

E-PROCEEDING HOTWEC 7.0

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

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Factors Influencing Destination Loyalty Among Domestic Tourist In Perhentian Island, Terengganu, Malaysia

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ABSTRACT

Perhentian Island is a famous seaside resort in Malaysia that is the focus of tourists. This study aims to look at Factors Influencing Destination Loyalty Among Domestic Tourists in Perhentian Island, Terengganu, Malaysia. This study focuses on elements such as destination loyalty among domestic tourists such as destination attractiveness, place attachment, tourist satisfaction, and service quality that affect domestic tourists' commitment to their chosen destination. A quantitative research method was chosen, the information was gathered utilizing a survey with 384 respondents. Three types of analysis were used in the data namely, descriptive, reliability, and Pearson Correlation Analysis. As a result, all the independent variables (destination attractiveness, place attachment, tourist satisfaction, and service quality) that have been studied in this research have a significant relationship with the dependent variable (destination loyalty) among domestic tourists who visit Perhentian Island, Terengganu, Malaysia. Hopefully, the facts presented throughout this research can help related parties in generating money and profits, thereby improving the Malaysian economy.

Keywords: Destination Loyalty, Destination Attractiveness, Service Quality, Tourist Satisfaction, Place Attachment, Domestic Tourist.

INTRODUCTION

This study examines the satisfaction and loyalty of holidaymakers towards tourist destinations in Asian nations by taking Perhentian Island as the study destination. By recognising that visitor satisfaction will provide an assessment of the quality of the service and other elements that are sought to draw visitors in the future, this study is essentially finished. With the rise of the level of satisfaction, it's expected that the amount can increase holidaymaker loyalty because high satisfaction can encourage tourists to form repeat visits additionally to encouraging different tourists to visit.

Next, the results of this study may help to design marketing and customer loyalty plans for the destination by determining the precise variables that affect destination loyalty among domestic travellers in Perhentian Island. Finding any special or unusual elements that affect domestic visitors' destination loyalty on Perhentian Island could help to set the place apart from rival tourist spots. Providing insight into the characteristics and behaviors of loyal tourists in Perhentian Island, which could help to target marketing efforts and improve the overall visitor experience.

This study is important to a few sides that are involved in tourism. From the perspective of the satisfaction tourists of visiting Perhentian Island can increase the arrival of tourism to the island. The management can use the available capital to improve the Perhentian Island facilities. Tourists can also enjoy the island and learn about cultures

based on the findings of our study. Plus, the tourists who want to visit Perhentian Island will be benefited by this study.

Hence, the focus of this study was on the variables affecting Perhentian Island domestic travellers' destination loyalty. First and foremost, this chapter will explain specifically the background of the study, particularly related to the history of Perhentian Island. Next, the problem statements are also discussed in this chapter, which focuses on the issues or difficulties that exist on Perhentian Island and contribute to a downturn in local visitor arrivals. Research questions are specific questions that the research is meant to address, whereas the study's objectives represent the goals of the study. It serves as the basis for systematic research and helps to define the research process precisely. On the other side, the importance of the study describes the significance of doing the research. Additionally, every term used in the study is defined in the terms of reference section. Lastly, a summary of the whole chapter is also discussed in the last part of the chapter.

There are four objectives of this research:

1. To identify the relationship between destination loyalty and destination attractiveness.
2. To study the relationship between place attachments and destination loyalty.
3. To investigate the relationship between the tourist satisfaction and destination loyalty.
4. To investigate the relationship between service quality in waste management and destination loyalty.

Significance of The Study

By examining the attractiveness of the destination, place attachment, tourist satisfaction, and service quality, this study will enable us to better understand how to evaluate destination loyalty among local travellers to Perhentian Island, Terengganu. In Perhentian Island, Terengganu, Malaysia, we are conducting this study to determine whether elements such destination allure, place attachment, tourist satisfaction, and service quality have an impact on domestic travellers' destination loyalty. Future scholars who focus on the same subject may find this study useful in understanding tourists' intentions to return to Malaysian tourist destinations. Additionally, it will be useful for others to understand the variables that affect Malaysian domestic tourists' destination loyalty. On top of that, this study can provide new findings to other researchers and tourism industry pioneers to better improvise their business in order to get revisited from the tourists.

LITERATURE REVIEW

Destination Loyalty

Magatef & Tomalieh (2015) explained that less money is spent on destination promotion expenditures, and giving service to loyal customers is less expensive than to new ones. Destination loyalty, according to Wang et al. (2009), is the propensity of travellers to promote a place to others. This explanation speaks to the attitude component of customer loyalty. On the other hand, Chen and Tsai (2007) defined destination loyalty as the choice made by visitors of going back to the exact same place and the inclination to recommend it to others.

Destination Attractiveness

According to Xu and Zhang (2016), destination attractiveness and destination image have both been measured and utilised interchangeably. These characteristics include man-made features like theme parks and infrastructure as well as cultural and natural features like beaches, hills, and caves. These attractions play a significant role in luring travellers to a specific location. Additionally, Nasir

et al. (2020) suggest that destination appeal refers to a visitor's emotions, ideas, and opinions about the natural attractiveness, cultural attractiveness, and infrastructure inside the area satisfying specific.

Place Attachment

Place attachment, as defined by Nasir et al. (2020), is a powerful emotional bond that develops between a tourist and a certain location when the traveller values and exhibits sincere interest in the location's experiences. The outcome of subsequent assessment at a specific location is place attachment. Place attachment can be measured in two, three, or four dimensions. Hosany et al. (2017) employed two dimensions to quantify place attachment: place reliance, which assesses how well a setting supports a person's aims and aspirations, and place identification, which evaluates how strongly a person's identity is related to a specific natural location.

Tourist Satisfaction

Satisfaction among customers is able to be described as either a process that accentuates the end-state derived from the consumer experience or an outcome that underlines the perceptual, evaluative, and psychological processes that lead to customer happiness (Varvara, 1997). According to this definition, customer satisfaction is measured while services are rendered. The consumer will feel disappointed or unsatisfied if the perceived performance is below the planned performance (Kotler, 2008). According to Choi and Chu (2001), a consumer is said to be satisfied when an event matches their weighted average of hopes making them pleased.

Service Quality

The issue has generated a lot of interest and discussion in the academic literature because it is challenging to define and evaluate the quality of services since there is no agreement in either area (Wisniewski et al., 1996). Customers are dissatisfied when expectations exceed performance (Parasuraman et al., 1985). A research gap is essentially an unresolved problem or unexplored subject in an area as a result of insufficient earlier investigation. When there has been a significant quantity of prior study but the findings go in different ways, making it difficult to make firm conclusions, there may still be a research gap.

Research Hypothesis

A hypothesis needs to be testable and acceptable, taking into account the most recent findings and research methods. A hypothesis is also an assumption or an explanation of the relationship between two variables. It shows that an independent variable and a dependent variable are causally related. As a result, the study suggests:

H1: There is a considerable connection between the attractiveness of a destination and loyalty to that destination.

H2: Place attachments and destination loyalty have a significant relationship.

H3: Tourist satisfaction and destination loyalty are significantly correlated.

H4: Service quality and destination loyalty are significantly correlated.

Research Framework

Figure 1 depicts the conceptual foundation for this study. The independent variable that will be suggested is made up of four variables: tourist satisfaction, place attachment, destination attractiveness, and service quality. The dependent variable is loyalty to a destination. As a result, this paradigm will illustrate how independent and dependent variables relate to one another.

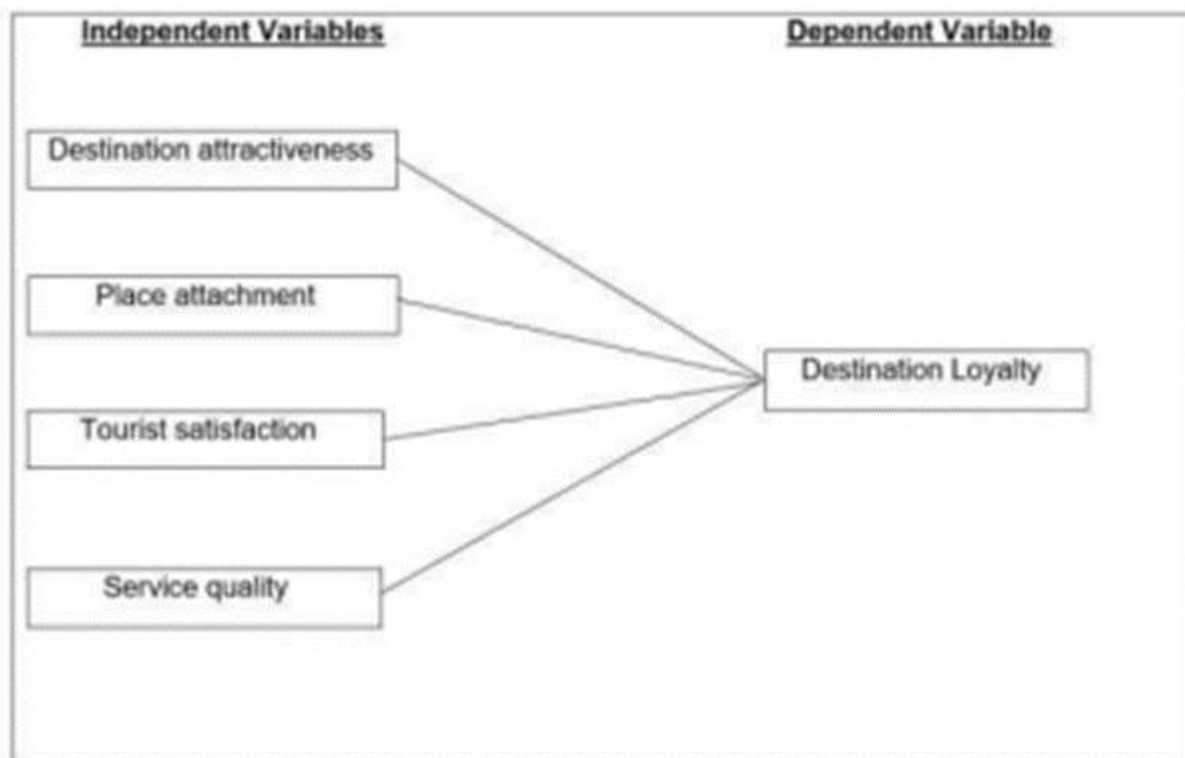


Figure 1: Independent variables and dependent variables in the conceptual framework

Source: (Mohamad et. al., 2019)

METHODOLOGY

Research Design

The study's design represents the factors that impact destination loyalty among domestic tourists in Perhentian Island. A quantitative technique will be used in this study, and data will be collected from individuals using a self-directed questionnaire. Because this study's objectives are to prove a causal relationship between variables, a causal research design was used. As a result, this study used a cross-sectional design. The acquisition of information at one period, and in relation to correlations between variables at a single period of time are two benefits of a cross-sectional design.

Data Collection

Online surveys made with Google Forms were used in the initial phase of data collection for this project. This platform of technical tools was used by the researcher because it was free and simple to use. Additionally, it makes it simple for the researcher to collect all the data from local tourists. Fieldwork was the second phase of data collecting. Actually, the main tool for acquiring data for this

study was a questionnaire. Respondents must complete all six of the sections of the questionnaire. To gather information on Malaysian tourists, a questionnaire was made available to the general public.

Sampling

Convenience sampling, a non-probability sample method, is employed in this study. The term "convenience sampling" refers to a technique used by researchers to gather data from a sample of easily available respondents for market studies. The most popular sample procedure is made possible by the fact that it is so quick, easy, and inexpensive. It is generally easy to persuade participants to participate in the sample. Additionally, the study's methodology used a quantitative approach.

Data Analysis

Five different data analysis methods, including SPSS, frequency analysis, descriptive statistics, reliability, and Pearson Correlation Coefficient Analysis, are employed by the researchers. In order to review and analyse the primary data that was collected from the respondents, we use Statistical Package for the Social Sciences (SPSS) version 25 software. SPSS is a statistical analysis programme that aids researchers in analysing their study objectives and processing the collected data.

FINDINGS

Result of Reliability Analysis

Table 1: Result of Reliability Test

Name of Variables	Cronbach's Alpha	Value N of Items	Remarks (acceptable/not acceptable)
Destination Attractiveness	0.862	8	Acceptable
Place Attachment	0.849	5	Acceptable
Tourist Satisfaction	0.878	3	Acceptable
Service Quality	0.932	8	Acceptable
Destination Loyalty	0.915	4	Acceptable

The result of reliability analysis for the independent and dependent variables of the study were shown in Table 1. Independent variables include destination attractiveness, place attachment, tourist satisfaction, and service quality while dependent variable is destination loyalty. Cronbach's Alpha value of destination attractiveness is 0.862, place attachment is 0.849, tourist satisfaction is 0.878, and service quality is 0.932. Additionally, destination loyalty resulted 0.915 of Cronbach's Alpha value. All of the independent variables results were acceptable because it is over than 0.70. Furthermore, dependent variable which is destination loyalty also acceptable because the score result is 0.915 and it's over than 0.70 value, demonstrating that the variables used were suitable and accurate for

assessing this variable. In conclusion, according to Cronbach's alpha, the reliability coefficients for the independent variables in this study were satisfactory and associated with one another.

Result of Frequency Analysis (Respondents' Demographic Information)

384 respondents completed the survey, which included filter questions, and the results of the demographic profile of the respondents were gathered and summarized. Gender, age, race, status, occupation, income, and place of origin are demographic questions that have been asked in the questionnaires.

Table 2: Result of Frequency Analysis (Demographic Analysis)

Items	Frequency (N)	Percentage (%)
Gender		
Male	103	26.8
Female	281	73.2
Age		
18 – 20 years old	13	3.4
21 – 25 years old	358	93.2
26 – 30 years old	9	2.3
31 – 35 years old	2	0.5
> 36 years old	2	0.5
Race		
Malay	362	94.3
Chinese	10	2.6
Indian	7	1.8
Other	5	1.3
Status		
Student	335	87.2
Work	47	12.2
Other	2	0.5
Occupation		
Student	332	86.5

Government Servant	10	2.6
Private Worker	23	6.0
Self-Employment	9	2.3
Others	10	2.6
Income		
< RM1,500	67	17.4
RM1,501 – RM3,000	31	8.1
RM3,001 – RM4,500	8	2.1
RM4,501 – RM6,000	2	0.5
>RM6,000	1	0.3
No Income	275	71.6
Place of Origin		
Kedah	56	14.6
Perlis	4	1.0
Pulau Pinang	16	4.2
Perak	8	2.1
Kelantan	73	19.0
Terengganu	113	29.4
Pahang	45	11.7
Selangor	17	4.4
Wilayah Persekutuan Kuala Lumpur	5	1.3
Johor	26	6.8
Melaka	5	1.3
Negeri Sembilan	3	0.8
Sarawak	6	1.6
Sabah	7	1.8
Total	384	100.0

According to Table 2 above, the total number of 384 respondents are 100% Malaysian domestic tourists that are visiting Perhentian Island, Terengganu, Malaysia. Firstly, the majority of the respondents are female 73.2% than males 26.8%. This is because most of the female respondents who answered the questionnaire stated that they are traveling more to Perhentian Island, Terengganu.

Next, the highest age group of respondents is from 21 – 25 years old with 93.2%. This is due to the intention to travel and the time freedom that they have to spend with their family and friends. Besides, 94.3% are Malays that answered the questionnaire and it is because most of the population in Perhentian Island, Terengganu are Malays. 87.2% of respondents hold status as students where they prefer to travel to Perhentian Island, Terengganu when holidays or semester break. On top of that, the highest percentage of occupation is 86.5% of students who travel in order to release their stress on studies. Next, the highest percentage of income is 71.6% that is from no income group since students are the majority community to travel to Perhentian Island. Their willingness to travel with their fellow friends makes it happen even though they don't have enough sources of income. Last but not least, is a place of origin. Respondents who come from Terengganu stated 29.4% more than other states in Malaysia. This is because, the population of the study is basically from Terengganu, Malaysia and that is why Terengganu holds the highest percentage among others.

Result of Descriptive Statistics

The researchers examined the mean and standard deviation for each variable in the study of 384 respondents who visited Perhentian Island, Terengganu.

Table 3: Descriptive Statistics of Dependent Variable and Independent Variable

Variables	Items	N	Mean Score	Standard Deviation
Destination Attractiveness	1. Easy to access transportation services.	384	3.78	0.870
	2. Good service and comfortable accommodation.	384	4.18	0.674
	3. Shopping and entertainment facility.	384	3.77	0.891
	4. Good quality and tasty food and beverages.	384	4.02	0.793
	5. Multiple historical attractions and places.	384	3.73	0.891
	6. Multiple cultural events and attractions.	384	3.93	0.817
	7. Rich in natural scenery and calmness of the places.	384	4.43	0.701
	8. Pleasant climate and full of a positive vibe environment.	384	4.25	0.723
Place Attachment	1. I like visiting Perhentian Island more than any other destination.	384	3.74	0.895
	2. For me, Perhentian Island is an excellent choice for an enjoyable vacation destination.	384	4.08	0.779
	3. I have really special memories of Perhentian Island.	384	3.81	1.01
	4. Get good feedback from outsiders about Perhentian Island.	384	4.07	0.770
	5. Have strong self-attractiveness at Perhentian Island.	384	4.30	0.713

Tourist Satisfaction	1. My overall evaluation of a vacation in Perhentian Island is well worth the money, time, and energy invested.	384	4.13	0.785
	2. Vacation satisfaction is satisfying and provides a sweet moment.	384	4.20	0.721
	3. I am satisfied with my vacation in Perhentian Island.	384	4.12	0.772
Service Quality	1. Cleanliness and easy-to-find food and beverage facilities.	384	3.99	0.768
	2. Take great care of cleanliness in public toilets.	384	3.85	0.830
	3. Customer-friendly attitude shown by the seller towards the customer.	384	3.97	0.801
	4. The seller's honesty with customers.	384	3.80	0.894
	5. Signs and information symbols that are clear and easy to understand.	384	4.03	0.726
	6. Comfortable and reasonable prices of rental vehicles.	384	3.89	0.822
	7. Cleanliness of the hotel is taken care of thoroughly.	384	4.03	0.733
	8. Maintain their food and beverage standards at the hotel.	384	3.96	0.750
Destination Loyalty	1. I will revisit Perhentian Island.	384	4.12	0.789
	2. I will probably revisit Perhentian Island in the future.	384	4.23	0.764
	3. I will recommend Perhentian Island to others.	384	4.27	0.697
	4. Perhentian Island vacation lived up to my expectations.	384	4.08	0.780

Destination attractiveness, item seven scored the highest mean value which is 4.43, where the respondents strongly agree that Perhentian Island is rich in natural scenery and calmness and it influences their loyalty to revisit that place. Item five is the lowest mean score with 3.73 where respondents agreed that multiple historical attractions and places inspired them to revisit Perhentian Island. Place attachment, item five scored the highest mean value with 4.30 where respondents strongly agree that Perhentian Island has strong self-attractiveness. In contrast, item one scored the lowest mean with 3.74 where respondents stated that they tend to visit Perhentian Island more than any other destinations. For tourist satisfaction, item two scored the highest mean with 4.20 where respondents strongly agree their vacation at Perhentian Island is satisfying and provides sweet moments that influence their loyalty to revisit that place at another time. Item three, on the other hand, score the lowest mean where respondents agree that they are satisfied with their vacation in Perhentian Island. Service quality, items five and seven scored the same highest mean with 4.03 where respondents agree that the services at Perhentian Island such as clear and understandable signs and information symbols and cleanliness of the hotel are the factors that influence them to revisit

Perhentian Island. Item four scored the lowest mean with 3.80 indicating that respondents agree to the honesty of the sellers when they are shopping at Perhentian Island. Destination loyalty, item 3 scored the highest mean with 4.27 where respondents strongly agree that they will recommend Perhentian Island to others. Item four scored the lowest mean value with 4.08 indicating that respondents agreed that Perhentian Island has fulfilled their expectations during their visits.

Result of Pearson Correlation Coefficient Analysis

Table 14: Summary of the hypothesis testing in this study

Hypothesis	Pearson's correlation results	
H ¹ : There was a positive relationship between destination attractiveness and destination loyalty.	r = 0.645, p < 0.01	Strong
H ² : There was a positive relationship between place attachment and destination loyalty.	r = 0.779, P < 0.01	Strong
H ³ : There was a positive relationship between tourist satisfaction and destination loyalty.	r = 0.775, p < 0.01	Strong
H ⁴ : There was a positive relationship between service quality and destination.	r = 0.668, p < 0.01	Strong

Hypothesis 1 (H1) p-value was 0.001, which was less than a significant level of 0.01. The correlation coefficient of 0.645 recommended a moderate correlation between destination attractiveness and destination loyalty.

Hypothesis 2 (H2) p-value was 0.001, which was less than a significant level of 0.01. The correlation coefficient of 0.779 recommended a high positive correlation between place attachment and destination loyalty.

Hypothesis 3 (H3) p-value was 0.001, which was less than a significant level of 0.01. The correlation coefficient of 0.775 recommended a high positive correlation between tourist satisfaction and destination loyalty.

Hypothesis 4 (H4) p-value was 0.001, which was less than a significant level of 0.01. The correlation coefficient of 0.668 recommended a moderate correlation between service quality and destination loyalty.

DISCUSSION AND RECOMMENDATION

The study examined the connections between Perhentian Island's attractiveness as a travel destination and factors like place attachment, visitor satisfaction, service quality, and destination

loyalty. In Perhentian Island, Terengganu, Malaysia, domestic visitors are being studied in order to determine the relationship between destination attractiveness, place attachment, tourist satisfaction, service quality, and destination loyalty.

The study suggests to tourism stakeholders that the administration of Malaysia's tourist sector needs to be aware of these characteristics and behaviours in order to maintain Perhentian Island position as the country's top island destination. In order to attract domestic tourists, they should take their preferences into consideration. Tour managers and operators risk misunderstanding market developments and ineffective resource allocation if they focus solely on foreign tourists.

In addition, the attraction of the site and having a sufficient budget might make Perhentian Island a more appealing tourist destination and impact satisfaction and intention to return. The tourist region needs stakeholders to keep up its enhancement efforts in terms of providing more alluring sites and attractions.

Furthermore, unique locations to explore will entice visitors to stay longer and spend more. Domestic tour companies and small businesses will profit from the additional revenue. There can therefore be no doubting the long-term impact which is going to benefit the tourism industry. Additionally, the entire nation gains both economically and can have an efficient growth in earnings.

Finally, for subsequent investigations, researchers might decide to use qualitative methods for collecting data because using an alternate method is done to see if the results are different from earlier studies in any way. For instance, using a qualitative approach may result in the researchers not receiving particular data, but they are more likely to acquire correct data.

CONCLUSION

In conclusion, it was found that elements like destination loyalty, place attachment, tourist satisfaction, and service quality had an impact on domestic travellers' loyalty to Perhentian Island in Terengganu, Malaysia. Based on the data gathered, all of the respondents responded to the surveys based on their loyalty and experience while visiting Terengganu's Perhentian Island. The outcomes and conclusions of this study also revealed that the majority of the respondents firmly agreed that Perhentian Island, Terengganu, Malaysia's Perhentian Island had a substantial impact on destination loyalty, particularly in terms of destination attractiveness, place attachment, visitor satisfaction, and service quality.

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