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SUSTAINABLY NURTURING TOURISM,
HOSPITALITY AND WELLNESS INDUSTRY
FOR A BRIGHTER TOMORROW

A Study of Tourist Satisfaction of Cross-Border Tourism Development in Rantau Panjang, Kelantan

Trissa Anak Bunyau, Tuan Zulaikha Binti Tuan Rusli, Thurgadewi A/P Givanatha, & Thanusha A/P Rajamurthi
*Puan Siti Selihah Binti Che Hasan

Faculty of Hospitality, Tourism and Wellness, University Malaysia Kelantan

Corresponding email: h20a1844@siswa.umk.edu.my

Abstract

The determination of this study is to investigate the connection between influencing factors and tourist satisfaction with the growth of cross-border tourism in Rantau Panjang. The main objective of this study is to determine what influences tourists' satisfaction with the growing cross-border tourism industry in Rantau Panjang. A total of 378 successfully founded respondents were questioned via the online survey regarding the 5.5 million local tourists who were targeted to visit Rantau Panjang, Kelantan, in 2021. Version 29.0 of the Statistical Package for Social Science (SPSS) was used for data collection and analysis. The findings indicate a strong correlation between tourist perception, infrastructure issues, destination image, and tourist satisfaction with the cross-border tourism development in Rantau Panjang. Through this study, one can gain a deeper comprehension of the influences on tourist satisfaction of cross-border tourism development in Rantau Panjang.

Keywords: Tourist perception, infrastructure issues, destination image, tourist satisfaction.

INTRODUCTION

In chapter one of this research, we discuss the problem statement, research purpose, research question, significance of the study, and definition of terminology, and the chapter concludes with a summary. Especially in tourist areas, the tourism industry plays an important role in the economic growth and revenue of the nation. One element that contributes to the attractiveness of an area as a tourist destination is the shape of the local topography. Local culture is an important factor in a region's attractiveness to tourists. Every year, more tourists visit Malaysia and make it their favourite destination, especially in Rantau Panjang, Kelantan. This is because travellers to Kelantan use Rantau Panjang as a commercial and shopping center.

In the tourism industry, "visitor pleasure is highly correlated with both visitor safety and visitor culture". Manson, (2008). Tourists are people who use commercial services to travel outside of their own country to find leisure, relaxation, and pleasure. The tourism industry is "a by product of the modern social systems that appeared in the 17th year, although its roots lie in classical antiquity". The difference between tourism and exploration is that tourists take the "beaten path," kind of from established service systems, and, as befits pleasure seekers, are often shielded from hardship, danger, and embarrassment. Tourism and other endeavors, procedures, and activities, such as pilgrimage, do, nonetheless, have certain similarities. The objective of this study is to find the relationship between tourist perception, infrastructure issues, destination image and tourist satisfaction of cross-border tourism development in Rantau Panjang.

Significance of the Study

This research is based on a study of tourist satisfaction of cross-border tourism development in Rantau Panjang. It is for this reason that this research will ease the degree of magnitude, seriousness, and intensity of the issue being studied. These are one realization that have been made since no research on tourism part analysis to discuss the feasibility of establishing the Rantau Panjang (Kelantan/Malaysia).

Based on the researcher's research, more tourists might get more enjoyment in cross-border tourism development. The corporation will have the learning what are the challenges facing these on an in-between-borders level in cross-border tourism collaborations. While conducting this study, the researcher will also be

able to increase their regulation, knowledge, and exposure in the research field. In cross-border tourism partnerships, the relationship between the researcher and the traveler is established at each part during the distribution portion of the questionnaire.

In addition, the results of this study may provide the tourist industry with an opportunity to learn useful information on how to get around the difficulties associated with the growth of international tourism. The finding will also help the tourism organizations to enlarge the development and upgrade cross-border tourism and also fascinate more tourists from other states as well as fulfilling the needs of tourists.

At long last, the institution will ultimately benefit from conducting quality research in a number of ways. Establishing a solid reputation for future scientists who might choose to direct their research toward the growth of international travel. They might obtain a lot more specific information that is pertinent to the study using the already collected data. In addition, it might provide aid to a young researcher and a recent corpus of knowledge.

LITERATURE REVIEW

A type of educational writing known as a literature review exhibits knowledge and understanding of the pedagogical literature on a given subject in relation to other sources. A critical evaluation of the sources is also part of a literature review. This is due to the fact that a literature review is referred to as such rather than a literature report and because it is both an endeavor to discuss the literature and a type of writing.

This study discusses a number of studies by earlier scholars on smugglers and their impacts on the border economy. Schoenberger and Turner's (2008) "study looks at the cross-border trade networks that the Kinh, an ethnic minority in the highlands of northwestern Vietnam, and those in southwest China engage in". They discovered that through these commercial operations, access to the boundaries between the various societal elements is complicated, both in terms of domestic policy and the interactions between various ethnic groups in order to take advantage of economic opportunities.

Based on empirical data in post-socialist countries, Bruns et al. (2011) "offer their perspectives on the reasons behind small-scale, cross-border smuggling and trading operations". Even though such actions are prohibited by law, they may still take place because they have gained societal acceptance.

Most of the women participating in small-scale cross-border trade were between the ages of 20 and 40. This is because they are required to have more "economic clout in order to make judgments that could have an effect on their day-to-day life" (KOIS, 2011). Increased crossborder activity is a hallmark of the globalization of the international economy. Where a "number of scholars contend that state borders increasingly serve as porous barriers to allow cross-border contacts in business and society" (Dicken, 2000, Evans et al, 2000). But at the same time, modern borders serve as significant reminders of state authority over territorial boundaries and population shifts. In actuality, the market, globalization.

States have always played a significant role in determining cross-border flows of "goods and people, refuting the idea that our world has no borders" (Hirst and Thompson, 1995; Ohmae, 1990). State boundaries define the area over which a state exercises authority and serve as "inspection agents" to regulate what can be carried into a country between the lines of political jurisdiction. They make the case that borders should be given more "consideration in light of a number of contemporary issues, such as cross-border regions, the authority of governments, cultural landscapes, and the informal economy" (Donnan et al. and Wilson, 1994, 1999; Pavlakovich-Kochi et al., 2004; Newman, 2006).

Legislative field limits, according to Morehouse et al. (2004), "rarely reflect the reality of boundaries; rather, regional border zones and cultural landscapes are viewed from many angles". People communicate with borders, exchanges inside them, and interactions beyond limits all shape border identity. Since people near the border frequently seek practical ways to negotiate border restrictions and state laws, government efforts to create political and economic constraints for cross-border connections frequently can't totally control what happens on a daily basis.

More enforcement of the legislation against smuggling will increase the cost of commodities per unit and decrease the volume of imported goods that are smuggled" (Martin and Panagariya 1983). The actual cost of smuggled products per unit and domestic import prices will rise when anti-smuggling enforcement laws are

strengthened, but the amount and percentage of illegal imports relative to overall imports will decrease. Their model, however, is unable to account for how smuggling affects social welfare.

Tourist Perception

Perception is a group of internal sensory cognitive processes that the brain uses to detect, relate, analyze, and search for internal cognitive information at the subconscious level of cognitive function. Whether a tourist has a favorable or unfavorable attitude towards anything is referred to as their tourist perception. It is also about the previous experience of tourists. This defines tourist perception as a tourist's evaluation of a particular thing. The development of cross-border travel is hampered by visitor perceptions. Significant elements impact tourists' perceptions. A traveler, for instance, might acquire an impression of a place based on its reputation for safety, natural attractions, entertainment value, and relaxation options, as well as the general travel environment. There is a wealth of information available to tourists that they can utilize to plan cross-border trips. Finally, it is evident why it is important to cultivate visitor perceptions from a variety of angles based on their travel preferences.

Infrastructure Issue

The infrastructure of a nation, city, or other locale is the grouping of structures and mechanisms that offers the facilities and services necessary for the operation of its economy, households, and companies. Highways, trains, bridges, tunnels, water supply, sewage systems, electrical grids, and telephones are just a few examples of the public and private physical constructions that are regarded as being part of the infrastructure (which also includes Internet connectivity and broadband access).

Destination Image

Both an attribute-based component and a holistic component may be taken into account while analyzing the destination image. Because of the significant roles that cross-border development is known to play in influencing destination choice, destination image is a subject that has received extensive attention in the literature on tourism development.

Cross-Border

There are challenges associated with this influence in international travel, and there are some authors who have examined them within a tourism context. The second goal of this research is to examine the institutional challenges that cross-border tourism faces in Rantau Panjang, Kelantan. This section will go over them in greater detail. When the literature on tourist satisfaction of cross-border tourism development was examined, a rather distinct pattern emerged. The majority of tourist satisfaction are related to social, cultural, economic, political, and regulatory factors, as well as organization and governance. When these are arranged into a figure, clear themes of tourist satisfaction in cross-border tourism emerge.

Tourism Development

The study of tourism development focused on the political, economic, social, cultural, and psychological effects of borders on tourism. The majority of the literature focuses on the opportunities and satisfaction associated with cross-border situations in tourist destinations. Furthermore, he is said to have made significant contributions to the study of borders and tourism, and much of the research in the field is based on his prolific contribution.

Research hypothesis

The hypothesis is an assumption about the relationship between two or more variables that have not been proven. It is a detailed, testable hypothesis about what you expect a study to reveal. To give an example, the study's hypothesis might read, "This research is designed to value the hypothesis that sleep-deprived folks can perform lower on a test than individuals who are not sleep-deprived." Despite being a prophecy, the idea goes above and beyond typical speculation. Typically, the hypothesis begins with a query, which is then looked into through background research. Only now are scientists beginning to develop a testable hypothesis.

The framework makes it clear that every variable has a strong relationship with the others, which ultimately prompts the researcher to come up with three hypotheses as follows:

H1: There is a significant relationship between tourist perception and tourist satisfaction of cross-border tourism development in Rantau Panjang.

H2: There is a significant relationship between infrastructure issues and tourist satisfaction of cross-border tourism development in Rantau Panjang.

H3: There is a significant relationship between destination image and tourist satisfaction of cross-border tourism development in Rantau Panjang.

Research framework

A conceptual framework is represented by the relationship you anticipate seeing between your variables or the qualities or properties that you wish to investigate. The "mass crucial knickknack comprehend with regard to your scheme is that it is first and foremost a fertilization or model of the things that are currently existing that you plan to study, as well as a clarification of what is incident in the company of them and purpose, as well as an unconfirmed proposition of the experience that you breath researching". This thesis is in the service of escorting the other module of your representation, assisting you in checking something out and honing your holy grail, creating pertinent and realistic research questions, choosing the best techniques, and spotting any threats to the validity of your findings. The three factors that make up the independent variable that will be proposed are tourist perception, risk perception and destination image towards cross-border tourism development. Cross-border tourism development challenges facing Rantau Panjang is the dependent variable.
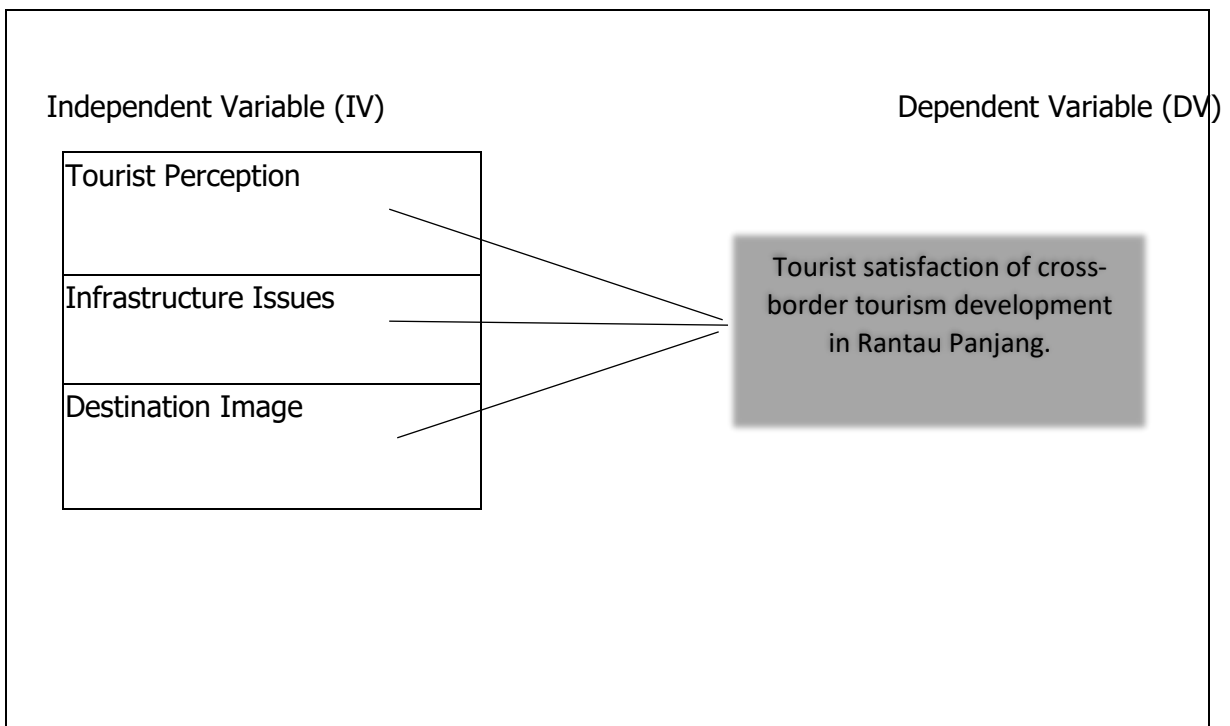

Figure 2.1: Conceptual framework of the relationship between tourist perception, infrastructure issues, and destination image in tourist satisfaction of cross-border tourism development in Rantau Panjang.

METHODOLOGY

By choosing the best and most efficient means to conduct the study while adhering to the research purpose and goals, the methodology is utilized to solve research difficulties. The strategy includes providing answers to the what, why, and how of your investigation. The research technique discusses and explains the procedures used to gather and analyze data.

All the steps involved in the investigation are outlined in this chapter. All the components of this research's methodology are covered in this chapter, from the research design and population to the sample size and sampling method to the research instrument and data analysis. In-depth explanations of the chosen mode of analysis and the data-gathering technique are also provided in this chapter.

Research Design

The research design acts as a broad method that you use to organize the many components of the research in a logical and cogent manner. Utilizing technical frameworks and procedures, "research design can combine the many research components to solve research challenges in a logical and effective manner" (Adi Bath, 2018). Researchers used quantitative research to gather data for this study. In quantitative research, "numbers and statistics are utilized to describe and evaluate results in order to find the relationship between variables" (Kumar, 2013). In order to comprehend and identify the relationship between the independent variables of tourist perception, risk perception, and destination image and the dependent variable, identifying hurdles to cross-border tourism growth in Rantau Panjang, quantitative research was used in this study. To gather data and determine the obstacles to an increase of cross-border tourism in Rantau Panjang, the researcher conducts a survey using a questionnaire.

Data collection is the process of gathering and measuring information on variables of interest in accordance with established, rigorous guidelines in order to respond to the research questions posed, test hypotheses, and evaluate results. Data collection is an efficient process for gathering and analyzing information from any of the sources in order to obtain complete and reliable data.

The primary method of data collecting is quantitative research, and real-time data is included. In quantitative research, statistics are generated by used techniques like structured questionnaires in large-scale surveys. Because it helps to boost the accuracy of the data obtained, the simple random sample method is employed in the primary data collection process. A questionnaire was also selected as the method since it allows for the quickest collection of data from respondents. The questionnaire consists of four sections matched in the dependent and independent variables. The responses are recorded for the research. The names of the respondents will not be used in this study and will be kept confidential to protect their identity and ensure their confidentiality.

Sampling

The non-probability sampling strategy used in this study is based on belief sampling. The sample is chosen from the population at random by the researchers, who only consider areas that are easily accessible to them. The researchers didn't consider selecting a sample that is typical of the whole population because these samples are simple to recruit, so they chose this sampling strategy instead. This sample is chosen because it is affordable and makes the sample more readily available.

This method is utilized to sample the target population for this study, which is the people in Rantau Panjang, Kelantan, which focuses on the public stakeholders for the growth of crossborder tourism. The survey was created with Google Forms and disseminated via internet channels like social media apps like WhatsApp and others. The researcher was able to contact respondents from Kelantan State who are challenging to meet in person by using Google Forms and social media.

Data Analysis

This study uses four data analysis types which is descriptive statistics, reliability statistics, and Pearson's correlation. The data obtained were analysed by using SPSS version 29. The use of SPSS in the study helps to achieve the research objectives and helps to process the data that has been obtained.

FINDINGS Demographic Analysis

The data analysis for this inquiry included frequency analysis. The respondents' numerous demographic data, such as gender, race, age, marital status, level of education, and state of residence, were questioned in Section A of the questionnaire. A table displaying the respondents' demographic profiles was visible.

Table 1: Demographic Analysis

Item	Frequency (n)	Percentage (%)
Gender		
Male	204	54.0
Female	174	46.0
Age Group		
Below 20 years old	41	10.8
21-30 years old	254	67.2
31-40 years old	69	18.3
41 and above	14	3.7

Race		

Chinese	94	24.9
Indian	104	27.5
Malay	157	41.5
Others	23	6.1
Status		
Married	76	20.1
Single	302	79.9
Region		
Islam	163	43.1
Christian	83	22.0
Hindu	87	23.0
Buddha	45	11.9

State		
Johor	36	9.5
Selangor	25	6.6

Sarawak	28	7.4
Sabah	8	2.1
Terengganu	11	2.9
Kedah	26	6.9
Kelantan	86	22.8
Melaka	38	10.1
Negeri Sembilan	39	10.3
Pahang	23	6.1
Perak	20	5.3
Perlis	12	3.2
Pulau Pinang	26	6.9

Education Background		
SPM	40	10.6
Diploma	91	24.1
Degree	231	61.1
Master	14	3.7
Others	2	.5

Occupation		
Student	263	69.6
Employed	97	25.7
Unemployed	18	4.8
Frequency of Visit		
Sometimes	294	77.8
Every weekend	58	15.3

Everyday	12	3.2
Others	14	3.7
Have you ever visit		
Yes	351	92.9
No	27	7.1
With whom do you go		
Family	97	25.7
Friends	182	48.1
Spouse	43	11.4
Alone	56	14.8
When was the last time you visited Rantau Panjang		
Last year	151	39.9
Last month	133	35.2

Last week	69	18.3
Yesterday	20	5.3
TOTAL	378	100.0

The gender of the respondents was shown in Table 4.2. Male respondents made up 204 of the total respondents, while female respondents made up 174. A total of 378 respondents participated in this survey, with 54.0% of them being men and the remaining 46.0% being women. Among the 378 respondents, 41 were under the age of 20, 254 were between the ages of 21 and 30, 69 were between the ages of 31 and 40, and 14 were over the age of 41. According to Table 4.3, respondents with an age range between 21 and 30 years made up the majority of respondents (67.2%), followed by respondents with an age range between 31 and 40 years (18.3%), and respondents with an age range between 41 and above made up the least number of respondents (3.7%). The overall number of respondents 302 for those who were single, 76 for those who were married, and 378 for all respondents was 378. Out of 378 respondents, 79.9% were single overall, while 20.1% were married participants in the survey. Malay respondents made up 157 of the 378 respondents, followed by Chinese respondents with 94, Indian respondents with 104, and others with 23. According to Table 4.6, Malay respondents made up the highest proportion of respondents (41.5%), followed by Indian respondents (27.5%), Chinese respondents (24.9%), and other respondents (6.1%), who made up the lowest proportion. The total number of respondents who identified as Muslim (163), Christians (83), Hindus (87), and Buddhists (45). Islam had the biggest percentage of respondents (43.1%), followed by Hinduism (23.0%), Christianity (22.0%), and Buddhism (11.9%), which had the lowest percentage. With 86 responses, Kelantan had the highest percentage of respondents (22.8%), followed by Negeri Sembilan with 39 respondents and 10.3%. The least were 2.1% (8 respondents) who were from primary, followed by 10.1% (38 respondents) from secondary and 9.5% (36 respondents) from Johor. Degree holders made up the majority of the respondents with a ratio of 61.1% (231 respondents), followed by Diploma holders with 61.1% (91 respondents). There were 10.6% (40 respondents) with an SPM degree, 3.7% (14 respondents) with a master's degree, and 0.5% (2 respondents) with a different level of education. There were a total of 263 respondents who identified as students, 97 who identified as employed, and 18 who identified as jobless. Out of a total of 378 respondents, 69.6% were students, 25.7% were working adults, and the remaining 4.8% were jobless adults that participated in the survey. Weekend trips to Rantau Panjang were occasionally reported by 294 respondents (77.8%) and 58 respondents (15.3%) respectively. The least number of respondents, 12 respondents with (3.2%), went to Rantau Panjang every day, while 14 respondents with 3.7% were reported as others. There were 351 responses in total who had visited, whereas 27 respondents had never done so. In a survey of 378 people, 92.9% said had travelled, and 7.1% said they had never been anywhere.

In total, 182 respondents answered the question about their friends, 97 answered it about their family, 43 answered it about their spouse, and 56 answered it about themselves. 48.1% of the 378 respondents were friends, 25.7% were relatives, 11.4% were married, and the remaining 14.8% were alone. By the end of last year, 151 respondents had visited Rantau Panjang, 133 had done so in the previous month, 69 had done so in the previous week, and 20 had done so yesterday. According to Table 4.14, the biggest percentage of replies came from the previous year (39.9%), followed by the previous month (35.2%), the previous week (18.3%), and yesterday (5.3%).

RESULT OF DESCRIPTIVE ANALYSIS Independent Variable and Dependent Variable Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Tourist Perception	1. The level of community cleanliness in Rantau Panjang is very high	3.77	.994
	2. The quality of public services in Rantau Panjang is very good	3.86	.978
	3. Traffic flow in Rantau Panjang is very controlled	3.86	.970
	4. The availability of clean drinking water is very sufficient in Rantau Panjang	3.81	.995
	5. Rantau Panjang is free from drugrelated activities	3.88	.952
	6. Rantau Panjang is free from any threat of terrorism	3.87	.988
	7. Cultural activities are very popular in Rantau Panjang	3.90	.957
Infrastructure Issues	1. I feel that cross-border tourism attracts more tourist	3.93	.977
	2. Cross-border tourism creates a good impact on the tourism industry	4.01	.940
	3. Rantau Panjang has a variety of accommodation options	3.87	.957
	4. The state of infrastructure in Rantau Panjang is very satisfactory	3.86	.981

	5. There are various shop facilities in Rantau Panjang	3.89	.972
	6. A wide selection of restaurants available in Rantau Panjang	3.95	.970
	7. Tourism services in Rantau Panjang are of very high quality	3.99	.964
Destination Image	1. Natural attractions in Rantau Panjang are not affected by the development of cross-border tourism	3.85	.983
	2. The travel environment in Rantau Panjang is safe and secure	3.84	.990
	3. Spectacular scenery and natural uniqueness are tourist attractions in Rantau Panjang	3.80	1.000
	4. Rantau Panjang has its own history and heritage	3.92	.941
	5. Rantau Panjang has beautiful lakes and rivers	3.89	.977
	6. A calm and peaceful atmosphere in Rantau Panjang	3.85	1.031
	7. Easy to access Rantau Panjang area	3.86	.978
Tourist Satisfaction	1. I felt joy and satisfaction after visiting Rantau Panjang	3.93	.968
	2. The travel experience to the Rantau Panjang has fulfilled my expectation.	3.93	.975

3. I think that visiting Rantau Panjang was the wise choice.	3.97	.932
4. The trip to the Rantau Panjang was well worth my time and money.	4.00	.910
5. I have gained knowledge about city urban design after visiting Rantau Panjang	3.98	.954
6. I am satisfied with the price of goods sold in Rantau Panjang	3.98	.952

The mean and standard deviation analysis for the independent variable, tourists' perception, was displayed in Table 2. The respondents who agreed that the cultural events are very popular in Rantau Panjang gave item number 7, with a mean score of 3.90, the highest mean score. The responder only slightly agreed that the level of community cleanliness in Rantau Panjang, which had the lowest mean value of item number 1 at 3.77. The values near to the mean were highlighted for the data set from 378 respondents with a standard deviation most frequently lower than 1. The study of the mean and standard deviation for the independent variable, which was the state of the infrastructure, was shown in Table 2. Item number 2, where respondents agreed that cross-border travel had a positive impact on the tourism business, had the highest mean value, 4.01. The responder just slightly agreed that the infrastructure of Rantau Panjang is in very good shape, which resulted in the lowest mean value for item number 4, which was 3.86. With a standard deviation that was mostly more than 1, the data set from 378 respondents revealed values that were near to the mean. The independent variable, the destination picture, was the subject of a study of mean and standard deviation in Table 2. The respondents' agreement that Rantau Panjang has its unique history and traditions led to item number 4, which had the highest mean value at 3.92. The respondent very slightly agreed that Rantau Panjang's stunning beauty and natural uniqueness are among the city's tourism attractions, giving the item with the lowest mean value—3.80—that description. With a standard deviation that was mostly more than 1, the data set from 378 respondents revealed values that were near to the mean. The tourist satisfaction of the growth of cross-border tourism in Rantau Panjang was the dependent variable, and Table 2 displayed the mean and standard deviation analysis on it. The respondents who responded to item number 4 agreed that the journey to the Rantau Panjang was well worth my time and money, giving that item the highest mean score of 4.00. The response marginally agreed that I felt delight and satisfaction after visiting Rantau Panjang and that the travel experience to the Rantau Panjang matched my expectations. The lowest mean value was item numbers 1 and 2, which was 3.93 for the two items. The majority of the answers for the data set from 378 respondents with a standard deviation lower than 1 suggested value near to the meanwhile the standard deviation.

RELIABILITY TEST

The dependability of the surveys was evaluated using reliability analysis. According to Hair et al. (2007), the information's external and internal consistency was ensured using Cronbach's Alpha analysis. The Rules of Thumb in the table below were used to determine the size of the Cronbach's Alpha coefficient.

Table 3 Rules of Reliability Coefficient Alpha for the Independent Variable and Dependent Variable

Variable	Number of Items	Cronbach's Coefficient Alpha	Strength of Association
Tourist Perception	7	0.924	Excellent
Infrastructure Issues	7	0.938	Excellent
Destination Image	7	0.944	Excellent
Tourist Satisfaction	6	0.935	Excellent
Overall Variables	27	0.713	Acceptable

The aggregate Cronbach's Alpha Coefficient for the independent variable and dependent variable in this study was displayed in Table 4.20. We may infer from the table that all of the variables were above the value of 0.6 and that the total number of variables was 0. 818. As a result, the outcome was trustworthy and appropriate for this study.

Pearson Correlation Analysis
Pearson Correlation Coefficient

The linear correlation between two random variables is determined using the Pearson's correlation coefficient vectors, which have real values. In this study, the dependent variable (tourist satisfaction with cross-border tourism development in Rantau Panjang) and the independent factors (tourist perception, infrastructural issues, and destination image) were examined to see whether any links existed. If there is a significant relationship, the researcher must decide if the association's strength was conventional.

Table 4: Pearson Correlation Analysis

Hypothesis	Result	Finding of Data Analysis
H1: There is a significant relationship between tourist perception and tourist satisfaction of cross-border tourism development in Rantau Panjang.	r = 0.851, p = 0.000 High positive	**H1: supported**
H2: There is a significant relationship between infrastructure issues and tourist satisfaction of cross-border tourism development in Rantau Panjang.	r = 0.867, p = 0.000 High positive	**H2: supported**
H3: There is a significant relationship between destination image and tourist satisfaction of cross-border tourism development in Rantau Panjang.	r = 0.831, p = 0.000 High positive	**H3: supported**

The total number of cases used in the study (378) and the Pearson correlation coefficient are shown in Table 4.23. The needed significance level of 0.01 was not met by the p-value of 0.000. The expansion of cross-border travel in Rantau Panjang was positively correlated with tourists' perceptions of it and their contentment, according to the 0.851 correlation coefficient. Pearson correlation coefficient, significant significance, and overall number of cases (378) used in the study. The p-value was 0.000, falling short of the required significance level of 0.01. The p-value was 0.000, falling short of the required significance level of 0.01. The significant positive association between infrastructure issues and visitor satisfaction with the expansion of cross-border tourism in Rantau Panjang was shown by the correlation coefficient of 0.867. The number of cases used in the study (378), the significant significance, and the Pearson correlation coefficient were all displayed in Table 4.25. The p-value was 0.000, falling short of the required significance level of 0.01. The p-value was 0.000, falling short of the required significance level of 0.01. The development of cross-border tourism in Rantau Panjang was strongly positively correlated with tourist satisfaction, as indicated by the correlation coefficient of 0.831.

DISCUSSION AND RECOMMENDATION
We all know that Rantau Panjang is a city on the Malaysia–Thailand border situated in the north of the state of Kelantan in the western region of the Pasir Mas colony based on chapters 1–4 of this study. It is situated next to the Golok River in Narathiwat, Thailand, 39 kilometres southwest of Kota Bharu. Rantau Panjang is

well known for its numerous retail goods and mementos. To stop the smuggling of goods including drugs, rice, sugar, and people, among other things, the Anti-Smuggling Unit, the Royal Customs and Excise Department, the Immigration Department, and the Royal Malaysian Police conduct inspections. Duty-free shopping is a well-known feature of Rantau Panjang. The suggestions in this chapter will be based on the Garis Panduan Perancangan Kawasan Perdagangan and will deal with improving the facilities so that they are more adequately supplied with essentials. Since Majlis Daerah Pasir Mas has authority over the Rantau Panjang market, Daerah Pasir Mas also has a big influence on the development of the market's facilities. Additionally, the facilities ought to make it convenient for market patrons and guests to visit Rantau Panjang.

Traffic Management

i. Rantau Panjang market should provide pedestrian space.

Pedestrian walkways are one of the conveniences for locals and tourists to use the road. There are also pedestrian walkways accessible to prevent people from using the road as their route to go to each location. A pedestrian route is one of the essential features that must be offered in the market area. The Garis Panduan Perancangan Kawasan Perdagangan states that these pedestrians must to be present in the market area to permit easy access for locals and visitors to different locations. It also serves as a means of preventing accidents.

ii. Upgrade the Lot Line of Car Parking

The parking lot line appears faded and some of it is congested. Utilising road signs or a parking queue will help the already-existing parking places. Visitors can park their cars more efficiently and avoid double parking thanks to this road marker. Everyone should pay attention to the lot line since it marks the boundary between parking and the necessity to prevent parking overlap. iii. Supporting facilities

The surau needs to be renovated because of the building's deteriorating condition and faded colour. The surau needs to be updated because it can draw in the public's interest while also providing users with comfort.

CONCLUSION

Tourist satisfaction has a substantial impact on overall contentment when cross-border tourism development, with tourist perception, infrastructure issues, and destination image all playing an important factor. According to the data, practically all respondents completed the survey questions on their satisfaction with cross-border tourism development in Rantau Panjang, Kelantan. The majority of respondents firmly agreed that tourist satisfaction has a significant impact on their satisfaction while visiting cross-border tourism development. Respondents also agreed that tourist perception, infrastructure issues, and destination image play an important role when visiting Rantau Panjang, Kelantan.

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