



E-PROCEEDING HOTWEC 7.0

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





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Perpustakaan Negara Malaysia Cataloguing-in-Publication Data

Title: E-Proceeding Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness Industry For A Brighter Tomorrow

e-ISBN: 978-629-489-007-7

Published by:

UMK Press

Universiti Malaysia Kelantan

Office of Library and Knowledge Management

16300 Bachok

Kelantan

(Member of Malaysian Scholarly Publishing Council (MAPIM))

(Member of Malaysian Book Publishers Association (MABOPA))

Membership Number: 201903)

In Collaboration:

Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan (UMK), Kampus Kota Pengkalan Chepa, 16100 Kota Bharu Kelantan, Malaysia.

Title	Page
Prefece	i
Acknowledgement	ii
Consumer Acceptance of Innovation In Traditional Foods Among Undergraduates' Student	1
The Study on Visitor's Acceptance Of Traditional Malay Food In Malaysia	15
The Study on Tourist Visit Intention Theme Park in Malaysia	29
Factors that influence customer satisfaction in 3star hotels in Kelantan	46
Factors that influence customers satisfaction towards robotic service restaurant in Malaysia	65
The Viral Marketing Role In Directing Customer Purchasing Decision Regarding Food In Tiktok	85
Factors Influencing The Usage Of Online Food Delivery Service Among University Student In Malaysia	104
Measuring Perceived Service Quality Toward Customers Loyalty In Malaysia Fast Food Restaurant	121
The Influencing Factors Of Online Reviews Affecting Customer Visit Intention Towards Food And Beverage Establishment In Malaysia	141
The Influence of Workplace Deviant Behavior Towards Employee Performance in Malaysia Hotel Industry	159
Customer Satisfaction and Willingness to Use Self-Service Kiosk In Genting Highlands Hotel	176
The Influences of Hygiene Attributes Toward Customers' Fear of Covid at Thai Restaurant in Kota Bharu, Kelantan	189
The Antecedent of Brand Love Toward Starbuck in Kuala Lumpur	202
Factors That Influence Customers Satisfaction Toward Fast Food Restaurant In Kota Bharu	214
Intention To Eat Kelantan Traditional Food Among UMK Students At City Campus	222
Customer Satisfaction Towards Service Quality In The Fast-Food Industry At Kota Bharu, Kelantan	243
Student's Behavior Towards Fast Food Restaurant At Universiti Malaysia Kelantan (City Campus)	262
The Acceptance of Street Food Among University Students in Universiti Malaysia Kelantan, City Campus	278
Factors Affecting Consumer Preference To Use Online Food Delivery Services In Malaysia	295
The Influence of Youngster's Satisfaction Towards Hipster Food in Kota Bharu, Kelantan	310
Factors Influencing Visitors Motivations in Attending Food Festival in Malaysia	328
Factors That Influencing Customer's Satisfaction Toward Food Trucks in Kota Bharu, Kelantan	342
Consumer Perception of Food Safety at Restaurant in Kota Bharu, Kelantan	354

Consumer Knowledge, Perception Of Food Image And Acceptance Towards Kelantan Traditional Food	367
Factor Influencing Customer Satisfaction Among Millennials Toward Homegrown Cafe In Kota Bharu	384
Factors Affecting Student Satisfaction to Visit Cafeteria at University Malaysia Kelantan, Bachok	395
Measuring Eco - Tourist Perception, Knowledge, Acceptance And Revisit Intention In Malaysia	408
The Role of Service, Restaurant Environment, Food Quality, Food Hygiene, and Food Pricing Toward Customer Satisfaction On Fast Food Restaurant	428
The Role of Customer Attribute On Customer Satisfaction Toward Restaurant In Kelantan	443
Study of Workplace Environment, Reward and Recognition on Job Satisfaction Among Employees' Malaysian Hotel Industry	455
The Factors That Have Influenced Final Year Students' University Malaysia Kelantan In Pursuing A Career In The Hospitality Industry	470
Customer Satisfaction Of The Airlines In Sultan Ismail Petra Airport, Kota Bharu Kelantan	485
Customer Perception Of Mcdonald's Restaurant Service Quality In Kota Bharu Kelantan	500
The Factors That Affect Customer Satisfaction in Hotels at Kota Bharu, Kelantan	513
University Students Perception Towards Hipster Café In Kota Bharu, Kelantan	525
Factors That Motivate University Malaysia Kelantan's Students To Participate In Cultural Tourism Activities	552
Examining The Perceptions Of Tourism Employees Towards Government Policies For Covid-19 Recovery Process	566
The Factors Determine Food Satisfaction Among Domestic Tourists : The Case Of Gastronomic Tourism In Kelantan	572
The Factors Determine Satisfaction Among Tourist Visiting Sustainable Heritage Tourism Development In Kelantan	592
The Relationship Between Memorable Experience, Travel Satisfaction, and Tourist Expectation on Revisit Intention Among Tourist in Malaysia	611
The Relationship Between Accommodation, Food Quality, and Customer Relations Towards Tourist Satisfaction in Malaysia	627
The Factors Influence Employee Satisfaction Employee Satisfaction In The Hotel Industry	649
The Factors that Influence Tourism Demand in Malaysia	673
Factor Influencing Tourist Satisfaction While Traveling Among Students At Universiti Malaysia Kelantan	692
Factors Determining Young Tourists' Intention To Use	709

Smart Tourism Technology In Kelantan	
Factor That Builds Youth's Intention To Do Adventure Tourism In Kelantan	731
Factors Influencing Intention To Use Smart Mobile Apps Among Local Traveller In East Coast Malaysia	744
The Factors That Influence The Malay Community In The Use Of Accommodation Technology Applications In Kota Bahru, Kelantan	759
Impacts Of Ecotourism Development Toward Quality Of Life Among Local Communities In Dabong, Kelantan	774
Factors That Influence the Increasing Of Stress Among Wellness Student Year 2 In Universiti Malaysia Kelantan, Kampus Kota	791
Perception Of Kuala Terengganu As An Islamic Tourism Destination Among The People That Had Been In Kuala Terengganu	801
The Effect Of Perceived Impact, Social Impact And Environmental Impact On Tourism Development In Sabah, Malaysia Among Indigenous People	822
Analysis Of The Impact On Halal Tourism Towards Tourism Students At Universiti Malaysia Kelantan	835
The Effectiveness of Technology Use Among Tourist Satisfaction in Kelantan	852
Factors Influencing Visitor's Awareness Level And Visitor's Satisfaction Level Towards Safety In Tok Bali, Kelantan	876
The Effect Of Destination Attributes On Tourist Loyalty Aftermath Of The Crisis	900
Exploring Innovation In The Homestay Program	915
Exploring The Potential Of Staycation Making To Travel During And Aftermath Of The Covid-19	930
The Effect Of A Short Vacation On Work Stress Among Tourism Lecturers	944
The Impact Of Memorable Eco-Tourism Experience On Behavioral Intention Among Tourists Who Took Train Trips To Dabong, Kelantan	959
Impact of Event Experience Towards Satisfaction Among E-Sport Events Participant	971
Investigation Of Bundle Event And Visitor Satisfaction A Case Of Bundle Event	985
Factors Influence Kelantan Experience Tourism Among Umk Students	1002
Factors Encouraging Women Participation in Tourism	1018
Intention To Use Metaverse In Teaching Among Universiti Malaysia Kelantan Lecturer	1048
The Relationship Between Adaptive Capacity And Business Performance Among Homestay Operators In Kelantan	1057
Factors That Motivate Student's Willingness To Involve In Volunteer Tourism Programs In Malaysia	1067
The Effect Of Interpersonal Skills Attributes Towards	1087

Motivation To Volunteer Among Youth In Kelantan	
Understanding Success Factor Strengthen Min House Camp As A Community-Based Tourism Product In Kelantan During Post-Covid	1101
Factors Influencing Revisit Intention of Community-Based Tourism in Tok Bali, Kelantan; Tourist Perspective	1122
The Impact Of Service Quality Airqual Model Towards Malaysia Airlines Customers' Satisfaction	1143
A Study on Tourist Satisfaction Towards Ferry Services in Langkawi	1161
Examining Customer Satisfaction Toward Quality Service at Zamburger Hotel: A Quantitative Study	1173
Understanding The Effectiveness of Marketing Communication Towards Tourist Decision-Making to Visit Min House Camp	1188
Factor Affecting Tourist Development In Kelantan After Covid-19	1202
The Factors Influencing The Tourism Development In Genting Highland	1221
The Factors Influencing Tourist Visitation Among Tourists A Case Study In Kelantan, Malaysia	1235
Factor Influencing The Development In Kota Bharu, Kelantan	1254
The Influence Of Smart Tourism Applications On Perceived Destinations Image In Kelantan	1271
Factors Affecting Gen Y Tourists' Purchase Intention Towards Local Food In Kelantan	1284
Factors That Influence Tourists' Intention To Consume Local Food In Kelantan	1296
Push And Pull Factors Of Tourist Participate In Outdoor Adventure Tourism	1310
Factors Influence Tourists' Selecting Melaka As Holiday Destination	1323
Tourist Satisfaction Towards Local Heritage Food In Pulau Pinang	1331
The Factors That Affect Customer Satisfaction On The Quality Of Hotel Service	1339
The Factors Of Selecting Langkawi Island As A Tourist Destinantion: A Conceptual Paper	1347
Factor Affecting Memorable Tourism Experiences Towards Behavioural Intentions of Heritage Tourists	1357
Re-Visiting Community-Based Tourism Intention in Kelantan Malaysia: Insights for Tourists	1367
The Nexus Of Information And Communication Technology (Ict) And Sustainable Tourism Marketing Among Owner's Homestay	1381
Issues Influencing the Use of Smart Tourism Apps Among Malaysia Tourism Stakeholders	1399
A Study of Tourist Satisfaction of Cross-Border Tourism Development in Rantau Panjang, Kelantan	1415

Factors Influencing Destination Loyalty Among Domestic Tourist In Perhentian Island, Terengganu, Malaysia	1434
Factors Influencing the Supply of Pineapples in Johor, Malaysia	1447
Tourist Satisfaction Towards Beach Tourism In Pantai Cahaya Bulan Kota Bharu, Kelantan	1462
Awareness and Knowledge of Social Protection Among Gig Economy Workers in Kota Bharu, Kelantan	1471
Awareness and Knowledge of Right To Disconnect After Work Among Lecturers In University Malaysia Kelantan (KOTA)	1485
Awareness and Knowledge of Academic Burnout Among Students in University Malaysia Kelantan Kampus Kota: A Qualitative Study	1500
Political Awareness And Knowledge Among Student In University Malaysia Kelantan	1539
Factors Influencing Green Restaurant Revisit Intention Among Consumers in Malaysia	1549
Factor Influencing Online Repurchase Intention Among Cosmetic Consumers In Malaysia	1561
Determinants of Consumers Purchase Intention Towards Organic Beauty Products Among Women in Malaysia	1577
Motivational Factors to Consume Organic Food Products Among University Students' in Kelantan	1596
The Exploring Study of Postpartum Depression Prevalence Among Women in Kelantan	1610
The Effect Of Online Gaming On Mental Health, Finance And Academic Performance Among University Student	1624
The Factors Influencing Nurses Mental Health In Hospital Raja Perempuan Zainab Ii (Hrpz Ii)	1632
Fast Food Consumption Among Teenagers in Pengkalan Chepa	1653
Customer Satisfaction With Traditional & Complementary Medicine Among Community in Pengkalan Chepa, Kelantan	1665
Unhealthy Lifestyle Among Youth in Kedah And Johor	1682
The Factors That Influence Sleep Quality Among Students Universiti Malaysia Kelantan (UMK), City Campus	1693
Mental Health Among Students of the Universiti Malaysia Kelantan, Kampus Kota	1709
The Factor That Influence the Daily Diet among Wellness Student in Universiti Malaysia Kelantan, Kampus Kota	1716
Weight Management of Obesity Among Student In Universiti Malaysia Kelantan	1732
Factors Affecting Stress Among First-Year Students Fakulti Hospitaliti, Pelancongan & Kesejahteraan (FHPK) At Universiti Malaysia Kelantan	1748
Factors Influencing Fast-Food Consumption Among Students at Universiti Malaysia Kelantan, City Campus	1760
Factors Influencing Eating Habits among Wellness Students at Universiti Malaysia Kelantan	1775

Factor Affecting Mental Health Among 3rd Year Student at University Malaysia Kelantan, City Campus	1788
Identifying The Challenges and The Level of Effectiveness of Campus Wellness Initiatives Among Students and Staff in UMK City Campus	1801
Assessing The Post-Service Experience Towards Emotional Impacts On Spa-Goers in Kota Bharu, Kelantan	1816
Exploring Success Factors Influencing The Effectiveness of Wellness Initiatives Activities in The University	1834
Customer Satisfaction with Traditional and Complementary Medicine (TCM) Services	1850
Adopting A Healthy Lifestyle: It's A Choice	1860
The Involvement in Physical and Fitness Activities Among Community in Malaysia	1872
Preferences of Fast-Food Selection Among Third-Year Students of Bachelor Entrepreneurship (Wellness) with Honour at UMK City Campus	1884
Unhealthy Lifestyle Factors Among Wellness Students at UMK City Campus	1896
Student's Motivation After Returning to University Malaysia Kelantan City Campus	1910
The Association Between Family Values and Coping Skills Toward Depression Among 3U11 Students	1923
Relationship Between Traditional Postnatal Care Services Utilization and Emotional Status Among Women	1936
The Association Between Parental Emotional Styles and Emotional Problems Among Preschool Children	1946
Factors Influencing the Demand for Halal Foods Purchase Intention in Kelantan	1959
Determinants of Purchase Intention of Online Shopping Platforms	1980
Factors Influencing the Intention to Use Fitness Apps Among Generation Z	2004
Fast Food Consumption Among University Students: A Comparative Study Between University Malaysia Kelantan (UMK) Pengkalan Chepa and Institut Pendidikan Guru (IPG) Students	2037
The Factors That Influence Physical Activity Involvement Among Universiti Malaysia Kelantan (UMK) Kampus Kota Students	2051

PREFACE

In the dynamic landscape of today's global economy, the fields of tourism, hospitality, and wellness are experiencing unprecedented growth and evolution. This compendium represents a convergence of innovation and academic rigor, providing a platform for students to showcase their scholarly contributions. E-proceedings encapsulate a collection of research projects, and insights that underscore the diverse dimensions of tourism, hospitality, and wellness. It is a testament to the curiosity, dedication, and intellectual prowess of our undergraduate scholars. In the pages that follow, readers will find a rich tapestry of research articles that reflect the tourism, hospitality, and wellness disciplines.

Students, lecturers, and industry partners collaborative efforts signify a commitment to advancing knowledge and fostering a community of learners who are well-equipped to navigate the complexities of the modern tourism, hospitality, and wellness sectors. May this collection inspire further exploration, dialogue, and innovation among the next generation of leaders in these dynamic fields.

Therefore, this book summarizes the selected papers of student conference focused on the current issues in tourism, hospitality and wellness field. Presented papers deal with investigation of issues and challenges of tourism, hospitality 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 used in the future researcher and industries players in the future.

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Muhamad Nasyat Muhamad Nasir, PhD

Nurul Aziah Binti Ahmad

Mohd Firdaus Bin Mohd Nasir

ACKNOWLEDGEMENT

It is our pleasure to present this volume consisting of selected papers based on presentations from the Hospitality, Tourism and Wellness Colloquium 7.0, held on May 28 and 29, 2023 at the Universiti Malaysia Kelantan. The main colloquium objective is to explore, within the generative framework, different acquisition contexts, across a variety and between different components of the Hospitality, Tourism and Wellness fields. The colloquium was organized and supported by the Faculty of Hospitality, Tourism and Wellness (FHPK), Universiti Malaysia Kelantan (UMK). We would also like to extend our gratitude to the excellent work of our colloquium organizing committee which comprised of the following:

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Norsuriani Binti Samsudin, PhD
Nur Farihin Binti Abd Hadi Khan
Mohd Firdaus Bin Mohd Nasir
Mazne Binti Ibrahim
Raja Norliana Binti Raja Omar
Nurul Aziah Binti Ahmad
Hazyati Binti Hashim
Mohd Hafzal Bin Abdul Halim
Nor Maizana Binti Mat Nawi
Zaimatul Binti Awang
Fauzan Hafiz Bin Muhammad Safri
Fadhilahanim Aryani Binti Abdullah
Abdullah Bin Muhamed Yusoff
Mohammed Ruqaimi Bin Remeli
Ahmad Faezi Bin Ab. Rashid
Nursalihah Binti Ahmad Raston
Harnidah Binti Samengon
Nor Amira Binti Mohd Razali
Siti Selihah Binti Che Hasan
Nurzehan Binti Abu Bakar
Nurul Fardila Binti Abd Razak
Nur Azimah Binti Othman
Muhammad Firdaus Bin Bidin

We would also like to acknowledge the excellent work of our conference reviewers of the original abstracts and the papers submitted for consideration in this volume for having so generously shared their time and expertise. Along with these individuals, we wish to thank our local colleagues and students who contributed greatly to the organization and success of the colloquium.

Factors Determining Young Tourists' Intention To Use Smart Tourism Technology In Kelantan.

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ABSTRACT

The development of information and communication technology (ICT), including social media, mobile technology, artificial intelligence, and the Internet of Things, has completely changed the tourism sector. Focuses on young tourists because they use the Smart Tourism Technology almost in their daily life and become a need for them. For example, when people travel to other places or destinations, the environment will be changed regarding the current destination. They have to adapt with the new environment and also new cultures depending on their location. Aims of study to examine the relationship between smart tourism technologies with accessibility, security and informativeness among young tourists in Kelantan. This study has used convenience sampling techniques which are quantitative studies to ensure the intention is guaranteed. A total 217 respondents participated to answer all the questions in this survey. As a result, the Accessibility variable had the highest mean value in the descriptive analysis and findings for the independent variables which is 4.1963, this can be seen that the most important factor among the other factors is Accessibility.

Keywords : Smart Tourism Technology, Smart Tourism, Intentions Towards STT, Security, Informativeness, Accessibility.

INTRODUCTION

The main goal of this study is to better understand how smart tourism technology may better serve young tourists in Kelantan by emphasizing accessibility, information, and security. The purpose of this study was to determine the extent to which smart tourism technology has an impact on young tourists from Kelantan. In fact, this study also aims to look into how participants use smart tourism technologies when traveling in Kelantan. The tourists of the study, statement of the problem, objective of the study, research question, importance of the study, scope of the study and chapter summary follow the chapter introduction in this study.

SIGNIFICANCE OF STUDY.

There is growing interest in the educational element of tourism as the field of study of tourism develops and as the number of higher education institutions devoted to tourism continues to grow globally. As the body of knowledge on the subject of tourism is now growing, research into education-related fields is also rising (D Airey, J Tribe, 2006). Information and communication technology (ICT)-based resources make it easier for students to access travel and hospitality-related goods, services, locations, and experiences. By enhancing and expanding these resources, urban intelligence is improved and student participation is raised. Title of the study is Factors that Influence Young Tourists' Intention to Use Smart Tourism Technology in Kelantan. Understanding how students use tourist technology as a platform to help them develop ideas and knowledge is the goal of this project. This study also examines how students respond while deciding to participate in services and physical activities. The results of this study show how important smart tourism technology is to youthful travelers in Kelantan.

LITERATURE REVIEW

1. Accessibility.

The term "accessibility" refers to how a person may use various types of SST to access and use the information offered at the destination. To be accessible or accessible, travelers and technologies must be able to interact with, reach, and be accessed by other organizations (Kim and Garrison, 2009).

2. Informativeness.

The extent to which a website offers users the information they require to be seen as knowledgeable and helpful is characterized as informativeness, according to Pavlou et al. (2007).

3. Security.

When doing different transactions, security refers to how private personal information is. (Park, YA; Gretzel, U., 2007). The protection of personal information when utilizing different forms of STTs is referred to as security.

4. Intention to use Smart Tourism Technology. (STT)

"Smart tourism technology" (STT), as defined by Yoo et al. (2017), is any interactive technology that is used by various tourists to gather data, carry out transactions, communicate, and create content. According to Neuhofer et al. (2015), "smart tourism" is a collection of applications that enhance the traveler's experience and offer value to customers.

Research Hypothesis

It implies that a relationship between an independent variable and a dependent variable is reliable. Therefore, according to the research:

H1 : To examine the relationship between informativeness with intention to use Smart Tourism Technology among tourist in Kelantan.

H2 : To examine the relationship between security with intention to use Smart Tourism Technology among tourist in Kelantan.

H3 : To examine the relationship between accessibility with intention to use Smart Tourism Technology among tourist in Kelantan.

Research Framework

Figure 1 below shows the conceptual framework that was used in this study.

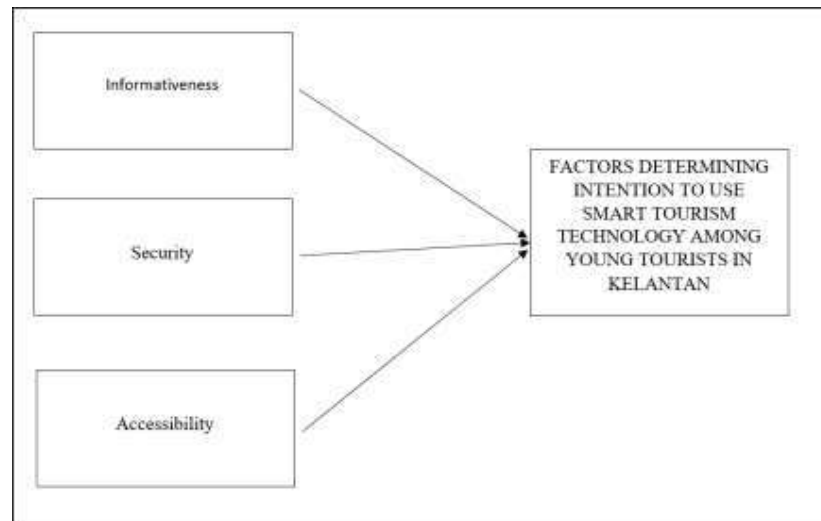


Figure 1 Conceptual framework of informativeness, security and accessibility toward intentions to use smart tourism technology among young tourists in Kelantan.

METHODOLOGY

It is described as the process of applying knowledge from research to a predetermined result. A significant portion of the analytical approach is formed by the study methodology, data gathering strategies, sample design, and presented work. As may be inferred from the aforementioned statement, research is an organized, objective activity with the goal of acquiring reliable information. The term "methodology" refers to the methodical, impartial procedure of evaluating and investigating studies.

Research Design

When conducting a study, a certain approach known as research design must be followed that specifies the time frame, the data sources, and the conditions under which the data will be acquired (Cooper & Schindler, 2008). Making sure that the data-based evidence can effectively and convincingly address the research topic is the goal of study design (Vaus, 2001). Because it is simple to get data from people based on our independent variable and dependent variables, we used a quantitative research design for our study.

Data Collection

The collection of data is essential to statistical analysis. As the primary technique of data collection for this research, respondents answered the questionnaires. The package of surveys will include a cover letter. The content of the respondent's research objective will be shown on the top page. This will inform the responder about the motivation behind and goal of our study. There are 5 checkboxes in the area that respondents must complete in order to provide a response, and the data they provide is what we use for the study. Young travelers in Kelantan get the questionnaire.

Sampling

Refers to (Alvi, 2016), sampling is the process of removing a sample from a population. Sampling can be used to infer a population or to generalize a theory (Hamed, 2016). Using this random sample approach, the information about the population that willing to participate in the research is acquired (Sekaran, 2009). Since there are several people, a random sampling is employed to ensure that each person is considered. Cluster random sampling was used for this study's sample selection.

Data Analysis.

The process of analyzing data entails meticulously scrutinizing each element of the information provided while using logic and science to the evaluation. Conducting an exploratory test

has a wide range of alternatives, including this form of inspection. Data obtained, reviewed, and then deconstructed from numerous sources are used to frame a finding or end type. Explicit information research techniques include information mining, content evaluations, business insight, and information perceptions. The data acquired were assessed using the Statistical Package for the Social Science Version 24(SPSS). A complete range of statistical tools, such as IBM SPSS version 24, is available for processing statistical data and producing a variety of outputs in order to respond to an objective investigation.

FINDINGS.

Demographic Analysis

The fundamental analysis of this investigation comprised a frequency analysis. The information from Section A of the questionnaire includes inquiries on the respondents' gender, age, race, status, level of education, and occupation. The respondents' race and ethnicity were two additional demographic characteristics. The respondents' demographic characteristics were shown using a table and a pie chart.

Table 1 : Descriptive analysis for Demographic Profile

		GENDER			
		Frequenc		Valid	Cumulative
		y	Percent	Percent	Percent
Valid	Female	178	82.0	82.0	82.0
	Male	39	18.0	18.0	100.0
	Total	217	100.0	100.0	

RACE

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	2	.9	.9	.9
	Indian	2	.9	.9	1.8
	Malay	203	93.5	93.5	95.4
	Others	10	4.6	4.6	100.0
	Total	217	100.0	100.0	

AGE

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	21-30 years old	199	91.7	91.7	91.7
	Less than 20 years old	5	2.3	2.3	94.0
	More than 30 Years old	13	6.0	6.0	100.0
	Total	217	100.0	100.0	

MARITAL STATUS

		Freque y	Percent	Valid Percent	Cumulative Percent
Valid	Married	19	8.8	8.8	8.8
	Single	198	91.2	91.2	100.0
	Total	217	100.0	100.0	

EDUCATIONAL LEVEL

		Freque y	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor of Degree	193	88.9	88.9	88.9
	Diploma	11	5.1	5.1	94.0
	Master Degree	9	4.1	4.1	98.2
	Primary School	1	.5	.5	98.6
	Secondary School	3	1.4	1.4	100.0
	Total	217	100.0	100.0	

OCCUPATION

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	Employed	24	11.1	11.1	11.1
	Student	192	88.5	88.5	99.5
	Unemployed	1	.5	.5	100.0
	Total	217	100.0	100.0	

Descriptive Analysis

A descriptive statistic is used in an organisation to highlight the most important aspects of the data. Remarkable reports are divided into proportions of local predilection and proportions of inconstancy. The components of local propensity proportions are mean, median, and mode, whereas the components of fluctuation proportions are standard deviation, change, base and most extreme factors, kurtosis, and skewness.

Table 2 : Descriptive analysis for Intention to Use Smart Tourism

DV: Intention to Use Smart Tourism

	N	Minimum	Maximum	Mean	Std. Deviation
I can easily find smart tourism technology	217	1	5	3.94	.803

I can easily use smart tourism technology apps and websites.	217	1	5	4.04	.741
I can access smart tourism technology apps and websites at everywhere and anytime	217	1	5	4.13	.711
I have quick access to smart tourism technologies from a number of other similar apps and websites	217	1	5	4.00	.782
I can search without a complicated sign-up process while using smart tourism technology	217	1	5	3.97	.841
Valid N (listwise)	217				

Table 3 : Descriptive analysis for Accessibility

IV1: Accessibility

	N	Minimum	Maximum	Mean	Std. Deviation
Do you use smart tourism technology while traveling	217	2	5	4.06	.780
Does smart tourism technology help in planning trip	217	1	5	4.24	.686
Using smart tourism technology help me reach my destination conveniently	217	1	5	4.24	.699
Using smart tourism technology increase my interest to visit the place	217	1	5	4.25	.677

Using smart tourism technology can prevent from congestion while traveling	217	1	5	4.05	.832
Valid N (listwise)	217				

Table 4 : Descriptive analysis for Informativeness

IV2: Informativeness

	N	Minimum	Maximum	Mean	Std. Deviation
I can find relevant information about the travel destination by using smart tourism technology	217	1	5	4.31	.675
Smart tourism and technology apps and website are helpful for evaluating the destination and the trip	217	1	5	4.23	.695

Smart tourism technology enable me to complete my trips with the full information that has provided	217	1	5	4.14	.739
I can reduce my concern about my trip by using smart tourism technology apps and websites	217	2	5	4.12	.707
It easy to share tourism information content on smart tourism application and website	217	2	5	4.19	.650
Valid N (listwise)	217				

Table 5 : Descriptive analysis for Security

IV3: Security

N	Minimum	Maximum	Mean	Std. Deviation
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When i use smart tourism technology, i believe my privacy is protected	217	2	5	3.73	.801
Smart tourism technology provides adequate security to protect my personal information	217	2	5	3.77	.759
I have doubt about how well my privacy is protected when i use smart tourism technology application and websites	217	1	5	3.87	.874
I am concerned with the security of sensitive information when i use tourism websites and application	217	1	5	4.18	.711

My personal information be misused to illegal access when using smart tourism technology	217	1	5	3.74	.947
Valid N (listwise)	217				

Reliability analysis

Utilizing reliability analysis, the surveys' dependability was evaluated. The reliability and internal consistency of the data were examined using Cronbach's Alpha analysis. According to Hair et al.'s (2007) Rules of Thumb for Cronbach's Alpha coefficient size, see the table below.

Table 6 : Result of Reliability analysis

Variables	Number of Item	Cronbrach's Alpha Coefficient	Strength of Association.
Accessibility	5	0.644	Moderate
Informativeness	5	0.608	Moderate
Security	5	0.551	Poor

Pearson Correlation

One of the key techniques for establishing a relationship between the variables was Pearson's correlation study. The goal of this research was to look at the data to see if there was any correlation between the dependent variable, which was the factor influencing young tourists in Kelantan's intention to utilise smart tourism technology, and the independent variables, which were informativeness, security, and accessibility. If the correlation is substantial, researchers must decide if the strength of the association is appropriate. The following information illustrates the general guideline for interpreting a correlation coefficient's size in order to support that assertion.

Table 7 : Summary of Pearson Correlation results

Hypothesis	Pearson's correlation results
H1: There is a significant relationship between accessibility and intention to use smart tourism technology	r = 0.644, p < 0.01 Moderate
H2: There is a significant relationship between informativeness and Intention to use smart tourism technology	r = 0.608, p < 0.01 Moderate
H3: There is a significant relationship between security and Intention to use smart tourism technology	r = 0.551, p < 0.01 Low

DISCUSSION AND RECOMMENDATION

The accessibility variable had the highest mean value in Descriptive Analysis for the independent variables, 4.1963, then the security variable, 4.0175. The independent variable with the lowest mean value was informativeness (3.8571). The dependent variable's mean value was 4.1668. It is possible to conclude that accessibility has an impact on the intention to use smart tourism technology among young tourists in Kelantan, as well as satisfaction while traveling among UMK students.

This study advises that more research be done on foreign tourists because the study focused on young tourists in Kelantan to see whether there are any parallels in the findings. If this study is

applied to international tourists in Kelantan, the findings may alter. As a result, instead of focusing just on local visitors, other foreigners were asked to complete the questionnaire. Furthermore, the study focuses on the variables that influence young tourists' intentions to use smart tourism technology in Kelantan. However, this study may have overlooked other major elements that impact the factor among young tourists in Kelantan. As a result, future researchers suggested that other variables, such as economic characteristics, be included in their research to include new discoveries. There are only 217 samples in this survey. The number will be sufficient and suitable, according to Krejcie and Morgan (1970), and a bigger sample size may be employed to organize the millions of Malaysian domestic visitors.

CONCLUSION

This study's final objective was to look at the factors that affect young visitors' intentions to use smart tourism technology in Kelantan. Accessibility, informativeness and security are the independent variables that have an effect on the dependent variable among young visitors in Kelantan. The researchers take a quantitative strategy to gather all the data and information. The findings from the questionnaire survey were evaluated using a variety of techniques, including descriptive analysis, reliability analysis, and correlation analysis. The findings of the preceding chapter and all of the questionnaire data were examined using the Statistical Package for the Social Sciences (SPSS) 25 software. Additionally, this study provides recommendations and limits that may be helpful for future studies.

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