel prices, which is very important for tourists that is 4.54, while the lowest mean value is I prefer to get discount codes to stimulate direct booking that is 4.42.

Relationship between hygiene, perceived risk, quality and price risk on tourist intention.

Table 3: Spearman's correlation between hygiene, perceived risk, quality and price risk on tourist intention.

Variables		Tourist intention
Hygiene	Correlation Coefficient	.629[**]
	Sig. (2-tailed)	.000
Perceived Risk	Correlation Coefficient	.568**
	Sig. (2-tailed)	.000

Quality	Correlation Coefficient	.550**
	Sig. (2-tailed)	.000
Price Risk	Correlation Coefficient	.595**
	Sig. (2-tailed)	.000

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

Table 3 shows Spearman's correlation between hygiene, perceived risk, quality and price risk on tourist intention. Firstly, The correlation coefficient of hygiene is 0.629, suggesting a moderate positive correlation between tourist intention accommodation during covid-19. Secondly, The correlation coefficient of perceived risk is 0.568, suggesting a moderate positive correlation between tourist intention accommodation during covid-19. For quality, the correlation coefficient is 0.550, suggesting a moderate positive correlation between tourist intention accommodation during covid-19. Lastly, the coefficient of price risk is 0.595, suggesting a moderate positive correlation between tourist intention accommodation during covid-19. All the p-value was 0.000, which was less than the significant level of 0.01 for every variable.

DISCUSSION & RECOMMENDATIONS
Based on the result obtained, hygiene influences tourist intention on accommodation decision-making. Tourist intention positively correlates with hygiene and carry out moderate relationships with 0.629 or 62%. This result is supported by a previous study that found whether there are any correlations or relationship between dependent variables and independent variables. Since the significant levels of both variables are 0.000 showed highly significant, H1 is proven and accepted, and the research objective is supported.

This paper is hoped to contribute ideas to the related stakeholders to improve accommodation operations to satisfy tourists while creating possibilities for attracting more new tourists in the future. As He and Harris (2020) suggest, Covid-19 will most likely change how we perceive the world, think, conduct our lives, and experience tourism. With tourism and hospitality business being among the hardest hit by Covid-19 (UNWTO, 2020b), accommodation providers need to adapt to the new environment. The most important consideration now is health and safety. Until the pandemic eases, the levels of hygiene provided and the protection of customer health will be paramount factors affecting accommodation decision-making. In the tourism domain, health-related aspects have always been important, especially for vulnerable segments (i.e. older tourists) (indicatively, please read Mrcela et al., 2015). Still, due to Covid-19, they have now assumed paramount importance. Thus, researchers are strongly encouraged to use a large sample size for future study. This is because the bigger samples are like the population. It is suggested that future research may explore this study in qualitative to ensure the trustworthiness of those variables.

CONCLUSION
In conclusion, the research aimed to examine the tourist intention on accommodation decision-making preferences concerning Covid-19. The results show four main factors that influence tourist intention, which is: (i) hygiene; (ii) perceived risk; (iii) quality, and (iv) price risk. Despite the study's contribution, several limitations should be highlighted in terms of time, study sample and method of data collection. Decision-making is more complex than ever in a quickly changing environment. Covid-19 has drastically altered the wayhow we think, act, and react, and has already wreaked havoc on the transportation, tourist, and hospitality industries.

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Tourist Intention to Visit Places in Virtual Reality (VR) Tourism – Malaysia Tourist

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ABSTRACT

This study explores the relationship between authentic experiences, quality of video, telepresence, tourist behaviour and tourist intention to visit places in Virtual Reality (VR) tourism. The convenience sampling method was used, and 300 respondents were evaluated. The data was collected by using Statistical Packages for Social Science Version 27 (SPSS Version 27) software based on descriptive statistics, reliability analysis and correlation analysis. As for the result, all the independent variables (authentic experiences, quality of video, telepresence, tourist behaviour) have a significant relationship to the dependent variable (tourist intention to visit places in Virtual Reality (VR) tourism).

Keywords: Authentic Experiences, Quality of Video, Telepresence, Tourist Behaviour, Tourist Intention to Visit Places in Virtual Reality (VR) Tourism

INTRODUCTION

Virtual Reality (VR) is related to interactive display technology that gives users an immersive experience to explore the virtual world by responding to visuals, motion and audio signals (Kim, Lee & Jung, 2020).Three-dimensional (3D) visual images are controlled by the user's kinetic movements and supported by audio enabling tourists to receive rich sensory information and better understand in terms of spatial and cultural aspects of the destination. VR app that clearly depicts a tourist destination the world has been called 'VR travel' or 'VR tourism' (Kim et al., 2020). According to Huang et al. (2016), since VR devices (e.g.; Oculus) have been on the rise and commercialized, the empirical studies have focused on consumer acceptance of consumption of VR applications and the impact of VR through the experience of buying intentions or recommendations.

Research using VR headsets usually leads participants into a digital virtual world created for that purpose from such experiments. In contrast, the 360-degree video takes users to the actual location being recorded rather than constructed digitally. The study will be one of the first technologies to view high-resolution 360-degree video recording using a real-world environment, which is a closer analogue of the real-world physical experience. Many cultural tourism organizations try to use Augmented Reality (AR) and VR to enhance the visitor experience, especially after the COVID19 pandemic, to support the economic of the country. Through advanced technology, VR applications in the tourism industry will allow tourists to indirectly experience on tourist destination before they travel (Tussyadiah et al., 2018; Lee et al., 2020).

Technological concerns, social influences, beliefs, facilitation conditions, risk perceptions, and resistance to technology are additional antecedents of intent to use technology. However, all of these are either technical or attitude factors. Contributions of benefits, sacrifices, and values felt in the use of new technologies have been neglected in the literature, particularly in the context of using VR in evaluating tourist destinations. Marasco (2018) and Tussyadiah et al (2018) found that virtual reality experience positively affected tourists' attitude change and visit intention.

There were four objectives of this research:

1. To investigate the relationship between authentic experience towards tourist intention to visit places in VR tourism.
2. To determine the relationship between video quality in virtual reality tourism and tourist intention to visit places in VR tourism.
3. To examine the relationship between telepresence towards tourist intention to visit places in VR tourism.
4. To identify the relationship between individual attitudes towards tourist intention to visit places in VR tourism.

Significance of the Study

This research aimed to find out how tourists reacted with VR destination. This research will provide new perspectives in the tourism industry about virtual reality (VR) among tourists during the pandemic Coronavirus disease (Covid-19). Tourism marketers are particularly interested in virtual reality (VR) technologies because they can offer potential customers a realistic preview of a trip no matter where they are.

This study will contribute to the awareness and knowledge of travellers or tourists like the option to experience destinations virtually to gain a better understanding of the destination's attractions according to this survey since VR technology has not yet reached its full potential in society, particularly among the elderly. Through this research, academic institutions and administrators may promote virtual reality programmes that can help people know about this.

Through the result presented in this study, virtual reality is a technology currently gaining popularity. During the Coronavirus disease (Covid-19) pandemic, the authorities prohibited the population from engaging in face-to-face activities, particularly tourism-related. This is because the government closes all the country's borders as well as the borders of states to prevent the spread of Covid-19. As a result, the tourism industry has deteriorated and declared bankruptcy. Therefore, the government needs to make a VR-related campaign so that the public is more aware of the existence of this VR technology. With this, VR will evolve in line with current technology.

LITERATURE REVIEW

Tourist Intention to Visit Places in Virtual Reality (VR) Tourism

Tourist intention can be described as a behavioural response to taking or not taking on certain activities associated with travel services. According to Kim et al. (2018), studies that were used in this research is the SOR theory which is *stimulus-organism-response*. This research used the SOR model to investigate tourists' behaviour. Tourists' behaviour is influenced by attachments, which are basic human needs. Besides that, attachments on online or mobile sites, mobile devices and social media play a significant part in predicting online user behaviour/mobile site usage and social media in a digital travel environment (Kim et al., 2018)

Tourists' behaviours and telepresence are favourably influenced by content quality, system quality and clarity, leading to good behavioural intentions to visit a location (Wei & Zhang, 2019). Besides, that, is the quality of the video, previous research has revealed that the quality of the VR sound system of or graphics state, can impact user attitude and presence. Aside from that, telepresence also influenced the tourist intention, and it is the experience of being present in a remote location. In addition, external and internal motives impact tourists' behavioural intentions. External motivation leads tourists to seek out the utility of a specific behaviour. Internal motivation refers to a tourist's passion for doing what they enjoy (Li & Chen (2019).

Authentic Experiences

Ontological authentication occurs after the discovery of one's true self and attainment of self-actualization, as well as sharing experiences with others and the development of new viewpoints. Tourism provides authentic experiences and satisfies travellers (Kim et al., 2018). Tourists travel in the real world and virtual reality, which is referred to as virtual reality tourism. According to Alom et al. (2019), authenticity is also important when describing how VR technology is used in tourism. When individuals adopt new technology, they want to experience subjective well-being as a result of utilizing it. For this reason, even if the encounter is only felt through the virtual, it is critical to preserve the authenticity of the experience at the tourist attraction. It will help in increasing tourist interest in visiting virtual reality places.

Quality of Video

Quality refers to the sum of a product's or service's traits and characteristics that influence its ability to meet certain needs (Rizal et al., 2018). A video is a program, film, or other visual media output that includes moving images with or without audio and is captured and saved digitally or on a video cassette. When it comes to video quality, it refers to visitors' happiness with the video display and visuals that have been delivered.

Most individuals discover the ideal tourism location to enjoy in VR tourism. Tourists will consider the top VR provider (Patwary et al., 2022). They are concerned about the video and image quality because they want the best experience possible and do not want to waste time and money on an undesirable experience of poor quality and lacking originality. The usage of video in tourism is getting more popular these days. It has an impact on how video is used in virtual reality tourism. The utilization of 360-degree photos and movies, often known as 360-degree VR, is one of the modifications that may be witnessed (Slater and Sanchez-Vives, 2016).

Telepresence

Customers may use the virtual environment to browse and interact with it, giving them a sense of being in reality, named virtual presence, enhancing the active engagement of participants in all features accessible in the provided settings. Through the website, telepresence explains clients' indirect, virtual experiences. Customers can use controlled website features on a computer screen, and directly acquire their perceptions of the world elements on a digital monitor, thanks to modern technology (Li, 2016; Patwary et al., 2020).

Telepresence is one of the factors that influenced Virtual Reality Tourism. It can affect how tourists' intention to visit VR tourism. According to Cauberghe et al. (2017), virtual reality tries to recreate a virtual environment around the user; the sensation of telepresence is an important part of the whole VR experience. For instance, telepresence improves flow by boosting the user's concentrated attention (Patwary & Rashid, 2016). Pelet, Ettis, and Cowart (2017) discovered that telepresence improved social media users' sensations of flow and that increased telepresence was linked to better feelings of flow for tourists accessing internet websites. TeleTourist intends to employ telepresence to give persons with mobility issues a stronger sense of social connection and a personalized, immersive window into a world that would otherwise be inaccessible. It adds virtual scrapbooking, background replacement, and displays of pertinent information, maps, and Street Views when accessible to typical video calling services. This shows how telepresence is important in VR tourism.

Tourist Behaviour

Consumer behaviour in purchasing, using, and abandoning tourism services is referred to as tourist behaviour. Because services are deemed intangible, they are more difficult to market. Taking into account the tourist's social role, a single tourist's behaviour can also be a predictor of the behaviour of others. Tourists set the societal norms of behaviour in the tourism industry by their actions. Other customers, both those who do not engage in travel or tourism activities and those who do, follow these conventions (Lee, 2018).

According to Patwary (2022), tourists are undoubtedly the most significant stakeholders in the tourism industry. They are tourists who participate in tourism activities and direct tourism energy consumers. Tourist behaviours and choices have a substantial impact on energy consumption, and making the right tourist decisions are critical for improving energy efficiency and achieving long-term tourism development.

Research Hypothesis

The research hypothesis is to see if there is any relationship between the dependent and independent variables. Based on the literature discussed, the hypothesis of this study was summarized in the following manner:

H_1 There is a significant relationship between authentic experiences and tourist intention to visit places in Virtual Reality (VR) tourism.

H_2 There is a significant relationship between the quality of video and tourist intention to visit places in Virtual Reality (VR) tourism.

H_3 There is a significant relationship between telepresence and tourist intention in visit places in Virtual Reality (VR) tourism.

H_4 There is a significant relationship between tourist behaviour and tourist intention to visit places in Virtual Reality (VR) tourism.

Research Framework

A research framework was established based on the literature review to investigate tourist intention to visit places in VR tourism. The conceptual framework was created based on the findings of previous research. The aim was to determine whether tourists want to visit places in VR tourism.
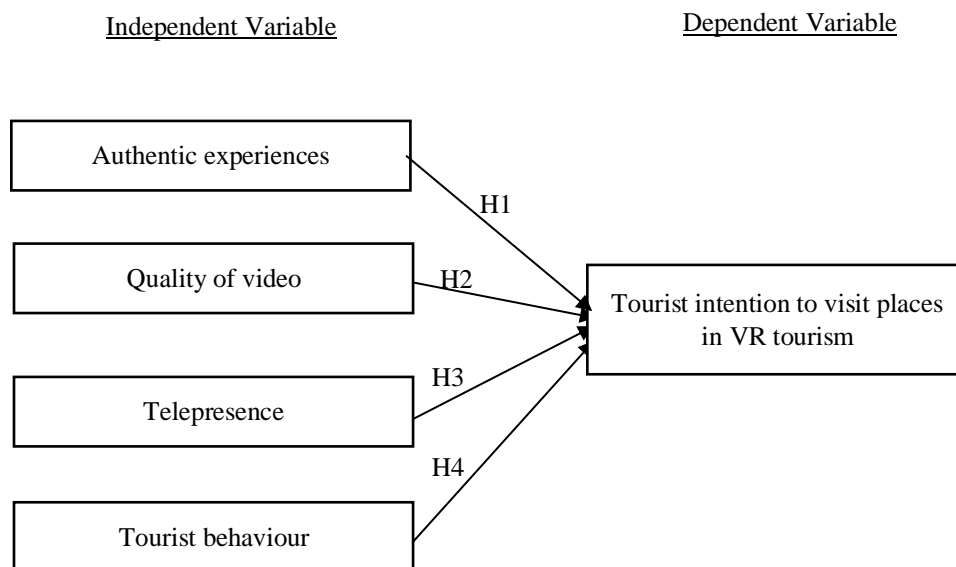
Figure 1: Research Framework

METHODOLOGY

Research Design

Generally, a research design refers to a structure to plan and perform a certain design. Once a decision is made to proceed with the research, a plan to gather the data is needed to carry out to address the research objectives (Aaker, Kumar, & George, 2000). In this study, **quantitative research** was used as the research design. Quantitative research is a structured way of collecting and analyse the data collected from various sources.

Quantitative research includes using mathematical, statistical, and computational tools to obtain results. Therefore, it can be defined as a structured cause-and-effect relationship between the problems and factors.

In this study, the relationship between authentic experience, quality of the video, telepresence and tourist behaviours as an independent variables and tourist intention to visit places in VR tourism as a dependent variable was examined in this research.

Data Collection

Data collection is the process of carefully accumulating useful information to ensure that the analysis will provide logical answers (Jupp & Sapsford, 2006). For this study, primary data and secondary data collection methods were used. Primary data collection involves data collection directly from subjects by the researcher or taught data collector. Quantitative data are gathered to arrange and portray the characteristics, and behaviours of populations (Parahoo, 2014). A questionnaire as a data collection instrument was chosen to achieve the objectives of this study.

Due to COVID-19 and MCO, online methods to collect the survey were used through social media platforms such as Facebook, WhatsApp and Instagram to get respondents. The questionnaires were created using google Forms. Respondents with experience in virtual tourism and who have intentions of using virtual tourism to gain an accurate response that is useful for the study were randomly selected. The questionnaires were handed out for two months for the respondent to respond to and closed after that. Finally, the gathered data were analysed with the selected method.

Meanwhile, secondary data was collected from accessible sources that had been accumulated. Secondary data were utilized to support findings and analysis. The secondary data utilized in this study were literature, journal reports, articles, books, and World Wide Web (www).

Sampling

This study uses a non-probability sampling technique, which is convenience sampling. This sampling technique is useful because this study requires descriptive reviews. When distributing questionnaires to respondents' targets, the convenience sampling method is easy to use in this study (Research Methods for the Social Sciences, 2018). Convenience sampling with few rules governing how the sample should be obtained is very easy. In contrast to probability sampling methods, the relative cost and time needed for a convenience sample are minimal. This enables the researchers to achieve the sample size they need relatively easily and inexpensively.

This study determined sample sizes using the Roscoe rule of thumb. Roscoe (1975) offers the 'rule of thumb for deciding sample size according to Critical Academic English (2017), as it is stated that for most studies, a sample size greater than 30 and smaller than 500 is acceptable. It is not recommended to use statistical analysis of samples of less than 10. This study had 300 respondents. Both adults, ranging in age from 20 - 35 and above, were respondents. Their cultural standard was also anticipated to vary as their level of education also varied. By completing a questionnaire composed of 25 questions, the data was gathered. Therefore, the results of previous studies have decided to use 300 respondents in this research. Researchers took a total of 300 respondents because the number was approximately the same as in previous studies.

Data Analysis

Data analysis was steered after the process of gathering the data. Data analysis is a systematic process using statistical and technical logic to explain, illustrate and evaluate the data obtained. Shamoo and Resnik (2003) stated that several analytical procedures provide a method of drawing inductive conclusions from the information and recognizing the signs of the sounds present in the data. The researchers used a computer program called the Statistical Package for Social Science (SPSS) to analyse closed questions. Data evaluatedusing statistical descriptive reliability tests and Spearman correlation analysis.

FINDINGS

Result of Frequency Analysis

A total of 300 questionnaire sets were assigned through the online platform Google form about tourist intention to visit places in VR tourism. This section contained the respondents' demographic profiles, such as gender, age, marital status, and income.

Characteristics	Frequency N = 300	Percentage (%)
Gender		
Male	97	32.30
Female	203	67.70

Age		
20 – 24 years old	180	60
25 – 29 years old	54	18
30 – 34 years old	34	11.30
35 years old and above	32	10.70
Marital Status		
Single	221	73.70
Married	79	26.30
Income		
Below RM1000	77	25.70
RM1000 – RM1999	41	13.70
RM2000 – RM2999	37	12.30
RM3000 and above	35	11.70
No Income	110	36.70

Table 1: Frequency Analysis

Table 1 for gender shows that most respondents are female, with 67.70 percent (N=203) compared to 32.30 percent (N=97). For age, most survey respondents are between the ages of 20 - 24, with 180 people responding (60 percent). This is followed by 25–29-year-olds, who have 54 respondents (18%), and 30–34-year-olds, who have 34 respondents (11.30 percent). The age group with the least respondents is 35 and above, with 32 respondents (10.70 percent). According to the survey, most respondents are single (73.70 percent), and the least are married (26.30 percent). Based on table 1, the highest income of respondents is no income, with 110 respondents (36.70 percent). Below RM 1000 had 77 responses (25.70 percent), followed by income RM1000-RM1999 with 41 respondents (13.70 percent), income RM2000-RM2999 with 37 respondents (12.30 percent) and income RM3000 and above with 35 respondents (11.70 percent).

Result of Descriptive Analysis

This research has analysed the mean, and standard deviation for part B of the surveys was examined to determine factors associated with tourist intention to visit places in Virtual Reality (VR) tourism. The responses by respondent are scaled by using the 5-Likert Scale, which is 1 represent "Strongly Disagree ", 2 is ''Disagree", 3 is "Neutral ", 4 "Agree" and 5 "Strongly Agree".

Variable	Items	Mean Score	Standard Deviation
Authentic experiences	Authentic experiences can make tourists satisfied	4.56	0.649
	Authentic experiences influence tourist intention to visit places	4.48	0.706

	Everyone will get authentic experiences during virtual reality	4.11	0.949
	There are various benefit about authentic experiences to tourist	4.41	0.701
	Authentic experiences are the main factor of tourist intention to visit places in Virtual Reality tourism	4.26	0.814
Quality of video	Quality of videos attracts your interest to join Virtual Reality	4.42	0.721
	Quality videos that are shown clearly and encouragingly	4.39	0.770
	The voice in the virtual reality video is clear and easy to understand	4.31	0.775
	Background video used is very interesting	4.38	0.696
	The quality of video displayed is 3-Dimensional (3D)	4.28	0.786
Telepresence	The sensation of telepresence is important in VR	4.26	0.757
	Telepresence is influenced positively by the quality of VR content	4.27	0.778
	Users can sense their future experiences indirectly because to modern technologies	4.24	0.752
	Telepresence play an important role for users because they have limited access to evaluate their future travel experiences	4.26	0.797
	The user's sense of presence has been influenced by immersion	4.14	0.767
Tourist behavior	The level of immersion and enjoyment of the technology can impact on the decision to utilize VR for travel planning	4.23	0.714
	A sensation of being in the virtual space is essential to the persuasiveness of VR contents	4.23	0.740
	People may recover knowledge via multi-sensory, which can result in good attitude and behaviour reactions	4.25	0.718
	Efficiency of Virtual Reality triggered users' behaviour to try new things	4.32	0.692
	Mediums with high degrees of interaction and clarity in VR influences user behaviour	4.23	0.730
Tourist intention to visit places in Virtual Reality (VR) tourism	Satisfaction of traveling in VR makes users have intention to revisit	4.31	0.709
	Tourist intention to visit place is the main reason people look at nowadays	4.31	0.732
	Users who had a positive experience are more likely to revisit	4.35	0.746
	Tourists' intentions are influenced by their desire to visit a certain location	4.36	0.686

		4.40	0.740
Promotional and communication techniques can boost a person's interest in trying something new			

Table 2: Descriptive Analysis

Based on table 2, there are five (5) items under authentic experiences. The highest mean score was "Authentic experiences can make tourists satisfied", which mean scored (Mean=4.56, Standard Deviation=0.659), followed by "Authentic experiences influence tourist intention to visit places", which scored a mean of (Mean=4.48, Standard Deviation=0.706).

In terms of quality of video variables, there are five (5) items, which is the highest mean score is "Quality of videos attracts your interest to join Virtual Reality" with a mean score of (Mean=4.42, Standard Deviation=0.721), followed by "Quality videos that are shown clearly and encouragingly" (Mean=4.39, Standard Deviation=0.770).

There are five (5) items under telepresence. The highest mean score is "Telepresence is influenced positively by the quality of VR content" with a mean score of (Mean=4.27, Standard Deviation= 0.778). While the highest mean score for tourist behaviour was stated as "Efficiency of Virtual Reality triggered users' behaviour to try new things" with a mean score of (Mean=4.32, Standard Deviation=0.692), and "People may recover knowledge via multi-sensory, which can result in good attitude and behaviour reactions" (Mean=4.25, Standard Deviation=0.718).

Regarding the dependent variable, tourist intention to visit places in virtual reality (VR) tourism has five (5) items. The mean score of the five items ranges from 4.31 to 4.40. The highest mean score was "Promotional and communication techniques can boost a person's interest in trying something new" with a mean score of (Mean=4.40, Standard Deviation=0.740).

Result of Reliability Analysis

As a result, the data was reviewed to determine the degree of accuracy using Cronbach's Alpha analysis as a reference. For all variables, Cronbach's Alpha must be better than 0.7. Table 3 below shows the result of the reliability analysis.

Variable	Number of Items	Cronbach's Alpha
Authentic experiences	5	0.824
Quality of video	5	0.904
Telepresence	5	0.892
Tourist behaviour	5	0.893
Tourist intention to visit places in Virtual Reality (VR) tourism	5	0.890

Table 3: Reliability Analysis

Cronbach's Alpha Reliability Analysis results for the independent and dependent variables are shown in table 3. These variables are significant. Table 3 shows that all variables were more than 0.8. Cronbach's Alpha for evaluating tourist intention to visit places in VR tourism (DV) using five questions was 0.890, which is considered good. Then, five questions were applied for authentic experiences (IV1), with a Cronbach's Alpha of 0.824, indicating that

it was a good result. Aside from that, five questions were used to evaluate video quality (IV2), with a Cronbach's Alpha of 0.904 being an excellent result. Five questions were used for measuring telepresence (IV3), and the Cronbach's Alpha result for this variable is 0.892, which proved to be good. Next, five questions were used to measure tourist behaviour (IV4) and the Cronbach's Alpha result for this variable is 0.893, which can be interpreted as good.

Result of Spearman Correlation Analysis

In this analysis, Spearman correlation was used by the researcher. To examine the relationship between the independent and dependent variables, the Spearman correlation coefficient approach is used. Table 4 below shows the result of the Spearman Correlation analysis.

Hypothesis	r = value	Result (Accepted/Not Accepted)
H₁: There is a significant relationship between authentic experiences and tourist intention to visit places in Virtual Reality (VR) tourism.	r = 0.607 Moderate positive	H₁ is accepted
H₂: There is a significant relationship between quality of video and tourist intention to visit places in Virtual Reality (VR) tourism.	r = 0.666 Moderate positive	H₂ is accepted
H₃: There is a significant relationship between telepresence and tourist intention in visit places in Virtual Reality (VR) tourism.	r = 0.745 High positive	H₃ is accepted
H₄: There is a significant relationship between tourist behaviour and tourist intention to visit places in Virtual Reality (VR) tourism.	r = 0.790 High positive	H₄ is accepted

Table 4: Spearman Correlation Analysis

According to table 4, the relationship between authentic experiences and tourist intention to visit places in VR tourism is 0.607, which indirectly augments the reasonably significant relationship between variables. As a result, H1 is accepted as a measure of the relationship between authentic experiences and tourist intention to visit places in VR tourism.

The relationship between video quality and tourist intention to visit places in VR tourism is 0.666. As a result, the H2 variable, which measures the relationship between video quality and tourist intention to visit places in VR tourism, is accepted.

The third relationship between telepresence and tourist intention to visit places in VR tourism is 0.745. The ultimate result indicates the presence of a relationship between the variables. As a result, H3, which is used to evaluate the relationship between telepresence and tourist intent to visit places, is accepted. In contrast, tourist behaviour and intention to visit places in VR tourism are both indicated at 0.790, which indirectly augments the rather significant relationship between variables. As a result, H4 is accepted, which measures the relationship between tourist behaviour and tourist intention to visit places in VR tourism.

DISCUSSION AND RECOMMENDATION

The data analysis shows that authentic experiences are significantly related to tourist intention to visit places in VR tourism with result r=0.607. Therefore, authentic experiences moderate positive relationship with tourist intention to visit places in VR tourism. Tourist authentic experiences with virtual reality tourism affect their decision to use VR tourism as another way to visit places (Kim and Hall, 2019). The result shows authentic experiences of VR tourism could enhance their travelling experience when travelling virtually.

Based on the data analysis, it is clear that video quality has a significant relationship with tourist intention to visit places in virtual reality tourism with a result of r = 0.666 which makes H2 a moderate positive relationship. Most respondents agree that video quality in virtual reality tourism influenced their intention to visit places. This result is in line with Jung et al. (2018) prove that tourists have assessed their ability to use virtual reality effectively as an option to travel virtually.

Most of the respondents agree that telepresence affects their intention to use virtual reality tourism as an option to visit places. There is a high positive relationship between telepresence towards tourist intention to visit places with a result of r = 0.745, which this relationship is accepted. This result was supported by previous studies that virtual reality tourism users who believe the technology is beneficial due to the new technique or technology can improve an individual's travelling experience, influencing others to use the new system (Lee, 2018; Han et al., 2020).

Tourist behaviour has a significant relationship with the tourist intention of virtual reality usage among users in tourism in Malaysia with a result of r = 0.790 (high positive), which makes H4 accepted. This result shows that most of the respondents agree that virtual tourism's perceived risk will affect their intention to use virtual tourism as an option to travel during COVID-19. This result proves that the security of virtual tourism technology affects the tourist's confidence in using virtual tour to travel virtually as VR is safe from the transmission of confidential information, such as the user's data (Lee 2018; Zhang, 2020).

For future research, several recommendations can be made by other researchers. The studies can be made based on a more diverse sample of more diverse cultural backgrounds to better understand virtual experiences in the context of travel and tourism. Next, future studies could be based on a larger sample to validate the scale used in this study. Besides that, future research may examine other predictors that potentially affect virtual tourist experience and behavioural intentions in the context of travel and tourism, such as social, cultural, or psychological factors that could be examined to assess the effect of the virtual experience on the tourist decision-making process. In addition, future researchers should take a view from a more global perspective that will provide a more realistic indication of the potential of virtual vacations in the current global tourism market.

Moreover, there was no effort to see individuals taking leave at home due to the COVID-19 lockdown and for a shorter period. There is a potential that a virtual vacation will completely replace it with short breaks, avoiding the need to travel for short stays. The future related study has to escalate the sample size and test this research model more extensively to get more refined study results. This is also so that future researchers can differentiate data from each country and study more widely.

CONCLUSION

In conclusion, this study investigates the relationship between authentic experiences, video quality, telepresence, and tourist behaviour with tourist intention to visit places in Virtual Reality (VR) tourism. The researcher aimed at the relationship between the independent and dependent variables. The online survey approach was used to get 300 responses for this research. SPSS software version 27 was used to collect and analyse the data, including

descriptive statistics, reliability analysis, and correlation analysis. The variables in the reliability analysis exceeded 0.7, indicating that the questionnaire is very reliable and can be utilized in the study. The reliability analysis indicated that the respondent received and completed the questionnaire correctly, implying that the questionnaires were accepted for this study. The research aims to determine the relationship between authentic experiences, video quality, telepresence, and tourist behaviour with tourist intention to visit in VR tourism. The findings of the study goals that investigate the relationship between the independent and dependent variables are accepted.

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Relationship among Learning environment, Students' Motivation, Students' Behavior and Education Facilities

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ABSTRACT

The purpose of this study is to explore the relationship between the Learning environment, Students' Motivation, Students' Behavior and Education Facilities in the Degree of Resilience among Undergraduate Students in Umk with a Hybrid / Virtual Teaching Learning Education. The convenience sampling approach was used, and 286 respondents were evaluated. The data collected is analyzed using Statistical Packages for Social Science Version 26 (SPSS Version 26) software based on descriptive statistics, reliability analysis, and correlation analysis. As for the result, all the independent variables (Learning environment, Students' Motivation, Students' Behavior and Education Facilities) have a significant relationship to the dependent variable (revisit intention) among Undergraduate Students at University Malaysia Kelantan.

Keywords: Learning environment, Students' Motivation, Students' Behavior and Education Facilities.

INTRODUCTION

This research will explainthe factors of hybrid learning education among undergraduate students at the University Malaysia Kelantan. This section will also discuss the background of the study, problem statements, research objective and research question. It also will continue with the scope of study, significance and summary of this research.

In early 2020, Malaysia was attacked by a new virus, the coronavirus, which can cause death and can spread easily and quickly. According to Jadhav, Bagul & Aswale (2020), the Malaysian government has acted with Movement Control Order (MCO) to control the spreading of Covid19. This has affected the country in various sectors, especially in the education sector. The shutdown of universities has also affected the student's learning in universities.

The covid-19 epidemic has disturbed the face-to-face learning process, affecting more than one billion pupils nationwide, according to the United Nations Educational, Scientific, and Cultural Organization (UNESCO, 2020). Education activities, such as admission tests for various institutions, board examinations, and semester assessments at universities, are particularly important during this epidemic.

Basilaia and Kvavadadze, 2020: As the educational system shifts from face-to-face classes to virtual learning, instructors, students, families, and the government confront challenges in providing improved facilities and educational materials. Furthermore, computers, internet connectivity, and other IT equipment used in virtual education might be a barrierbarriers to undergraduate students taking online classes. There are a few states in Malaysia thatSome states in Malaysia do not have appropriate internet connectivity, including Pahang, Kelantan, Sabah, and Sarawak.

Lastly, the study aimed to measure the degree of resilience among undergraduate students in UMK with virtual teaching education. There are specific objectives to achieve in this study as stated below;

1. To identify the relationship between learning environment and degree of resilience among undergraduate students in virtual learning education.
2. To examine the relationship between student motivation and degree of resilience among undergraduate students with virtual learning education.
3. To investigate the relationship between student behaviour and degree of resilience among undergraduate students with virtual learning education.

To identify the relationship between educational facilities and the degree of resilience among undergraduate students with virtual learning education.

SIGNIFICANCE OF THE STUDY

Researchers

This study assists the researcher in exploring how the Learning environment, Students' Motivation, Students' Behavior, and Education Facilities measure the degree of resilience among undergraduate students in UMK with virtual teaching education. Besides, this research will allow researchers to discover critical aspects that contribute to students' revisit attention process that many researchers have not explored; future researchers may gain instinct from referring to the topic of this research paper.

LITERATURE REVIEW

Learning Environment

The latest IT services, such as mobile apps, cloud repositories, media hosting and social networks, are being used to give specialised types of information (Alom et al., 2019). It's important to remember that, despite the growing relevance of IT in education, face-to-face interaction between teachers and student still holds a significant place in the educational process. Instructors facilitate students' learning motivation and IT application promotion in this scenario, who widen the educational environment's conditional framework and even offer a way out of its confines. The employment of Virtual Learning Setting technology is not meant to replace, but rather to enhance, the educational environment (Patwary, 2022). Students' meaningful learning experiences can be enhanced through the use of e-learning systems and virtual learning environments that are compatible with the conventional ideas of HEIs. A self-contained computer-based online environment for teaching and learning can be described as a virtual learning environment (Pererva & Lavrentieva, 2020).

Students' Motivation

During online learning, student motivation can be the influence factor on virtual education. Most learning strategy theories are founded on the constructivist learning viewpoint, which holds that the learner forms meaning and knowledge is a process of linking new information to past knowledge and experience (Olgren, 1998). Thus, according to (Olgren, 1998) *"the quality of learning outcomes is determined by how well the learner organizes and organizes the knowledge"*. Students should employ a combination of organization and elaboration tactics to examine and synthesize material in ways that establish a mental model related to past knowledge in memory for deep learning to occur. A student's motivation to study may be destroyed if too much focus is placed on grades and prizes.

Student's Behavior

Behavior is an action performed by a person whether she/he responds to something that is around in the environment (Patwary & Rashid, 2016). Studying online requires more self-discipline and responsibility from the students and the lecturer. It is because students will spend time alone without someone physically to keep them focused on the deadlines (Salleh, 2020). According to (Salleh, 2020), students need to be responsible for their learning when the lecturer uses online learning as students' attendance for online classes might be detected by their presence during online video sessions.

Many teaching mediums are available online, but students do not feel the effects well (Patwary et al., 2020). The results of the research showed that as many as 75% of the teachers

chose to use the WhatsApp platform in the e-learning process. In addition, students at UMK are unable to focus fully on online learning due to environmental factors. According to (Aswale, 2019) students feel that they can't concentrate on their studies, and their minds are full of fears about the Corona virus; all of this has distracted them, and the different daily news is affecting their mental state a lot, so they must focus on their studies can't concentrate.

Education Facilities

E-learning refers to a formalized teaching method that incorporates the use of electronic resources. Learning can occur in or outside a classroom, but e-learning relies heavily on computer and Internet use. Most find it difficult to use e-learning, while to some, it is still a dream because of poor and weak technological infrastructure. Most local universities, both public and private, including schools in Malaysia, have no choice but to use virtual teaching and learning methods to ensure that the teaching syllabus can be delivered as well as possible and learning sessions are not delayed (Crawford et al., 2020). Why is technology important in education? As a student, it's important to lecture teaching students with technology as it is to be teaching us reading, writing and so on. But the situation discussed is very short to be practised by students in UMK because this situation comes suddenly, and students do not practice it first in learning that is entirely dependent on facilities (Patwary et al., 2022). So, there are various problems that UMK students have to face, moreover, the problem of very limited facilities for some students, as it is well known not all students can get good facilities for their learning, some of them live in areas with fewer facilities. Thus, it is important to note that the task and goal to help students to accept technology facilities and to motivate them towards awareness of digital learning lies on the shoulder of the educators and the institution.

Research Framework

A research framework has been developed to investigate the connection between degrees of resilience among students in UMK and the influenced factors on hybrid learning education. The proposed conceptual framework is shown in

Figure 2.1. In addition, the purpose of the influenced factors on virtual learning education are learning environment, student's motivation, behavior, and education facilities.

Figure 2.1: Conceptual Framework of the Study

According to Figure 2.1, there were four hypotheses:

H1: There is a positive relationship between learning environment and degree of resilience among student in UMK.

H2: There is a positive relationship between students' motivation and degree of resilience among student in UMK.

H3: There is a positive relationship between students' behaviour and degree of resilience among student in UMK.

H4: There is a positive relationship between Facilities Education and degree of resilience among student in UMK.

METHODOLOGY

Research Design

The research design refers to the option between the quantitative and qualitative analysis methods. Quantitative approach helps us point out a very clear and detailed research problem and we use this approach to gather data from the respondents' questionnaires. A large-scale research survey helps generate statistics in quantitative research using a questionnaire or structured interviews (SIS International Market Research, 2018). In this study, the relationship between learning environments, students' motivation, students' behaviour and facilities education as an independent variable and factors of resilience among

undergraduate students in UMK with a hybrid /virtual teaching learning education as a dependent variable will be examined in this research.

Data Collection

Primary data may be collected through survey and questionnaire (Sekaran & Bougie, 2009). In the first stage, as a primary data collection tool, the data collection used in this research was through a self-administered online questionnaire. Due to Covid-19 cases, this study cannot distribute questionnaires physically that may be cumbersome to respondents but use the more flexible online questionnaire constructed by using Google's form. The instrument will be adapted and developed by the thesis that contains the similarity with the research topic. The questionnaire will distribute the respondent on the learning environment, student's motivation, student's behaviour and education facilities that influence factors in virtual learning education among students at UMK. The questionnaire was separated into three sections section A, section B and section C. This questionnaire uses the format of multiple choices and is modified with 5- a point Likert scale. For each component, a 5-point Likert scale ranging from1 to 5 was used. The structured responses are fixed and divided into "strongly disagree," "disagree," "neutral," "agree," and "strongly agree".**Sampling**

The method of sampling used in this analysis was convenience sampling to gather the data. In convenience sampling, the target population respondents refer to undergraduate students in UMK with a hybrid /virtual teaching. Students in UMK are the target audience for the study, with a hybrid/virtual learning education. The aim of the convenience sampling was to pick the individual sample as the population representative. The questionnaire will be distributed equally to the entire sample of respondent picked.

Data Analysis

According to Sekaran (2003), the goals of data analysis are to examine the respondents' normal distribution and dispersion (descriptive analysis), evaluate the measures' reliability and validity (scale measurement), and test the hypotheses developed for the study (inferential analysis). Statistical Package for the Social Sciences version 27 was used to analyze the entire set of results to produce the tested result.

FINDING

Profile of Respondents

Table 1 Demographic Profile

Items		Frequency	Percentage (%)
Gender	Male / Female	285	100
Nationality	Nationality /Not	285	100
Race	Malay/ Chinese / Indian / others	285	100
Age	20-25/ 26-30/31-36 /37-43	285	100
Education	Diploma / Degree/ Master/ PhD	285	100
Year of Education	1/2/3/4	285	100

Table 1 shows the characterization of respondents. 135out of 285 respondents are female, representing 47.4%, while 150 are male, representing 52.6 %. 99.3% of the respondent is nationality, and 0.7% of respondents are not nationality. Of 285 respondents, there Malay are 134 respondents. The Chinese numbered 82 respondents. While the Indians had as many as 45 respondents and other races had as many as 24 respondents. Figure 4.3 shows that the highest percentage is the Malays which is 47%, followed by the Chinese (28.8%) and Indians (15.8%). The lowest percentage of the race for others is 8.4%. The consist of age from 20-25 years old are 252 respondents. The respondents aged 26-30 years old contributed 20 respondents. While

31-36 years old are 9 respondents and 37-43 years old are only 4 respondents. Figure 4.4 showed the highest percentage of respondents who have a range of age from 20-25 years old (88.4%), followed by 26-30 years old (7%), 31-36 years old (3.2%), and the lowest is 37-43 years old (1.4%). Most of the respondents had degree education qualifications, with 268 respondents. The respondent with diploma education qualification is 9 respondents, while respondents with master's education are only 8 respondents. Unfortunately, there are no respondents with PhD education qualifications. Figure 4.5 indicated the highest percentage of respondents who are degree education qualification (94%), followed by diploma education qualification (9%) and master (8%). Most of the respondents are from year 3, with 227 respondents. The number of respondents from year 4 was 18, while for year 2 it was 33. The number of respondents in year 1 has a total of 7. Figure 4.6 illustrates that the highest percentage of respondents is from year 3, which is 79.6% while followed by year 2 (11.6%). The percentage for year 4 was 6.3%, and the lowest percentage was year 1 (2.5%).

Analysis Descriptive Analysis

Table 2: Descriptive Statistics

Variables	N	Mean	Standard Deviation (SD)
Learning environment	285	2.40	1.177
Student's Behavior	285	2.48	1.149
Student's Motivation	285	2.73	1.130
Education Facilities	285	2.50	1.134
Independent variable	285	2.78	1.336

In the Descriptive Analysis for the independent variables, the highest mean value was student motivation which was 2.73 and followed by the education facilities variable (2.50). The lowest mean value for the independent variables was learning environment, which is 2.40. The mean value for the dependent variable was 1.336. It could conclude that student motivation was the most variable that affected the degree of resilience among students.

Relationship Learning environment, Student's Behavior, Student's Motivation and Education Facilities towards degree of resilience among undergraduate student

Table 3 Pearson's Correlation between Learning environment, Student's Behavior, Student's Motivation and Education Facilities towards the degree of resilience among undergraduate student

Hypothesis	Significant value	Correlation value (r-value)	Result
H1	0.01	0.675	
H2	0.01	0.673	
H3	0.01	0.726	
H4	0.01	0.707	

The significant result of the Pearson Correlation result on the relationship between learning environment and degree of resilience among students, the Pearson Correlation found (r = 0.675, p< .000). This established that there is a positive relationship between the performance management system and job satisfaction. The (r= 0.675) result of Pearson correlation shows the strength of the relationship between learning environment and degree of resilience among student and was accepted for this research.

H1: Relationship Between Learning Environment and Degree of resilience among students.

The significance result of Pearson Correlation result on the relationship between student's motivation and degree of resilience among student , the Pearson Correlation found (r = 0.673,

p< .000). This established a positive relationship between performance management system and job satisfaction. The (r= 0.673) result of Pearson correlation shows the strength of the relationship between student's motivation and degree of resilience among student and was accepted for this research.

H2: Relationship Between Students' Motivation and Degree of resilience among students.
The significant result of the Pearson Correlation result on the relationship between Students' Behavior and the degree of resilience among students, Pearson Correlation found (r = 0.726, p< .000). This established that there is a positive relationship between the performance management system and job satisfaction. The (r= 0.726) result of Pearson correlation shows the strength of the relationship between Students' Behavior and degree of resilience among student and was accepted for this research.

H3: H3 Relationship Between Students' Behavior and Degree of resilience among students
The significant result of the Pearson Correlation result on the relationship between Education Facilities and the degree of resilient among students, the Pearson Correlation found (r = 0.707, p< .000). This established that there is a positive relationship between the performance management system and job satisfaction. The (r= 0.707) result of Pearson correlation shows the strength of the relationship between Education's Facilities and degree of resilience among student and was accepted for this research.

H4: Relationship Between Education's Facilities and Degree of resilience among students
The debates revolve around the research issues stated in Chapter 1. In addition, the correlation test between four independent factors and dependent variables will be briefly addressed in this study's findings.

DISCUSSION & RECOMMENDATION

The first suggestion is a study conducted using qualitative methods. This is because the Google Form link given to the respondent will be lost. After all, the respondent delays the time to fill out the questionnaire. This happened because the respondents came from students in years 2 and above facing the final year project. In addition, the researchers suggested using the interview session method for the online data collection process that is not based on using Google Form. This is because some respondents cannot understand the question well, making it difficult for respondents to give their opinion through the questionnaire. If the data collection process is done through interviews, the researcher can see or react to the respondents for misunderstanding the questionnaire questions. Lastly, this research suggests that further research can increase the target population of students in all universities in Malaysia that conduct online learning. Target population of students is not only in University Malaysia Kelantan but larger up to all universities in Malaysia. This is because it can speed up the collection of more and different data to make comparisons.

CONCLUSION

In conclusion, this study explores the link for resilience among students in UMK between learning environment, student motivation, behavior, and education facilities. The researcher planned to investigate the relationship of each element in the independent and dependent variables. 285 respondents took part in this study through the online survey method. The data have been collected and analysed by SPSS software version 26 based on descriptive statistics, reliability analysis, and correlation analysis. All the reliability has proven that the respondent understood and the questionnaire was provided well, and this also means that the questionnaires have been accepted for this study. The study is to understand the degree of resilience among students in UMK between environment, student motivation, behavior, and education facilities. The outcome of the research goals that explore the degree of resilience among students in UMK between environment, student's motivation, student's behavior, and education facilities is accepted.

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The Travel Intention of Tourist from East Coast Malaysia Towards Dark Tourism Destination

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ABSTRACT

Understanding tourist intentions toward dark tourism will drive demand and aid in the development of not only dark attractions, but also other destinations around the location. This study investigates the variables that triggered the travel intention of tourists from East Coast Malaysia towards dark tourism locations using the Theory of Planned Behavior (TPB) as the mediating variable. A quantitative method was used in this study through online surveys with a sample size of 385 respondents who had already visited or intend to visit dark tourism destinations. Descriptive analysis and regression analysis would be used to interpret the data obtained, and the results showed significant values between the variables and travel intention. This study offers knowledge that might help to reduce the challenges faced by a dark-tourism destination, and tourist arrivals can be sustained, and wants. Thus, the challenges faced by a dark-tourism destination can be reduced, and tourist arrivals can be sustained.

Keywords: Dark Tourism, Dark Experience, Engaging Entertainment, Casual Interest, Travel Intention

INTRODUCTION

Dark Tourism specifically refers to the portrayal and usage of genuine and marketed tragedy and catastrophe sites among those who want to feel the experience or the truth of it and expressing personal link to crimes. Such dark destinations might include sites where celebrities or large groups of people perished, referred to as "black spots." The concept of "thanatopsis" also has been defined as the contemplation of death in this dark tourism study, as it relates to Dark Tourism (Bhati et al., 2020). Tan and Lim (2018) stated that locations for Dark Tourism can be classified according to thematic categories including war, past, weird rituals, catastrophes, environmental catastrophes, the supernatural, destitution, and several more heinous incidents as horrible phenomena.

Due to a lack of collaboration and coordination among government officials, public institutions, tour operators, and travel companies, many dark tourism locations in Malaysia remain undisturbed and uncommercialized to attract local and even international dark visitors. According to the research, many studies have been undertaken to study visitor travel intentions to tourism locations, except for the association between visit plans and dark visitors' reasons. The observational research of dark visitors' attitudes toward the dark tourism site in order to fully know their goals and perspectives. Most of the little academic study on dark tourism featured research articles about historical conflicts and battles. Consequently, the ministry of tourism and other tourism authorities must support more public awareness initiatives. In reality, customized trips to dark tourism sites may enhance interest in dark tourism, benefitting Malaysia's tourism industry, Aziean Jamin (2020).

Significance Of The Study

The study's goal is to expand Malaysia's dark tourism research. Dark tourism is a distinct type of tourism whichthat, while not for everyone, serves an important purpose in sharing knowledge and integrating the history into the present. This product has yet to realize its full potential, most likely due to agencies lacking government recognition and supporting services towards this new tourism prospect, Zainab Mohd Zain (2020). As a result, this research could assist Malaysian authorities, tourist planners, managers, promoters, and advocates in determining future dark tourism industry demands and improvements, defining target groups, and implementing conductive market penetration methods.

Future scholars interested in conducting research in the realm of tourism could benefit from the findings. Some of the criteria for a bachelor's degree in entrepreneurship (Tourism) and travel and tourism management could be met through this research. As a result, a copy would be given to the library. Finally, the study would be extremely beneficial to the researcher because it would provide a broad understanding and knowledge base, particularly in on the subject of tourism management and development.

LITERATURE REVIEW

Dark Experience

Understanding the visitor experience has been an important scholarly concern for as long as tourism studies have been. While the tourist role theory predicts that people are fundamentally different in terms of what makes experiences fascinating to them, the interaction hypothesis predicts that interest results from experience characteristics regardless of who the individual is (Larsen, Wolff, Doran, and Gaard, 2019). The tourist experience is defined by tourists' engagement and interactions with products, services, resources, surroundings, and people at the destination, which tends to elicit cognitive, emotional, and behavioural responses. Tourist satisfaction and loyalty are linked to cognitive and emotional reactions and sentiments about the location visited (Alom et al., 2019).

According to Lewis, Schrier, and Xu (2021), the dark experience is inextricably linked to behaviours of sadness and grief, as well as a fascination with the aberrant, weird, and emotional experiences of visiting a dark tourist spot. Relatives of the victims and travellers have psychological and emotional ties to the numerous places under consideration, according to dark tourism range studies of tourists visiting grave sites and cemeteries. The strong correlations between dark experience on attitudes and subjective norm suggest that tourists are looking for encounters that pique their interest or allow them to connect with the paranormal. Tourists attend dark tourism locations in search of a pleasant and enjoyable tourist experience. They are not influenced by societal norms imposed by their relatives and friends, which may hinder them from exploring dark tourism destinations (Patwary, 2022).

Engaging Entertainment

Emotions are critical to the entertainment experience in current common definitions of entertainment; however, it is unclear why. According to contemporary views of entertainment as an adaptively relevant activity, the distal reason for entertainment activity is an unconscious necessity for developing positive capacities. In contrast, the proximal cause is the enjoyment of the activity for its own sake. According to the theoretical study, emotions are the link between the distal and proximal components of partaking in entertainment. Based on Steen and Owens' (2001) description of pretend play, an architecture of the entertainment experience is offered. Patwary & Rashid (2016) arrive at a similar result, saying that entertainment is also a

form of play. In biology, play is an old adaptive role. It evolved in humans to incorporate the representation of imagined events, improving our capacity to forecast real-life threats. Emotional reactions to creative content are thought to enrich the experience and help people practice their adaptive abilities. This design contributes to resolving two problems in entertainment theory: the paradox of painful experiences and the perceived realism of entertainment content.

Casual Interest

Casual interest is an unanticipated purpose to visit the location for reasons relating to death and graves (Schneider, Negrut, Gheorghe, & Para, 2021). People with a casual interest are not strongly involved with burial grounds as locations linked with death. Allman (2017) found three sorts of visitors throughout the study: sightseers, retreaters, and passive recreationists. These folks were categorized as "incidental" since their visits were nearly always unexpected, and they were there for reasons other than witnessing death and cremation events.

Sightseers are interested in any of these excursions because of the general interest in the region. In contrast, retreaters wanted to explore the location as more than simply a method to escape the stresses of everyday life (Patwary et al., 2022). "Casual Interest" was the final component assessed. This concept is intended for visitors who desire to explore a dark tourist attraction area for entertainment value while still having a calm experience doing so.

Almost no study on visitor attractions has established the categorisation of "retreaters." However, it has become one of the most prevalent groups of visitors to cemeteries. Retreaters are "lighter" than sightseers since they do not come to interact in most ways with the location as a burial chamber, although sightseers will do so anytime they visit (Lewis, Schrier, & Xu, 2021).

Intermediating Variable

According to the Theory of Planned Behavior (TPB), human behaviours can be expected by aligning psychological concepts. It includes a certain object's position (attitude), the conviction that someone else will agree or not of a specific object's activity (subjective norm) (Clark et al., 2019). As per the theory, the attitude toward behaviour and subjective norms are instantly determinative of the intention to engage in behaviours. (Toan et al., 2019). The intention to conduct the behaviour in question is the TPB's immediate forerunner of activity; the greater the intent, the more likely the behaviour will be followed (Patwary et al., 2020). As stated by Lewis, Schrier and Xu (2021), the Theory of Planned Behavior (TPB) has been frequently utilized in tourism studies. It argues that people are more likely to adopt perceived behaviours as feasible.

Travel Intention

The dependent variable (DV) for this study issue is travel intention. More specifically, the selection was influenced by gloomy experience, intriguing entertainment, and casual curiosity. Travel intention, defined as a tourist's anticipated or planned future behaviour (Light, 2017), has been identified as an important element that strongly corresponds with observed behaviour (Baloglu, 2011). People are more prone to participate in behaviours that they feel will succeed (Armitage and Conner, 2001). Furthermore, some people are more preoccupied with the site's melancholy, while others take at the site as a whole and try to grasp the disaster and those that remain (Coats & Ferguson, 2017; Wright & Sharpley, 2018). As a result, travelers' moral experiences may vary depending on their subjective impressions.

Understanding visitor motives is the first step in interpreting their activities. Several studies have revealed that incentives impact behavioral intentions, such as the intention to visit. Many individuals feel that including other factors in the equation (e.g. tourist motives, favourable past experience) might increase the predictive value of travel intention (Conner and Abraham, 2018; Alegre and Cladera, 2017).

Research Hypothesis

The following 9 hypothesis was made and will be tested based on the research:

H1 - There is a relationship between dark experiences and attitudes.

H2 - There is a relationship between dark experience and subjective norms.

H3 - There is a relationship between engaging entertainment and attitudes.

H4 - There is a relationship between engaging entertainment and subjective norms.

H5 - There is a relationship between casual interest and attitudes.

H6 - There is a relationship between casual interest and subjective norms.

H7 - There is a relationship between attitudes and travel intentions of East Coast people.

H8 - There is a relationship between subjective norms and travel intentions of East Coast people.

H9 - There is a relationship between dark experience, engaging entertainment and casual interest in travel intentions.

Research Framework

Figure 1 below shows the research framework for this study.
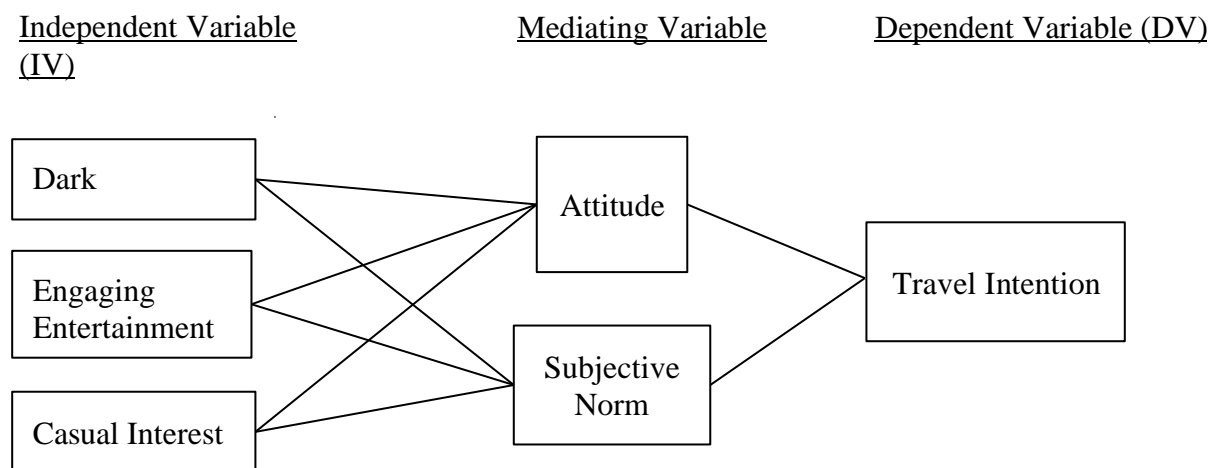
Figure 1: Conceptual framework showing proposed relationship between different variables. (Gallarza, Saura, & García, 2002)

METHODOLOGY

Research Design

This study used quantitative analysis for its research strategy, which evaluates everything that could be a trend or a current circumstance. The data for this study was gathered using a quantitative method, with citizens of Malaysia's east coast states being sent a questionnaire. Surveys, questionnaires, and using computing tools to manipulate pre-existing statistical data are all used to develop quantitative procedures. The questionnaire has various advantages, including the convenience of administration and the dependability of the data acquired because responses are confined to the options stated.

Data Collection

The data for this study was gathered using the Google Form application. Residents of Malaysia's East Coast were given a Google Form questionnaire. Tourists' socio-demographic background, motivations construct, and planned behaviour construct were all collected using a survey questionnaire. Age in year (continuous), gender (2 categories: male/female), ethnicity (3 categories: Malay/India/Chinese), level of education (4 categories: SPM/STPM/Diploma/Degree/Master/PHD), and marital status (2 categories: single/married). Researchers highlighted the questionnaire about the minimum age to answer the questionnaire must be 15 years old and above to ensure that the respondents picked meet all the requirements listed above. The researcher sets such an age goal since the researcher wants to receive the finest answer for our research and deliver the highest quality for our research conclusion.

At the beginning of 2022, the questionnaire will be distributed. The questionnaire includes items that help the residents of the east coast state answer the study questions, as well as privacy and confidentiality agreements for their responses. Furthermore, residents of east coast states who are on vacation or enjoying leisure and recreation are more likely to respond to the survey because they have free time.

Sampling

The convenience sampling approach was utilized in this study as a non-probability sampling strategy. Because questionnaires were produced and distributed online or uploaded to social media pages to collect information from respondents, the study used this strategy. The questionnaire was disseminated to citizens of East Coast Malaysia via online and social media.

To accurately represent the population in the study, a correct method must be taken to determine the appropriate sample size. If researchers use only a small sample size out of the population, the accuracy of the data will be lower in representing the reality for the whole population. While contrast, if the researchers use too much sample size out of the population, it may result in a large increase in the cost and time required to complete the study (*How to determine the correct survey sample size,* 2020).

Researchers find the latest statistics of people in East Coast Malaysia. The statistics show that about 4, 876, 000 people have been recorded live there (*Jumlah Penduduk Malaysia terkini 2021 kaum,Umur Jantina,* 2021). Moving to the calculation by choosing 95% for the confidence interval and 5% for the margin of error, the sample size for this study will be 385 people in East Coast Malaysia that need to answer the survey to represent the whole population adequately.

Data Analysis

Frequency, descriptive, and regression analysis were the three types of data analysis used in this study. SPSS version 26 was used to analyze the data collected.

FINDINGS

Demographic Analysis

Table 1: Respondents' Profile

Variables	Number of Respondents (N)	Percentage (%)
Age		
15-30	332	84.5
30-45	47	12.0
45+	14	3.6
Gender		
Female	292	74.3
Male	101	25.7
Ethnicity		
Malay	342	87.0
Chinese	25	6.4
Indian	16	4.1
Bumiputera/iban	10	2.5
Education		
SPM	43	10.9
STPM/DIPLOMA	196	49.9
DEGREE	140	35.6
MASTER/PHD	14	3.6
Marital Status		
Single	332	84.5
Married	61	15.5

Table 1 shows the demographic profile of the respondents who participated in the survey. Based on the data we can see that most of the respondents are between 15 - 30 years old (84.5%). As for gender and ethnicity, data obtained shows that most of the respondents were female (74.3%) and Malay (87.0%), while the highest percentage of the respondents were STPM/Diploma holders (49.9%).

Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Independent Variable			
Dark Experience	I go to a dark tourism location to experience paranormal activity	3.00	1.289
	I go to a dark tourism location to visit well-recognized locations that are known to be home to paranormal activity	3.24	1.231
	I go to a dark tourism location to experience paranormal activity as seen on main-stream media	3.00	1.282
	I go to a dark tourism location because the place is a well-known destination for paranormal activity	3.17	1.252
	I go to a dark tourism location to satisfy my fascination of abnormal and bizarre events	3.19	1.296
	I go to a dark tourism location to seek out stories related to the DT location	3.40	1.262
Engaging Entertainment	I go to a dark tourism location to be physically refreshed.	3.24	1.207
	I go to a dark tourism location to be emotionally refreshed.	3.15	1.183
	I go to a dark tourism location to have a hobby.	3.09	1.238
	I go to a dark tourism location to see the improvement/changes there.	3.35	1.281
	I go to a dark tourism location to meet people with similar interests.	3.10	1.275
	I go to a dark tourism location to change pace and get away from routine.	3.43	1.204
Casual Interest	I go to a dark tourism location because there is a special tour promotion.	3.22	1.214
	I go to a dark tourism location because the tour package cost is affordable.	3.35	1.174
	I go to a dark tourism location because of the service quality provided.	3.29	1.188
	I go to a dark tourism location to accompany my friends.	3.26	1.228
	I go to a dark tourism location to have an enjoyable time with family or friends.	3.51	1.252
	I go to a dark tourism location because of the natural scenery.	3.68	1.168
Mediating Variable			
Attitude	I go to a dark tourism location because it is fun.	3.77	1.170
	I go to a dark tourism location because it is exciting.	3.68	1.158
	I go to a dark tourism location because it is pleasant.	3.32	1.226
	I go to a dark tourism location because it gives a positive impact to me.	3.33	1.200
Subjective Norms	I feel under social pressure to visit a dark tourism location.	3.00	1.245
	Most people I know would choose a dark tourism location for vacation purposes.	2.83	1.271

	People who are important to me would approve/ disapprove of my visit to a dark tourism location.	3.30	1.206
	People who are important to me think I should/should not choose a dark tourism location to visit.	3.34	1.112
	Dependent Variable		
Travel Intention	I prefer to travel to dark tourism destinations compared with other forms of tourism.	3.17	1.087
	I would like to travel to a dark tourism destination sometime in the future.	3.66	1.174

Table 2 shows the mean and standard deviation of 20 statements under independent, mediating and dependent variables that 393 respondents have answered. For dark experiences, respondents agree that they go to dark tourism destinations to seek out stories related to the location. It received the highest mean by 3.40 with 1.262 for standard deviation. The lowest mean was obtained by two statements where respondents agree that they go to dark tourism locations to experience paranormal activity and to experience the paranormal activity as seen on mainstream media with the same value of mean (3.00). As for the second independent variable, engaging entertainment received the highest mean with 3.43, where respondents agreed that they go to a dark tourist location to change pace and get away from routine, while the lowest mean with 3.09 it was agreed by the respondents that they go to a dark tourism location to have a hobby. Next, statements under casual interest acquired the highest mean of 3.68, which states that respondents go to a dark tourist location because of the natural scenery, while the lowest mean was 3.22, where respondents go to a dark tourism location because there is a special tour promotion. As for the mediating variables, eight statements have been answered by the respondents. The highest mean received under attitude variables is 3.77, where respondents agree that they go to a dark tourism location because it is fun, while the lowest mean was 3.32, where respondents agree that they go to a dark tourism location because it is pleasant. Under the subjective norms variable, the highest mean achieved is 3.34 belongs to a statement where respondents agree that people who are important to them think they should/should not choose a dark tourist location to visit. In contrast, the statement that respondents feel under social pressure to visit a dark tourist location received the lowest mean value with 3.00. The last two statements answered by respondents were the travel intention, where respondents would like to travel to the dark tourism destination for some time in the future scored the highest mean with 3.66, and the lowest mean was 3.17, where respondents prefer to travel to the dark tourism destination compared with other forms of tourism.

Regression Analysis

1. DV: Attitudes

IV: Dark Experiences, Engaging Entertainment, Casual Interest

Table 3: Regression analysis of factors for travel intention towards attitudes.

Variable	Beta: Coefficient Values	Significances: p- values
Dark Experience	.105	.014

Variable	Beta: Coefficient Values	Significances: p- values
Engaging Entertainment	.408	.000
Casual Interest	.391	.000

From Table 3, the regression analysis shows that dark experience has a 5% significant level, so a unit increase in dark experience will positively increase the attitudes by 0.105 units. Next, for the engaging entertainment variable, the p-values show a 5% significant level, which concludes that a unit increase in dark experience will positively impact the attitudes by 0.408 units. The last one is casual interest, where the p-values show a 5% significant level, and a unit increase in this variable will positively increase the attitude of tourists toward dark tourism destinations by 0.391 units.

2. DV: Subjective norms
   IV: Dark Experiences, Engaging Entertainment, Casual Interest

Table 4: Regression analysis of factors for travel intention towards subjective norms.

Variable	Beta: Coefficient Values	Significances: p- values
Dark Experience	.097	.037
Engaging Entertainment	.214	.002
Casual Interest	.379	.000

Data in Table 4 shows that dark experience, engaging entertainment and casual interest have a 5% level of significance towards subjective norms. This statement supports the data where an increase of a unit in dark experience will positively increase the subjective norms by 0.097 units. These also implied for the next two variables where a unit increase in engaging entertainment and casual interest will positively increase the subjective norms by 0.214 units and 0.379 units, respectively.

3. **DV: Travel Intention**
   IV: Attitudes, Subjective Norms

Table 5: Regression analysis of TPB towards travel intention.

Variable	Beta: Coefficient Values	Significances: p- values
Attitude	.239	.000
Subjective Norms	.259	.000

Table 5 shows the coefficient values for attitude and subjective norms towards travel intention. Both variables have the same p=values, which is a 5% significance level. A unit increase in attitude will positively impact the travel intention of tourists to dark tourism destinations by 0.239 units, and a unit increase in subjective norms will also increase the travel intention by 0.259 units.

 4. DV: Travel Intention
   IV: Dark Experiences, Engaging Entertainment, Casual Interest

Table 6: Regression analysis of factors that influence travel intention.

Variable	Beta: Coefficient Values	Significances: p- values
Dark Experience	.539	.000
Engaging Entertainment	-.158	.003
Casual Interest	.101	.025

Lastly, Table 6 shows the data of coefficient level for dark experience, engaging entertainment and casual interest towards travel intention. Both dark experience and casual interest have a 5% significance level where a unit increase in dark experience and casual interest will positively increase the travel intention by 0.539 units and 0.101 units, respectively. Instead of engaging entertainment, even though it has a 5% significance level, a unit increase in the variable will negatively impact the travel intention of tourists to dark tourism destinations by -0.15 units.

DISCUSSION & RECOMMENDATION

By explaining the characteristics of dark experience, engaging entertainment, casual interest, attitudes and subjective norms, this research was undertaken to better understand East Coast people's travel intention to go to a dark tourism destination. Previous research has validated the study's findings.

Based on the results, it can be seen that engaging entertainment has a positive relationship to be compared to the other two variables. Tourists may visit dark tourism places to build emotional connections to celebrities or to experience the reality behind the media portrayals. Tourists frequently attach emotionally to the places they visit (Foley and Lennon, 1996). It has been discovered that when tourists believe a place to be part of their own legacy, they are more interested in learning, emotionally involved, and more linked to their personal heritage (Poria et al., 2006).

As for the subjective norms, the findings show that casual interest has more influence to be compared with other variables. According to the TPB model, subjective norms are another component that determines behavioral intention. Subjective norm refers to an individual's sense of social pressure from influential persons to engage or refrain from engaging in a behaviour (Belanche et al., 2019; Bianchi et al., 2017). Subjective norms are determined by an individual's sense of how referent individuals (e.g., co-workers, family, and friends) understand behaviour and the motivation to observe these referents' beliefs and expectations.

There are various drawbacks to this study. Because the data was collected using SPSS, it provides a more flexible and customized technique to go extremely detailed on even the most complicated data sets. Based on the specified definition of dark tourism, this offers the potential researcher more time to spot trends, construct prediction models, and draw educated conclusions. It is also suggested that future studies try gathering data onsite at dark tourism hotspots if time and money allow. Furthermore, the sort of dark tourism venue visited by the interviewees was not considered in this research study.

CONCLUSION

In conclusion, this study established a significant relationship between dark experience, engaging entertainment, casual interest, subjective norms, attitudes, and travel intention of East Coast Malaysian tourists toward Dark tourism destinations. The data analysis shows that the

relationship between the independent variables, mediating variable, and dependent variable has fulfilled all of its objectives. Overall, the study confirms that engaging entertainment is the most significant factor influencing tourists' intention to visit dark tourist destinations. Considering the limitation of this study, future researchers should focus not only on East Coast tourists but also on international tourists' intention to visit dark tourism destinations, which might produce a different outcome. Therefore, it is recommended that tourism marketers and developers concentrate on a marketing partnership strategy that allows them to engage with potential tourists to revisit the dark tourism destination, as it might benefit both tourism marketers and tourists. Intentional tourism should be aware of the factors affecting the tourist's intention to visit the dark tourism destination to fulfil the tourist's needs and wants. Thus, the challenges faced by a dark-tourism destination can be reduced, and tourist arrivals can be sustained.

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3) To determine the relationship between destination image towards the visit intention to Turtle Island.

Significant of the Study

This study will help a deeper understanding of The Influence of Visit Intention of Turtle Island. The researcher tried to find out whether the influence visit intention of turtle island will be higher if the factors of destination image, environmental belief and ecotourism attitude are the cause of visitors visiting the area. Destination Marketing Organization (DMO) is an organization which promotes a location as an attractive destination. So, they can refer to this study to promote Turtle Island for further development in the future. This study also identifies the main causes of a tourist area being visited by domestic tourists and tourists from abroad. The benefit of this study is to help the tourism industry, especially ecotourism, to be more developed in the future because the main factors of visit intention can be explained in this study.

LITERATURE REVIEW

Ecotourism Attitude

Ecotourism, is defined as "travelling to relatively undisturbed or uncontaminated areas with the specific goal of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestation (both past and present) found in these areas" (Orams,1995), is growing at nearly three times the rate of general tourism (Han, Hsu & Sheu, 2010).

According to (Ajzen, 1995) and (Schiffman and Kanuk, 1994) research, a tourist's attitude is a psychological trend shown by a favourable or negative judgement of tourists engaged in certain actions, and it includes cognitive, emotional, and behavioural components (Vincent and Thompson, 2002). Individual emotional reactions to a certain object are referred to as the affective component, whilst individual actions or proclivity to act is referred to as the behavioural component (Aronson et al.,1999).

Tourist attitudes toward ecotourism are referred to as ecotourism attitudes, defined as psychological tendencies toward the environment that lead to positive or negative evaluations (Vicente-Molina et al.,2013). (Patwary et al., 2022) also stated that an ecotourism attitude is an individual's stability toward environmental issues. Because individuals' attitudes toward ecotourism are thought to be one of the most important predictors of their intention to visit ecotourism destinations or participate in ecotourism activities (Patwary & Rashid, 2016)

Environment Beliefs

The link between people and the environment and common wisdom about the environment are examples of general beliefs (Alom et al., 2019). Environmental belief is concerned with preserving natural and cultural resources (Huang and Liu, 2017). According to research, environmental belief is a strong predictor of many visitors' attitudes and behaviors (Wurzinger and Johansson, 2006). According to Inglehart (1995, 1997), environmental views arise from economic progress and modernization, which causes people to worry about the natural environment's status. The general beliefs concern the interaction between humans and the environment and environmental folk knowledge (Stern,2000). Environmental views are concerned with preserving natural and cultural resources (Huang and Liu,2017).
Furthermore, many tourists' attitudes and conduct strongly influence their beliefs about the environment (Wurzinger and Johansson,2016). There is evidence that environmental views are influenced by economic progress and modernity, which causes individuals to worry about the natural environment's status. Environmentally responsible conduct in the context of ecotourism leads to visitors comprehending that their actions influence the environment and adhering to the ecotourism area's rules (Puhakka,2011).

Destination Image

Tourists' expectations, visit intentions, satisfaction, behaviour at the destination, and overall destination experience are all influenced by the image of the place (Moon & Han, 2019). A

tourist destination's overall image is also related to its properties and is impacted by cultural variations. The sum of a person's thoughts, ideas, and perceptions about a given location is defined in this article as the tourist destination image (Crompton 1979). Boulding (1956) was one of the first to study the concept of image, and his conclusion was that image, rather than objective fact, attracts human action. Patwary (2022) describes the picture as a mental view of information, feelings, and overall impression of objective reality generated by evaluating individual qualities. The researchers said that the destination image in an area could attract individuals to go to the area because they want to see and feel the atmosphere that may be unique and or maybe a different experience.

Visit Intention

Ecotourism is a hot topic and one of the fastest expanding industries in the present global tourism business. The International Ecotourism Society defines ecotourism as "ethical travel to natural places that protect the environment, support the well-being of the local people, and incorporate interpretation and education (TIES, 1990)." Such travel is possible because of a worldwide network of individuals, organizations, and the tourism sector that educates travellers and tourism workers about environmental problems. Many developed countries, like Malaysia, are attempting to embrace ecotourism as a tool for development (Juraev A.T, 2020). The study focuses on the present ecotourism potential in Malaysia, where tourism is one of the fastest-growing industries.

Ecotourism is one of the more sustainable tourism that allows visitors to experience and comprehend the region's unique biodiversity. Simultaneously, it offers socio-economic advantages for isolated and rural people living near natural settings (Patwary et al., 2020). Turtle Island, it is most popular among tourists who come to see turtles laying eggs and to relax on the beach. Turtles lay their eggs throughout the year, but the best time to visit is between July and October when the sea is calmer and more conducive to viewing. Be a part of the egg collection process, tagging mother turtles, and releasing baby turtles into the sea. Because turtle landings typically occur after dusk, staying overnight would be the most effective strategy for seeing the turtles as they come ashore to lay their eggs (Pushpa Palaniappan, 2018).

Research Hypothesis

The study's hypothesis is to determine whether there are any correlations or relationships between dependent variables (DV) and independent variables (IV).

H_1	There is a correlation between ecotourism attitude and visit intention to Turtle Island, Sandakan Sabah
H_2	There is a correlation between environmental beliefs and visit intention to Turtle Island, Sandakan Sabah
H_3	There is a correlation between destination image and visit intention to Turtle Island, Sandakan Sabah

Research Framework

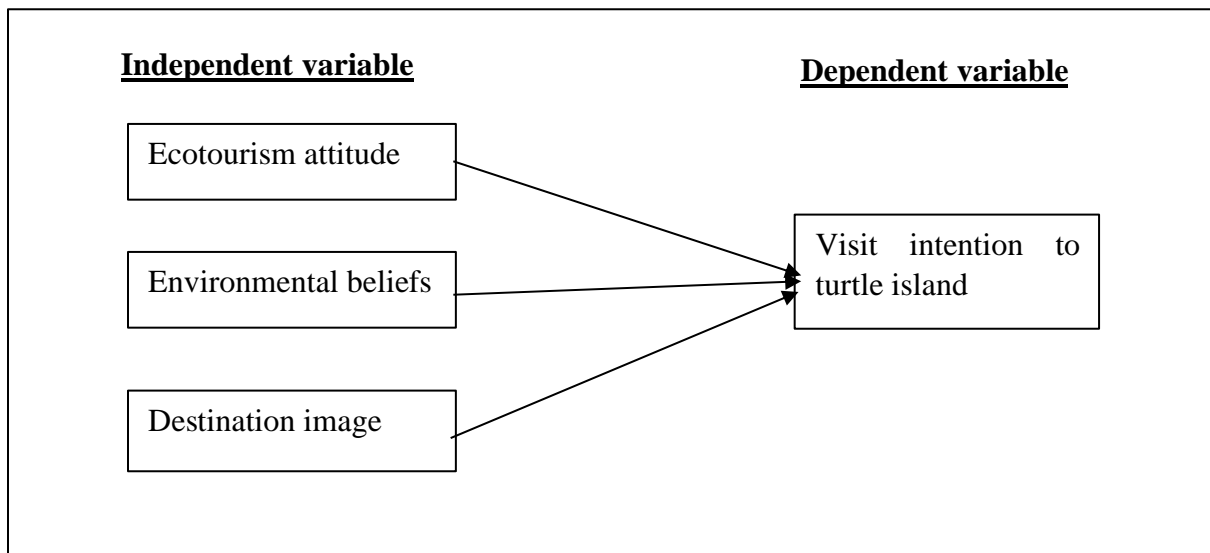The figure 1 below shows the research framework use for this study.

Figure 1: Research Framework

METHODOLOGY

Research design

Research design is a framework of research methods and techniques selected by researchers. This design helps researchers develop their research methods suitable for that matter and create this study with success. A significant decision in the research design process is an option to make about the research approach because it determines how relevant information for the study will be obtained despite the research design process involving many related results. This study consisted of methods, namely quantitative. Although quantitative research design is for cases where statistical conclusions for gathering actionable insights are important. Numbers give a better perspective on making critical business decisions. The quantitative analysis design approach is critical to the growth of each organization. Quantitative research design, however, has used discriminatory methods to those used in a qualitative design. There are four core descriptive, correlations, quasi-experiments, and experiments for quantitative design. Dissatisfaction between the four types is primarily related to the level of design control of variable researchers in experiments (Fatima,2019). Quantitative research will be used for this study because of quantitative research strategies because there will be periodic, persistent, and different data.

Data collection

A pilot study is a method of testing a questionnaire using a sample size that is less than the intended sample size. In the survey-planning phase, questionnaires are sent to a fraction of the whole sample population or a simple sample in more informal instances. Based on our study, the sample size for this study will be 384 people. Researchers have selected 50 sample respondents to answer the questionnaire. The sample of respondents selected by the researcher is the population of Sabah. After the pilot study, questionnaires will be distributed online. Online platforms have become a faster way to collect data from respondents than other survey methods such as paper and pencils and personal interviews. Besides that, they were providing the highest level of facilities for respondents as they could answer questionnaires at their own pace and the time chosen to make it easier for them to fill well and efficiently.

Samplings

The sampling method refers to selecting a sufficient number of constituents from a large number of candidates (Kumar, 2013). During the sampling phase, the researchers select individuals from the public who will serve as the subjects of the sampled population. There are

two types of sampling methods: probability sampling and non-probability sampling. Probability sampling is the more common of the two. There are several types of non-probability sampling procedures, all of which take samples so that no elements in the population have a known chance of being selected.

Consequently, the researchers performed their study utilizing convenient sampling, which is likely the most often used of all sampling techniques since it allows them to conduct a high number of surveys in a short period at a low cost. This means that any group of respondents the researcher can get is used in the study. So, the researchers in this study used convenience sampling to pick a group of people to study.

Data analysis

Data analysis systematically applies statistical and logical approaches to assess data. In reality, researchers typically examine patterns in the objective throughout the data gathering process (Savenye & Robinson 2004). Quantitative analysis has been used to measure and provide evidence based on generic statistics and is widely used. Because this study was to find the influence of intention to visit Turtle Island, the quantitative method was chosen to conduct this study. In this study, descriptive statistics have estimated (the intention), dependent variable (Visit intention of Turtle Island, Sandakan, Sabah) and independent variable (destination image, environmental beliefs, ecotourism attitude that can affect the visit of turtle island, Sandakan, Sabah).

FINDINGS

Result of frequency analysis

Table 1: Frequency Analysis

Characteristic	Frequency	Percentage
Gender		
Male	144	37.5
Female	240	62.5
Age		
18-21 years old	99	25.8
22-25 years old	215	56.0
26 years old and above	70	18.2
How Often Do You Travel		
1-2 times a year	230	59.9
3-4 times a year	137	35.7
5 times a year	17	4.4
Have you ever travelled to ecotourism place		
Yes	381	99.2
No	3	0.8

How many times have you travelled to Turtle Island		
Once	297	77.3
2-3 times	81	21.1
More than 3 times	6	1.6

Tables 1 depicts the profile of the respondent. of the 384 respondents, most were females, accounting for 62.5% of the total sample. Meanwhile, in terms of age, most respondents were aged between 22 to 25 years with 56.0%, followed by 18 to 21 years old with 25.8%. For the often-respondent travel question, most respondents answer 1 to 2 a year with 59.9% and the second highest answer is 3 to 4 times a year with 35.7%. For the question "Have You ever Travelled to Ecotourism Place", most respondents answered "Yes". A total of 99.2% answered "Yes" to the question

Result of descriptive analysis

Table 2: Descriptive Analysis

Variable	Item	Mean Score	Standard Deviation
Visit intention to turtle island	There is a high likelihood that I will visit an ecotourism destination within a foreseeable future.	4.32	717
	I intend to visit an ecotourism destination within a foreseeable future.	3.96	849
	I will visit an ecotourism destination within the next 12 months.	4.19	868
Ecotourism Attitude	I am very enjoyable when I travel in ecotourism areas like Turtle Island	4.45	713
	I feel favorable after I travel to ecotourism areas like Turtle Island	4.16	783
	I feel fun after I travel in ecotourism areas like Turtle Island	4.22	817
	I feel more positive after I travel to ecotourism areas like Turtle Island	4.30	782
Environmental Beliefs	When human interfere with nature, it often produces disastrous consequences	4.46	707
	Humans are severely abusing the environment	4.23	777
	Plants and animals have as much right as human to exist	4.35	748
	The balance of nature is very delicate and easily upset	4.36	748

Destination Image	Good climate gives a beautiful natural weather	4.53	625
	Stable politics guarantees environmental protection	4.28	741
	Beautiful landscape is an important factor in the number of tourist arrivals to Turtle Island	4.40	741
	A good reputation of destination can attract many tourists to travel to ecotourism areas such as Turtle Island	4.42	725

Table 2 shows the mean and standard deviation of 4 statements under 3 independent variables and 3 statements under the dependent variable based on the survey involving 384 respondents. The highest mean value for the ecotourism attitude factor was obtained by Question 1 with 4.45, where the respondents agreed that respondents very enjoyable when travelling in ecotourism areas like Turtle Island. The lowest mean value belongs to Question 2 with 4.16, where the respondents agreed that they feel favourable after travelling to ecotourism areas like Turtle Island. As for the factor of environmental belief, the highest mean value was obtained by Question 1 with 4.46, where the respondents agreed that when humans interfere with nature, it often produces disastrous consequences. The lowest mean value belongs to Question 2 with 4.023, where the respondents agreed that humans are severely abusing the environment. Meanwhile, the highest mean value for the factor of destination image was obtained by Question 1 with 4.53, where the respondents agreed that a good climate gives beautiful natural weather. The lowest mean value belongs to Question 2 with 4.28, where the respondents agreed that stable politics guarantees environmental protection. Next, the highest mean value for the dependent variable of the visit intention to Turtle Island was obtained by Question 1 with 4.32, where the respondents agreed that there is a high likelihood that they will visit an ecotourism destination within the foreseeable future. The lowest mean value belongs to question 2 with 3.96, where the respondents agreed that they intend to visit an ecotourism destination within a foreseeable future.

Result of Reliability Analysis
The table 3 below shows the result of the reliability analysis
Table 3:Reliability Analysis

Variable	Number of Item	Cronbach Alpha
Visit intention to turtle island	3	0.790
Ecotourism Attitude	4	0.796
Environmental Beliefs	4	0.796
Destination Image	4	0.772

Based on Table 3 shows the reliability test results for all variables. The reliability test for Visit Intention to Turtle Island, Cronbach's Alpha, showed a value of 0.790. In the reliability test for Ecotourism Attitude, Cronbach's Alpha obtained a value of 0.798. Meanwhile, in the reliability test for Environmental Belief, Cronbach's Alpha showed a value of 0.796. As for the Destination Image reliability test, Cronbach's Alpha obtained a value of 0.772. This Cronbach's Alpha value shows results from 0.772 to 0.798. The Cronbach's Alpha value should be recognized by HR-Guide, LLC (2018); if the alpha value is below 0.50, it is unacceptable if

the value of 0.60 and above is normal. Whereas, if the alpha value of 0.70 is more than normal, 0.80 is a good value, and 0.90 is better. Questionnaires can be used for analysis. Cronbach's Alpha was therefore used to assess the reliability. Table 4.14 shows the results of the pilot test

Result of Pearson Correlation Analysis

The table 4 below shows the Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	P Value	Result (Supported/Not Supported)
H₁: There is a correlation between ecotourism attitude and visit intention to Turtle Island, Sandakan Sabah	0.000	**H₁** is supported
H₂ There is a correlation between environment beliefs and visit intention to Turtle Island, Sandakan Sabah	0.000	**H₂** is supported
H₃ There is a correlation between destination image and visit intention to Turtle Island, Sandakan Sabah	0.000	**H₃** is supported

H₁ There is a correlation between ecotourism attitude and visit intention to Turtle Island, Sandakan Sabah. The correlation coefficient of 0.780 suggested a moderate positive relationship between ecotourism attitude and visit intention to Turtle Island. The p-value of ecotourism attitude is 0.000, which is less than the highly significant level is 0.01, as it reveals. Therefore, there is a significant relationship between ecotourism attitude and visit intention to Turtle Island.

H₂ There is a correlation between environmental beliefs and visit intention to Turtle Island, Sandakan Sabah. The coefficient of 0.710 suggested a moderate positive relationship between environmental beliefs and visit intention to Turtle Island. The p-value of environmental beliefs is 0.000, which is less than the highly significant level, which is 0.01 as reveals. Therefore, there is a significant correlation between environmental beliefs and visit intention to Turtle Island.

H₃ There is a correlation between destination image and visit intention to Turtle Island, Sandakan Sabah. The correlation coefficient of 0.687 suggested a moderate positive relationship between destination image and visit intention to Turtle Island. The p-value of the destination image is 0.000, which is less than the highly significant level is 0.01 as it reveals. Therefore, there is a significant relationship between destination image and visit intention to Turtle Island.

DISCUSSION AND RECOMMENDATION

Literature analysis on the influence of visit intention to Turtle Island in Sandakan, Sabah among Sabahan society. This study's findings show that several factors influence visit intention to Turtle Island and Sandakan, Sabah. Based on the Peason correlation coefficient analysis, the researchers think is positive. Therefore, this means having significance between dependent and independent variables based on the positives of the calculated data. Ecotourism attitude will positively influence consumers 'willingness to pay a premium for ecotourism. The attitude of tourists is an important factor that will affect the number of tourist arrivals in an ecotourism area. This is because tourists interested in ecotourism-based are more likely to visit places rich in flora and fauna. Therefore, the well -kept other tourists can visit ecotourism area in the future.

Next, environmental belief is also a factor in the influence of visit intention to Turtle Island. Based on the study by Wurzinger and Johansson (2006) said, environmental belief is a strong predictor of many visitors' attitudes and behaviour. Therefore, environmental belief is a factor that will attract tourists to the area based on ecotourism because of the attitude and mindset of visitors who are more likely to enjoy and learn about the environment, such as seeing the turtle breeding process. Image destination is a factor that influences visit intention to Turtle Island. Destination image is a collection of product services, sights, and other features that work together to make the location more appealing (Aiello et al. l. 2015). This image destination is important to attract tourists to ecotourism areas like Turtle Island because the beautiful landscape will attract tourists to visit the location because they want to see the beautiful, attractive and clean scenery.

In this study, the researchers focused solely on tourists' intentions to visit Turtle Island in Sabah, which is thought to be a factor in the number of visitors interested in ecotourism. As an animal lover who is also concerned about the environment, I believe that future studies should consider the endangered marine species that live on turtle island. Turtles are very special creatures. This is especially concerning given that the number of turtles has declined, and they are now considered an endangered species. In addition, it has been suggested that another study be conducted to investigate especially the issue of foreign fishermen, who are one of the primary difficulties. This is because one of the primary challenges they confront is the intrusion of foreign fisherman, and he believes that these fishermen are to blame for the widespread slaughter of turtles in the waters around Kudat, which is located in the most northern tip of Sabah. In addition, the scope of this research was limited to participants' plans to visit Turtle Island. Further research may investigate the variables that contribute to turtles becoming an endangered species of marine life. Plastic waste is another major threat to marine life, especially turtles because it affects the life expectancy of sea animals. In addition to this, fishing trawlers have been found infringing into Sabah's turtle conservation area. This is because plastic waste is another major threat to marine life.

CONCLUSION

In conclusion, this research has been carried out to explore factors influencing visit intention to Turtle Island. The influential factors (independent variables), which are ecotourism attitude, environmental beliefs, and destination image, impact the visit intention to Turtle Island (dependent variable). As mentioned in Chapter 3, researchers using Google Form with 384 respondents were administered among residents of Sabah and who travel to Turtle Island to answer these questionnaires.

In the findings of the result from the questionnaire's survey that analyses by using several analyses such as descriptive analysis, reliability analysis and correlation analysis. Next, the results obtained in the previous chapter and all the data from the questionnaire also have been evaluated by a software program, Statistical Package for the Social Science (SPSS). For this research, all the hypotheses (H0, H1 and H2) stated are accepted. Besides, limitations and recommendations also were carried out for this research and hope can be used for further studies. Thus, it is also hoped that all the information provided throughout this research will help the next researcher.

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Universiti Malaysia Kelantan's Students Acceptance Towards Traditional Food in Malaysia

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ABSTRACT

This study examines the acceptance of traditional food among students from Universiti Malaysia Kelantan. There are great concerns among the younger generation about the potential of losing knowledge of traditional food in Malaysia. This study aims to identify and analyse the factors contributing towards acceptance of traditional food in Malaysia. This study adopts quantitative research; 370 questionnaires have been distributed to participants. Data collection has been done by reaching the participants via an online survey through social media, and SPSS software has been used to analyse the data collected from the respondents. The result shows a positive relationship between the attitude, expectation and perception contributing toward traditional food among students from Universiti Malaysia Kelantan. The implication and recommendation also provided for the future researchers that will conduct this kind of study soon.

Keywords: Traditional Food, Students, Acceptance, Attitude, Expectation, Perception

INTRODUCTION

Food tourism studies primarily recognised the field as a "legitimate sphere of research in the context of economic development and destination marketing" (Everett, 2019). Ellis (2018) claims that "the field experienced a shift, that is, a 'cultural turn' from those early management-focused studies to more wholesome and exploratory discussions of food and culture". This shift has created a dynamic emphasis on understanding the complex and multifaceted role of food in tourist experiences in food tourism destinations and attractions (Ellis, 2018; Everett, 2019). This perspective views food as a social, cultural, material and symbolic signifier (Reddy & van Dam, 2020). It is an important "manifestation of defining oneself through tasting food (culture and identity) of the other" (Kim & Ellis, 2015). Food tourism, therefore, embraces every given opportunity to experience other places and cultures through engaging with 'new', 'exotic' or 'unfamiliar' tastes and flavours of local food and becomes an identifier of otherness (Everett, 2016; Patwary & Rashid, 2016; Park, 2019). As such, food is part of a physiological, psycho-sensorial, social and symbolic environment of a place, and increasingly, is being treated as a symbolic artefact with connection to human intention and action.

Food tourism can initiate insightful understandings of the complexity and interconnectedness of diverse culinary artefacts, identities and experiences of practised places as tourism destinations (Everett, 2019). One of the few extraordinary tourism experiences that invite the interplay of all human senses, deepening one's embodied tourism experiences around food and foodways and thus forming one's local food taste perception (Goolaup, 2018). Thus, Everett (2018) emphasised an urgent need for future studies to embrace food tourism's more multifaceted, embodied, and multi-sensory experiences by adopting the concepts of performativity and embodiment. Embodied experience or embodiment became a theoretically solid discourse highlighting gustatory, olfactory, aural, and haptic senses. This significant theoretical shift in the critical and cultural axis led to the adoption of concepts such as cognitive and bodily engagement (Everett, 2019). Moreover, it is in line with cognitive psychology and the cognitive neuroscience fields that have studied multi-sensory food taste or flavour perception.

Various factors influence the adolescents' choices of food. Besides food availability and their place of living, gender is one of the main determinants in shaping a person's eating behaviour. There are great concerns among the younger generation, especially UMK students, about the potential of knowledge of traditional food in Malaysia. There is a growing loss of food cultural heritage, owing to the lack of experienced practitioners of traditional food, including senior generations to pass the skills and knowledge. Some students argued that Malaysia might lose some of their traditional food if the traditional preparation of it is not passed to the young generations.

This study reveals the acceptability, attitude, expectations, and perception of traditional food in Malaysia among UMK students. This study aims to put valuable inputs into the literature for the perspective of UMK student adolescents. Specifically, this study addresses three objectives (1) Study the attitude of UMK students toward traditional food in Malaysia. (2) Identify the factors influencing the UMK student of traditional food in Malaysia. (3) Identifying the effectiveness of food quality products mediates the students' perception and expectation of traditional food in Malaysia.

Significance of the Study

This research can be a reference to understand the acceptance of the younger generation toward traditional Malaysian food. Preserving TFK or traditional food knowledge has received greater concern among the older generation, Malaysian Cultural Association, The Ministry of Information, Communication and Culture, and other government agencies. Organizations need to consider this matter and be able to take preventive action so that traditional food does not face cultural loss.

As for the literature aspect, this research will contribute to an industry that holds research to standards other than academic journals, primarily investment returns. It also involved the various preferences of the younger generation toward Malaysian food. Traditional foods are facing challenges that can cause cultural and identity loss. Exposing students to this research process gives them a different perspective than just sharing journal concepts or even working in academic journals.

Even better, students are exposed to real-world environments and expectations through involvement in industry research. The Ministry of Information, Communication and Culture can establish mechanisms to encourage more research and development in traditional food. This would be able to create a wellness program to expose more regarding traditional food concerns and how to prevent them. The younger generation should be exposed more about this, maybe by holding big events or carnivals related to traditional food which can help to spread more knowledge and information. This will create an opportunity for the young generations to explore and appreciate our food culture in the long-term, preserving a healthy life.

LITERATURE REVIEW
Definition of Traditional Food
Acceptance toward Traditional Food

Consumer knowledge and beliefs have been identified as the most important determinants of their acceptance (Del Giudice & Pascucci, 2015). Furthermore, Fortin and Renton (2017) pointed out three factors governing customer attitude towards modified food. According to their framework, the consumer's decision to accept or reject an innovation is based on their desire to use it. Estimating consumer approval for such items, particularly food enhanced with olive leaves, is critical to understanding the true market penetration of food enriched with food by-products that are not part of the typical diet. Maria Angela Perito, Silvia Coderoni, Carlo Russo (2020). Customer acceptance can be affected by various determinants, including socio-demographic factors, and cognitive and attitudinal factors (Alom et al., 2019).

Furthermore, the framework distinguishes between distal and proximal acceptance determinants, with distal factors influencing proximal elements influencing user acceptability. Attitudes are evaluative opinions, feelings and beliefs toward an item or issue. Attitudes play an important role in a consumer acceptance scheme as they influence both expectations and perception. Perceptions (e.g. health-related uses and benefits), risk and uncertainty views (e.g. safety issues, consumer worries, emotions and beliefs), expectations (e.g. social and peer stress), and behavioural control perceptions are all proximal determinants (e.g. self-efficacy).

Attitude toward Traditional Food

In food tourism, a tourist's attitude upon experiencing food has played a big role in measuring and predicting the overall tourist satisfaction with their holiday (Odeyemi, 2019). 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. Other than that, attitudes are evaluative opinions, feelings and beliefs toward an item or issue which consumers are individually highly related to culture, demography, values and lifestyle (Tomić, 2018). In this study, the attitude among the students in University Malaysia Kelantanof University Malaysia Kelantan students towards traditional food will be examined. Traditional food is a symbol of the local culture that can attract international consumers to try something new in "food tourism" that can be some new experience in tourism.

The tradition was associated with something fixed in the past to the present, the revolution from one generation to the next. The traditional food products concept included aspects which are health, naturalness, without industrial handling and others. Based on (Tomić et al., 2018), natural foods are nutritious, safe, and positively impact human health. Patwary et al. (2020) established the relationship of attitude, past experience and perceived value on satisfaction in a study investigating tourist satisfaction in Mallorca, Spain. Satisfaction with the tourist attractions is higher when the tourists have a hedonic attitude which motivates them to seek authentic cuisines (Bartkowicz, 2020). (Komariah, 2020), attitude is one of the promising elements which has a relationship with satisfaction toward traditional food.

Expectation toward Traditional Food

Food choices in tourism activities have become an essential aspect of developing tourism activities (Rahim, 2020). Even authentic food is a platform to introduce and understand the local culture for visiting tourists (Patwary et al., 2022). In principle, food choices are part of the study of human behaviour. This voting behaviour is influenced by many factors, such as situational and personal factors. The criteria for choosing food embody several factors that influence sensory and non-sensory function. Besides, other factors that influence food choices are personal (such as motives and intentions) to be a precursor to food consumption behaviour argues that cultural background strongly influences food choices.

Any changes in sensory properties, despite their potential benefits, may reduce the value and acceptance of innovative traditional food (Kallas, 2018). The consumers' decision structures of different ages pertinent to innovative traditional food products to identify potential dissimilarity, which proves that young consumers have high acceptance and consumption of innovative traditional food consistent with many previous results.

Perception

Salleh (2015) refers to food presentation as presenting and decorating the food attractively as tangible cues for the customers' perception of quality. Aforesaid, presentations are essential to indicate the customer's first expectations of the food. From the food perspective, the presentation is the adaptation to menu items. Moreover, the perfect combination of food presentation and the perfect ambiance of the surrounding allow the consumers to enjoy the dining experiences to the fullest. Therefore, the visual quality of food presence eventually affects the consumers' expectations of the qualities of taste and smell and also their hedonic value.

Zellner (2017) showed that a relationship between the shape and colour of food presentation might affect customers' expectations. Indeed the effectiveness of colour affects the expectation of diners' palatability and, ultimately, response to the food choice and consumption (Philips, 2015). Food shape may affect the apparent volume of the food being presented (Philips, 2015) and affect the perception of customers' experience. Moreover, Wadhera and Philips (2015) indicated that the volume of food intake is affected by the presence of food, especially regarding its appearance, texture, taste and flavour. Patwary (2022) argued that having variety in flavours and foods within a meal may raise food consumption. For example, participants that were given a varied sandwich with fillings, yoghurt flavour or pasta shape would consume more. In addition, Spence (2016) recommended that to make customers have a pleasurable eating experience, the food needs to have variants garnishing in its visual presentation.

The initial expectation and perceived performance was compared, resulting in a state called disconfirmation, which will influence overall satisfaction. Expectation represents an anticipated performance of a product or service, which is believed to be developed based on the customer's prior experiences of consuming similar products, product information learned from the customer's surroundings, attributes of products claimed by the producer, or word-of-mouth. It is negatively disconfirmed when a product performs lower than expected and positively confirmed when it performs above standard.

Research Hypothesis

The hypothesis in the study is to find out whether there are any correlations or relationship between dependent variables and independent variables:

H₁   There is a significant relationship between the attitudes on the acceptance of UMK's students toward traditional food.

H₂   There is a significant relationship between expectations on the acceptance of UMK's students toward traditional food.

H₃   There is a significant relationship between perceptions of UMK's students' acceptance of traditional food.

Research Framework

Referring to the literature review, a research framework has been proposed to investigate student acceptance of traditional food. The proposed conceptual framework is shown in the Figure below. The independent variables that have been proposed consist of three factors: attitude, expectation, perception and acceptance of consumers in traditional food.
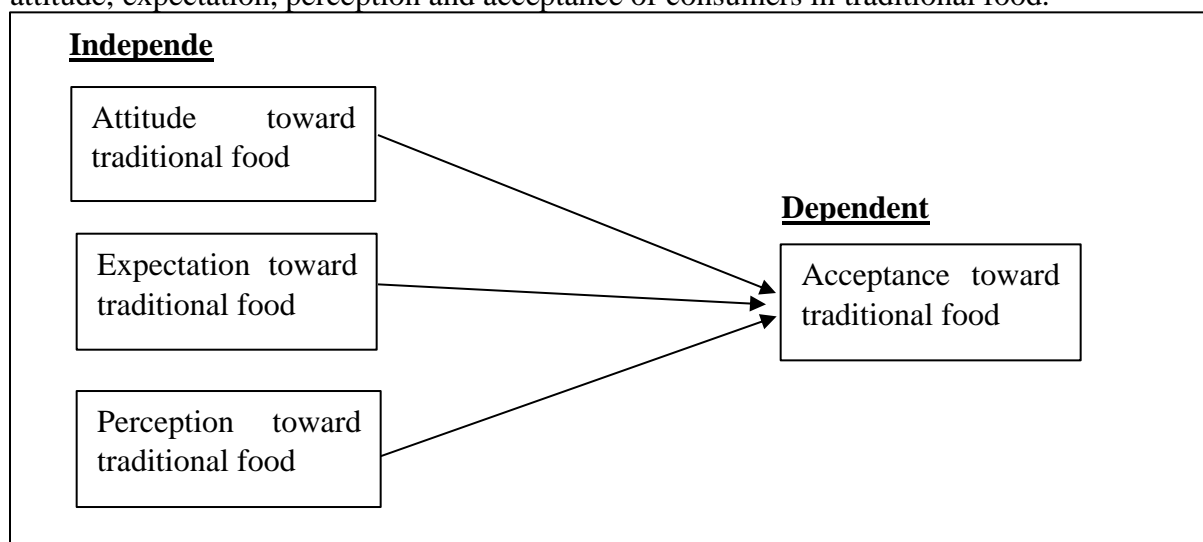

Figure 1: Research Framework

METHODOLOGY

Research Design

This research uses a quantitative approach. In this study, a survey will be conducted through a questionnaire. Over 370 respondents were equally divided. 4 people organize the study; therefore, each person will be allocated 90 questionnaire forms. Data collection involved two steps; the first was the introduction of the survey for online participant recruitment, and the second was the administration of the survey. The sample selected in this study consists of students from University Malaysia Kelantan to be potential respondents to participate in the survey. Questionnaires in an online Google form are used to collect data from participants. Study participants were encouraged to complete an online survey form during leisure.

The questionnaire was designed to collect all relevant information. The objective of the study and the study was to synthesize and analysed the acceptance among University Malaysia Kelantan's students of traditional food in Malaysia. This research is also to examine the attitude, perception and expectation toward traditional food in more detail. The questionnaire contains a demographic section with a variety of options. Respondents have to choose the determinant option. On the part of attitudes, perceptions and expectations, the Likert Scale was applied. The choice is between 1, which strongly disagrees to 5, which strongly agrees. In this study, SPSS software will generate results from data collected through online questionnaires to the respondents.

Quantitative research will quantify acceptance, attitudes, expectations and perception and make generalizations from a larger population. Quantitative research uses quantifiable data to articulate facts and reveal patterns in research. This type of research method involves the use of statistical, and mathematical tools to derive results. When trying to quantify a problem, quantitative data will conclude on its purpose and understand how dominant it is by looking for results that can be projected to a larger population.

Quantitative research was chosen because it involves approaches to quantitative data and numerical measurement. In this study, quantitative research can be done by surveying through questionnaires through Google Forms. The questionnaire is designed to accumulate all the information about the objectives of the study. In this way, the acceptance of traditional food can be seen. The choice is between the highest numbers who strongly agree or disagree with the decision.

Data Collection

The data for this study will be collected through Google form questionnaires. Students from University Malaysia Kelantan will answer the questionnaires. Students' socio-demographic background, the dependent variable and independent variables will be highlighted in it.

To ensure that the respondents meet all the requirements listed, the researcher will set a minimum age for respondents since the researcher wants to receive the finest answer for the research project and deliver the highest quality for the research conclusion.

A pilot test will be conducted at the beginning of 2022, and the questionnaire will be distributed. The questionnaire includes items that will help the students from University Malaysia Kelantan to answer the study questions, as well as privacy and confidentiality agreements for their responses. Furthermore, students who are on their semester break or enjoying leisure and recreation will be more likely to respond to the survey because they have free time.

Sampling

The sampling method used in this study was simple sampling based on Krejcie and Morgan's (1970) table. Based on, Zikmund (2003), the process of selecting a number through elements by the population to obtain a conclusion regarding the phenomenon of interest. The sample size was chosen from the table by Krejcie & Morgan, 1970, where the sample size of a given population can be determined. According to the table the sample size chosen should be 370

students. The statistic of the total number of students in University Malaysia Kelantan in on 3 campuses was 10,130 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	850	265	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	285	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	1000000	384

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

Figure 2 : Krejcie & Morgan, 1970

A non-probability sampling technique will be used in this study. Non-probability sampling is a sampling procedure that will not bid a basis for any opinion of probability that elements in the universe will have a chance to be included in the study sample (Etikan & Bala, 2017). The method used to collect data is convenience sampling. Convenience sampling is a method where the researcher selects the research sample based on ease and proximity to the researcher (Jackson, 2021). This is different from random sampling. By using convenience sampling, data can be collected quickly, and the rules to gather elements for the sample are the least complicated. Elements are easily accessible by the researchers and so collecting members for the sample becomes easy. Furthermore, it does not require going through a checklist to filter respondents.

Data Analysis

Data analysis is collecting and analysing data using logical and analytical reasoning to extract insights that support decision-making. There are several methods and techniques to perform analysis depending on the industry and the aim of the analysis (Johnson, 2021). The researchers will use the SPSS version to check the statistical data analysis. SPSS (Statistical Package for the Social Sciences) is software for editing and analysing all sorts of data. It can create tables and pie charts for data entry and analysis. SPSS can open all file formats that are commonly used for structured data. The data acquired throughout this research will be analyzed using a statistical method.

FINDINGS

This topic was delineated in the discussion of research findings. Thus, this research aims to identify the relationship between the attitude, expectation and perception toward the acceptance of traditional food.

Result of Frequency Analysis

Table 1: Frequency Analysis

Characteristic	Frequency	Percentage
Age		
18-20 Years Old	16	4.3
21-23 Years Old	305	82.4
24-26 Years Old	36	9.7
27-29 Years Old	13	3.5
Gender		
Male	84	22.7
Female	286	77.3
Education		
Diploma	45	12.2
Degree	316	85.4
Master	9	2.4
Marital Status		
Single	338	91.4
Married	32	8.6
Ethnicity		
Malay	326	88.1
Indian	17	4.6
Chinese	24	6.5
Others	3	0.8

The table above shows the frequency analysis of respondents. Respondents aged 18 to 20 years are 16 people, which is 4.3%. 305 out of 370 respondents were mostly aged 21 to 23 years old, which is 82.4%. In contrast, respondents aged 24 to 26 years are equivalent to 9.7%. Respondents aged 27 to 29 years are a minority of 13 people, equivalent to 3.5%. Out of 370 respondents, the majority of the respondents are females, which accounted for 77.3% of the total sample. The minority of the respondents are male, which contains 84 respondents, equal to 22.7%.

The education level of most respondents is a bachelor's degree which is a total of 316 respondents equivalent to 85.4%. In contrast, the least number of respondents is a master's degree which is a total of 9 respondents equivalent to 2.4%. As for the diploma education level, 12.2%, which is 45 respondents.

Meanwhile, in terms of marital status, 338 out of 370 respondents are single, which is 91.4%. 32 respondents were married, equivalent to 8.2%. As for ethnicity, Malays have the highest number of respondents, which is 326 out of 370 respondents (88.1%), while the lowest number is other ethnicities which are 3 respondents (0.8%). Indian ethnicity has 17 respondents, which is 4.6%, and Chinese ethnicity has 24 respondents, which is 6.5%.

Result of Descriptive Analysis

Table 2: Descriptive Analysis

Variables	Items	Mean Score	Standard Deviation
Attitude toward traditional food	I will try traditional food when I travel	4.43	0.656
	Traditional cuisine has a pleasant flavour.	4.43	0.622
	Traditional cuisine is easily accessible	4.12	0.905
	Traditional cuisine is nutrient-dense.	4.24	0.765

Expectation toward traditional food	Traditional cuisine is safe to eat.	4.50	0.621
	I will try traditional food if important people encourage me to do so.	4.22	0.861
	People in my group generally believe that eating traditional cuisine is healthier.	4.19	0.835
	While travelling, I noticed a trend of people purchasing traditional meals.	4.26	0.768
	Friends or the internet would provide me with all of the essential resources (money, time, and information) for traditional cuisine.	4.14	0.866
	Both my family and a friend think I should buy traditional foods.	4.11	0.9
Perception toward traditional food	Traditional food offers great choices of food.	4.37	0.669
	Most of the traditional food are freshly prepared.	4.26	0.743
	Most of the traditional foods are well accepted.	4.41	0.705
	The identity of each traditional ethnic group can be seen through their food and beverages.	4.52	0.630
	Most traditional food look attractive.	4.53	0.638
Acceptance toward traditional food	I like and enjoy the taste and texture of traditional food products.	4.52	0.581
	Innovative traditional food products have an appealing appearance.	4.53	0.603
	I intend to purchase traditional food again in the future.	4.50	0.630
	I will share my experience with people about traditional food.	4.52	0.651
	I am pleased with the overall quality of traditional food.	4.49	0.634

Table 2 shows the mean and standard deviation for the variables of attitude, expectation, perception and acceptance toward traditional food based on the survey involving 370 respondents. The highest mean value of the independent variable for the attitude toward traditional food was obtained by Question 5 with 4.50, where the respondents agreed that traditional cuisine is safe to eat. Then, the lowest mean value belongs to Question 3 with 4.12, where the respondents agreed that traditional cuisine is easily accessible in Malaysia.

As for the expectation toward traditional food, the highest mean value was obtained by Question 3 with 4.26, where the respondents agreed that while travelling, they noticed a trend of people purchasing traditional meals. The lowest mean value belongs to Question 5 with 4.11, where the respondents agreed that the family and friends should think that they should buy traditional foods.

Meanwhile, the highest mean value for perception toward traditional food was obtained by Question 5 with 4.53, where the respondents agreed that most traditional foods look attractive and the lowest mean value belongs to Question 2 shows that respondents agreed that most of the traditional food is freshly prepared.

Next, the highest mean value for the dependent variable of acceptance toward traditional food was obtained by Question 2 with 4.53, where the respondents agreed that Innovative traditional food products have an appealing appearance. The lowest mean value

belongs to question 5, with 4.49, where the respondents agreed that they were pleased with the overall quality of traditional food.

Result of Reliability Analysis

Reliability analysis measures the internal consistency between items within a scale. 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. Its popularity is largely based on a straightforward interpretation in terms of correlations, ease of calculation and the guidance it gives to building a single-dimensional scale. Table 3 presents the results based on Cronbach's alpha values of the variables.

Table 3: Reliability Analysis

Variables	Number of Items	Cronbach Alpha
Attitude toward traditional food	5	0.752
Expectation toward traditional food	5	0.811
Perception toward traditional food	5	0.791
Acceptance toward traditional food	5	0.811

Table 4 indicates the Cronbach's alpha values of the variables in the questionnaires, which range from the lowest acceptance level (0.752) to the highest acceptance level (0.811). Four variables have been tested using Cronbach's alpha output. Based on the results, expectation and acceptance toward traditional food were found to have very high reliability (5 items; $\alpha = 0.811$), followed by perception toward traditional food (5 items; $\alpha = 0.791$). Meanwhile, attitude toward traditional food (5 items; $\alpha = 0.752$).

Therefore, variables of attitude, expectation, perception and acceptance toward traditional food were maintained, and the overall data were considered suitable for further analysis.

Result of Pearson Correlation Analysis

Table 4 shows the result of the Pearson Correlation Analysis.

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result(Supported/Not Supported)
H$_1$: There is a significant relationship between the attitude and acceptance of UMK's students toward traditional food.	0.691	Therefore, H1 is supported.
H$_2$: There is a significant relationship between expectation and acceptance of UMK's students toward traditional food.	0.515	Therefore, H1 is supported.
H$_3$: There is a significant relationship between perception and acceptance of UMK's students toward traditional food.	0.603	Therefore, H1 is supported.

There is a significant value between the attitude and acceptance of UMK's students toward traditional food. For dependent variables, 0.691 is a moderate positive (negative) correlation. Significance correlation with the level 0.01. Next, there is a significant value between the expectation and acceptance of UMK's students toward traditional food. For dependent variables, 0.515 is also a moderate positive (negative) correlation. Significance correlation with

the level 0.01. Lastly, there is a significant value between the perception and acceptance of UMK's students toward traditional food. For dependent variables, 0.603 is a moderate positive (negative) correlation. Significance correlation with the level 0.01.

DISCUSSION AND RECOMMENDATION

The research study's primary goal is to (1) investigate UMK students' attitudes toward traditional Malaysian cuisine. (2) Determine the elements influencing UMK students' perceptions of traditional Malaysian food. (3) Determining the efficacy of food quality goods influences students' perceptions and expectations of traditional Malaysian meals. The data shows a relationship between the independent variables of attitude, expectation, perception, and acceptance of the dependent variable of acceptance of UMK's students toward traditional food in Malaysia and the dependent variable of acceptance of UMK's students toward traditional food in Malaysia. Furthermore, hypothesis 1 shows that there is a significant relationship between UMK students' attitudes and acceptance of traditional food, with the highest correlation, compared to hypothesis 2, showing that there is a significant relationship between perception and acceptance of UMK students toward traditional food, and hypothesis 3 showing that there is a significant relationship between perception and acceptance of UMK students toward traditional food based on Pearson Correlation values (0.691 > 0.515 < 0.603).

This research has various suggestions. This study only looked at one university student, who happened to be a UMK student. As a result, there are UMK students who should be the focus of future studies. According to Krejcie & Morgan (1970), larger sample numbers would be sufficient and appropriate. As a result, future researchers should raise their sample size to improve the study's accuracy and dependability. Finally, instead of respondents answering scaled surveys online, develop some open-ended questions for them. As a result, this strategy can eliminate misunderstandings and improve research findings.

CONCLUSION

This study aimed to reveal the acceptability, attitude, expectations, and perception of traditional food in Malaysia among students from University Malaysia Kelantan. In this study, students' acceptance was influenced by attitude, expectation and perception toward traditional food. Therefore, students from Universiti Malaysia Kelantan represented the acceptance of traditional food. In addition, there were three independent variables: student's attitude, expectation and perception toward traditional food. Pearson Correlation Coefficient analysed those independent and dependent variables. It shows that the independent variables influence the dependent variable. Then the result showed significant correlation between attitude, expectation, perception and student's acceptance. In conclusion, the finding of this study has proven that there is a connection between attitude, expectation and perception in maintaining the acceptance of traditional food in Malaysia.

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The Role of Food Image in Promoting Domestic Tourism in Malaysia

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ABSTRACT

Food Image is related to destination travelling, and it became one of the unique concepts for branding destinations with unique food and is one of the main reasons people travel. In addition, the food image has been categorized as a part of the culture of people in their destination. This study aims to examine the relationship between Malaysia's food image toward promoting domestic tourism, to determine the relationship between food image and tourist satisfaction in promoting domestic tourism and to examine the relationship between response behaviour toward promoting domestic tourism. The study utilized a quantitative approach where data collection involved 313 respondent domestic tourists via a snowball sampling method conducted online. Research collects data from respondents by google form from domestic tourism. Food is an attraction in destination marketing and food image in Malaysia. Furthermore, tourist satisfaction has a significant relationship as a mediating variable between food image and response behaviour. From a practical view, Tourism Malaysia Corporate Site Tourism Board and local authorities could enhance the authentic food image through aggressive campaigns and policies to lure tourists to visit and revitalize the domestic tourism industry due to pandemics and Movement Control Order. The results of this study show a significant relationship between tourist satisfaction, food image, and Malaysia as a food tourism destination among tourists domestic.

Keywords: Food Image, Local Food, Tourist Satisfaction, Response Behaviour, Domestic tourist

INTRODUCTION

The pursuit and enjoyment of unique and memorable food and beverage experiences for both far and near is known as food tourism (World Food Travel Association, 2021). Previous researchers proved that food and tourism complement each other, which generated continuous intense research interest (Atikahambar et al., 2018; Chi et al., 2013; Fauntain, 2021; Jalis et al., 2009; Karim et al., 2010; Patwary et al., 2020; Rousta & Jamshidi, 2019; Yeap et al., 2019). Since food has been a major attraction for visitors, many destinations have tried to give tourists unique culinary experiences (Cohen & Avieli, 2004; Tsai & Wang, 2017). Thus, food is one of the key elements in decision-making on tourist travel, especially the role of food image in promoting domestic tourists In Malaysia.

The Committee on Tourism and Competitiveness of the World Tourism Organization (UNWTO) defines gastronomic tourism as a 'type of tourism activity that is characterized by the experience of the visitor-related to food and related products and activities while travelling. The article by Ecotourism World (2020) stated that gastronomy Tourism may include other related activities in addition to authentic traditional and innovative culinary experiences, such as visits to local producers, participating in food festivals, and participating in cooking classes. Gastronomy tourism, or food tourism, is the practice of touring for culinary experiences, or food, unique to the region or area of the destination. Sustainably, food tourism includes actively working to prevent the depletion of natural resources while enjoying localized culinary delights (Ecotourism World, 2020).

The publication of the Domestic Tourism Survey by State 2018 is related to domestic tourism in each state (Department of Statistics Malaysia, 2020). The annual statistic presented in this publication were based on the survey conducted in 2018.

This study aimed to investigate food image's role in promoting domestic tourism. There were three objectives of this research:

1) To examine the relationship between Malaysia's food image toward promoting domestic tourism.

2) To determine the relationship between food image and tourist satisfaction in promoting domestic tourism.

3) To examine the relationship between response behaviour toward promoting tourism in domestic.

Significance of Study

In every research that people do, the research must be beneficial to certain parties such as to the public, for the student or anyone who needs the information. This research of food image as Food Tourism Destination Among Tourist will also be beneficial for certain Parties such as.

Future references

For the current study, the collected data will add to existing references. Therefore, more reference sources will be available for future government. This study can also benefit the government in improving the country's economy after Malaysia's struggle due to the Pandemic, Covid-19 and movement control order. For example, the shortage experienced in the tourism sector can be improved over time for the development of the economy in terms of tourism sector.

Student

This study will help the students develop their interest further to explore food image in domestic Malaysia as food tourism destination among tourists.

Travel agencies

The availability of data will make it easier for the travel agency to create a tourism package or improve the travel agency to promote and improve the performance of the tourism future researchers. While the subject of this analysis is Malaysia as a tourist food tourism destination, the goal is to understand the factors and characteristics of food measurement that can make Malaysia a food tourism destination and Malaysian Gastronomy routes as a tourist destination. The method and conclusion of this analysis would offer much pleasure, ability and professionalism in the field.

LITERATURE REVIEW

Definition Promoting Tourism Domestic in Malaysia

Malaysia's food tourism industry has grown dramatically, contributing significantly to the country's economy and tourism. Many foreign tourists return to Malaysia because of the delicious meals. Research has also been done that shows tourists return to Malaysia for the good food they experience when visiting here. According to Alom et al. (2019), food tourism contributed to the development of the destination and the region and provided an opportunity for intercultural insight. A food tourist travels primarily to anticipate eating experiences and hence searches out food, meals, and food-related activities offered at the destination. One of the ways to promote domestic tourism is from the food. According to Patwary & Rashid (2016), Food tourism has the potential to promote tourist locations while also establishing a brand image for the destination. Tourists will be drawn to the food promoted in this domestic tourism because it has a unique taste, is prepared according to the culture of the individual states, has a dining setting that entices tourists to visit, and interesting food that is provided in each place is one of the main reasons tourists visit the place. According to Zain, N. A. M et al. (2018), this

study also showed that local food outlets such as ethnic restaurants, food courts, and street stalls are valued by international tourists. Tourists will search for food that does not exist in their country of origin to try something new.

Tourist satisfaction

The quality of employee performance in the tourism industry depends primarily on their job satisfaction. Satisfaction is critical as it reflects client assessments of the characteristic execution connected with the consumption experience. overall Overall satisfaction is a post-purchase attitude determined by the expectation of the customercustomer's expectation, the quality of the product or service and the price. Tourist satisfaction on with food hygiene in Malaysia is very important because food safety and hygiene practices are two things that are reliant in on the arrangement of safe food. Food quality can be one of the factors which drives tourists to have an intention to return to a destination. When tourists get quality service from a street food stall, they become fulfilled regardless of the long holding-up line.

Behaviour intention

The theory of planned behaviour is perceived as one of the most pragmatic and powerful theories for predicting various social behaviours in a tourism context, TPB model could be applied to predict potential tourists' behavioural intention toward traveling to a certain destination for tourism purpose. According (to Hashemi, Mohammed et al. (2021) noted that behavioural intention is considered as the willingness or interest of an individual to participate in a specific behaviour, while both repurchase intention and recommendation intention are vital components of customer behavioural intention (Ba, Hôtelière et al. Perceive behaviour control just as attitudes are assumed to be based on accessible behavioural beliefs and subjective norms on accessible normative beliefs, perceived behavioural control is assumed to be based on accessible control beliefs. According (Ham, Jeger et al. 2015) perceived behavioural control includes the perception of one's own abilities and sense of control over the situation and is defined as a combination of locus of control is belief about the amount of control that a person has over events and outcomes in his life and self-efficacy. Therefore, proposed that intention can be predicted by perceived behavioural control; the results of this study have shown that this is not the case for people's intention to travel (Ba, Hôtelière et al. 2010) to Malaysia.

Food Image

Food image in Malaysia contributed to the development of tourism and the economy in Malaysia. Interesting food provided in each place is one of the main reasons tourists visit the place. According to Patwary et al. (2022), the findings demonstrated that the taste of local food as part of the food image substantially impacted satisfaction and response behaviour among domestic tourists. Tourists will search for food that does not exist in their country of origin to try something new, and tourists that visit domestic tourism are attracted to the local food offered in the area since it is unique and distinct from other countries. Kim et al. (2019) tourists enjoy trying the food even though they are not familiar with the food and certain tourists regard sensory appeal as an important aspect of food. Malaysia has many different races and cultures. Each tourist destination in Malaysia will provide their food according to their own culture. Each area will have a unique way of preparing food, making Malaysia the tourist focus. According to Zain, N. A. M et al. (2018) It is worth reiterating that food, beverages, and food-related cultures are becoming essential tourism products.

Research Hypothesis

According to the literature review, independent variables such as tourist satisfaction, response behaviour, and food image impact encouraging domestic tourism in Malaysia. As a result, the

researchers wanted to see how much of an effect these variables had. The hypotheses of this study were summarised in the following manner based on the literature discussed.

    H₁   There is a relationship between food image and response behaviour
    H₂   There is a relationship between food image and satisfaction
    H₃   There is a relationship between tourist satisfaction and response behaviour

Research Framework

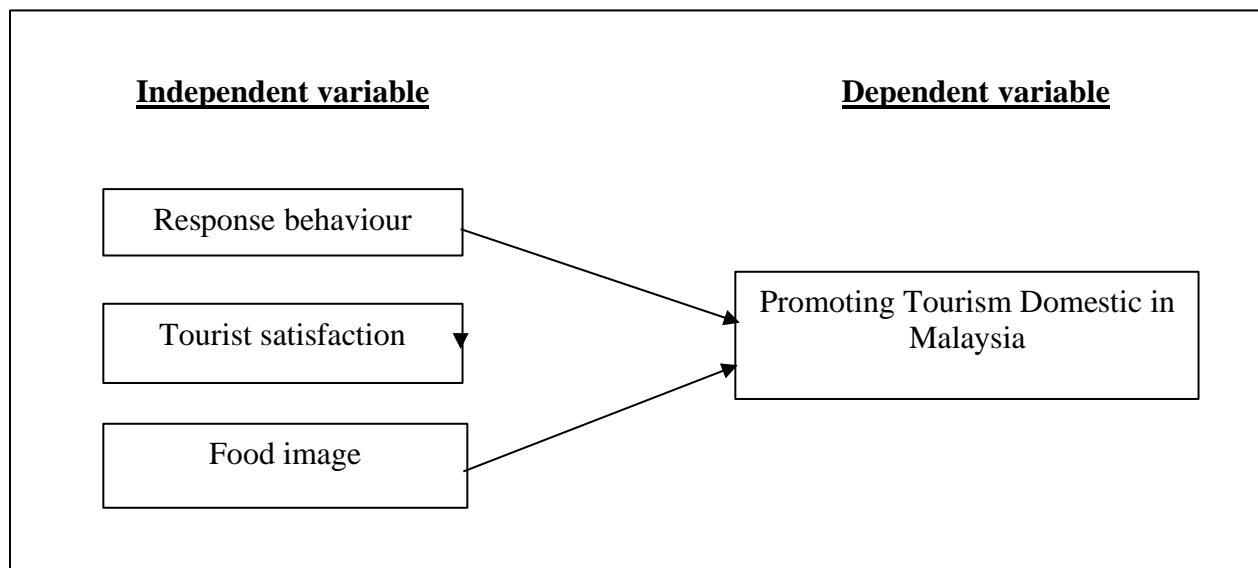The Figure 1 below shows the research framework use for this study

Figure 1 Research Framework

METHODOLOGY

Research Design

This research uses a quantitative research design to study the role of food image in promoting domestic tourism in Malaysia. The study used a quantitative approach to develop a body of knowledge and understanding of occurrences and problems from the locals' perspective. The food image, satisfaction levels, and response behaviour were measured using a standardized questionnaire to generalize the results to the full population (Sekaran, 2016). The questionnaire consisted of 3 sections, a total of 26 items. The first section, which is the demographic profile, included six multiple choice questions. The second and third sections on dependent and independent variables included 20 items with a five-point Likert scale ranging from 1(strongly disagree) to 6(strongly agree).

Data collection

A pilot test was conducted with 30 respondents to test the reliability of previous studies in conducting fieldwork. This fieldwork on domestic tourism was then continued by randomly distributing questionnaires to 313 respondents. Respondents were required to answer all questions according to the five points of the Likert Scale. After the respondents answered all questionnaires, data was collected. Researchers collected questionnaires personally from respondents to ascertain the information obtained. The final questionnaires collected were reported at 100% of the response rate, with a total of 313 usable questionnaires

Sampling

This research used a non-probability method in their inquiry. Non-probability sampling refers to taking samples without giving any individual in the population a known chance of being chosen. The researchers employ a non-probability technique since not every aspect of the population, such as age, ethnicity, or gender, has the same chance of being included. Researchers use the convenience sampling approach because it makes the study process easier

$$s = \frac{x^2 Np(1-P)}{e^2(N-1) + x^2 p(1-p)}$$

n = sample size
N=population size
e = the degree of accuracy expressed as proportion (0.05)
x2 = chi-square of degree of freedom 1 and confidence 95%
p = proportion of population (if unknown, 0.5)

Table 1: Number of tourism receipts by state 2019-2020

City Name	Number Of Domestic Tourism Receipts by State, 2019-2020 (Unit)
Selangor	19 715
Kuala Lumpur	451
Pulau Pinang	8930
Johor	7243
Perak	13 173
Sabah	10 337
Sarawak	9393
Kelantan	6058
Terengganu	7420
Others	48 942

Source:https://www.dosm.gov.my/v1/index.php?r=column/pdfPrev&id=VUM0cDkvYlJhN0Z KdStDZ3hTSVpzQT09

Data analysis

SPSS version 28.0 was used to analyse the quantitative data collected from respondents. The data on the demographic profile of respondents is being analysed using frequency analysis. Descriptive analysis was employed to identify and examine promotion of domestic tourism in Malaysia. Pearson's correlation was adopted to examine the relationship between tourists, response behaviour, and food image towards promoting domestic tourism in Malaysia.

FINDINGS

Result of Frequency Analysis

Table 2: Frequency Analysis

Characteristic	Frequency	Percentage
Gender		
Male	95	30.7
Female	214	69.3
Age		
19-23 years old	227	72.8
24-28 years old	58	18.6
29-33 years old	10	3.2

34-37 years old	17	5.4
Race		
Malay	224	71.6
Chinese	12	3.8
Indian	7	2.2
Others	70	22.4
Status		
Single	274	87.8
Married	38	12.2
Educational Level		
High School	64	20.5
STPM/ Diploma/ Matriculation	67	21.5
Bachelor Degree	173	55.4
Postgraduate	5	1.6
Others	3	1.0
Living Area		
Selangor	11	3.5
Kuala Lumpur	10	3.2
Pulau Pinang	6	1.9
Johor	75	24.2
Perak	13	4.2
Sabah	133	42.9
Sarawak	7	1.3
Kelantan	21	6.8
Terengganu	12	3.9
Others	22	7.1

Based on table 2 shows the results of the characterization of the respondents. Most of the respondent gender is female, which is 214(69.3%) people. In contrast, male respondents are 95(30.7%) people. The majority of respondents are aged 19-23 years old, which is 227(72.5%) people. Followed by the age of 24-28 ,as many as 58(18.5%) people. Next, the age of 34-37 is as many as 17(5.4%), and the lowest of respondents are aged 29-33 years old, which is 10(3.2%). The respondents races for Chinese and Others; there were 12(3.8%) respondents and 70 (22.4%) respondents, respectively. , The majority of the respondents, were reported to be Malay, summing up to 224(71.6%) respondents. Meanwhile, only 7(2.2%) respondents are reported to be Indian races instead of Malay, Chinese or Others. For status, most of the respondents are single, 274(87.8%). In contrast, married respondents are 38(12.2%) respondents. The highest number of educational levels were bachelor's degree which got 173(55.4%) respondents. This was followed by STPM/Diploma/Matriculation, which got 67(21.4%) respondents. For High School and Postgraduate, there were 64(20.4%) respondents and 5(1.6%) respondents, respectively and the Other educational level represented the lowest number, which was 3(1.0%) respondents. Lastly, the state of 313 respondents was the highest number of states who were involved in this study were Sabah, which got 133(42.5%) respondents. The second higher were Johor, which is 75(24%) respondents. Followed by Others which is 22(7%) respondents. Next, Kelantan and Perak get 21(6.7%) respondents and 13(4.2%) respondents, respectively. For states Terengganu, Selangor and Kuala Lumpur, each of these states get 12(3.8%) respondents, 11(3.5%) respondents and 10(3.2%) respondents. Meanwhile, the respondents from Sarawak were 7(2.2%) respondents. Lastly, the lowest number of respondents is at state Pulau Pinang, which has only 6(1.9%) respondents.

Result of Descriptive Analysis

Table 3: Descriptive Analysis

Variables	Statement	Mean Score	Standard Deviation
Promoting Domestic Tourism	Do you think food image is one of the contributors to the increase of domestic tourists in Malaysia	4.60	.730
	A variety of foods available in Malaysia are favoured by domestic tourists	4.44	.823
	Food image has become an increasingly important element to promote domestic tourism	4.48	.825
	Food images should be treated as a unique concept because several tangible characteristics of food can promote tourism domestic	4.42	.865
	Malaysia top gastronomic dining attractions will more promote domestic tourism	4.37	.796
Tourist Satisfaction	I would recommend and tell my contacts about the food image of a destination I went to	4.47	.810
	Often after I see pictures of food, I will plan to go to that destination to get my own taste of the food	4.35	.905
	I will definitely revisit place experience of local food t in future	4.39	.805
	The price of the local food when traveling in domestic is reasonable, affordable and inexpensive	4.18	.956
	Travelers are willing to pay a premium to keep them satisfied while traveling within their own state	4.41	.824
Response Behaviour	My Priority to travel to a destination due food image	4.06	.962
	I easily attracted to visit a place after seeing pictures of food on social media	4.22	.934
	I would judge a destination to be interesting or not through the food	3.97	1.045
	The tasting of local food is worth tourist experience	4.29	.836
	Food image would make it easier for tourists to find local well-known delicacies	4.38	.800
Food image	Food Image is specifically related to tourists' perceptual evaluations of Malaysian food	4.36	.801
	Food tourism industry has been working hard to develop its food image	4.29	.840
	Food in Malaysia is very clean and safe to eat	4.23	.905
	I want to taste traditional food from various ethnic groups	4.40	.838
	Food will not disappoint me while traveling	4.28	.916

Table 3 shows the mean, and standard deviation (SD) of items and variables of 313 respondents. The dependent variable was promoting domestic tourism in Malaysia. Respondent strongly agreed with the first question: Do you think food image is one of the contributors to the increase of domestic tourists in Malaysia with a 4.60 mean (SD: 0.730). Second, a variety of foods available in Malaysia are favoured by domestic tourists, getting 4.44 mean (SD: 0.823). Next, food image has become an increasingly important element in promoting domestic tourism, getting 4.48 mean (SD:0.825). Meanwhile, food images should be treated as a unique concept because several tangible characteristics of food can promote domestic tourism gets 4.42 mean

(SD:0.865). Lastly, Malaysia's top gastronomic dining attractions will promote domestic tourism by getting a 4.37 mean (SD: 0.796).

Question first of tourist satisfaction: I would recommend and tell my contacts about the food image of a destination I went to get 4.47 mean (SD: 0.810). Often after I see pictures of food, I will plan to go to that destination to get my taste of the food, and I will revisit the place experience of local food in future; each question gets 4.35 mean (SD: 0.905) and 4.39 mean (SD: 0.805). Meanwhile, the price of the local food when travelling in domestic is reasonable, affordable and inexpensive, getting 4.18 mean (SD: 0.956). Lastly, travellers are willing to pay a premium to keep them satisfied while travelling within their state, getting a 4.41 mean (SD: 0.824).

Next, respondents agreed on the first question for response behaviour which is my priority to travel to a destination due food image get 4.06 mean (0.962). I am easily attracted to visiting a place after seeing pictures of food on social media, and I would judge a destination is interesting or not through the food; each question gets 4.22 mean (SD: 0.934) and 3.97 mean (SD: 1.045). Meanwhile, tasting local food is worth tourist experience get 4.29 mean (SD: 0.836). Lastly, food image would make it easier for tourists to find well-known local delicacies getting 4.38 mean (SD: 0.836).

For food image, respondents agreed food image is specifically related to tourists' perceptual evaluations of Malaysian food with a 4.36 mean (SD: 0.801). Respondents also agreed that food tourism industry has been working hard to develop its food image, and food in Malaysia is very clean and safe to eat, with 4.29 mean (SD: 0.840) and 4.23 (SD: 0.905). Meanwhile, the respondent agreed that I want to taste traditional food from various ethnic groups with a 4.10 mean (SD: 0.838). Lastly, respondents agreed food would not disappoint me while travelling with 4.28(SD: 0.916).

Result of Reliability Analysis

The table 4 below show the result of Reliability Analysis

Table 4: Reliability Analysis

Variables	Number of Items	Cronbach Alpha
Promoting domestic tourism	5	0.897
Tourist satisfaction	5	0.864
Response behaviour	5	0.888
Food image	5	0.888

Table 4 show the testing reliability test for the pilot to proceed with the actual reliability test of the usable questionnaires, which is the selected 313 respondent. Table 4.6 shows the reliability analysis of the four variables of food image. The reliability of Cronbach's alpha coefficient values for response behaviour and food image were 0.888 and 0.888, indicating good. While reliability Cronbach's alpha coefficient value for promoting domestic tourism scored highest, which was 0.897 indicating excellent reliability. However, tourist satisfaction with the role of food image in promoting domestic tourism in Malaysia gained only 0.864, which indicates questionable.

Result of Pearson Correlation Analysis

The table 5 show the result of Pearson Correlation Analysis

Table 5: Pearson Correlation Analysis

Hypothesis	P. Value	Result (Supported/Not Supported)

H₁ There is a relationship between food image and response behaviour	0.04	H₁ is supported
H₂ There is a relationship between food image and tourism satisfaction	o.0499	H₂ is supported
H₃ There is a relationship between tourist satisfaction and response behaviour	0.059	H is supported

Table 5 shows Pearson's Correlation Coefficient, significance value and a total number of respondents, which was 310. The p-value was 0.00, which is less than the significant level of 0.01. The coefficient of 0.1 indicated a positive correlation between promoting domestic tourism and acceptance of the role of food image in promoting domestic tourism in Malaysia.

Pearson's Correlation Coefficient, significance value and total number of respondents which was 308. The p-value was 0.01, which is less than the significant level of 0.30. The correlation coefficient of 0.499 indicated a high positive correlation between tourist satisfaction and acceptance of the role of food image in promoting domestic tourism in Malaysia

Pearson's Correlation Coefficient, significance value and total number of respondents which was 310. The p-value was 0.01, which is less than the significant level of 0.30. The correlation coefficient of 0.471 indicated a high positive correlation between response behaviour and acceptance of the role of food image in promoting domestic tourism in Malaysia

Pearson's Correlation Coefficient, significance value and a total number of respondents was 310. The p-value was 0.01, which is less than the significant level of 0.30. The correlation coefficient of 0.590 indicated a high positive correlation between tourist satisfaction and acceptance of the role of food image in promoting domestic tourism in Malaysia

DISCUSSION AND RECOMMENDATION

This research was carried out to identify the role of food image in Promoting Domestic Tourism; the relationship between food image, tourist satisfaction, and response behaviour are the role of food image that influence a tourist to travel domestically. Researchers used primary data collection to get the information from respondents by using an internet survey through the Google Form, and secondary data the collection was collected from online sources such as researchers found 10 articles related to the study, which is Domestic Tourist Satisfaction and the relationship between tourist satisfaction, food image, and responsible behaviour.

Referring to the sample size calculator by Raosoft (2020), the recommended minimum sample size is 313 respondents from a population size of 3,100,100 people. However, 313 respondents were volunteers to participate in the survey and were randomly chosen from the population of domestic tourists from other states who like to travel to Malaysia to provide adequate information to this study. Descriptive statistics, Pearson Correlation and reliability tests will be used to analyse the data. Descriptive analysis help researchers to know the details of the respondents and to better understand the data distribution.

Additionally, Pearson Correlation was used to measure the strength of the linear relationship between all the variables. Reliability analysis was used to measure the reliability of the questionnaires during the data collection process, and the Cronbach's Alpha for all variable scales was 0.01which resulted in good results. Therefore, the questionnaire is reliable and can be used for the study. This research has a few suggestions to improve the results and serve as limitations for future research. The first suggestion is that researchers interview tourists to learn how they like Malaysian food and what factors contribute to their satisfaction. Due to the covid 19 difficulty, the researcher could not conduct face-to-face interviews. However, for successful research, this face-to-face interview is critical. It contributes to the development of deeper and broader perspectives on tourist satisfaction. This will also ensure that diverse ways of knowledge are integrated to improve understanding of tourist satisfaction.

In addition, evaluate the research problem and objective and apply the theories discussed in this research. Researchers need to find more research related to the topic of food image in promoting domestic tourism. Therefore, Therefore, researchers can examine in more detail the role of food image in promoting domestic tourism. Interesting food in Malaysia from various races is not all the cause of tourists coming to Malaysia. While the cause of tourists coming to Malaysia is difficult to measure through food hygiene, food quality, food environment, and food taste, especially in different areas. Thus, researchers should examine in more depth the perception of food quality that can play a role in tourists visiting the state to improve the objectives of the study and research problems.

Furthermore, the target respondent was domestic tourists from other countries who wanted to visit Malaysia, and the recommended minimum sample size for the population was 313 respondents. Foreign tourists should be the responder involved to attain higher respondents. Researchers could not get opinions or information from foreign tourists because of Covid 19. This is because various tourists have varied perspectives and suggestions about improving food's role in promoting domestic tourism. However, in the future investigation, it may be possible to increase the sample size to achieve a more effective result.

CONCLUSION

Finally, this research aimed to determine the role of food image in promoting domestic tourism in Malaysia. Tourist satisfaction, response behaviour, and food image are three independent variables. The layout was chosen to investigate their relationships to the dependent variable promoting domestic tourism in Malaysia. A total of 3013 respondents aged 19 and up were chosen from all Malaysian states to investigate the function of food image in promoting domestic tourism. Overall, according to Pearson's correlation analysis, tourist satisfaction was *0.499, followed by response behaviour *0.471, and food image *0.590.

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A Study of Brand Image Towards Customer Satisfaction with Budget Hotels in Kuala Lumpur, Malaysia

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ABSTRACT

The budget hotel is a contemporary idea that changes the demand for tourism products and services in the hospitality sector of the tourism industry. Compared to the typical full-service hotels offering many facilities, budget hotels always provide basic services for the visitors with no extra facilities result, understanding a study of the brand image towards customer satisfaction in budget hotels. Therefore, the study investigates the impact of brand image on customer satisfaction with budget hotels in Kuala Lumpur, Malaysia. This study is conducted using a quantitative research approach through an online questionnaire to collect the data. A total of 283 respondents have participated in this study. The findings reveal that brand image, quality of services, and price have significant positive relationships with customer satisfaction in budget hotels. The researchers have proposed a few recommendations related to the study.

Keywords: Budget hotel, brand image, quality service, price, customer satisfaction

INTRODUCTION

Tourism plays an important role in contributing to the economic development of the country. The Malaysian tourism industry is one of the most significant revenue contributors to the services sector. It has been identified as having the potential to increase its contribution to Malaysia's economic growth (Ninth Malaysia Plan, 2006-2010). In addition, the hotel industry in Malaysia is growing, and this is potentially due to the increased contribution of tourism (Boon, et al., 2018; Jaafar et al., 2011; Abdullah et al., 2018; Adisa et al., 2016). The contribution of the tourism sector to economic development is quite significant in Malaysia, and budget hotels play an important role in the tourism industry.

Externalities are very important for the development of a budget hotel. Nevertheless, the nature of the budget hotel shares several generic operational characteristics which are strongly branded product, extensive geographic coverage of the hotel network, easy accessibility, centralised reservation system, standardised unit construction and guest bedroom layout or facilities, fixed or promotional variable room rates, relatively limited service, and high monetary value. Although there are differences in budget hotels in various hospitality industries, the budget hotels have broad similarities, including low prices for their services compared to the regular hotels, a limited range of services, and strategic locations such as along major highways (Ruetz & Marvel, 2011; Narangajavana & Hu, 2008). Furthermore, the number of budget hotel users is growing rapidly around the world. As a result, the purpose of this research is to examine the relationship between brand image, service quality, and price with consumer satisfaction with budget hotel services among local consumers in Malaysia, especially in Kuala Lumpur.

There are three objectives of this research:
1. To examine the relationship between the brand image and customer satisfaction of hotel budget.
2. To examine the relationship between the quality service and customer satisfaction of hotel budget.
3. To examine the relationship between the price and customer satisfaction of hotel budget.

Significance of the Study
Researcher
The results of the study will help researchers to assess the relationship between the three factors; brand image factor, quality service factor, and price factor as well as customer satisfaction among local consumers in Malaysia. The results will help the researcher to understand the factors that influence th satisfaction of local consumers with budget hotel services.

Budget hotel users
This study provides information on individual satisfaction with services. This study evaluates brand image factors, service quality factors, and price factors to determine the types of behaviour that can be involved when using budget hotel services. Hotel should understand customer behaviour and make decisions when individuals or groups use the service. The data collected helps owners to find out the factors that influence them when using budget hotel services.

Tourism sector
The data provide information to the tourism sector on how people make decisions in buying tourism products and services and the factors that can influence them. The result has enabled the tourism sector to improve its management in persuading the public to purchase tourism services. This study also contribute important knowledge in consumption decisions to the tourism sector. This study also helps in advancing tourism planning.

LITERATURE REVIEW
Brand image
Image is an important element of a hotel, while a brand acts as the most influential element in services because of its natural uniqueness like perishability, inseparability, tangibility and heterogeneity (Dhillon, 2013). Saleem and Raja (2014) posits that brand image reflects a brand held in consumer memory. They added that, in simple words, brand image is basically what comes into the consumers' mind when a brand is placed in front of the customer. In other words, it means that when the customers assess a brand name, they spontaneously think of the features of a brand. Mohajerani and Miremadi (2012) explain that image is the overall impression made in the minds of the public about something.

Services quality
Service quality has been conceptualised as the amount or level and direction of the difference between customers' perceived service and their expectations (Parasuraman et al., 1985). Parasuraman et al. (1988) also proposes that a customer's evaluation of overall excellence (Zeithaml, 1988) relies on the gap between expected and perceived actual level of performance in the service setting. At a very simple level, Parasuraman et al. (1985) states that if expectation is higher than performance this will lead to perceived quality lower than satisfactory and thus customer dissatisfaction occurs. Angelova and Zekiri (2011) explain service quality as a measure and comparison of how well the service level delivered meets the customer expectations for said service.

Price
Price fairness refers to the customer's assessment of whether the seller's price is acceptable and reasonable (Kukar-Kinne, Xia & Monroe, 2007). Price fairness is an important measure in pricing that helps develop customer satisfaction (Al-Msallam, 2015). Price transparency provides customers with an open, honest, and complete pricing-related information needed for their purchasing decisions (Urban, 2003). High price transparency can reduce the cost of customer search and evaluation, thus, leading to higher satisfaction (Matzle et al., 2006). Without the knowledge of price information, customer may have an unsatisfactory purchasing

experience (Best and Andreasen, 1977; Dickson and Sawyer, 1990; Estelami & Bergstein, 2006).

Customer satisfaction of budget hotel
Customer satisfaction is among the most important antecedent that the hotel management needs to achieve while delivering services to customers. Customer satisfaction leads to various effects and it is known to be an indicator of a company's future income and profit (Forozia, Zadeh & Gilani, 2013). In other words, service provider of hotel industry should put a priority in fulfilling customer's need as their main objectives. Customer satisfaction is defined by objective causes like product and service attributes and can be determined by subjective reasons like emotions and customer needs (Markovic et al 2010).

Research Hypothesis
The hypotheses in the study are to find out whether there is any relationship between dependent variables and independent variables:
  H_1 There is a relationship between brand image and customer satisfaction.
  H_2 There is a relationship between quality service and customer satisfaction.
  H_3 There is a relationship between price and customer satisfaction.

Research Framework
Figure 1 below shows the research framework used in this study
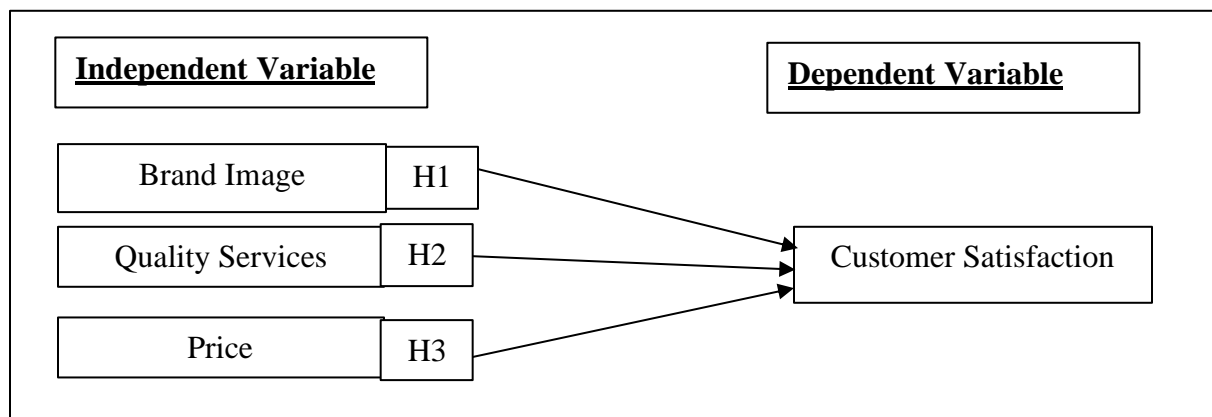
Data and Methodology
Research Design
This study is designed to gather information by distributing a set of questionnaires through Google Forms. Quantitative techniques have been employed in this study, and data have been collected from individuals using self-directed questionnaires. The relationship between brand image, service quality, and price among budget hotel users in Malaysia is the subject of a descriptive study. The descriptive study design helps in answering the research questions and achieving the research objectives.

Data collection
Data collection is the process of gathering information from all relevant sources to find answers to research problems, test hypotheses, and evaluate results. Data collection methods can be divided into two categories: secondary methods of data collection and primary methods of data collection. In the first stage, the study involves the collection of primary data using a questionnaire in form of Google Forms distributed to 283 respondents who participated in this study. The respondents are also randomly selected to answer questions related to user satisfaction with budget hotel services in Malaysia, particularly in Kuala Lumpur.

Sampling Technique

Sampling is a subset of the population (Turner, 2020). The primary sampling method employed in the study is non-probability sampling. Probability sampling involves random selection, allowing you to draw strong statistical conclusions about the whole group (McCombes, 2019). The non-probability sampling is typically used when every unit of the population cannot be identified and that the researcher has some inclusion and exclusion. This study chooses the non-probability approach as sample methodology because it is a convenient sampling. Furthermore, the method is chosen because everyone has a different experience and not everyone has the experience in renting a budget hotel. It could be that for some people they are very satisfied with the services provided by the budget hotel management, but for some others, they are not satisfied.

Data Analysis

Researchers used the Statistical Programmers for Social Science (SPSS) version 27 to examine the primary data. SPSS is a program-based data processing and analysis window that allows you to create tables and pie charts. Computers aid researchers in lowering the effort required to determine the information and make quantitative analysis easy and quick. The researcher uses descriptive statistics, reliability statistics, Pearson's correlation, and regression to evaluate quantitative data.

FINDINGS

Result of Frequency Analysis

Table 1 shows the result of frequency analysis of the respondents

Table 1: Frequency Analysis

Characteristic	Frequency (N)	Percentage (%)
Age		
18-21 years old	27	9.5
22-25 years old	134	47.3
26-29 years old	53	18.7
30 years old and above	69	24.4
Gender		
Male	119	42.0
Female	164	58.0
Marital Status		
Married	110	38.9
Single	165	58.3
Divorced	8	2.8
Occupation		
Employed	149	52.7
Retired	1	4
Self-Employed	1	4
Student	124	43.8
Unemployed	8	2.8
Income Level		
Below RM 1000	122	43.1
RM 1000 – RM 1999	83	29.3
RM 2000 – RM 2999	55	19.4

Above RM 3000		23	8.1
Race			
Malay		182	64.3
Chinese		47	16.6
Indian		47	16.6
Bajau		4	1.4
African		3	1.1
Religion			
Muslim		191	67.5
Buddha		48	17.0
Hindu		44	15.5

Table 1 shows the result of frequency analysis of the respondents. The survey has 283 responses, with 27 respondents between the age of 18 to 21 years old, 134 respondents between the age of 22 to 25, 53 respondents between the age of 26 to 29, and 69 respondents above the age of 30. Figure 4.2 shows that respondents between the age of 22 to 25 years old accounted for the biggest proportion of respondents (47.3%), followed by 30 years old and above (24.4%), 26 to 29 years old (18.7%), and respondents 18 to 21 years old (9.5%).

Next, the total number of male respondents is 119, while the overall number of female respondents is 164. Male respondents are 42% of the overall 283 respondents, while female respondents made up the balance 58%.

Furthermore, the overall majority of single respondents was 283, while the number of married respondents was 110. Whom 58.3 % of whom were single and 2.8 % of whom were divorced. In addition, the majority of respondents, 52.7% (149 respondents) are employed, while the percentage of unemployed contributed is 2.8 % (8 respondents). There are 43.8% (124 respondents) who are students, 4 % (1 respondent) of them have retired and 4% (1 respondent) are self-employed.

There are 43.1% (122 respondents) who have income levels ranging below RM 1000 who answered the questionnaires. The 29.3 % (83 respondents) who have income between RM 1000 to RM 1999, accompanied by 19.4 % (55 respondents) who have income ranging from RM 2000 to RM 2999, and 8.1 % who have income levels ranging from RM3000 and above (23 respondents)

From the 283 responses, the majority of the respondents, 182 (64.3%) respondents are Malay, Chinese, 47 respondents (16.6%), Indian, 47 respondents (16.6%), Bajau, 4 respondents (1.4%) and African, 3 respondents (1.1%). Finally, the gathering insights of religion 283 responses, with Muslim (191 respondents), Buddha (48 respondents), and Hindu (44 respondents), responding. Figure 4.3 shows that Muslim religion had the largest proportion of responses (67.5 %), followed by Buddha (17 %), Hindu (15.5%)

Result Of Descriptive Analysis
Table 2 shows the result of descriptive analysis of variable

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Customer Satisfaction	I am overall satisfied with the hotel's customer services	4.5477	0.69473
	I was satisfied with the comfort at the budget hotel	4.5053	0.75028

	I am satisfied with the payment method	4.6537	0.59568
	I am satisfied with the service provided	4.5300	0.69060
	I am satisfied with the offer given	4.5512	0.67374
Brand Image	It is comfortable	4.5336	0.68528
	It has a very clean image	4.4488	0.78552
	It is luxurious	4.2155	0.95623
	It is a suitable place for high class	4.1378	1.08769
	I become special by visiting the hotel	4.3004	0.90599
Quality Services	I prioritize safety over physical risks and dangers	4.6431	0.63847
	I believe in the accessibility of service providers	4.5548	0.66817
	I was satisfied with the reliability and honesty of the budget hotel management	4.5760	0.65536
	I like customer friendly communication	4.6254	0.61970
	I like the ability of the staff in performing the service	4.6431	0.59237
Price	It's reasonably priced	4.6396	0.58721
	It has value for paid customers	4.6219	0.63174
	It is suitable for a good price range for guest rooms	4.5972	0.63043
	I like the comfortable guest rooms with the price offered	4.6113	0.61091

Table 2 showed the mean and standard deviation analysis of respondents on the dependent variable which is the customer satisfaction. Item 3 scores the highest mean value which is 4.6537, where the respondents agreed that they, in overall, were satisfied with the hotel's customer services. The lowest mean comes from item 2, with the value of 4.5053, where the respondent somewhat agreed that they were satisfied with the comfort at the budget hotel. From the data set from 283 respondents with the standard deviation which greater than 1, it indicated the values are dispersed. Next, the mean and standard deviation analysis on the independent variable which was brand image. The highest mean value is item 1 which is 4.5336, where respondents agreed that it was comfortable to use budget hotel. The lowest mean value is item 4 which is 4.1378, where the respondent slightly agreed that it was a suitable place for high class. For the data set from 283 respondents with the standard deviation most of the value which greater than 1, it indicated the values close to mean. Besides that, the mean and standard deviation analysis on the independent variable which is quality services. The highest mean value is item 1 and 5 which was 4.6431, where respondents agreed on prioritizing safety over physical risks and dangers and respondents believe in the ability of the staff in performing the service. The lowest mean value was item 2 which is 4.5548, where the respondent slightly agreed that they believe the accessibility of the service providers. For the data set from 283 respondents with the standard deviation most of the value which is greater than 1, it indicated that the values are closer to the mean. In addition, the mean and standard deviation analysis of respondents on the independent variable which is price. Item 1 scores the highest mean value which was 4.6396, where the respondents agreed it's reasonably priced for customer hotel budget. The lowest mean is item 3, with the mean value of 4.5972, where the respondent somewhat agreed that it was suitable for a good price range for guest rooms. From the data set

from 283 respondents with the standard deviation which greater than 1, it indicated the values were dispersed.

Results of Reliability Analysis

Table 3 shows the results of reliability analysis based on dependent variable and independent variable

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach's Alpha
Customer Satisfaction	5	0.927
Brand Image	5	0.925
Quality Services	5	0.897
Price	4	0.917

The total results of Cronbach's Alpha Coefficient for the independent and dependent variables in this study are shown in table 4.2. Referring to the table above, we can infer that all the variables are more than 0.9. Consequently, the presented results are trustworthy and may be accepted in this analysis. Five questions were utilized to access the promotion factor that affected customer satisfaction of budget hotels in Kuala Lumpur, Malaysia. Cronbach's Alpha for this section's question id 0.927, which is excellent. According to table 4.2. as a result, the coefficients derived for the queries in the promotion variables were reliable. Following that, there have been five questions evaluating the brand image that affected customer satisfaction with budget hotels. The Cronbach's Alpha coefficient in this section is 0.988, which is considered excellent. As a result, the coefficient produced for the queries in the safety factor is reliable. Furthermore, five questions were utilized to access quality services that affected customer satisfaction of budget hotels. Cronbach's Alpha for this division's question is 0.897, which is considered very well. As a result, the coefficients derived for the queries in the quality factor are reliable. Eventually, five questions were utilized to access the price, and the Cronbach's Alpha results for this section's question is 0.917, were indicated excellently. As a result, the coefficient derived for this question in evaluating customers' satisfaction with budget hotels among Malaysian tourists is also reliable. Since the Cronbach's Alpha charge for the variables exceeded 0.7, it indicates that the questionnaires are extremely reliable and that the study may proceed. Overall, the reliability demonstrated that the respondent comprehended the question well, suggesting that perhaps the surveys are appropriate for this study.

Result of Pearson Correlation Analysis

Table 4 shows the result of Pearson correlation analysis based on the hypothesis

Table 4: Pearson Correlation Analysis

Hypothesis	P- Values	Result (Supported Not Supported)
H_1 - There is a significant relationship between brand image and customer satisfaction.	0.001	H_1 is supported
H_2 - There is a significant relationship between service quality and customer satisfaction.	0.001	H_2 is supported
H_3 - There is a significant relationship between price and customer satisfaction.	0.001	H_3 is supported

Table 4 indicates the connection between the brand image and customer satisfaction. According to the results, the significant value of the individual factor is above 0.05 and the p-value is under 0.05. Thus, the alternative hypothesis will be accepted, and the null hypothesis will be rejected. It shows that there is a significant relationship between brand image and customer satisfaction

among budget hotels in Kuala Lumpur, Malaysia. Pearson correlation value of 0.761 stipulates the strong relationship between brand image and customer satisfaction.

DISCUSSION AND RECOMMENDATION
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 a study of brand image towards customer satisfaction in budget hotels in Kuala Lumpur, Malaysia.

Based on the findings of the study, the current study would provide several recommendations for budget hotels with the continued growth in globalisation, multinational budget hotel groups are likely to become increasingly popular. However, our findings will only base on the Malaysia's context and it is therefore questionable to what extent the results can be applied to other countries. Although there are differences in budget hotels in various hospitality industries, the budget hotels have broad similarities, including low prices for their services compared to the regular hotels, limited range of services, and strategic location such as along major highways (Ruetz & Marvel, 2011; Narangajavana & Hu, 2008). The majority of the budget hotels' customers are business travellers and are often concerned with the price, cleanliness of the hotels, and the convenience of the hotel location in making their booking decisions. The level of customer satisfaction significantly influences the success of the hotel business. Customer satisfaction and the intention to book a particular hotel are affected by the service quality factors such as reliability, responsiveness, tangibles, and empathy. Customer loyalty in the hotel industry is the sum of the hotel brand that influences the customers' frequency in a particular hotel (Kozicka & Szopa, 2016; Rahimi & Kozak, 2011). The hotel brand on the consumer is influenced by what is seen, heard, and experienced by the customers influencing their increased frequency for the hotel booking and services.

The first recommendation is to enlarge this target population to all local and foreign tourists. This is because researchers want to make budget hotels in Malaysia as the main choice of all tourists. It can help future research to get more effective results. The second suggestion is that researchers can use various types of survey methods to answer the questionnaire. For example, researchers can use face-to-face personal interviews and telephone surveys to get the fastest response from the respondents. Personal interviews and telephone surveys will make it easier for respondents to ask questions and get a quick explanation if respondents encounter any difficulties to understand the ongoing study. At the same time, it will attract attention and encourage respondents to use budget hotels in Malaysia as their accommodation while travelling. Using different survey methods will make the results more accurate and more practical. The next suggestion is that researchers can use multiple languages for the questionnaire such as Mandarin and Tamil in future studies. The questionnaire used in this study are in English and Malay languages. Using more languages can help respondents using other languages to easily understand the questionnaires and to reduce any stress while answering it. This will make the results more reliable and effective.

CONCLUSION
In conclusion, this study has accomplished to study brand image towards customer satisfaction with budget hotels in Kuala Lumpur, Malaysia. Three independent variables, namely brand image, quality services and price have been chosen to examine their relationships with the dependent variable, which is customer satisfaction with budget hotels in Kuala Lumpur, Malaysia. A total of 283 respondents from the age of 22 years old and above have been selected from all states in Malaysia to participate in this study. Overall, based on Pearson's correlation analysis, brand image scored a value of *0.761, followed by quality services with *0.864, and price with *0.826.

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Understanding the Impact of Community-Based Tourism (CBT) on Quality-Of-Life Satisfaction in Jeli, Kelantan

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ABSTRACT

This paper investigates the impact of community-based tourism (CBT)- environmental, social, and economic factors on quality-of-life satisfaction. The research data were collected in Jeli, Kelantan. A place that is rich in nature and forest. About 212 respondents participated in this study and the responses were analysed using correlation analysis. The findings reveal that environmental, economic, and social factors of CBT have positive relationships with quality-of-life satisfaction. This may suggest that CBT is enhanced because of the frequent environmental education programs offered by the government and NGOs. More research is required to investigate, understand and enhance the role of CBT in tourism destinations for the benefit of the local community and disadvantaged (poorest and socio-economically marginalised) – people in particular.

The aim of this article is to investigate the impact of community-based tourism (CBT) on quality-of-life satisfaction. The research data were collected in Jeli, Kelantan which this place is rich in forest and nature. There are three impacts of CBT: environmental, social, and economic. The research indicates two items. Firstly, it gives further understanding on the impacts of community-based tourism (CBT) and quality-of-life satisfaction. CBT can also be described as self-participatory: the community itself initiates and drives the development. Secondly, the findings indicate that tourism development at destinations go through stages during which CBT is gradually jeopardised and marginalised by outsiders and local elite. It also indicates that the number of residents who positively refer to environmental sustainability increases according to the CBT development because of the frequent environmental education programmes offered by the government and NGOs. Tourism destination control, as a consequence of CBT, increases potential growth through external stakeholder support which is important. More research is required to investigate, understand and enhance the role of CBT in tourism destinations for the benefits of the local community and disadvantaged (poorest and socio-economically marginalised) – people in particular.

Keywords: Community-Based Tourism, CBT, Community Participation, Quality-Of-Life, Tourism Impact, Local Community

INTRODUCTION

Tourism has an impact of Community-Based Tourism (CBT) on quality of life, demonstrating the importance of environmental issues in communities. This study discovered tourism growth has the potential to devastate the environment in which tourists travel. The negative consequences devastate the ecosystem and reduce the value of a location in Jeli, Kelantan. Tourism growth has both beneficial and bad consequences in the communities where it occurs. Despite the benefits of tourism, the negative effects of environmental depletion have had an influence on Malaysians' quality of life (Andrea Giampiccoli, 2020).

The relationship between community-based tourism's environmental consequences and people's quality of life is used to determine communities' impressions of tourist development in Jeli. The social exchange theory may shed more light on the relationship between tourist

environmental impacts and the community's quality quality of life because it is associated with the implications of benefits and costs accrued to various host communities (Alaa Nimer Abukhalifeh, 2019). This study investigates the factors of community-based tourism that affect quality of life of people in rural communities in Peninsular Malaysia. Similar to other countries in the world, urban population generates more organic waste compared to rural population. These organic wastes exist at urban population due to rapid development of the urban areas, increase in level of income, rural-urban migration and consumption pattern that is caused by development (Jalil & Md Abdul, 2010). For the purpose of this research Jeli, Kelantan has been selected as the rural area being studied. There are three objectives of this research:

     1.   To examine the environmental impact of community-based tourism on quality-of-life satisfaction.
     2.   To examine the social impact of community-based tourism on quality-of-life satisfaction.
     3.   To investigate the economic impact of community-based tourism on quality-of-life satisfaction.

This research seeks to provide the future studies with new resources, knowledge, and latest information on the impact of community-based tourism (CBT) on quality-of-life satisfaction in Jeli, Kelantan. In Jeli for example, 30% of the people in local community are satisfied with their living condition. This information allows future researchers to determine the size of the community-based influence on a certain location or area, as well as whether the location is still under growth. Furthermore, this research will alter people's perceptions of contribution and engagement in community-based areas.

This study also aims to provide specific information to the authorities on quality-of-life satisfaction in Jeli. This research would provide the authorities with information about how CBT can impact living condition. For example, in Malaysia, the government has started to give more attention on 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 food banks to save food is the most important thing to plan to avoid food wastage at farms, restaurants, hotels and even houses. Campaigns and program can raise awareness among the government and the community, whether in the household or food production sectors.

Rural Residence and Visitors
This study is also significant to rural residents and visitors. Rural residence and visitors are highly significant in tourism as having participation from both may provide economic and conservation advantages for local communities and the environment, whether they are tourists from other countries or local inhabitants. Rural areas, as well as the lives of individuals in the community, may be transformed and improved indirectly with full cooperation from based communities. This permits them to live a better life and have a better travel experience. Rural residents may learn more about the benefits and drawbacks of community-based tourism. Indirectly, it encourages community members to work together and expand their networks. Furthermore, in a personal setting, it aids in the improvement of one's standard of living.

LITERATURE REVIEW
CBT and quality-of-life (QOL)
     There are many types of tourism which include sustainable tourism, responsible tourism, community-based tourism, conservation tourism, volunteer tourism, ecotourism, and geo-tourism. Camilleri (2017) states that tourism products can include urban (or city) tourism, seaside tourism, rural tourism, ecotourism, wine tourism, culinary tourism, health tourism,

medical tourism, religious tourism, cultural (or heritage) tourism, sports tourism, educational tourism, business tourism (including meetings, incentives, conferences and events), among others. However, community-based tourism (CBT) is a tourism managed and owned by community, for community with the purpose for tourists to be able to increase their awareness, learn about the life of local community, and improve the economy of local community (Dyah Sugandini, 2018). Rural tourism development is usually a function of actions and interacting between government and numerous other players that include local communities, private investors, service providers and non-governmental organisations. For example, the development of CBT increases the number of facilities, roads, parks, and recreational and cultural attractions, which benefits residents' quality of life and increases respect on their culture (Tsung Hung Lee, 2019).

Quality of life (QOL) is a multi-dimensional concept combining both the mind and body which are independent of the relationship between the social environment and personal beliefs under the culture, values and life goals of the individual (Kaewnuch, 2020).Various features in tourism may impact an individual's QOL in which QOL can be seen through the advancement of tourism products that can also be enjoyed by locals. The development of QOL can be seen through a better individual standard of living. On the other hand, tourism can create negative QOL impacts such as increased crime, increased cost of living and changes in residents' way of life all of which can negatively affect life fulfilment (Kaewnuch, 2020).

Tourism Impact

Tourism has also been argued to carry seeds for its own destruction and therefore presents a great dilemma and developmental paradox (Leanard Otwori Juma, 2019). Tourism affects everyone in a community and can generate positive or negative impacts under three main categories: environmental, social, and economic. According to Regis Musavenganea (2020), communities with strong social, economic and environmental capital are likely to be more resilient than places where none of these are present. Ni Made Ernawati (2017) emphasizes alternative tourism as a new type of tourism featuring the achievement of social and environmental goals, as well as economic objectives, which minimizes adverse impacts to the people and environment of the destination. Central planning encourages selective development of this sector, with a focus on top-end tourism in order to maximize the benefits and minimize environmental deterioration and cultural impacts, partly through placing a ceiling on tourist intake (Andrea Giampiccoli, 2020). Consequently, the economic, social and environmental benefits and costs can ultimately affect entire regions (Thiago do Val Simardi Beraldo Souza, 2018).

CBT is one of the activities established within the community to create tourism within the area. Tourism affects the community in both positive and negative directions. In addition, CBT also affects the QOL of people in the area in other aspects such as physical, psychological, social and environmental. Therefore, from related literature reviews, the impact of tourism plays a part in shaping the QOL of people in communities (Kaewnuch, 2020)

Environmental Impact

Gazta (2018) said that environmental is direct use of natural resources, both renewable and non-renewable. Tourism has the potential to increase public appreciation of the environment and to spread awareness of environmental problems when it brings people into closer contact with nature and the environment (Gazta, 2018). In addition, abundant natural resources, unique terrains, beautiful scenery, and unique flora and fauna species increase the environmental awareness of residents, leading to greater environmental protection in an attempt to provide high-quality recreation experiences (Tsung Hung Lee, 2019).

In some cases, the firm is obligated to undertake additional investments in the process to avoid damages. In other cases, the firm is allowed to do the damage but also committed to compensate it or to solve it. For example, the forestry industry kills a lot of trees every year but

later replants the impacted area and thus maintains the landscape virtually unchanged. Some activities have a greater impact than the others. For instance, a new building in an urban area is expected to have a lower impact than a new chemical manufacturer that releases substances to the land during its production process.

Social Impact

The term "community-based tourism" has been used to describe a tourism strategy that is focused on social or community planning (Mayaka et al., 2019). Community-based tourism is gaining popularity as it promotes mutual benefit for conservation, livelihoods, and cultural integrity. According to Matilainen, Suutari, Hahdesmaki, & Koski (2018), in the broader context of the tourism business, community-based tourism has been frequently suggested as a potential strategy to achieve social regeneration while conserving local cultures against the expansion of globalization.

Tourism may aid in the preservation of culture and assist local populations in recognizing and respecting their own distinct culture and history (Masud, Aldakhil, Nassani, & Azam, 2017). Tourists can discover about their traditional culture. These are including rituals, arts, and artefacts that are on the verge of extinction (Walter, Regmi, & Khan, 2018). Tourists can also partake in traditional livelihood tasks like milking cows or buffalos, harvesting crops, and cooking, and are entertained in the evening by a cultural presentation with village folk songs and dances.

Economic Impact

In reality, most destinations begin their tourist journey because of the good economic consequences (A.H.M Zehadul Zehadul Karim, Hazizan Md Noon, N. Azlan, Nurazza Muhamad Diah, 2014). The analysed economic event could be the execution of a new policy or project, or it could simply be the presence of a company or an organisation. When the public is concerned about the potential consequences of a proposed project or policy, an economic impact analysis is typically done. The change in economic activity between two scenarios, one assuming the economic event occurs and the other assuming it does not, is often measured or estimated in an economic impact analysis (Niccolo` Comerio, 2018). Tourism's economic impacts include greater tax revenue and personal income, higher living standards, and more job opportunities.

Local residents will experience both positive and negative health effects as a result of the impacts. The density of tourist arrivals, the possibility of disease transmission, road accidents, greater crime levels, as well as traffic congestion, crowding, and other stressful conditions, all have short-term negative effects on inhabitants' health. Furthermore, inhabitants may experience anxiety and sadness as a result of their risk perceptions concerning death rates, food hardship, and interaction with infected visitors, all of which can have poor mental health consequences. At the same time, tourism has long-term positive effects on inhabitants' health and well-being by enhancing access to healthcare, happy feelings, novelty, and social interactions (Karim et al., 2014).

Research Hypotheses

The literature review highlighted that the independent variables for this study are environmental, social, and economic impacts, and the dependent variable is community-based tourism as a mediation, according to the research framework below. Therefore, the study examines the level of effect among these variables. Based on the literature discussed, the hypotheses of this study are summarised as follows:

H₁ There is a significant relationship between environmental impact of community-based tourism and quality-of-life satisfaction.

H₂ There is a significant relationship between social impact of community-based tourism and quality-of-life satisfaction.

H₃ There is a significant relationship between economic impact of community-based tourism and quality-of-life satisfaction.

Research Framework

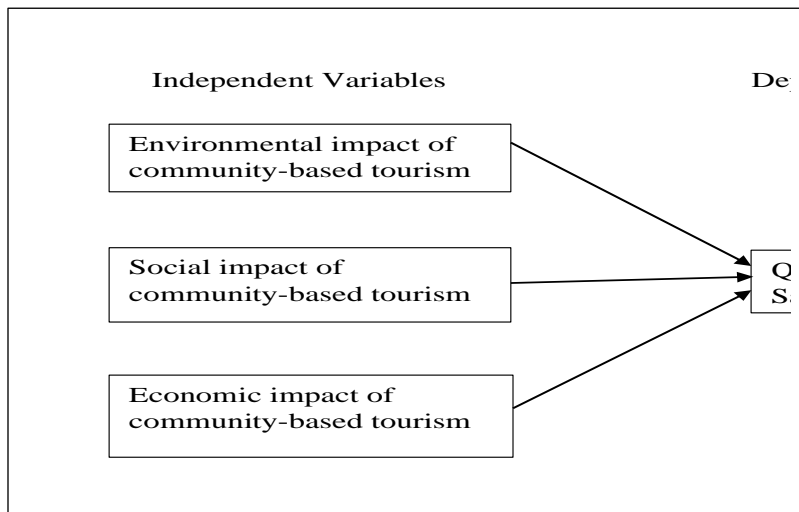The Figure 1 below shows the research framework used for this study

Figure 1: Research Framework

METHODOLOGY

Research Design

This study uses the quantitative method where questionnaires are distributed to 212 respondents living in CBT area of Kelantan. In this research, the target population is Malaysians who live in Jeli. Jeli is located at Perak-Kelantan border, as well as on the border of Southern Thailand (Laman Web Rasmi Pejabat Tanah & Jajahan Jeli, 2022).

The questionnaire consists of 3 sections which are Section A, B, and C. Section A gathers information on the participants' demographic profile and data. Gender, race, age, educational background, monthly income and participation in CBT are among the data collected. Section B focuses on measuring the CBT impact towards sustainability and life satisfaction. There are four variables and fourteen (14) items that are used to measure the impacts of community-based tourism. There are three (3) items in the contributions of CBT to physical environment variable, three (3) items in the environmental impact variable, six (6) items in the social and cultural impact variable and five (5) items in the economic impact variable. In Section C, the items are developed to determine life satisfaction. It contains eleven (11) items. This questionnaire used the format of multiple choices and 5-point Likert scales of agreement.

Data Collection

The data have been collected using questionnaires that are distributed using Google form application. The Google form link has been given to the community-based in Jeli, Kelantan.

Sampling

The sampling method used in this study is the non-probability sampling which is convenience sampling. The study used this method because the questionnaires have been prepared and distributed online to gather information from the respondents. The questionnaires have been distributed to relevant respondents who are among the community-based tourism (CBT) in Jeli, Kelantan.

Data Analysis

Four types of data analysis have been employed in this study, namely frequency analysis, descriptive analysis, reliability test and Pearson correlation analysis. The data obtained were analysed by using SPSS version 26.

FINDINGS

Result of Frequency Analysis

Table 1: Frequency Analysis

N0	Demographic Characteristic		Frequency (n)	Percentage (%)
1	Gender	Male	111	52.4
		Female	101	47.6
2	Marital Status	Married	102	48.1
		Unmarried	110	51.9
3	Age	16-20 years old	21	9.9
		21-30 years old	94	44.3
		31-40 years old	22	10.4
		41-50 years old	27	12.7
		51-60 years old	24	11.3
		Over 61 years old	24	11.3
4	Education Level	Graduate school	41	19.3
		High school	41	19.3
		Junior high school	17	8
		University or college	113	53.5
5	Occupation	Agriculturist, farmer, fisherman	10	4.7
		Housewife	16	7.5
		Labourer	19	9
		Office/Teacher	32	15.2
		Retired	25	11.8
		Self-Employed	7	3.4
		Service Industry	17	8
		Student	85	40.1
		Transportation & Logistics	1	0.5
6	Years resident	Under 10 years	45	21.2
		11-10 years	25	11.8
		21-30 years	55	25.9
		31-40 years	18	8.5
		41-50 years	23	10.8
		51-60 years	22	10.4
		61-70 years	23	10.8
		Not sure	1	0.5
7	Monthly Income (RM)	Below 1200	118	55.7
		1200-3000	53	

		3001-7000	30	25
		7001-10,000	7	14.2
		10,000 and above	4	3.3
				1.9

Table 1 shows the distribution of respondents according to demographic characteristics. Researchers focus on community-based in Jeli, Kelantan, and the majority of the respondents are female, recorded as 111 (52%) while the number of male respondents is recorded as 101 (48%). The distribution presents that 110 (48 %) unmarried respondents contribute while married respondents were recorded as 102 (52 %) of the total 232 respondents. The different status updates of these various respondents can provide a different and positive perspective on community-based tourism in Jeli. The distribution of respondents based on age shows that the lowest percentage which is 21 respondents are aged 16-20 years old (9.9%) while the highest percentage are 94 respondents aged 21-31 years old. The analysis of respondents' educational background show that 41 respondents (19.3%) are from graduate school and the high school group has the same record at 41 respondents (19.3%). University or college recorded the highest number of respondents which is 113 (53.5%) while the lowest respondence number comes from junior high school, 17 respondents (8%).

The occupation of respondents shows that 10 respondents (4.7%) are agriculturist, farmer, fishermen while housewives are recorded as 16 (7.5%). Student group has the highest number of respondents which is 85 (40.1%) while the lowest number of respondent's occupation is 1 (0.5%) for transportation and logistics. Respondents also come form other occupation backgrounds such as labourer 19 respondents (9%), office and teacher 32 respondents (15.2%), retiree 25 respondents (11.8%), self-employed 7 respondents (3.4%) and the last is service industry 17 respondents (8%). For respondents' residential years in Jeli distribution, 45 respondents (21.2%) live in Jeli below 10 years. The highest number is 55 respondents (25.9%) coming from 21-30 years age group while the lowest number of is 18 respondents (8.5%) for 31-40 year.

Result of Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Environmental Impact	It protects the natural environment and wildlife habitats.	3.8208	1.12108
	It protects the community's biodiversity.	3.8389	1.11381
	It increases environmental awareness.	3.9857	1.04207
Social Impact	Community-based tourism (CBT) helps to participate in cultural activities.	3.8066	1.09083
	It assists in developing cultural activities.	3.8585	1.06596
	Community-based tourism (CBT) helps to preserve the local culture.	3.8632	1.07323
	Community-based tourism (CBT) provides cultural exchanges.	3.8436	1.10806
	Community-based tourism (CBT) provides positive effects on cultural identity.	3.9198	0.97270

	Community-based tourism (CBT) increases social facilities.	3.9717	1.00197
Economic Impact	Community-based tourism (CBT) increases employment opportunities.	4.0566	0.95223
	Community-based tourism (CBT) increases shopping opportunities	3.9057	1.04884
	Community-based tourism (CBT) increases local government tax.	3.6557	1.22351
	Community-based tourism (CBT) promotes local business opportunities.	4.0802	0.93291
	Community-based tourism (CBT) attracts more investment opportunities.	3.8066	1.28253
Quality of life Satisfaction	Health well-being of the people in my community is good	3.9810	1.02800
	Safety well-family satisfaction is achieved	3.8815	1.02826
	The people in my community are satisfied with leisure	3.9481	0.98431
	People in my community are satisfied with their spiritual life	3.9528	0.93770
	People in my community are satisfied with the cultural life	3.9434	0.96213
	Social life is achieved among the people in my community	3.8104	1.00099
	Satisfaction with neighbours is good	4.0660	0.95161
	Satisfaction with housing is good	3.7453	1.11908
	Standard of living is moderately good	3.8810	0.95352
	Life is excellent in my community	3.9009	0.91050
	The overall life satisfaction is good	4.1085	0.94016

The result shows the items of Environmental impact (It increases environmental awareness) has the greatest mean score (M = 3.9857, SD = 1.04207). The next item of environmental impact (It protects the natural environment and wildlife habitats) has the smallest mean score (M = 3.8208, SD = 1.12108) and the middle item of environmental impact (It protects the community's biodiversity) has moderate mean score (M = 3.8389, SD = 1.11381). The result shows the items of social impact (Community-based tourism (CBT) increases social facilities) has the highest mean score (M = 3.9717, SD = 1.00197). The next item of social impact (Community-based tourism (CBT) provides cultural exchange) has the moderate mean score (M = 3.8436, SD = 1.10806). The last item of social impact (Community-based tourism (CBT) helps to participate in cultural activities) has the smallest mean score (M = 3.8066, SD = 1.09083).

The result presented the item of economic impact (Community-based tourism (CBT) attracts more investment opportunities) has the greatest mean score (M = 4.0802, SD = 0.93291). The next item of economic impact (Community-based tourism (CBT) promotes local business opportunities) has smallest mean score (M = 3.6557, SD = 1.22351) and the last item of economic impact (Community-based tourism (CBT) increases the local government tax) has moderate mean score (M = 3.9057, SD = 1.04884). The result shows that the item of quality-of-life satisfaction (The overall life satisfaction) has the highest number of mean score (M = 4.1085, SD = 0.94016). However, the item of quality-of-life satisfaction (satisfaction with housing is good) has the lowest mean scores which (M =3.7453, SD = 1.11908).

Result of Reliability Analysis

The Table 3 below shows the result of reliability analysis

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach's Alpha
Environmental Impact	3	0.919
Social Impact	6	0.919
Economic Impact	5	0.913
Quality Life of Satisfaction	11	0.920

Cronbach's Alpha is a measure of a few items, measurements, or ratings' internal consistency or reliability. It's a good approach to estimate the reliability of questionnaire responses and show how consistent the instrument is. Cronbach's Alpha values range from 0 to 1, with higher values suggesting right proportions and lower values indicating incorrect proportions. Table 4 shows the reliability analysis for Environmental Impact. The Cronbach's Alpha coefficient stands at 0.919. As a result, the questionnaire is reliable and may be used in the research. As for the reliability analysis for Social Impact, the Cronbach's Alpha coefficient stands at 0.919. As a result, the questionnaire is reliable and may be used in the research. Looking at Economic Impact, the reliability analysis for The Cronbach's Alpha coefficient stands at 0.913. As a result, the questionnaire is reliable and may be used in the research. Finally, for the reliability analysis for Environmental Impact, the Cronbach's Alpha coefficient stands at 0.920. Therefore, the questionnaire is reliable and may be used in the research.

Result of Pearson Correlation Analysis

The Table 4 below shows the Pearson Correlation Analysis

Correlation		Environmental Impact	Social Impact	Economic Impact	Quality-of-life Satisfaction
Environmental Impact	Pearson Correlation	1	0.781**	0.798**	0.810**
	Sig. (2-tailed)	0	0	0	0
	N	212	212	212	212
Social Impact	Pearson Correlation	0.781**	1	0.813**	0.769**
	Sig. (2-tailed)	0	0	0	0
	N	212	212	212	212
Economic Impact	Pearson Correlation	0.798**	0.813**	1	0.794**
	Sig. (2-tailed)	0	0	0	0

		212	212	212	212
N					
Quality-of-life Satisfaction	Pearson Correlation	0.810**	0.769**	0.794**	1
	Sig. (2-tailed)	0	0	0	0
	N	212	212	212	212

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

Table 5: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H₁: There is a significant relationship between environmental impact of community-based tourism and quality-of-life satisfaction.	0.810	H₁ is supported
H₂: There is a significant relationship between social impact of community-based tourism and quality-of-life satisfaction.	0.769	H₂ is supported
H₃: There is a significant relationship between economic impact of community-based tourism and quality-of-life satisfaction.	0.794	H₃ is supported

DISCUSSION AND RECOMMENDATION

As stated in the opening chapter of this study, discussions are aimed at solving questions and addressing hypotheses. The impact of community-based tourism (CBT) on quality-of-life satisfaction in Jeli, Kelantan has been carefully researched in this study. Based on the findings of the study, the current study will make several recommendations to residents of community-based tourism (CBT) and future researchers, allowing residents of CBT to understand their responsibilities toward their living conditions and express concern about future studies' improvements.

To get the greatest outcome, the first recommendation is to spend more time collecting questionnaires in many CBT regions in Jeli for future studies. This is due to time constraints imposed by the considerable distance between Jeli and researchers. Furthermore, housing area is very minimum in the area, which is mostly covered by trees. As a result, if more time is spent collecting surveys in Jeli, future research may be more effective and produce better results.

Furthermore, it is recommended that researchers in the future to reduce taking surveys from university students in the area because they are not the original residents living there. This is because, many university students who fill out the survey are just residents who have migrated temporarily and will return to their place of origin. However, to know the impact of CBT, the data that need to be taken are from the population of the community. At the same time, it will increase respondents 'knowledge and understanding of the importance of tourism impact among their life satisfaction. The results will be more accurate and practical if these recommendations are applied for the future.

The research findings are also essential for future research continuation. Thus, it is recommended that future research examines the customers' knowledge of food hygiene among

food and beverage establishment 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.

CONCLUSION

In conclusion, this study has been accomplished to discover the impact of community-based tourism (CBT) on quality-of-life satisfaction in Jeli, Kelantan. Three independent variables, namely environmental impact of community-based tourism, social impact of community-based tourism, and economic impact of community-based tourism have been chosen to examine their relationships with the dependent variable, which is quality-of-life satisfaction in Jeli, Kelantan. A total of 212 respondents from the age of 16 years old are involved in this research. Overall, based on Pearson's correlation analysis, environmental impact scored a value of 0.810, followed by social impact with 0.769, and economic impact with 0.794.

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The Impact of Covid-19 Pandemic on Tourist Travel Risk and Perception Management in Kota Bharu, Kelantan

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ABSTRACT

Both domestic and international tourism have become more popular across the globe and are enjoyed by all walks of life. Following the emergence of Covid-19 pandemic in practically every part of the globe, various areas have been devastated, including tourism. Covid-19 has resulted in the closure of several tourist attractions and popular destinations. The figures on tourist arrivals in many countries for 2020-2021 suggest a significant fall in the number of visitors due to the lockdown policy initiatives of many governments. This study examines the impacts of the Covid-19 pandemic on visitors' perception of risk and management in Kota Bharu, Kelantan. A total of 264 respondents have participated in this study and data analysis was performed using correlation analysis. The findings reveal that service delivery, transportation patterns, distribution channels and avoiding overcrowded destinations were significant factors in reducing related travel risk. The study documents new managerial strategies in addressing tourism-related risks.

Keywords: Travel Risk, Perception Management, Covid-19

INTRODUCTION

As Covid-19 strucks, everyone has expected that the tourism industry will face a big challenge. All countries in the world was facing the same problem. The national borders were also closed to prevent the spread of Covid-19, which dramatically affected the tourism industry as all tourist attractions became inaccessible. People could not conduct social activities freely like they used to before the pandemic. Many tourists have stopped travelling because they are afraid of getting infected by Covid-19 virus. They were also afraid that they would be the cause if any of their family members got infected. The reason why people were afraid is that, in Kota Bharu, it is hard to practice social distancing as it is a crowded place with a lot of people.

This paper examines the impact of Covid-19 on tourist travel risk. The Covid-19 pandemic had an influence on the tourism industry (Skare, et al., 2021). It has a significant impact on international tourism since all national borders were locked and visitors from other countries were not allowed to enter. Domestic tourism has been affected too since most tourist-related attractions were closed. Furthermore, hotel groups and other tourism activities cannot be run and must be discontinued entirely (Hoque, et al., 2020). If the virus is still active, the chance of it spreading is significant since the infection spreads rapidly. Furthermore, Covid-19 has an impact on the tourism transportation business and the transportation sector has lost many employees following the pandemic.

According to Lickorish and Jenkins (2007), tourism is a type of activity that crosses the boundaries of traditional economic sectors. It necessitates incorporating economic, social, cultural, and environmental aspects. When it comes to tourist studies, the tourism sector's actual and perceived socio-economic impact on the communities in which they are conducted is given greater consideration. Inbound tourism has a significant influence on the community. It may harm the social and economic well-being of inhabitants in tourist areas and positively impact the community. Inbound tourism has a significant influence on the community, and it may impact the social and economic well-being of the population of the tourist destination because of its presence (Jordan, Moran & Godwyll, 2019). Therefore, this study focuses on tourists in

Kota Bharu Kelantan, to find out statistics on their travel risk and management of perception that is from Covid-19 pandemic.

Therefore, this study investigates four research objectives. First, to examine the relationship between travel risk and service delivery. Second, to investigate the relationship between travel risk and transportation patterns. Third, to assess the relationship between travel risk and distribution channels. Fourth, to examine the relationship between travel risk and avoidance of overpopulated destinations.

Overall, this research made use of a synthesis of the original literature on tourism management, marketing, healthcare, and tourist behaviour to arrive at its conclusions. Based on this, the research develops a conceptual model. The findings will assist tour operators, managers, marketers, and other tourism industry practitioners in customising their tourist goods and services for the recovery and resumption of business after Covid-19.

LITERATURE REVIEW

Travel risk

Travel risk is a term related to assessing a scenario in terms of risk for making travel choices in a particular place (Neuburger, & Egger R 2020). It is the process of detecting prospective threats to travel due to existing epidemics, analysing them, improving them, and taking preventive actions to lessen such dangers. Three sorts of hazards must be considered while planning, which are infectious illnesses, natural catastrophes, and violence (Law 2006). With that being said, the Covid-19 pandemic has created anxiety for people to travel since they are afraid that they will be affected by Covid-19.

Research has shown that significant illness outbreaks relate to heightened perceptions of the hazards associated with international travel (Cahyanto et al., 2016). People most likely prefer to spend time alone because they try to avoid meeting people during the pandemic. However, people still need to travel to develop the tourism industry. With that, they need to bear the travel risk.

Service Delivery

Service delivery refers to any contact with the public administration during which customers, citizens, or anyone managing their affairs or accomplish their responsibilities (OECD, 2002). Service delivery, such as food services delivery, is one of the important services during the pandemic Covid-19. It is because people prefer to order takeout rather than dine-in restaurants to avoid unnecessary contact with others.

Flight cancellations due to travel restrictions, travel danger, and management views are all examples of travel risks. Visitors who experience trip cancellations experience unpleasant feelings such as fear and dissatisfaction (Ray, & Bala, 2021). Consequently, the quality of service or the efficiency with which services are delivered is crucial to the success of tourism projects. Failures in service may harm tourism attractions.

Transportation Patterns

People's travel behaviour is changing at the individual level due to the Covid-19 pandemic in the world (Parady et al., 2020). It is difficult to change the transportation pattern in public areas and congested public transit.

Wen et al., (2020) reported that two-wheeled vehicles or sharing transportation using services provided by transportation network companies could be a solution to solve traffic issues near tourist destinations during the Covid-19 pandemic. Social distance is important to avoid congested areas. Thus, different transportation options within the country can help tourists decide to visit the desired tourist spot. Hobbs (2020) mentioned transportation systems unable to function correctly due to travel limitations.

Distribution Channels

Distribution channels refer to established travel companies and online agents when buying travel packages, booking hotels, and buying tickets (Wen, Kozak, Yang & Liu, 2020). Distribution channels are the go-betweens that facilitate the flow of goods and services to end consumers. According to (Gretzel, Zarezadeh, Li & Xiang, 2019), consumer behaviour is highly related to purchasing behaviour, location selection, experience sharing, and information retrieval.

During the Covid-19 pandemic, distribution channels are becoming more important to everyone. It is because most of the items are online. For example, most companies practice working from home (WFH) during the pandemic to avoid interaction with others. This can indirectly reduce the number of infections of Covid-19.

Avoidance of Overpopulated Destinations

It is important to avoid densely populated areas because Covid-19 spreads through human-to-human transmission. The term "overpopulated destination" is a neologism that refers to the overcrowding of people in a vacation area. According to reports, social separation may help avoid infection during Covid-19 outbreaks (Lee, 2020).

Next, overcrowded tourists hit tourist destinations. Thus, tour operators can determine optimal strategies for managing tourist flows to ensure visitors' safety, well-being, and risk perception. Strategies such as social distancing can help to prevent infection of Covid-19.

Research Hypotheses

In this study, there are four determined hypotheses. The independent variables are Service Delivery, Transportation Patterns, Distribution Channels, Avoidance of Overpopulated Destinations, and one dependent variable, namely Travel Risk for this study. Based on the variables cited above, these hypotheses are stated as follows:

H_1 There is a relationship between travel risk and service delivery.

H_2 There is a relationship between travel risk and transportation patterns.

H_3 There is a relationship between travel risk and distribution channels.

H_4 There is a relationship between travel risk and avoidance of overpopulated destinations.

Research Framework

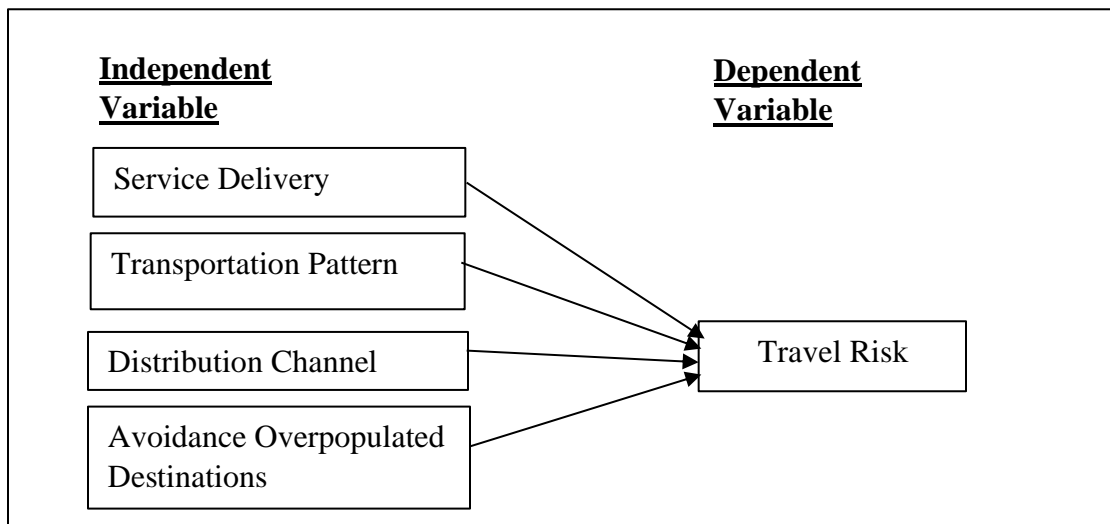Figure 1 below shows the research framework used for this study

Figure 1: Research Framework

METHODOLOGY

Research Design

This study employs the quantitative method where questionnaires were distributed to 264 tourists visited to Kota Bharu Kelantan. The research methodology includes carrying out this study, target population, sample size, sampling method, data collection and instrument. This chapter concludes with a summary of this chapter. In this research, the target population is Malaysian citizens who have visited Kota Bharu Kelantan.

Moreover, the research questionnaires have been distributed to the population to collect data on the dependent and independent variables. The research divide questionnaires into 3 sections which are Section A, B, and C. For section A, the questionnaires requested for the general information about the impact of Covid-19 pandemic on tourist travel risk and perception management on demographic profile such as the respondents' gender, age, marital status, religion, race and how many times they have travelled to Kota Bharu, Kelantan. For section B, and C, the questions elaborated more on the dependent variables and independent variables, travel (i) travel risk, (ii) services delivery (iii) distribution channel (iv) avoidance of overpopulated destination and (v) transportation pattern that were examined in the survey. The items of these variables were designed on a 5-point Likert scaling.

Data Collection

The data collection is conducted using questionnaires. This study chose to distribute the questionnaires using Google Form application. The link to the Google Form has been distributed to all users of social media platform such as Instagram, Facebook, and WhatsApp. It was very convenient in minimising cost and saving time during the pandemic outbreak.

Sampling

The sampling method used in this study is non-probability which is convenience sampling. The study used this method because questionnaires are prepared and distributed online or to gather information from the respondents. The questionnaires have been distributed to the respondents who have visited Kota Bharu Kelantan.

FINDINGS

Table 1: Frequencies of analysis

Item		Frequencies (n)	Percentage (%)
Gender	Male	115	43.6
	Female	149	56.4
Age	18 – 23 years old	127	48.1
	24 – 28 years old	45	17.0
	29 – 34 years old	6	2.3
	35 – 40 years old	10	3.8
	41 and above	76	28.8
Marital Status	Married	90	34.1
	Single	174	65.9
Religion	Islam	261	98.9
	Christian	3	1.1
Races	Malay	252	95.5
	Chinese	3	1.1
	Indian	1	0.4
	Others	8	3.2
How many times have you travelled to Kota Bharu, Kelantan?	Once	22	8.3
	2 -3 times	57	21.6
	More than 3 times	185	70.1
Total		264	100.00

A total of 264 respondents are represented in Table 1 according to their gender, age, marital status, religion, races and how many times have they travelled to Kota Bharu, Kelantan.

According to the table above, for gender distribution, it shows that most respondents are female, 56.4% (n = 149) while the rest are male, 43.6% (n = 115). Besides, as for the age distribution among the respondents, the highest percentage of respondents is from the age 18 to 23 years old at 48.1% (n = 127). The second highest percentage of respondents is from the age of 41 and above at 28.8% (n = 76) while the percentage of respondents for 24 to 28 years old is 17.0% (n = 45). Next, total respondents for 35 to 40 years old are 3.8% (n = 10) and the lowest percentage of respondents is from the age of 29 to 34 years old which is 2.3% (n = 6).

Table 1 also shows the marital status of respondents. The highest percentage of respondents' marital status is for single, 65.9% (n = 174). For the married marital status, the respondents are 34.1% (n = 90).

Next, table 1 shows the religion of the respondents. Most of the respondents' religion is Muslim which is 98.9% (n = 261). While for Christian it is only 1.1% (n = 3).

The table above also shows the race of the respondents. Race is divided into four categories. According to the result, most of the respondents are Malay at 95.5% (n = 252). The remaining respondents are Chinese, 1.1% (n = 3). For Indian respondents, the percentage is the lowest at 0.4% (n = 1). Lastly, for others, the percentage of respondents is 3.2% (n = 8) which include the race of African, Kadazan, Brunei, Iban and Bajau.

Lastly, table 1 shows the distribution on frequency of times they have travelled to Kota Bharu, Kelantan. The above results show that the percentage of respondents that have travelled to Kota Bharu, Kelantan for more than 3 times is the highest at 70.1% (n = 185). After that, the second highest response from the respondents that have travelled to Kota Bharu for 2 - 3 times

is 21.6% (n = 57). The lowest percentage is from the respondents that have only travelled to Kota Bharu for once which is 8.3% (n = 22).

Result of Descriptive Analysis
Travel Risk
Table 2: Descriptive statistics for Travel Risk.

| No | Items | Frequency (n) | | | | | Mean | Standard Deviation |
		1 5	2	3	4			
TR1	I prefer to spend my leisure time alone due to the Covid-19 pandemic	17	18	72	83	74	3.67	1.1430
TR2	My biggest concern about Covid-19 is how long I will be able to handle isolation	5	11	50	115	83	3.98	0.9186
TR3	The effect of the Covid-19 pandemic has created international anxiety for travelling destinations	3	6	26	82	147	4.37	0.8412

Based on the table above, there are three (3) questions that have been asked in the questionnaire. The mean scores of the three (3) questions in travel risk range from 3.37 to 4.37. The highest to lowest scores are reported as 'The effect of the Covid-19 pandemic has created international anxiety for travelling destinations.' (M= 4.37, SD=0.8412), 'My biggest concern about Covid-19 is how long will I be able to handle isolation.' (M=3.98, SD=0.9186). Lastly, the lowest mean is 'I prefer to spend my leisure time alone due to the Covid-19 pandemic' with (M=3.67, SD=1.1430).

Service Delivery
Table 3: Descriptive statistics for Service Delivery

| No | Items | Frequency (n) | | | | | Mean | Standard Deviation |
		1 5	2	3	4			
SD1	I prefer to order takeout rather than eating or drinking in restaurants to avoid unnecessary contact with others	4	16	43	92	109	4.08	0.9753
SD2	During this pandemic, I order delivery of my necessary things to minimize interpersonal interaction	3	16	54	89	102	4.02	0.9687
SD3	I prefer the provision of packed and sanitized food	1	3	28	96	136	4.37	0.7498

There are three (3) questions that have been asked in the questionnaire. The mean scores of the three (3) questions in service delivery range from 4.02 to 4.37. The highest to lowest scores are reported as 'I prefer the provision of packed and sanitized food.' (M= 4.37, SD=0.7498), 'I prefer to order takeout rather than eating or drinking in restaurants to avoid unnecessary contact with others.' (M=4.08, SD=0.9753). Lastly, the lowest mean is 'During this pandemic, I order delivery of my necessary things to minimise interpersonal inter (M=4.02, SD=0.9687).

Transportation Pattern

Table 4: Descriptive statistics for Transportation Pattern

No	Items	Frequency (n)					Mean	Standard Deviation
		1	2	3	4	5		
TP1	I prefer to use public transportation	47	56	59	64	38	2.96	1.3219
TP2	I believe bike or ride-sharing services are suitable alternatives to avoid more crowded transit options in wake of Covid-19	15	31	56	90	72	3.65	1.1628

There are two (2) questions that have been asked in the questionnaire. The mean score of the two (2) questions in transportation pattern ranges from 2.96 to 3.65. The highest mean is 'I believe bike or ride-sharing services are suitable alternatives to avoid more crowded transit options in wake of Covid-19' (M= 2.96, SD=1.3219), Lastly, the lowest mean is 'I prefer to use public transportation' (M=2.96, SD=1.3219).

Distribution Channels

Table 5: Descriptive statistics for Distribution Channels

No	Items	Frequency (n)					Mean	Standard Deviation
		1 5	2	3	4			
DC 1	I prefer online platforms while purchasing tickets, booking hotels, and buying tour package	1	4	14	74	171	4.55	0.7010
DC 2	I think online platforms are suitable for information searches, destination choice, and purchase behaviour, and experience sharing	0	3	14	74	173	4.57	0.6476
DC 3	Using the distribution channels, people can work from home and engage in social distance learning	1	4	36	86	137	4.34	0.7976

There are three (3) questions that have been asked in the questionnaire. The mean scores of the three (3) questions in distribution channels range from 4.34 to 4.57. The highest to lowest scores have been reported as 'I think online platforms are suitable for information searches, destination

choice, and purchase behaviour, and experience sharing.' (M= 4.57, SD=0.6476), 'I prefer online platforms while purchasing tickets, booking hotels and buying tour package.' (M=4.55, SD=0.7010). Finally, the lowest mean is 'Using the distribution channels, people can work from home and engage in social distance learning' (M=4.34, SD=0.7976).

Avoidance of Overpopulated Destination

Table 6: Descriptive statistics for Avoidance of Overpopulated Destination

No	Items	Frequency (n)					Mean	Standard Deviation
		1	2	3	4	5		
AOD 1	I avoid unnecessary interaction with crowds in public spaces	0	3	28	93	140	4.40	0.7229
AOD 2	I believe social distancing has been suggested to help prevent infection of Covid-19 pandemic	1	5	19	83	156	4.46	0.7444
AOD 3	I would like to avoid overpopulated destinations because of Covid-19	0	1	26	80	157	4.48	0.6865

There are three (3) questions that have been asked in the questionnaire. The mean scores of the three (3) questions in avoidance ooverpopulated destination range from 4.40 to 4.48. The highest to lowest scores are reported as 'I would like to avoid overpopulated destinations because of Covid-19.' (M= 4.48, SD=0.6865), 'I believe social distancing has been suggested to help prevent infection of Covid-19 pandemic.' (M=4.46, SD=0.7444). Finally, the lowest mean is 'I avoid unnecessary interaction with crowds in public spaces' (M=4.40, SD=0.7229).

Result of Reliability Analysis

The Table 7 below shows the result of reliability analysis

Table 7 Result of reliability Cronbach's Alpha for the variables.

Variables	Number of Items	Cronbach's Alpha items	Standardized
Travel Risk	3	0.532	0.546
Service Delivery	3	0.717	0.722
Transportation Pattern	2	0.657	0.661
Distributions Channel	3	0.792	0.797
Avoidance Overpopulated Destination	3	0.819	0.820

Table 7 shows the Cronbach's alpha values of the questionnaire are above the very good reliability level of 0.80, with values in the range from 0.819 to 0.820. Cronbach's Alpha has been used to test the reliability of the independent variables and the dependent variable.

Travel risk has been shown to have a very poor reliability with 3 items ($\alpha = 0.532$). Service delivery, similarly, showed a very acceptable reliability with 3 items and the Cronbach's Alpha value of 0.717. Besides that, transportation pattern showed a questionable reliability with 2 items ($\alpha = 0.657$). Next, the dependent variable which is the selection of distributions channel result has shown have a very acceptable reliability with 3 items and the Cronbach's Alpha value was 0.792. The last one is avoidance of overpopulated destination that is found to have good reliability with 3 item and the Cronbach's Alpha values 0.819. To summarise, all the variables included in the study have a very good reliability and thus are acceptable. Thus, the data are

Result of Pearson Correlation Analysis

The Table 8 below shows the Pearson Correlation Analysis

Table 8: Pearson Correlation Analysis

	Hypotheses	Results	Findings of Data Analysis
H₁	Service delivery has a positive relationship with travel risk.	$r = .365^{**}$	H_1: Supported
H₂	Transportation patterns has a positive relationship with travel risk.	$r = .368^{**}$	H_2: Supported
H₃	Distribution channels has a positive relationship with travel risk.	$r = .301^{**}$	H_3: Supported
H₄	Avoidance of overpopulated destinations has a positive relationship with travel risk.	$r = .296^{**}$	H_4: Supported

Based on table 8, Pearson correlation analysis is used to test the relationship between independent variables which are service delivery, transportation patterns, distribution channels and avoidance of overpopulated destinations with the dependent variable which is travel risk. According to the results, all the hypotheses are supported at 0.01 significance level.

DISCUSSION & RECOMMENDATIONS

The researchers investigated the impact of Covid-19 pandemic on tourist travel risk and perception management in Kota Bharu, Kelantan. This study forges a new path by highlighting the proposal's recommendations for future research. This approach could have benefits for new research aimed at impact of Covid-19 pandemic on tourist travel risk. 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 impact of Covid-19 pandemic on tourist travel risk and perception management in Kota Bharu, Kelantan. The researchers may switch from quantitative to qualitative data collection approaches. Future researchers can collect data not only through questionnaires but also through qualitative methods such as telephone surveys and face-to-face interviews. Specifically, for face-to-face or telephone interviews, the questions asked can reveal the respondents' behavior clearly.

Secondly, if they have adequate resources, future researchers may be able to collect data on different campuses based on the different courses registered. This is because future research

will be able to collect data from all campuses and use the resources available at university to acquire information and analyse it efficiently. The data will be more precise based on the impact of Covid-19 pandemic on tourist travel risk and perception management in Kota Bharu, Kelantan. It is because more accurate data may further facilitate the task of researchers in the future and the next generation. The findings of the study will help everyone, including future researchers, and will reveal the issues of tourists in Kota Bharu, Kelantan.

Lastly, the study can also be reproduced by future researchers. Future researchers should look for publication in public libraries, as well as on google scholar and my Athens to find more information from overseas on travel risk. Easily available reading resources can help researchers to access the necessary information. Reading materials and information can help researchers from various aspects as well as save money, time, and energy. Information found in libraries as well as websites can help the researchers to find ideas as well as information from previous researchers and be able to succeed in this research well. This is because anything that is published must have accurate data to make it easier for future researchers to collect data and information about this travel risk.

CONCLUSION

This paper examines the impact of Covid-19 pandemic on tourists travel risk and perception management in Kota Bharu, Kelantan. The epidemic of Covid-19 has spread to several nations throughout the world. There is a dismal scenario facing the international tourist sector, with businesses closing, lost of lives, and individuals seeking for social support. Four independent variables namely service delivery, transportation patterns, distribution channels and avoidance of overpopulated destinations have been looked into in this study. A total of 264 respondents from the age of 18 years old and above have been selected from all states in Malaysia to examine their travel risk and perception management. As a result, based on Pearson's correlation analysis, the service delivery scored a value of .365**, followed by transportation patters with .368**, distribution channels with .301**, and avoidance of overpopulated destination with .296**

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Wen J., Aston J., Liu X., & Ying T. (2020b). Effects of misleading media coverage on public health crisis: a case of the 2019 novel coronavirus outbreak in China. Anatolia, 31(2), 331–336.

Terengganu, Malaysia. From a managerial point of view, the study posits that tourism management should embrace the new reality of technology adoption in the post-pandemic era to improve the tourism industry. This paper is organized as follows. The next section discusses the literature review, while the subsequent section explains the methodology. The penultimate section presents the findings and the analysis of the study. The last section concludes the study.

LITERATURE REVIEW

Underpinning Theory

This study is underpinned by the theory of resilience. The theory of resilience explains the ability of a system to absorb disturbance and still retain its basic function and structure. In the context of tourism, resilience theory explains how the tourism industry can adapt and recover from shocks and disturbances such as the Covid-19 pandemic. The pandemic has significantly affected the tourism industry, and the theory of resilience is relevant in understanding how the industry can recover and adapt to the new normal.

Covid-19 Pandemic and Tourist Arrivals

The Covid-19 pandemic has significantly affected tourist arrivals globally. The pandemic has led to travel bans, lockdowns, and restrictions that have reduced the number of tourists travelling to various destinations. The tourism industry in Terengganu, Malaysia, has not been spared from the effects of the pandemic. The number of tourist arrivals in Terengganu has significantly reduced due to the pandemic.

Covid-19 Pandemic and Employee Reduction

The Covid-19 pandemic has also led to a reduction in the number of employees in the tourism industry. The pandemic has led to the closure of many hotels and tourism-related businesses, leading to job losses. The tourism industry in Terengganu has experienced a reduction in the number of employees due to the pandemic.

Covid-19 Pandemic and Tourism Revenue

The Covid-19 pandemic has significantly affected tourism revenue. The reduction in the number of tourist arrivals has led to a decline in tourism revenue. The tourism industry in Terengganu has experienced a decline in tourism revenue due to the pandemic.

Terengganu. This objective is achieved using a quantitative research design, questionnaires, descriptive statistics, and paired sample tests. The remaining parts of this paper include the literature review, data and methodology, results, and discussion and recommendations.

LITERATURE REVIEW

Tourism Revenue

Hoque et al. (2020) investigate and measure the impact of the coronavirus on the tourism industry. For this study, a secondary research methodology was applied through several pieces of literature, journal articles, research or thesis paper, government documents and others. The author found the occurrence of Coronavirus in China has significant impacts across the globe. It also found that the country's foreign tourism earnings decreased to $127.3. Using the IHS Global Insight database to provide a baseline analysis, the author found Local authorities generally most vulnerable to the decline of the tourism industry and most vulnerable to pushing out certain forms of tourism, i.e., domestic rather than international travel. Patwary et al. (2020) identify the link between tourism spaces of vulnerability and covid-19.

Acikgoz and Gunay (2020) identify the potential first reactions of the pandemic's short- and long-term global economic impacts through sectors. The method used was an overview article summarizing the current report and discussing the economic impact. The author found global economic growth is projected to fall to 2.4% in 2020, compared to 2.9% in 2019, but it could fall as low as 1.5% due to the drop in overall global economic activities. Susilawati et al. (2020) investigate the link between the impact on global economy and covid-19 pandemic. Using the secondary data types through the internet, the authors found this pandemic affected a sector, and the economy dropped. He also found the economy growing negatively by 0.4%, which is the worst-case scenario.

Nasution et al. (2020) determine the impact of the COVID-19 pandemic on the economy. The method used was a descriptive quantitative method using a secondary data analysis approach. The authors found this pandemic caused low investor sentiment toward the market and was negative. He also found in 2019, foreign tourists who came reached 2.07 million travellers or 12.8% of the total number of foreign tourists 2019.

Employee Reduction

Karim et al. (2020) investigate the future impact of the tourism and hospitality industry due to restricted movement control orders (MCO) because of COVID-19. The methodology technique used is to imply secondary information from various government published sources. The author found that it has minimized the number of flights and provided unpaid leave to various hotel and resort staff. He also found a negative impact on the Malaysian tourism and hospitality industry due to the seriously covid-19 pandemic. Patwary et al. (2022) examine to forecast the labour requirements in the tourism sector in Malaysia. The method used was the input-output method. The author found that labour demand in 2017, 2019 and 2020 increased by 2.6 million, 2.8 million and 3 million, respectively. However, when tourist spending declined, labour demand was 2.6 million, a decrease of 11.40 per cent. Blustien et al. (2020) determine the relationship between unemployment and the covid-19 pandemic. This method used was qualitative and quantitative methods. The authors found many unemployed people because they have been laid off and work without pay. The authors also found that unemployment recorded an increase of 4.8 per cent of unemployed people, the highest recorded compared to 4.1.

Rashid (2020) determines the link between unemployment in the workforce and with the covid-19 pandemic. This study uses the library research method by reviewing the literature and highlights the finding is many companies are unable to cover the cost of expenses, including employee salaries resulting in companies having to lay off employees. There will be an increase in the unemployment rate in 2020, which is 3.9 per cent, compared to 3.3 per cent in 2019. Sobieralski (2020) examines the effects of uncertainty shocks on airline employment in light of the current global pandemic. Using a qualitative method, the authors found the estimated job loss is nearly 7% of the airline workforce with an upper bound of over 13%.

Tourist Arrivals

Fotiadis et al. (2021) investigate the link between international tourism demand forecast and Covid-19. Using LongShort Term Memory neural network and the Generalized Additive Model, the authors found the expected drop in international tourist arrivals for the next 12 months. The authors also found that the drop in tourist arrivals can range between 30.8% and 76.3%; it will persist at least until June 2021. Kaushal and Srivastava (2021) examined the challenges and prospects of Covid-19 in the tourism and hospitality industry. The authors adopted a quantitative method through interviews to achieve the objectives. The authors found that short- and long-haul travel behaviour changes will be a critical concern for the tourism industry. Polyzos et al. (2020) identify the relationship between the international tourism demand forecast and Covid-19. By using the cross-validation backtesting, the authors found that recovery of arrivals to pre-crisis levels can take 6 to 12 months. The authors also found the importance of a medical solution to the COVID-19 outbreak that would help restart activity in the tourism industry.

Skare et al. (2021) examine the potential effects of the COVID-19 pandemic on the tourism industry. The authors used a panel structural vector auto-regression through data from 1995 to 2019 to achieve the objectives. The authors found that the worldwide tourism industry will take more time to recover than the expected average recovery period of 10 months. He also found that COVID-19 proves that pandemic outbreaks have a much larger destructive impact on the travel and tourism industry than previous studies indicate. Mustafa et al. (2021) determine tourist arrivals in Malaysia during a covid-19 pandemic. Using expert modellers, namely, ARIMA models, the authors found the expected drop in international tourist arrivals in 2020. The authors also found the number of visitor arrivals (domestic and international) in 2020 dropped from 3,924,326 in 2019 to only 1,281,107 as of August 2020.

Research Hypotheses

The literature review below revealed the independent and dependent variables to examine the relationship between tourism revenue and the Covid-19 pandemic, investigate the relationship between employee reduction and covid-19 pandemic and tourist arrivals and Covid-19 pandemic in Terengganu Malaysia. As a result, the research will focus on the level factors that influence these variables. Based on the literature that was discussed, the study hypotheses were summarised as follows:

H_1 There is a significant difference in tourism revenue before and during the Covid-19 in Terengganu.

H_2 There is a significant difference in employee reduction in Terengganu before and during Covid-19.

H_3 There is a significant difference of the number of tourists arriving in Terengganu before and during Covid-19.

Research Framework

Figure 1 below shows the research framework used for this study.

DEPENDANT VARIABLE   **INDEPENDENT VARIABLE**

TOURISM REVENUE

COVID-19

EMPLOYEES REDUCTION

TOURIST ARRIVAL
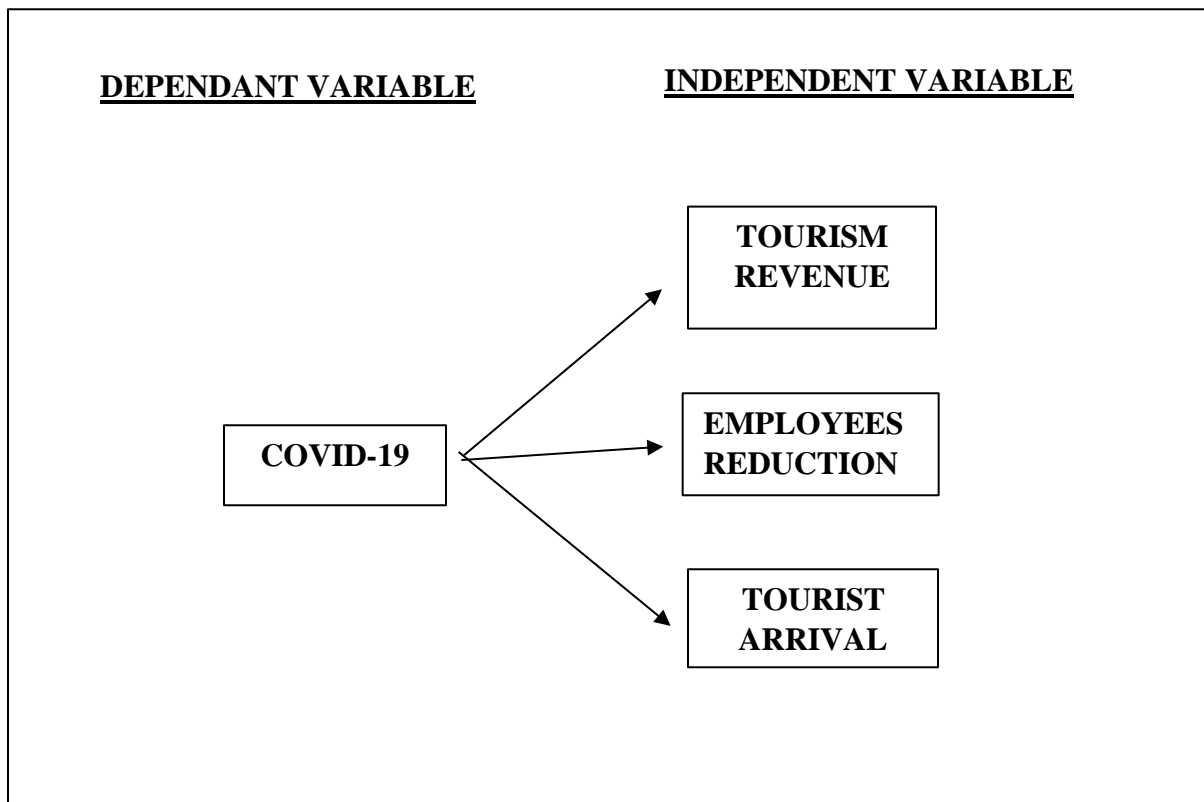
Figure 1: Research Framework

METHODOLOGY

Research Design

Creswell (2002). We chose to conduct quantitative research in this study. The quantitative approach usually entails reducing all reduces verbal/nonverbal data to numerical forms and notations. In addition, we use the quantitative research technique via's questionnaires. We use descriptive statistics to examine the data we've gathered to see if our hypotheses about patterns or relationships are supported by the facts revealed by research.

Data Collection

Data collection is a methodology for obtaining complete and trustworthy data by gathering information from various sources. Data collection enables a person or organization to answer pertinent questions, analyse outcomes, and forecast future probabilities and trends. The data for this study was collected by a survey employing questionnaires. The questionnaire is a data collection tool in which respondents are asked to answer a series of questions, this form of study is usually easier to track. Furthermore, because this study had a high number of participants, researchers used this method to collect data and information because it was efficient.

Sampling

The study used the purposive sampling technique due to the study focused on shop organisations in tourism centres in Terengganu. According to the research topic about the effect of Covid-19 on tourism in Terengganu, the respondents consisted of those directly involved with the tourism industry. This is because this research study is related to the effects of the covid-19 pandemic on tourism revenue, employee reduction and tourist arrivals. Due to time and cost constraints, it is not easy to collect data from all target populations. Using online survey, such as the google form platform, the 82 respondents have been selected because it is accessible and suitable for collecting data in a short period. This research was conducted based
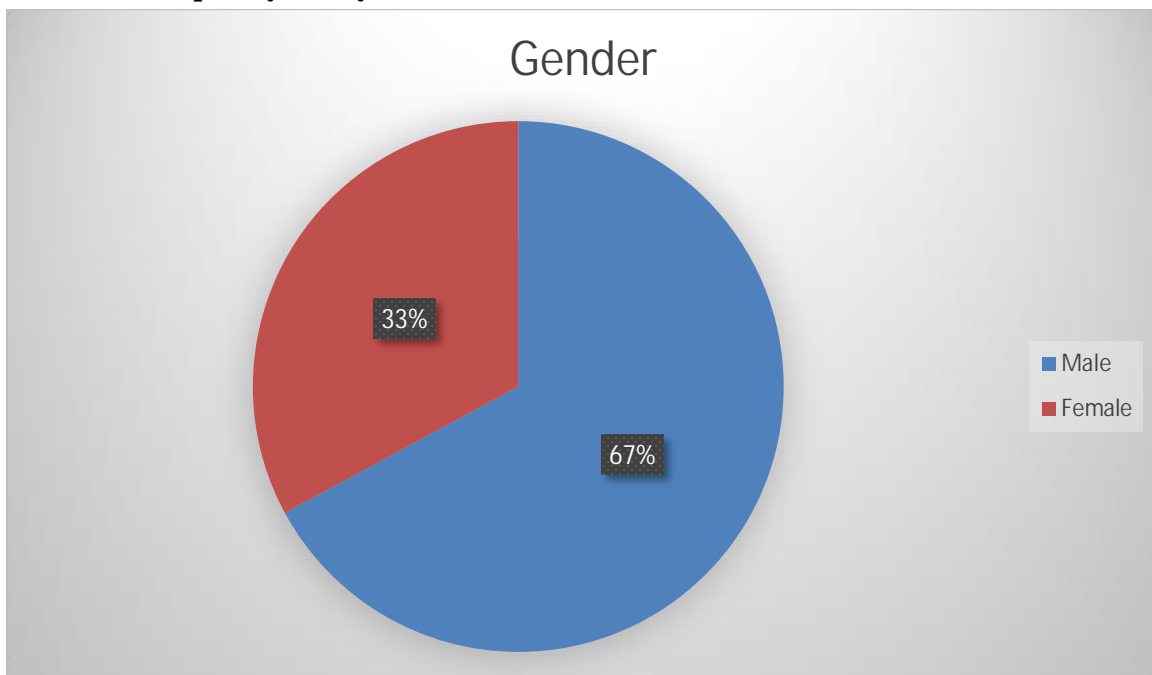
on the non-probability sampling technique (purposive), and the sampling approach is in line with the overall methodology.
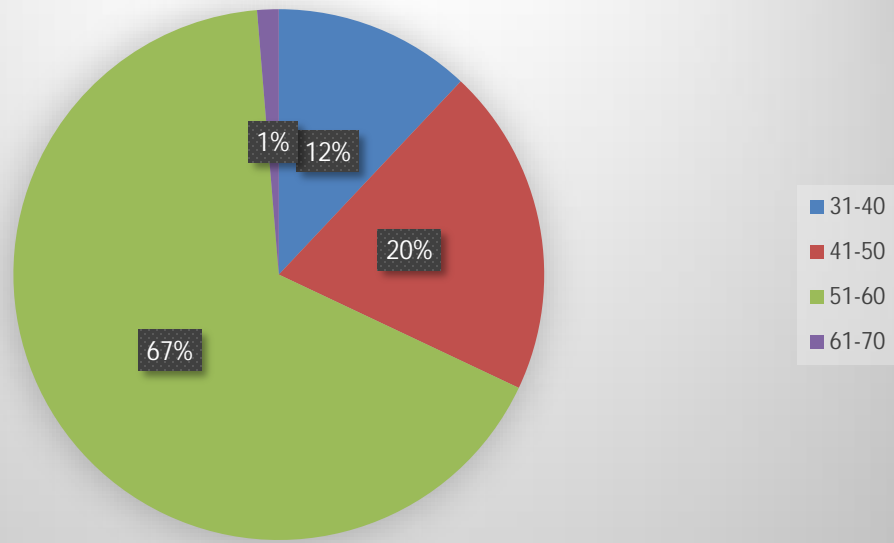
Data Analysis

The data analysis technique used in this research was paired sample t-test. The paired sample t-test, sometimes called the dependent sample t-test, is a statistical procedure used to determine whether the mean difference between two sets of observations is zero. In a paired sample t-test, each subject or entity is measured twice, resulting in pairs of observations. Using this technique, there are significant differences in tourism outcomes before and after covid-19 in Terengganu. Before the outbreak of covid-19, tourism was a sector that contributed to income in Terengganu. Due to the implementation of the Movement Control Order (MCO) by the government has caused the tourism sector in Terengganu to decline compared to before the outbreak of covid-19.

FINDINGS
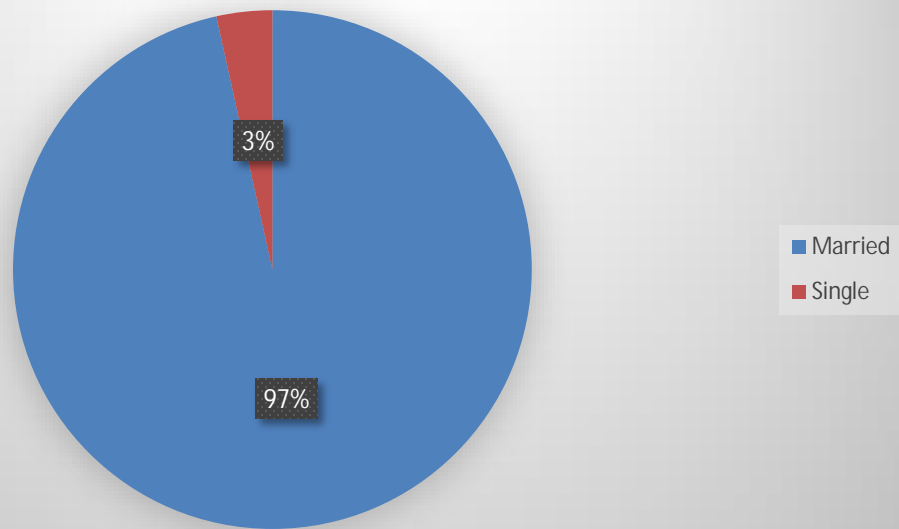
Result of Frequency Analysis

Age Group

■	31-40
■	41-50
■	51-60
■	61-70

- 1%
- 12%
- 20%
- 67%

Marital Status

■	Married
■	Single

- 3%
- 97%

Sales Group (RM)

Legend:
- 1000-3000
- 3001-6000
- 6001-9000
- 9001 and above

3% %
30%
64%

Income Group (RM)

Legend:
- RM1000-3000
- RM3001-6000
- RM6001-9000
- RM9001 and above

13%
22%
16%
49%
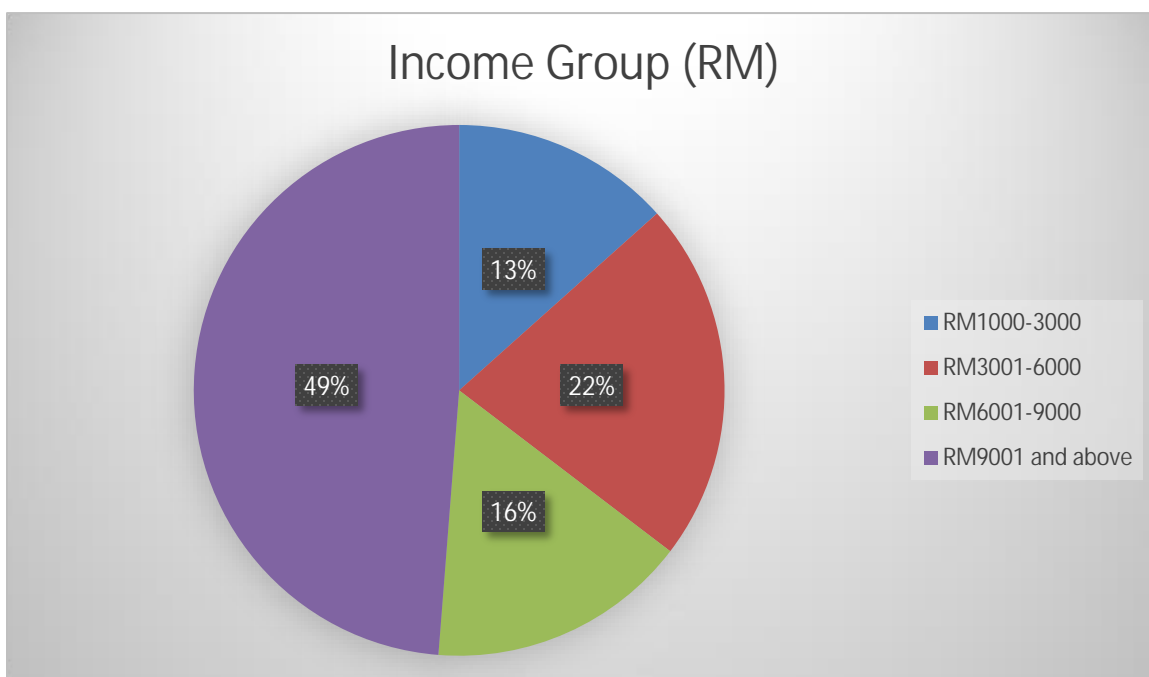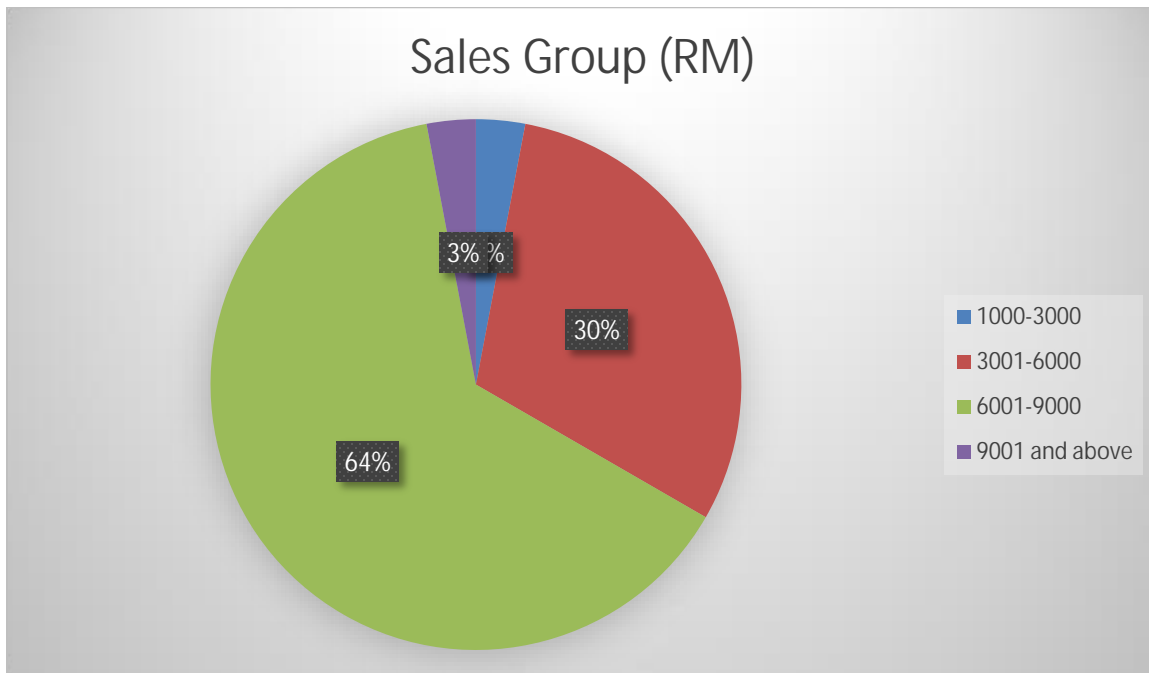
Table 1 : Frequency Analysis

Characteristics	Frequency	Percentage
Gender		
Male	55	67.1
Female	27	32.9
Age		
21-30	0	0
31-40	9	11.0
41-50	15	18.3
51 60	50	61.0
61-70	8	9.8
Marital Status		

Married	73	89.0	
Single	9	11.0	
Sales Group			
RM 1000-3000	1	1.2	
RM 3001-6000	10	12.2	
RM 6001-9000	21	25.6	
RM 9001 and above	50	61.0	
Income Group			
RM 1000- 3000	11	13.4	
RM3001-6000	18	22.0	
RM 6001-9000	13	15.9	
RM 9001 and above	40	48.8	

Table 1 shows the characterization of respondents. Out of 82 respondents, 55 (67.1%) are males, and 27 (32.9%) are females involved in this survey. Meanwhile, there 5 choices of age, which are 21-30 (0%) where 31-40 is 9 (11.0%) out of 82 respondents, for 41-50 were 15 respondents (18.3) while 51-60 respondents are the highest which is 50 respondents (61.0%) and lastly 61-70 have 8 respondents (9.8%) out of 82 respondents. Next, there is marital status where 73 of the respondents (89.0%) are married and 9 are single (11.0%).

Besides, in terms of the sales group, respondents gain their sales starting from RM 9001 and above is the highest where it has 50 respondents (61.0%) followed by a total of respondents which their sales group RM 6001-9000 are at 21 respondents (25.6%) and respondents who have RM 3001-6000 sales group have 10 respondents (12.2%), and lastly 1 respondent (1.2%) was RM 1000-3000 sales group. In addition, for income groups, most respondents have RM 9001, and above are 40 respondents (48.8%). Second is RM 3001-6000, where there are 18 respondents (22.0%), and RM 6001-9000 have 13 respondents (15.9%) while there are 11 respondents (13.4%) that belong to RM 1000-3000 income group.

Table 2 Frequency Analysis

Variable	Items	Mean Score	Standard Deviation
Before Covid-19: Tourism Revenue	Before the COVID-19 pandemic, how much sales made by the shop, restaurant, or hotel?	2.67	.610
	Before the COVID-19 pandemic, your shop, restaurant, or hotel had more revenue from tourists.	1.02	.155
	Before the COVID-19 pandemic, did tourism revenue increase the sales of the business?	1.02	.155
During Covid-19: Tourism Revenue	During COVID-19 pandemic, how much the sales made by the shop, restaurant, or hotel?	1.67	.861
	During the COVID-19 pandemic, your shop, restaurant, or hotel have more revenue from tourists.	1.59	.496
	During the COVID-19 pandemic, did tourism revenue increase the sales of the business?	1.56	.499

Before Covid-19: Employees Reduction	Before COVID-19 pandemic, how many employees (salespersons) did you have?	3.35	1.502
	Before the COVID-19 pandemic, how much sales do your employees made?	3.09	1.188
	Before COVID-19 pandemic, did owner of restaurant, shop or hotel actively hiring workers?	1.13	.343
During Covid-19: Employees Reduction	During COVID-19 pandemic, how many employees (salespersons) did you have?	2.17	1.215
	During the COVID-19 pandemic, how much sales do your employees made?	1.40	.626
	During COVID-19 pandemic, did owner of restaurant, shop or hotel actively hiring workers?	1.93	.262
Before Covid-19: Tourist Arrivals	Before the COVID-19 pandemic, how often do tourists visit your restaurant, shop, or hotel?	1.29	.484
	Before the COVID-19 pandemic, what is the range of tourists that you do have on monthly basis?	1.83	.379
	Before the COVID-19 pandemic, is your restaurant, shop or hotel located in tourists' area?	1.04	.189
During Covid-19: Tourist Arrivals	During COVID-19 pandemic, how often do tourists visit your restaurant, shop, or hotel?	3.07	.828
	During COVID-19 pandemic, what is the range of tourists that you do have on monthly basis?	1.22	.545
	During COVID-19 pandemic, is your restaurant, shop or hotel located in tourist area?	1.05	.217

Given that the variables in this study are on a nominal scale, it would be inappropriate to do descriptive statistics. Therefore, as suggested by Pallant (2015), variables on a nominal scale should be assessed using frequency analysis. The number of respondents, the mean and standard deviation of the independent variable, which was tourism revenue, the highest mean was "before the Covid-19 pandemic, what is the range of tourists that you have to do on a monthly basis?" which is 1.83 and the lowest is 1.04 for "before the Covid-19 pandemic is your restaurant, shop or hotel located in tourist area?". The highest mean was item 1. Meanwhile, "During COVID-19 pandemic, how much the sales made by the shop, restaurant, or hotel?" is the highest which is 1.67, and the lowest is item 3, 1.56 for "During the COVID-19 pandemic, did tourism revenue increase the sales of the business?".

Second, the number of respondents, the mean and standard deviation of the independent variable for employee reduction, the highest mean was "Before the Covid-19 pandemic, how many employees (salespersons) did you have?" which is 3.35, and the lowest is 1.13 for 'Before Covid-19 pandemic, did owner of restaurant, shop or hotel actively hiring workers?'. Next for the highest mean was item 1, "During COVID-19 pandemic, how many employees (salespersons) did you have?" which is 2.17, and the lowest is item 2, 1.40 for "During the COVID-19 pandemic, how much sales do your employees made?".

Third is the number of respondents, mean and standard deviation of the independent variable, which was tourist arrival. For the independent variables, the highest mean was "before the Covid-19 pandemic, what is the range of tourists that you have to do on a monthly basis?" which is 1.83, and the lowest is 1.04 for "before the Covid-19 pandemic is your restaurant, shop or hotel located in the tourist area. Also, the highest mean was 'During COVID-19 pandemic, how often do tourists visit your restaurant, shop or hotel?" which is 3.07, and the lowest is 1.05 for item number 3 "During COVID-19 pandemic, is your restaurant, shop or hotel located in a tourist area?'.

Result of Reliability Analysis

Table 3 below shows the result of the reliability analysis.

Table 3 Result of Reliability Analysis

Variable	Number of Items	Cronbach's Alpha
Tourism Revenue	6	.738
Employees Reduction	6	.586
Tourist Arrivals	6	-.735

Using Cronbach Alpha, we can see the significant relationship between the independent and dependent variables in Table 3

Next, Cronbach's Alpha value for tourism revenue was 738, which is considered good, continuing with employee's reduction of .586 and tourist arrivals of -.735. This shows that the respondent understood the questions well; hence, the questionnaires were approved for this analysis.

Result of Paired Sample T Test

Table 4 shows the Paired Sample T Test

Table 4 Paired Sample T Test

Hyphothesis	T- Value P - Palue	Result: (Supported / Not Supported)
H_1: Is there a significant difference in tourism revenue before and during the Covid-19 in Terengganu?	-18.534; p-value < 0.0001	Supported
H_2: Is there a significant difference in employee reduction in Terengganu before and during Covid-19?	-17.598; p-value < 0.0001	Supported
H_3: Is there a significant difference of the number of tourists arriving in Terengganu before and during Covid-19?	-16.863; p-value < 0.0001	Supported

Tourism Revenue Before and During the Covid-19 Pandemic

Income and profit are very important for a business to thrive and avoid losses that lead to bankruptcy. This is because most of their business activities are received from the proceeds of tourism activities. This has affected the Malaysian economy due to the tourism sector not being able to run smoothly. The more tourists travel, the higher the revenue earned by the tourism sector. Terengganu is also recorded as the 3rd most tourist destination to travel there. The

beautiful location by the beach is indeed a tourist attraction. The revenue obtained from the tourism sector there makes the economy in Terengganu more stable.

Employees Reduction Before and During the Covid-19 Pandemic
Before the covid-19 pandemic, the number of working workers was very large due to the rapidly growing tourism sector in Terengganu. However, more unemployment and the occurrence of inflation happened during covid-19 transmission. This is because many hotels and resorts in Terengganu have suffered so many losses that they have had to lay off employees to ensure that the hotel can still run smoothly and reduce hotel expenses. As a result, many workers have been laid off, and the number of unemployed in Malaysia is increasing. ("Department of Statistics Malaysia Official Portal," 2021) Clearly, the transmission of Covid-19 causes problems that greatly affect every sector in Malaysia, especially the tourism sector.

Tourist Arrivals Before and During the Covid-19 Pandemic
Terengganu's status as one of the most popular tourist destinations in Malaysia. Most tourists who came to Terengganu indicated that there were many tourists whomany tourists came before the occurrence of Covid-19 transmission based on data collection from google formForms. In addition, the data also shows that more than 50 tourists come to the tourist spot within a month. However, compared to the time of covid-19 transmission, less than 50 people came within a month. This indicates that before the outbreak of covid-19, tourist arrivals were very large, and it is proven that Terengganu is one of the tourist destinations with many tourists. Terengganu is presently rated third in the country for the highest hotel and homestay prices, following Pahang and Perak, according to the latest statistics issued by the Malaysian Hotel Association (MAH).

DISCUSSION & RECCOMMENDATION

Terengganu is one of the most popular tourist destinations in Malaysia. Due to the Covid-19 pandemic, the tourism industry faces a new challenge that needs them to make new plans and policies to recover the loss of profit. Furthermore, the numbers of tourist arrivals before Covid-19 shows that Terengganu can attract many tourists to go there but unfortunately, during Covid-19 shows that tourist must follow the SOP made by the state to go there. It is quite difficult for the tourist as during Covid-19, everything needs to be extra careful about going to any place that exposes to the virus. Tourism destination at Terengganu should provide safety healthcare and follow the SOP for their place to ensure that it is safe and convenient for the tourists.

Besides, due to the Covid-19 pandemic, the reduction of employees increases due to the less profit to pay the employees. Organizations or any tourism destination should create plans for the employees to make any income related to the place for example, could do some deliveries or extra services for the customers. Meanwhile, tourism revenue that has loss during the pandemic should be taken seriously by Ministry of Tourism, so that they can help with tourism activities that will make more profit to reduce the loss they face.

CONCLUSION

Tourism is a significant industry that has the potential to create revenue for both developed and developing countries. The beautiful natural attractions on the island and the beach open up many possibilities of activities that can be done to ensure an unforgettable holiday atmosphere. However, due to the pandemic, tourism activities in Terengganu must stop accepting tourists because of the Movement Control Order, which is from time to time. This pandemic has impacted the tourism industry in many ways and has greatly affected tourism revenue, employee reduction, and tourist arrivals in every country, especially Terengganu, Malaysia. The limitations of the study making it difficult for the researchers to reach the target numbers

of respondents due to the online approach. , The future researcher, should focus more on finding the respondents face to face and can gain more information from meeting their real life.

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The Antecedents of Resilience During Covid-19 Pandemic

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ABSTRACT

A resilient student is a student who can evaluate, overcome and improve themselves in a better direction. Resilience is seen to help individuals cope with stress by regaining energy and adapting when faced with a challenging environment, especially during the Covid-19 pandemic, which has a wide range of impacts on individuals and society. Thus, this study empirically measures the perseverance and self-motivation of students resilient during the Covid-19 pandemic. The study was structured through a self-administered survey with university students in Malaysia identified and selected for data collection. With 357 respondents, data were frequency analysis, descriptively analysis, reliability analysis and Pearson correlation analysis using SPSS. The results indicate that the relationship between perseverance, self-motivation to resilience is positive during the Covid-19 pandemic.

Keywords: Perseverance, self-motivation and resilience.

INTRODUCTION

Online learning is an educational platform to replace face-to-face encounters between educators and students, especially during this pandemic (Rios, 2019). To curb the spread of the Covid-19 pandemic, the implementation of online learning is also beneficial to all parties, especially students, in improving skills in using the latest technology and forming critical and creative thinking in students (Patwary et al., 2022). Although students face various constraints, such as internet network disruption and learning device requirements, it is not an obstacle to students following online learning methods (Siti Nursyahidah et al., 2020).

One factor that can help students deal with stress is 'resilience'. When coping with stress, resilience can protect against serious adverse life outcomes and lead to greater life satisfaction (A. Robbins, E. Kaye & J.C. Catling, 2018). Whenever students are confronted with learning problems in class, they can build resilience by supporting the impression of mastery and control in stressful situations (poor internet connection), enhancing emotional stability facing online learning pressure (group mates are uncooperative), and encouraging the evaluation of stressful events as manageable. Therefore, resilience is significant among students to ensure effective online learning and students continue to be motivated to continue the struggle of acquiring knowledge.

Significance of the study

Based on the end of this study, we hope to improve student academic performance through resilience during the Covid-19 pandemic. This study was conducted to determine the antecedent effect of resilience during the Covid-19 pandemic among university students in Malaysia on perseverance and a student's self-motivation perspective. Students with high resilience can reduce psychological problems Burcu et al. (2020). This research will help more students achieve quality resilience by emphasizing aspects of students' perseverance and self-motivation in the face of adversity. In addition, resilience also encompasses different levels of a person's ability to remain resilient in difficult situations. Finally, this research will be a reference for students to explore the impact of resilience on the academic performance of

university students in Malaysia during the COVID-19 pandemic and explore more details as this topic is an appropriate study topic.

LITERATURE REVIEW

Perseverance

Middleton and colleagues (2015) defined perseverance as "the persistence of effort, carried out thoroughly and meticulously, towards some perceived objective while overcoming problems, impediments, or discouragement along the way revising one's plan of attack" in this study. The study found that educators should encourage (motivate) students to persevere in their efforts by ensuring that efforts are aligned with goals and nurture learning by exposing students to effective learning and time management practices. Then, Perseverance is described as the courage to persevere in the face of adversity and failure (Patwary & Rashid, 2016) . Further, Perseverance is a dynamic behaviour defined as "persistence in doing something despite difficulty or delay in achieving success" and is known to be influenced by multiple factors (Barker et al.,. 2021).

Perseverance refers to the desire to work hard despite exhaustion or disappointment (Laborde et al., 2017). Students who study hard will achieve good achievements because they do not give up easily, and will continue to learn even under challenging circumstances. They will always be present in the class and follow the learning process thoughtfully, and attentively. In addition, students will repeat the study every day to better understand even though sometimes they are tired. With perseverance in learning, the student can achieve satisfactory results.

Self-motivation

Motivation is the process of arousing, and maintaining an interest (Pauzi et al.,. 2017), Bernard (1965). Whereas Yahya (2017), Crow and Crow (1981) described motivation as an impetus that permits an individual to vary attitudes and make an individual curious about something. Self-motivated students can change their attitudes towards a positive one and make themselves curious about learning activities. Furthermore, Patwary (2022) and Alsagoff (1986) describe motivation as the stimulus of action towards a goal that has little or no interest in the goal. When a person is motivated, they are motivated to achieve the goal. In short, motivation can be an incentive that stimulates and sustains a person's interest in achieving a particular goal, including changing their attitudes, interests, and behaviours. This means to what extent the motivation can influence the willingness to concentrate and the efforts of the students to think about their scientific tasks and to fulfil them.

Furthermore, Motivation can be a change that occurs when a person shows emotional and psychiatric symptoms that motivate a private to try to or act something thanks to needs, desires, and goals (Alom et al., 2018). Motivation to learn can be a type of motivation that arises in education. Learning motivation is the drive that ensures the continuity of teaching and learning activities to realize the specified goals. Motivation is highly influential on students learning outcomes, so if an individual doesn't have the motivation to find out, then the training outcomes are but maximum. Students must be motivated to achieve success. In this case, the student can move or do something to realize the intended success.

Resilience

Academic resilience refers to a student's capability to overcome academic challenges that may impact their educational progress (Cassidy, 2016; Martin, 2015). Resilient students maintain a high level of motivational achievement and performance even when challenged with stressful conditions that put them in danger of poor performance, as well as those who excel in school

despite harsh circumstances. The American Psychological Association (2015) defines resilience as a rebounding (bouncing back) from a challenging experience and an individual's ability to adapt well to challenges, trauma, tragedy, threats or significant sources of stress. Resilient students are able to assess, overcome, and improve themselves in a positive way (Patwary et al., 2020).

The unexpected pandemic of coronavirus 2019 (COVID-19) has caused worldwide social distancing. Students had to stay at home and have online classes. When confronted with the stress generated by various challenges, some students demonstrated resilience by taking active countermeasures and maintaining a more stable mental condition to deal with the crisis, while others did not. Individual (problem-solving skills, emotions, motivation), social (interpersonal relationships), and environmental (infrastructure or educational facilities) aspects that complement or mediate an individual's resilience are described by resilience theory (Hartling, 2008; Masten, 2015; Van Breda, 2018). When confronted with difficulty, they may become resilient due to interactions and support from personal, societal, and environmental resources (Van Breda, 2018).

Research Hypothesis

The literature review highlighted that the independent variables, such as perseverance and selt-motivation, impact the academic performance of university students in Malaysia during the COVID-19 pandemic. The hypothesis in the study is to find out whether there are any correlations or relationships between dependent variables and independent variables:

H₁   There is a positive relationship between the perseverance and resilience of university students during the Covid-19 pandemic

H₂   There is a positive relationship between self-motivation and the antecedents of resilience during the Covid-19 pandemic.

Research Framework

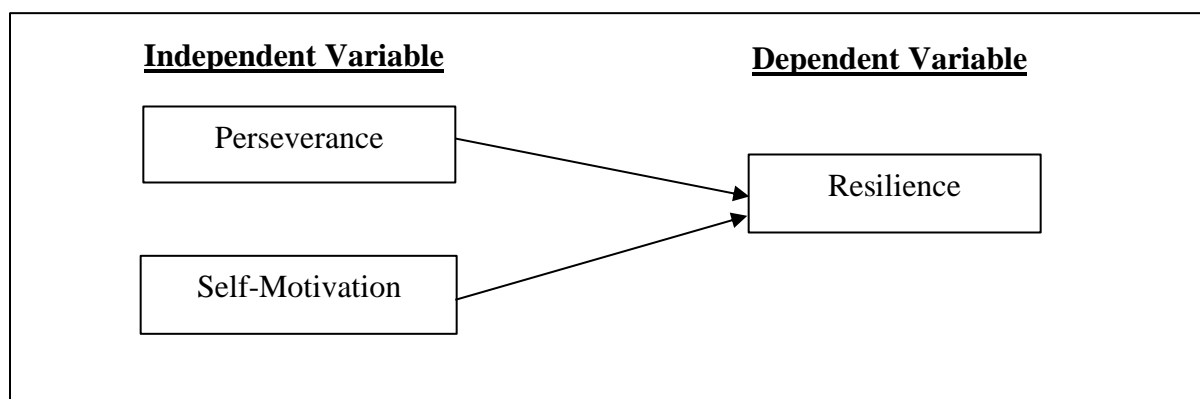Figure 1 below shows the research framework used for this study.

Figure 1: Research Framework

METHODOLOGY

Research Design

This research uses quantitative methods. This study used a questionnaire to conduct a survey using the Google Form method. Examples of surveys conducted on university students aged 18 and above. The students selected for this survey responded about how resilient they students have been while conducting online learning during the Covid-19 pandemic—quantitative and descriptive methodology for conducting the study, using questionnaires as research tools. The questionnaire was designed to collect all information relevant to the study's objectives. The questionnaire contained a demographic section with several options. The questionnaire is

divided into four parts, namely parts A, B, C and D. The first component of the questionnaire, part A, contains the respondents' demographic information. Part B is about the dependent variable resilience. Sections C and D focus on the independent variables, namely perseverance and self-motivation. Seven Likert scales were used to determine the antecedent effect of resilience during the Covid-19 pandemic.

Data Collection

This questionnaire was designed to collect data on Resilience, Perseverance, and self-motivation, against the antecedents of resilience during the Covid-19 pandemic. Data will be collected for this study using a structured questionnaire link created with 'Google Forms.' As face -to -to-face sampling surveys are not possible at this time, information will be collected online. This online survey is aimed at all university students.

Sampling

A non-probability sampling technique was chosen as a convenience sampling technique. Convenience sampling is perhaps the easiest method because participants are selected based on availability and willingness to participate. The researcher selected respondents for the sample based on demographic information, including age, gender, marital status, religion, and types of students. Do they participate in online learning during covid-19? is online more effective than physical learning? online learning has increased students' resilience? And online learning can increase stress among students covid-19. Based on Krejcie & Morgan (1970), the appropriate number obtained from 1,000,000 students was 357 respondents.

1. Data Analysis

Data analysis is the method of examining, cleaning, manipulating, and modelling data to extract critical information, assist in decision-making, and provide recommendations (Pal, 2017). The survey data distributed to respondents was compiled using the Statistical Package for Social Sciences (SPSS) software version 25. SPSS is a program-based window for data entry and analysis that allows us to construct tables and pie charts. In this study, the researchers applied the SPSS version to check the statistical data analysis. The analysis used in this study is frequency analysis, descriptive analysis, reliability analysis, and Pearson correlation analysis.

FINDINGS

Table 1 below shows the frequency analysis for this study

Table 1: Frequency Analysis

Characteristics	Frequency	Percentage
Gender		
Male	296	82.9
Female	61	17.0
Age		
18-21 years old	21	5.9
22-25 years old	296	82.9
26-29 years old	15	4.2
30 and above	25	7.6
Marital status		
Single	337	94.4
Married	18	5.0
Others	2	0.6
Religion		

Islam	357	100.0
Types of students		
Post-graduate	230	64.4
Undergraduate	127	35.6
Do you participate in online learning during Covid-19?		
Yes	357	100.0
Is online more effective than physical learning?		
Strongly disagree	5	1.4
Disagree	2	0.6
More or Less disagree	14	3.9
Undecided	56	15.7
More or Less agree	75	21
Agree	13	37.3
Strongly agree	72	20.2
Online learning has increase students resilience?		
Strongly disagree	0	0.0
Disagree	4	1.1
More or Less disagree	10	2.8
Undecided	43	12
More or Less agree	62	17.4
Agree	157	44
Strongly agree	81	22.7
Online learning can increase stress among students?		
Strongly disagree	1	0.3
Disagree	1	0.3
More or Less disagree	6	1.7
Undecided	30	8.4
More or Less agree	70	19.6
Agree	165	46.2
Strongly agree	84	23.5

Table 1 below shows the frequency analysis results for the age, gender, marital status, religion, and types of students. Do you participate in online learning during covid-19? is online more effective than physical learning? online learning has increased students' resilience? And online learning can increase stress among students covid-19. Distribution of 357 respondents. The table above clearly indicates that female respondents were 82.9 % (n=296) and male 17.0 % (n=61). Next, among these four age groups, the highest number of respondents was from the age of 18-21 respondents were 5.9% (n=21), age 22-25 respondents were 82.9% (n=296). The third highest respondents are aged 26-29 respondents were 4.2% (n=15). Lastly, aged 30 and above, respondents were 7.6% (n=25). Regarding marital status, the highest number of respondents was single respondents ,94.4 % (n=337), and the second highest number of respondents was married, which was 5% (n=18)—lastly, only 0.6 % (n=2) of respondents in the marital status of others. According to the survey in terms of religion, the majority of the religion of Islam respondents was 100.0 percent (n=357). The results showed that the majority of respondents from the type of students, namely Postgraduate respondents is 64.4% (n = 230) and Bachelor's Degree respondents are 35.6% (n = 127). Next, review the study of whether you participate in online learning during covid-19? Found that yes respondents were 100.0 percent % (n = 357). Moreover, is online learning more effective for the survey question than physical learning? 1.4% (n = 5) had chosen to strongly disagree with the question. Disagree stated the lowest number of respondents 0.6% (n = 2), approximately disagree 3.9% (n = 14), disagree 15.7% (n = 56), approximately agree 21% (n = 75), agree stated the number the highest number

of respondents was 37.3% (n = 133) and finally 20.2% strongly agreed (n = 72). Lastly, respondents 'surveys on online learning have increased student resilience. There were 0% for strongly disagree (n = 0), disagree 1.1% (n = 4), approximately disagree 2.8% (n = 10), disagree 12% (n = 43), approximately agree 17.4 % (n = 62), agree stating the highest number of respondents 44% (n = 157) and followed by strongly agree 22.7% (n = 81) and for a review of Online learning can increase stress among students covid-19? Strongly disagree and disagree with the question given stated the same least amount of respondents, 0.3% (n = 1). More or less disagree 1.7% (n = 6), undecided 8.4% (n = 30), more or less agree 19.6% (n = 70). Agree recorded the highest amount of respondents 46% (n = 165) and followed by strongly agree 23.5% (n = 84).

2. Results Descriptive Analysis

Table 2 below shows the descriptive of the study

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Resilience	I can stay calm in tough circumstances.	5.70	1.035
	I think difficulties form a part of life's valuable experiences.	5.93	.947
	I have a high level of interest and curiosity.	5.85	.942
	I make an effort to always stay calm.	5.83	.941
	I am striving towards my future goals.	5.88	.920
Perseverance	I ready have a target at what age I will be a successful person.	6.06	1.044
	I design my daily activities so that my goals are achieved.	5.97	0.892
	I always focus on what is done to complete.	6.06	0.892
	Obstacles are not things I should worry about.	5.90	1.028
	I am always looking for a place that is quiet to do works, so that nothing can brother me.	6.06	0.917
Self-Motivation	I prefer course materials that arouse my curiosity, even if is difficult to learn.	5.90	.923
	I'm certain I can master the skills being taught in class.	5.93	.928
	Getting good grades in class is the most satisfying things for me right now.	6.07	.884
	I am confident I can do assignment and test excellently.	5.90	1.022
	I want to be success in class because it is important to show my abilities to family, friends, employers or others.	6.06	.965

Table 2 shows the descriptive analysis of resilience, perseverance and self-motivation. It shows the mean score of the respondent's response on the three variables according to Seven-Likert Scale. The mean score is five (5) in resilience, perseverance and self-motivation. To elaborate, the means score for the first item is 5.93 (SD =0 .947) for item 2. The mean score for the second item is 5.88 (SD = 0.920) for item 5. The mean score for the third item is 5.85 (SD = 0.942) for item 3. The mean score for the fourth item was 5.83 (SD = 0.941) for item 4. Lastly, the mean score for the fifth item was 5.70 (SD = 1.035) for item 1. Next, the descriptive analysis perseverance. There were five (5) item measured; the item 1, 3 and 5 is the highest mean score of 6.06. There were was 6.06 (SD = 1.044), for the item 1, for the item 3 was 6.06 (SD = 0.892), item 5 was 6.06 (SD 0.917). Meanwhile, items 2 and 4 had the lowest mean score of 5.97 (SD 1.070) for item 2 and item 4 was 5.90 (SD 1.028). Lastly, descriptive analysis of self-motivation. The mean score is five (5) items in self-motivation. To elaborate, the mean for first item is the highest, scored 6.07 (SD =0 .884) for item 3. The mean score for the second item was 6.06 (SD = 0.965) for item 5. The mean score for the third item is reported at 5.93 (SD = 0.928) for item 2. The mean score for the fourth and fifth items had the lowest mean score of 5.90 was 5.90 (SD = 0.923) for item 1 and 5.90 (SD= 1.022) for item 4.

Result of Reliability Analysis

Table 4 below shows the result of the reliability analysis

Table 4: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Resilience	5	0.838
Perseverance	5	0.842
Self-Motivation	5	0.816

Table 3 represents the Cronbach's Alpha values for the questionnaire for the three variables, resilience, perseverance, and self-motivation, which were found to be at an excellent level. To elaborate, resilience found the (5 item; $\alpha = 0.838$) and perseverance found the (5 item; $\alpha = 0.842$). Lastly, Selt motivation found the (5 item; $\alpha = 0.816$).

Result of Pearson Correlation Analysis

The Table 5 below shows the Pearson Correlation Analysis
Table 5: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H$_1$: There is significant relationship between perseverance and resilience.	$r = 0.620$, $p < 0.01$	H$_1$ is supported
H$_2$: There is significant relationship between self-motivation and resilience	$r = 0.752$, $p < 0.01$	H$_2$ is supported

As can be seen from table 5, hypothesis test results were reported based on a significant relationship between perseverance, and self-motivation in the antecedents of resilience during the covid-19 pandemic. These results indicate that all hypotheses were accepted at the 0.01 significance level.

DISCUSSIONS AND RECOMMENDATIONS

Every study would have its own set of limitations in terms of data corruption or data collection. The time limits encountered in undertaking this subject are also one of the limitations because the time allotted for completion is limited. Furthermore, the restrictions of our study make it

difficult not only to locates the right moment to distribute group discussion on the existing Covid-19 problem but also to obtain an accurate answer from our group members.

The data collection method is also one of the study's limitations. This study's data collection method is wholly based on an online survey. The online survey is easy to perform, but the issue in handling the online data collection of the information provided is that it is impossible to confirm whether the respondents is really even one of post-graduate or undergraduate student. According to the research, the problem is related antecedents of resilience during covid-19 pandemic, which are focusing on students that participating in online learning.

The research examines the antecedents of resilience during covid-19. This research showed that resilience (dependent variable) and perseverance and self-motivation (independent variable) were significantly correlated and have a highly positive correlation relationship. As for recommendations, future research can use other variables such as self-regulation as their independent variable. The past research that used as a model thesis for this research had approved the positive relationship among those variables with the resilience.

Next, for future research regarding this topic is highly recommended to maintain the use of the quantitative method rather than the qualitative method to collect data from respondents. Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon. It is often seen as more accurate or valuable than qualitative research, which focuses on gathering non-numerical data. The questionnaires will be distributed to target respondents in universities in Malaysia. Respondents are required to answer all questions in the questionnaire in order to collect the information needed.

CONCLUSION

In conclusion, this study determined the antecedent effect of resilience during the covid-19 pandemic. Two independent variables, perseverance and self-motivation, were selected to study the relationship with the dependent variable, resilience among postgraduate and undergraduate students during the Pandemic. A total of 357 replied that he is studying at the university of Malaysia, i.e. all postgraduate and undergraduate students of public and private universities in Malaysia, to study the antecedent effect of resilience during the covid-19 pandemic. There is a moderate strength of correlation between perseverance and endurance. Based on Pearson Correlation Analysis, Perseverance and Endurance Have a Significant Correlation, with $r = 0.620$, $p < 0.01$. Moreover, there is a statistically significant correlation between self-motivation and resilience, with $r = 0.752$, $p < 0.01$; the correlation coefficient indicates that there is a moderate relationship between self-motivation and resilience. Therefore, both hypotheses are supported.

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The Role of User Generated Content (UGC) in Selection of Eating Place Among Generation Z

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ABSTRACT

User-generated content (UGC) is a media content created or produced by the general public rather than paid professionals and primarily distributed on the internet. The recommendations from UGC can help increase levels of trust among Generation Z in selecting an eating place. Therefore, this study aimed to examine the role of UGC in selecting an eating place among Generation Z. When it comes to finding information, Generation Z appear to have embraced many sites for identifying user-generated media when deciding to choose an eating place. 384 respondents participated in this study which was conducted through WhatsApp, Facebook, Instagram and others. This study focused on Generation Z in Malaysia, born in 1997 until 2012. The results showed that source credibility, viral content, and trust significantly and positively influence the selection of eating places.

Keywords: User Generated Content (UGC), Selection of eating place, Source credibility, Viral content, Trust

INTRODUCTION

Generation Z can be a "digital natives" and are extremely active on social media by sharing their opinions and experiences via several online platforms and mobile technologies (Csobanka, 2016). This group of individuals is dependent on and familiar with the use of technology as they have been exposed to the Internet since birth (Edmund Goh, 2018). Unlike other generations, Generation Z cannot live without Internet. User-generated content (UGC) is quite resilient and influences Generation Z's decisions in selecting eating places.

UGC is defined as "forms of electronic communication such as websites for social networking and microblogging through which users create online communities to share information, ideas, personal messages, and other content such as videos (Webster, 2021). The form of UGC consists a variety of social networking selection from Websites to chat rooms, forums, blogs and discussion boards. YouTube and instagram Instagram are the most popular online platforms among teens. Almost 95% of teens have access to a smartphone, and 45% say they are online almost constantly (Anderson & Jiang, 2018). They have one advantage over previous generations which is to live: living in a much more conducive economy. Nowadays, Generation Z is using these platforms to generate quality content for eating places. For example, Saji.my is one of the blogs that displays a list of delicious, best and most interesting places to eat in Malaysia.

Selection of eating places become one of the critical roles in influencing the Generation Z. Elements of service such as ambience and layout influence Generation Z to visit the place (Patwary & Rashid, 2016). Besides that, the information provided by the restaurant itself through their physical environments, such as the decorations, sound and lighting, will play a determining role when consumer make their choice in the selection eating place. This shows how eating places play a role in selecting eating. Selection of eating places has become an integral part of people's lives. This is because people have changed their attitudes about food and increased disposable income (Alom, 2019). Therefore, eating out takes typically place in

eating place, which has become an essential part of our daily lifestyles. An eating place offers a place to relax and enjoy the company of family, friends and business associates become more demanding from the customers (Walker, 2017). Thus, this study proposed three research objectives to explain the phenomenon.

      1. To examine the relationship between source credibility and selection of eating places.
      2. To examine the viral content that will affect the selection of eating places.
      3. To examine the relationship between trust and selection of eating places.

Significance of the Study

Generation Z

This study was significant for Generation Z. Since Generation Z were significant contributors to the selection of eating places, they looked at User Generated Content (UGC), such as factors affecting selection of eating places. Generation Z needs to focus on the sources they visit. Thus, this study can help Generation Z be more sensitive about selecting a clean dining area and more concerned about the condition of the dining room and its environment. This will make Generation Z more confident in selecting an eating place.

Future researcher

This study can help future researchers overcome the barriers Generation Z faced in selecting places to eat, in addition to providing valuable information to them. Therefore, they can understand the importance of UGC in making a decision. In addition, this study can also be an appropriate guideline for those who intend to select suitable and exciting places to eat in the future.

LITERATURE REVIEW

Source Credibility

Source credibility is a valuable source for consumers to seek information about the quality of services or goods (Hudson et al., 2015). Generation Z is more likely to pay attention to the shared material on the internet if they feel the content is of good quality or the sources that they are reading are trustworthy (Dedeoglu, 2019). This is because Generation Z are more likely to create strong connections with sites on the internet that they find beneficial and convenient for them to use (Patwary et al., 2022). Generation Z likes to believe and trust everything on the internet, especially review about something new or trendy such as viral cafés or restaurants. Therefore, the role of UGC can impact Generation Z's perspective on the sources, which are influenced by source credibility in choosing products or services to purchase (Salehi-Esfahani et al., 2016).

Generation Z take UGC as something important for them so that they know the place they will visit is trustworthy. Thus, the content shared about new eating places that are easy to understand, reliable, and persuasive can persuade Generation Z to choose the eating place. Salehi-Esfahani et al. (2016) mentioned that people would place a higher value on the usefulness of a review if they consider it reliable (high in knowledge and trustworthiness). Further, through the reviews shared, Generation Z will likely form a bond with those who share a similar understanding.

Viral Content

Viral content would be any type of online content that spreads at an incredible rate. Views, likes, shares, and comments on viral posts typically achieve massive reach and high engagement on social media. The term "viral" is slang for spreading social media material (Gifty M, 2020). The production of viral content is famous among social media eating place as

a communication strategy. The source of viral material is frequently important because it gives the potential to the eating place to create engaging social media content. Therefore, business owner of eating place is encouraged to create highly contagious or viral material that has the potential to increase the participation of Generation Z. Viral content is content that has been shared repeatedly by social media users and has a high virality score value compared to other content (Deza and Parikh, 2015).

Generation Z relies more on viral content when making decisions. According to Liu et al. (2007), a good UGC can assist Generation Z in gaining an unbiased understanding of a product in making a decision. In addition, Patwary (2022) mentioned that Generation Z is more reliant on content created by other users, particularly on social media. Thus, Generation Z will look for prior information before deciding to choose eating place.
Generation Z is more inclined to base their decisions on previous experiences, such as viral material, rather than gathering knowledge for the first time to make an informed selection about where to eat.

Trust

Generation Z is more likely to trust User Generated Content (UGC) in the selection of eating places. Since not all UGC is helpful to consumers, they look toward professional or credible content to make the selection of eating places (Ding, Veeman, & Adamowicz, 2015). UGC is effectively meaningful in choosing eating place when the consumers trust the content. By having reliable content or resources, Generation Z will be more confident to make their own decisions in the selection of eating places. Trust on social media also plays an important role when deciding to choose an eating place (Ding, Veeman, & Adamowicz, 2015).

When Generation Z trusts a brand, they believe that the food is high quality. Moreover, by maintaining a high level of food quality, consumers perceive trust as an essential component in the selection of eating places (Sung Ho Han, Bang Nguyen, Timothy J. Lee, 2015). UGC with high ratings and pictures culminated in the highest trust perceptions (Cheol Woo Park, Ian Sutherland, Seul Ki Lee, 2021). So, trust has a positive impact on the effectiveness of Generation Z in the selection of eating places (Cheol Woo Park, Ian Sutherland, Seul Ki Lee, 2021). By having reliable content, Generation Z will be more confident in creating their motives when choosing a place to eat.

Selection of Eating Place

Eating place selection criteria are the most important attributes that Generation Z uses in deciding where to dine-out (Contributor, 2021). A good eating place can be defined as sets a high standard for its food quality and ensures that consumerting a high standard for its food quality and ensuring that consumers receive the same quality with every meal (Contributor, 2021). Serving quality food can earn the restaurant a good reputation and compel the consumer to return for repeat visits. Generation Z may apply diverse criteria in evaluating the importance of attributes affecting their eating place choice.

Generation Z is likely to use UGC as their reference when selecting a good eating place. UGC, such as online reviews and social media, provides a wide range of valuable textual information. It has become a potential way to understand Generation Z demands in selecting eating places (. This is because UGC is written by people who already have experience dining at the eatery that Generation Z is interested to know more about. Therefore, this has made Generation Z rely more on UGC when selecting the eating place.

Research Hypotheses

This study investigates the relationship among these discussed variables. Based on the literature discussed, the hypotheses of this study were summarized in the following manner:

H_1 Source credibility has a positive relationship with the selection of eating place

H_2 Viral content has a positive relationship with the selection of eating places.

H_3 Trust has a positive relationship with the selection of eating place

Research Framework

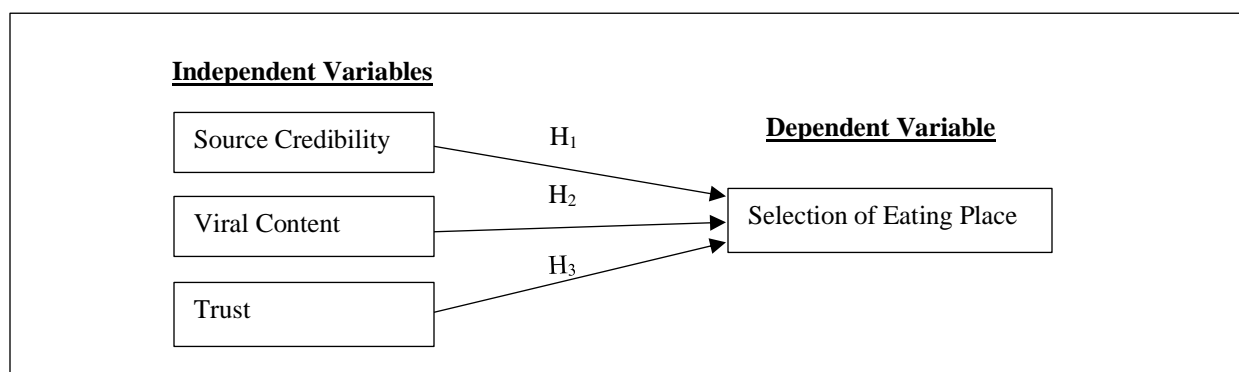Figure 1 below shows the research framework used for this study.

Figure 21: Research Framework

METHODOLOGY

Research Design

The researchers applied a quantitative research approach. The responses in this study are obtained using a questionnaire. Generation Z was chosen as the representative group of people that gives opinion on the role of User Generated Content (UGC) in the selection of eating places. They were selected because they rely on social media as their primary source in the selection of eating places

The questionnaire gathered all general information about the role of UGC in selecting an eating place among Generation Z. The three sections designed for the questionnaires in this research are Sections A, B and C. The first component of the questionnaire, Section A, contains the respondent's demographic information. Section B was about the independent variables, which is the role of UGC. These include source credibility, viral content and trust. Section C, on the other hand, focuses on the dependent variable, which is the selection of eating place.

Data Collection

Data collection that the researcher used in this research is primary data. Data collection for this research was through an online questionnaire. The complete questionnaire was distributed via social media such as Google Form, WhatsApp, Facebook and Instagram. The questionnaire was distributed in March 2022.

Respondents were suitable for the research criteria were randomly selected to answer the online questionnaires. The main criteria for getting the respondent are those Generation Z, who use or refer to UGC in selecting an eating place. Therefore, filter questions were provided in section B. Only qualified and meet the study's criteria are allowed to complete the questionnaire.

Sampling

The sampling method that has been chosen is non-probability sampling using a Convenience Sampling Technique. The convenience sampling technique should be used in this study since it may save the researchers time collecting the data. Convenience sampling is the easiest method because participants are selected based on availability and willingness to participate.

Data Analysis

The tool that is used in this study to analyse the data collected is known as Statistical Package for Social Science (SPSS). SPSS is a software that can explain the relationship between independent and dependent variables in terms of descriptive analysis and correlation. The software processes large dataset efficiently and helps researchers to perform complex statistical analysis. Therefore, the data analysis techniques, such as frequency, descriptive, reliability, and correlation, are presented in the next section.

FINDINGS

Result of Frequency Analysis

Table 1 below shows the Frequency Analysis of this study

Table 63: Frequency Analysis

Characteristics	Frequency	Percentage
Gender		
Male	149	38.8
Female	235	61.2
Age		
10 – 15 years old	17	4.4
16 – 20 years old	86	22.4
21 – 25 years old	281	73.2
Races		
Malay	353	91.9
Chinese	15	3.9
Indian	15	3.9
Others	1	0.3
Occupation		
Primary school student	14	3.6
High school student	54	14.1
University student	233	60.7
Employee	80	20.8
Unemployed	3	0.8
Does UGC influence your choice in selection of eating place?		
Yes	353	91.9
No	31	8.1
Do you have experience in using UGC in selection of eating place?		
Yes	309	80.5
No	75	19.5

I like to select the eating place that UGC has recommended.		
Strongly disagree	1	0.3
Disagree	1	0.3
Somewhat disagree	4	1.0
Neutral	29	7.6
Somewhat agree	58	15.1
Agree	115	29.9
Strongly agree	176	45.8

Table 1 above shows the gender distribution where most respondents were female 61.2 % (n = 235) while the rest were male with 38.8% (n = 149). Besides that, the highest number of respondents were from 21 to 25, with 73.2% (n = 281). The second highest number of respondents are from 16 to 20 years old, with 22.4% (n = 86). At the same time, the lowest number of respondents are from 10 to 15 years old, with 4.4% (n = 17). Most of the respondents were Malay, with 91.9% (n = 353). The remaining respondents were Indian and Chinese, which consist of the same number of respondents, which is 3.9% (n = 15), respectively. Followed by Other with 0.3% (n = 1). Moreover, the majority of the respondents were university students, which consists of 60.7 % (n = 233), while the second highest of the respondents were an employee, with 20.8% (n = 80). After that, 14.1% (n= 54) and 3.6% (n =14) were high school and primary school students respectively. Lastly, the percentage coverage for unemployed respondents was 0.8% (n = 3).

The above results showed that all respondents answered Yes which is 353 respondents (91.9%). While, the remaining total of respondents are 31 (8.1%) were reported No at the time of survey. Table 1 also showed the does User Generated Content (UGC) influenced your choice in selection of eating place.

Table 1 above also showed the distribution of do you have experience using User Generated Content (UGC) in selecting an eating place. The results showed that all respondents answered Yes, which is 309 respondents (80.5%). While the remaining total respondents ,75 (19.5%) reported No at the time of the survey.

Lastly, Table 1 shows the selection of eating places recommended by User Generated Content (UGC). The above results showed that all respondents answered strongly agree, which is 45.8% (n = 176). The second highest answered by the respondents was agree, which is 29.9% (n = 115). After that, somewhat agreed to select the eating place that User Generated Content (UGC) has recommended were 15.1% (n = 58). Next, 7.6% (n = 29) answered was neutral and 1.0% (n = 4) was somewhat disagree. The percentage of strongly disagree and disagree were the same 0.3% (n = 1) respectively.

Result of Descriptive Analysis

Table 64: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Source Credibility	I believe popular User Generated Content (UGC) sites provide me with helpful information in selection of eating place.	6.16	0.949

	I believe the number of User Generated Content (UGC) represents the knowledge in evaluating the eating place.	6.13	0.993
	I believe the longer a User Generated Content (UGC) has registered on a review about the eating place.	6.14	0.996
	I rely on the User Generated Content (UGC) which other readers believe useful in selection of eating place	6.08	1.070
Viral Content	I believe a high perceive value of viral content has a positive effect on User Generated Content in selection of eating place	6.15	0.985
	I believe viral content can be an interesting attention of User Generated Content (UGC) in selection eating place.	6.20	0.945
	I believe viral content gives me positive influence in selection of eating place	6.17	1.014
Trust	I think that Use Generated Content (UGC) I frequently read is trustworthy and safe in selection of eating place.	6.14	1.016
	I consider that User Generated Content (UGC) is guarantee in selection of eating place	6.11	1.083
	I believe that User Generated Content (UGC) I frequently read is honest to its customers in selection of eating place.	6.12	1.034
	Overall, User Generated Content (UGC) I visited can be trusted in selection of eating place.	6.13	1.024
Selection of Eating Place	I like to dine at eating place for the novelty of experiences from User Generated Content (UGC).	6.14	1.013
	I like to visit eating place recommended by User Generated content (UGC) to impress people.	6.11	1.075
	I like to know eating place from User Generated Content (UGC) that make good impression on others.	6.15	0.991

Table 2 shows the frequency, mean and standard deviation for the items used to measure the source credibility. Four questions were measured, with the highest mean of 6.16 for item SC1 on the statement "I believe popular User Generated Content (UGC) sites provide me with the helpful information in the selection of eating place". There are of 363 respondents who somewhat agree, agree and strongly agree on item SC1. Otherwise, the lowest mean, 6.08 was for item SC4. There are of 34 respondents who neutral, somewhat disagree, disagree and

strongly disagree with the statement "I rely on the User Generated Content (UGC) which other readers believe useful in the selection of eating place". The mean values for the other two items for SC2 and SC3 were 6.13 and 6.14, respectively.

Table 2 also shows the frequency, mean and standard deviation for the items used to measure the viral content. Three questions were measured with the highest mean of 6.20 for item VC2 on the statement "I believe viral content can be an interesting attention of User Generated Content (UGC) in the selection of eating place". There were a total of 360 respondents who somewhat agreed, agreed and strongly agreed, on item VC2. Otherwise, the lowest mean, 6.15 was for item VC1. There are of 30 respondents who neutral, somewhat disagree, disagree and strongly disagree. The mean for VC3, "I believe viral content gives me positive influence in the selection of eating place" were 6.17.

Moreover, Table 2 shows the frequency, mean and standard deviation for the items used to measure trust. is a total of 353 respondents who somewhat agree, agree and strongly agree on the items T1. There were four questionsFour questions were measured with the highest mean of 6.14 for the item T1 on the statement "I think that User Generated Content (UGC) I frequently read is trustworthy and safe in the selection of eating place". Otherwise, the lowest mean, with 6.11, was for T2. There were 39 respondents who neutral, somewhat disagreed, disagreed and strongly disagreed with the statement that "I consider that User Generated Content (UGC) is a guarantee in the selection of eating place". The mean values for the other two items for T3 and T4 were 6.12 and 6.13, respectively.

Lastly, the frequency, mean and standard deviation for the items were used to measure the selection of eating places. Three questions were measured with the highest mean of 6.15 for the item SEP3 on the statement "I like to know eating place from User Generated Content (UGC) that make a good impression on others." There are a total of 356 respondents who are somewhat agree, agree and strongly agree on the items SEP3. Otherwise, the lowest mean with 6.11 was for SEP2. There were 35 respondents who neutral, somewhat disagreed, disagreed and strongly disagreed with the statement "I like to visit eating recommended by User Generated Content (UGC)." The mean for SEP1, "I like to dine at eating place for the novelty of experience from User Generated Content (UGC)" were 6.14.

Result of Reliability Analysis

Table 3 below shows the result of the reliability analysis.

Table 65: Reliability Analysis

Variable	Number of Items	Cronbach's Alpha
Source Credibility	4	0.934
Viral Content	3	0.911
Trust	4	0.955
Selection of Eating Place	3	0.921

Table 3 shows that Cronbach's alpha values of the questionnaire were above the excellent reliability level of 0.90, with values in the range from 0.934 to 0.955. Source credibility has been shown to have n excellent reliability with four items ($\alpha = 0.934$). Viral content similarly showed very good reliability with 3 items and the Cronbach's Alpha value of 0.911. After that, trust also showed very good reliability with 4 items ($\alpha = 0.955$). Next, the dependent variable, which is a selection of eating place results, was shown to be very good reliability with 3 items, and the Cronbach's Alpha value was 0.921. To summarise, all of the variables included in the study have very good reliability and are acceptable. Thus, the data were considered suitable for further analysis.

Result of Pearson Correlation Analysis

Table 4 below shows the Pearson Correlation Analysis.

Table 66: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/ Not Supported)
H_1: Source credibility has a positive relationship with selection of eating place.	0.824	H_1 is supported.
H_2: Viral content has a positive relationship with selection of eating place.	0.843	H_2 is supported.
H_3: Trust has a positive relationship with selection of eating place.	0.869	H_3 is supported.

Table 4 shows that source credibility and selection of eating places were significantly correlated at $r = 0.824$, $p > 0.01$. Similarly, the result shows a statistically significant correlation between viral content and selection of eating place with $r = 0.843$, $p > 0.01$. The third correlation is between trust and selection of eating places. The result also shows a statistically significant correlation between trust and selection of eating places with $r = 0.869$, $p > 0.01$. According to the results, all the hypotheses were supported at a 0.01 significance level.

DISCUSSION & RECOMMENDATION

In general, this study has extensively researched the role of user-generated content (UGC) in the selection of eating places. The study has figured out the relationship between three variables: source credibility, viral content and trust with the selection of eating place.

The research findings are also essential for future research continuation. Thus, it is recommended that future researchers can use many platforms to influence the role of User Generated Content (UGC) in the selection of eating place among Generation Z. For examples, social media; Instagram and You Tube platforms since those platforms provides a positive feedbacks or review from previous customer experiences. Besides, future researchers should carry out this research topic in the selection of eating places among Generation Z by applying or focusing on various variables that may have a high impact or effect on the role of UGC's intention, which could lead to the selection of eating place. Future researchers should conduct the research topic focusing on the role of UGC in the selection of eating places among Generation Z.

CONCLUSION

The primary purpose of this research is to examine the relationship between source credibility, viral content and trust in the selection of eating places. Generation Z was selected as the respondents of this study. The data from the survey was analysed using the SPSS and frequency analysis, descriptive analysis, reliability analysis and Pearson Correlation analysis. According to the results, all independent variables, source credibility, viral content and trust, significantly and positively influence the selection of eating place. Thus, all the hypothesis such as H1, H2, and H3 stated are accepted.

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