



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.

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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.

Ataul Karim Patwary, PhD

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:

Roslizawati Binti Che Aziz, PhD
Khairil Wahidin Bin Awang, PhD
Mohd Fadil Bin Mohd Yusof, PhD
Hasif Rafidee Bin Hasbollah, PhD
Ruzanifah Binti Kosnin, PhD
Ahmad Fahme Bin Mohd Ali, PhD
Nik Alif Amri Bin Nik Hashim, PhD
Nurul Hafizah Binti Mohd Yasin, PhD
Derweanna Binti Bah Simpong, PhD
Normaizatul Akma Binti Saidi, PhD
Nor Dalila Binti Marican, PhD
Marlisa Binti Abdul Rahim, PhD
Nur Hafizah Binti Muhammad, PhD
Siti Fatimah Binti Ab Ghaffar, PhD
Aifa Rozaini Binti Mohd Radzol, PhD
Suchi Binti Hassan, PhD
Siti Salina Binti Saidin, PhD
Aikal Liyani Binti Mohd Rasdi, PhD
Nur Dalila Binti Mat Yusoff, PhD
Nor Syuhada Binti Zulkefli, PhD
Muhamad Nasyat Bin Muhamad Nasir, PhD
Ataul Karim Patwary, PhD
Adeneye Yusuf Babatunde, PhD
Norizan Binti Musa, PhD

Mohd Hakam Bin Nazir, PhD
Nur Ida Fatihah Binti Che Shalifullizam, PhD
Norsyamlina Binti Che Abdul Rahim, PhD
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 INFLUENCING INTENTION TO USE SMART MOBILE APPS AMONG LOCAL TRAVELLER IN EAST COAST MALAYSIA

*Muhammad Faiz Akif Bin Fairus, Muhammad Faiz Fitri Bin Abdul Rahim, Muhammad Fakhri Bin Norazman, Muhammad Fakhruddin Bin Che Khalid & *Dr Siti Salina Binti Saidin*

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan,

City Campus Pengkalan Chepa, Kota Bharu, Kelantan, Malaysia

Corresponding email: salina.s@umk.edu.my

ABSTRACT

The current research aims to examine how social influence, performance expectations and price value influence the intention to use mobile applications among East Coast residents. This study focuses on the ease of use that leads to the intention to use smart mobile apps among consumers. Therefore, this research has used quantitative methods to achieve its objective. Researchers have examined 30 questions related to variables that have been established where all variables have a significant relationship with intention to use smart mobile apps among east coast residents using a "Google Form" or questionnaire. The results show that social influence, performance expectations and price value have a significant correlation between East Coast local travelers' intentions to use smart mobile applications. The findings obtained from this study will help smart mobile application developers in creating user-friendly applications, especially those on the east coast. In conclusion, all the data in this study can be used as a guideline for strategic planning in order to be able to use smart mobile applications on the east coast and especially in Malaysia.

Keywords: Intention to use smart mobile apps, social influence, performance expectancy, price value

INTRODUCTION

Travelling for pleasure, social, or business is the travel and tourism industry. The travel industry is tourism. It is closely tied to the hotel, hospitality, and transportation businesses and mostly focuses on keeping guests happy, engaged, and supplied while they are away from home. Mobile applications (apps) have grown exponentially in the digital media business. Mobile app usage intentions from functional, contextual, and motivational communication perspectives have received little investigation despite its rapid growth and diffusion. Understanding app use intention variables can teach app developers, marketers, and academics how people choose apps. Recent studies examined the effects of various mobile communication devices. However, the studies solely examined voice calling usage.

SIGNIFICANCE OF THE STUDY

This study looks into the variables affecting east coast residents' intentions to utilise smart mobile phone apps. This study can be used by developers of applications or mobile phone apps to improve their products and increase consumer happiness, particularly among east coast residents. We must utilise technology to make it simpler for tourists to survey and less likely that they would be taken advantage of by locals in order to strengthen Malaysia's economy. If they are informed enough to travel to Malaysia, they will promote it in their own nation. The study's findings can also be used to inform the tourism industry's efforts to develop innovative tactics for drawing in more domestic and international visitors.

LITERATURE REVIEW

An essential component of the electronic payment system is the electronic wallet (sometimes known as a "e-wallet"). Customers must link their debit or credit cards to their electronic wallets before they may make any transactions. When using electronic cards to make certain payments, users can save the details of their physical cards and bank account information. It is said that using an e-wallet saves time and money compared to using a traditional banking system. Payments can be made through cellular-based payment methods as well as mobile apps. E-wallet users appreciate ease, speed, and security while making payments. The six most well-known and frequently used e-wallets in Malaysia among the more than 42 that Bank Negara Malaysia (BNM) has legally authorized are AEON Wallet, Boost, BigPay, GrabPay, WeChat pay, and Touch'n Go eWallet.

Social influence

Venkatesh et al. (2012, p. 159) define social influence as "the extent to which consumers sense that significant persons (e.g., family and friends) believe they should use a specific technology." Interpersonal influence and media-related impact are the two main types of social influence, according to (Wei et al. 2009). While interpersonal influence often originates from social networks like classmates, friends, superiors, and so on, mass media influence encompasses publications like newspapers, scholarly journals, magazines, the internet, radio, and television (Park, et al. 2007). Furthermore, Lu et al. (2005) pointed out that social influence is only significant in situations where it is necessary. Chong (2013) found that System Integration is a significant driver of Business Intelligence in his study of m-commerce. Customers of mobile commerce are likely to take cues from their social networks, family, the media, and other mobile commerce users when making behavioural decisions. Chong et al. (2012) claim that social influence has a significant influence on consumers' intentions to use mobile commerce in Malaysia and China. Leong et al.'s (2013) 2013b study also validated the aforementioned conclusion. The aforementioned conclusion implies that in Chong's study on m-commerce, the integration of different systems (SI) significantly influences the effectiveness of business intelligence (BI). This suggests that a well-integrated system is crucial for collecting and analyzing data to make informed

business decisions in the mobile commerce domain.. Since they are available to all user groups and are required, mobile apps.

Performance Expectancy

Performance expectation is the idea that using a certain technology or method will, in some way, benefit the user or improve their performance (Mahmood, 2021). The degree to which a person expects that using the system would enable him to benefit from his activities is known as performance expectancy (Venkatesh et al. 2003). Performance expectancy, on the other hand, states that a person will use an information system if the system may assist in improving its performance.

Price Value

The majority of mobile applications are available for free download, but additional expenses such as Internet, mobile device, and device maintenance fees are associated with utilising them. Price value is defined as the cognitive trade-offs between the perceived benefits of the applications and the monetary cost of utilising them. According to Hanafizadeh et al. (2014), one of the factors that customers would take into account while deciding whether or not to use mobile banking services is the cost. Venkatesh et al. (2012) also concluded that a favourable pricing value could influence behavioural intention favourably. Price value follows the concept of perceived value, which compares and evaluates perceptions of relative rewards obtained and associated costs incurred. If the perceived benefits surpass the costs incurred for using IT applications, this may affect how people use technology.

Intention To Use Mobile Apps

The tourism and hospitality industries are big fans of smart travel apps (Lai, 2015). Customers can use mobile devices to organise their vacations with the help of smart travel apps (Anshari and Alas, 2015). Travellers utilise mobile devices to book excursions, hotels, and flights in addition to seeing well-known attractions. By adopting travel applications in response to demand, tour operators have improved client interactions and produced more memorable experiences (Lu, 2015). Many studies have looked at how mobile technology affects travellers' enjoyment (Cai, 2019). The consumer experience can be enhanced through mobile apps in the tourism industry (Liebana-Cabanillas 2020). This study analyses the elements of e-service quality

that influence app usage by users. E-service quality is determined by social influence, performance expectation, and price value.

Research Hypotheses

A hypothesis is a forecast or explanation of a link between two variables, suggesting the existence of a structured link between them. It must be testable and realistic, taking current knowledge and methodologies into account.

H1: There is relationship between social influence and Intention to use smart mobile travel apps among east coast resident.

H2: There is relationship between performance expectancy and Intention to use smart mobile travel apps among east coast resident.

H3: There is relationship between price value and Intention to use smart mobile travel apps among east coast residents

Research Framework

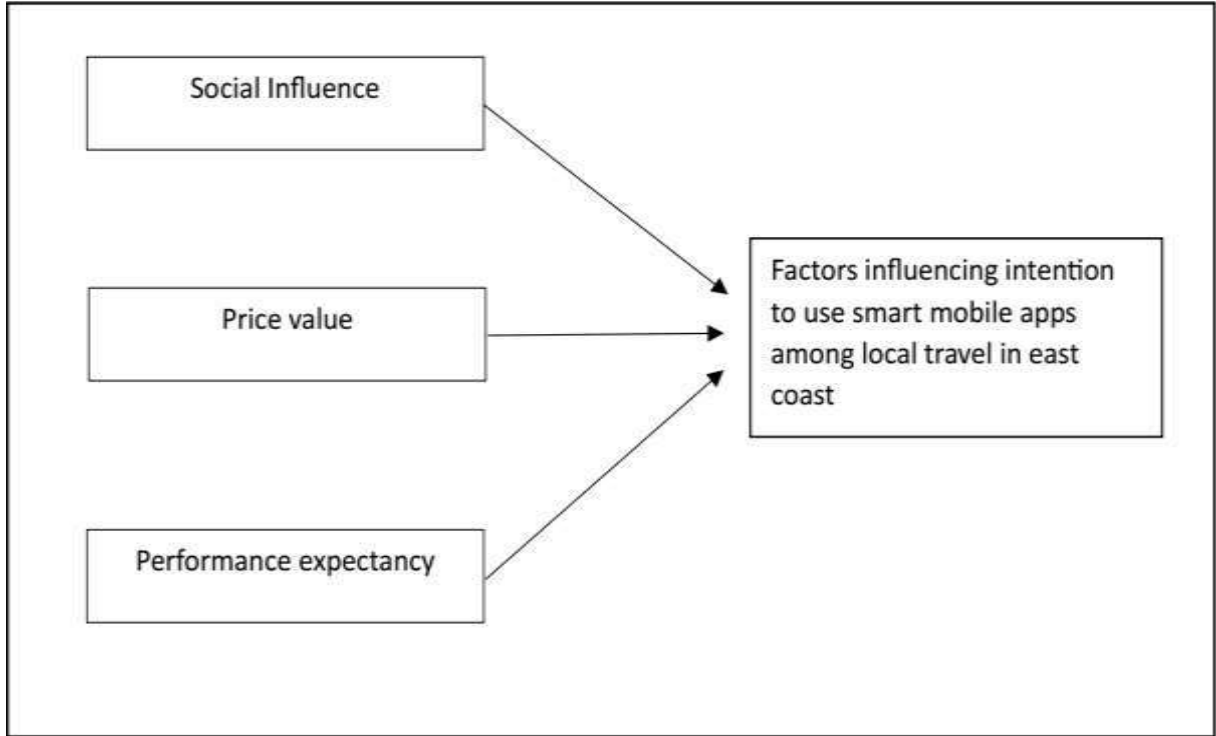


Figure 1: Research Framework

METHODOLOGY

The procedures of the study, including the study design, target population, sample size, sampling technique, data collecting, research equipment design, and data analysis, are the main topics of this chapter. It offers a summary of each stage as well as the statistical methods applied to evaluate the hypotheses. The research methodologies will be explained in this chapter. The steps and statistical methods applied to evaluate the hypotheses will be outlined. The chapter will decide which method of data collection is most efficient.

Research Design

A research design is a project plan for a study that specifies the steps researchers must take to test their hypotheses or reach their study objectives (McDaniel and Gates, 1999). Quantitative research is a quantifiable examination of numerical data obtained through broad inquiries using techniques like surveys and questionnaires. For the examination to have increasing factual power for hypotheses regarding the finds, an example size is necessary (Kumar, Talib, & Ramayah, 2013). The study's goal is to identify the variables that affect Malaysian local tourists' travel consumer behaviour. The right technique is to develop an expressive research plan after evaluating the situational, societal, and personal factors. The investigation had used a quantitative research strategy.

Data Collection

The major tool for gathering data in this study was a questionnaire. Information obtained for the first time with the goal of resolving a problem is referred to as primary data. Surveys are significant data sources because they provide respondents a variety of questions and allow them to mark the ones that they feel are relevant. Every set of questionnaires will be accompanied with a cover letter outlining the purpose of the study for the respondent. The data we compile from the responses is what allows us to arrive at the study's conclusions. Locals received the questionnaires by postal mail.

Sampling

A big population or a sample survey of variables is sampled as part of a statistical analysis (Poonam, 2022). There are two basic kinds of sampling techniques: probability sampling and non-probability sampling, depending on the sort of study being conducted. Non-probability sampling techniques will be applied in this investigation. Since convenience sampling is easy to use and moderately priced, it will be used in this study. To carry out this investigation, non-probability convenience sampling was employed. Despite these limitations, non-probability sampling is useful, according to Etikan et al. (2016), especially when there is a large population. Convenience sampling is very easy and affordable, because the respondents are readily available to finish the survey. Since the questionnaire is the primary source of data for the study, its results can be used (Dudovskiy, 2018). As a result, this approach can help researchers gather more data from participants who are convenient to reach.

Data Analysis

Data analysis is a method of assessing information by carefully examining each item of the data while applying logical, scientific reasoning. It can be done in many ways, such as information mining, content analysis, business insight, and information perception. SPSS is used to analyse statistical data and provide different outputs to respond to objective studies.

Findings

The findings showed that social influence, performance expectations, and price value are the most important behavioural intention antecedents. It was found that travellers' intents and habits for using technology (smart mobile apps) had an impact on their actual usage behaviour. The intention of tourists to utilise smart mobile apps while travelling was not significantly impacted by performance expectations, social influence, or price value, it was noted.

Table 1: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The use of smart mobile apps has influenced local travelers on the east coast to travel.	169	1	5	4.15	.974
Social influence has influenced local travelers on the east coast to travel.	169	1	5	4.29	.782
Performance expectancy has influenced local travelers on the east coast to travel.	169	1	5	4.19	.852
Price value has influenced local travelers on the east coast to travel.	168	1	5	4.23	.796
Valid N (listwise)	168				

The total number of respondents, the mean, and the standard deviation for the independent and dependent variables were displayed in Table 1. Social influence had the highest mean among the independent variables (4.29), followed by price value (4.23), and performance expectancy (4.19). The dependent variable's mean value was 4.15.

Table 2: Reliability Analysis

Variable	Cronbach's Alpha	No of Item	N
Factors Influencing Intention To Use Smart Mobile Apps Among Local Traveller In East Coast	0.874	4	169
Social Influence	0.828	4	169
Performance Expectancy	0.847	4	169
Price Value	0.845	3	169
All Variable	0.935		169

Reliability is the ability to judge a questionnaire's consistency and stability, which is essential for evaluating the importance and caliber of primary data. Researchers used measurements and tools developed by others with relevant interests.

Table 4: Correlation coefficient for social influence and factors influencing intention to use smart mobile apps among local traveller in east coast.

		IV1	DV
IV1	Pearson Correlation	1	.587**
	Sig. (2-tailed)		.000
	N	169	169
DV	Pearson Correlation	0.587**	1
	Sig. (2-tailed)	0.000	
	N	169	169

According to DeCoster & Claypool (2004), there is a continuous or linear relationship between the two constant variables. It will demonstrate that the data that was gathered will be related. The correlation lies in the range of -1.0 to 1.0. If it displays a positive mark, the range will expand and the other element will follow suit. The smaller the range, the lower the range will be for the other element if it displays a negative mark. If the range is zero, there is a relationship between the variables.

DISCUSSION AND RECOMMENDATION

This study focuses on those living on the East Coast and recommends further investigation on foreign visitors to Malaysia. It might ignore additional aspects, such as economic concerns, that influence local passengers' intents to utilise smart mobile apps. Academics can advise employing interviews or open-ended questions rather than online questionnaires to enhance study outcomes. This strategy can reduce misconceptions and enhance study results.

CONCLUSION

This study examines the impact of social influence, performance expectations, and price value on East Coast local travellers' intentions to utilise mobile apps with advanced features. 69 pieces of literature served as the foundation for a study framework. The online survey had 169 participants in total, and the reliability analysis showed a total variable of 0.935. According to the findings, social influence, performance expectations, and price value has a significant correlation between East Coast local travellers' intentions to utilise smart mobile apps.

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