



# **FACTORS AFFECTING TECHNOLOGY ADOPTION AND INTENTION TO USE TECHNOLOGY FOR SEARCHING TOURIST DESTINATION AMONG MALAYSIAN ADULTS**

**By**

**NUR AININ SOFIYA BINTI AZMI (H20B1446)**

**NUR SARAH AINA BINTI MUBADERISHAH (H20B1558)**

**NURSHABILA HUDA BINTI ABDUL HALIM (H20B1634)**

**SYED AZIM BIN SYED ABDUL HAMID (H20B1835)**

**NURUL NADIA BINTI MOHAMAD NAIM (H20B1684)**

A report submitted in partial fulfilment of the requirement for the degree of

**Bachelor of Entrepreneurship (Tourism)**

**Faculty of Hospitality, Tourism and Wellness**

**UNIVERSITY MALAYSIA KELANTAN**

**2023**

## DECLARATION

I hereby certify that the work embodied in this report is the result of the original research and has not been submitted for a higher degree to any other University or Institution

- |                                     |              |  |
|-------------------------------------|--------------|--|
| <input checked="" type="checkbox"/> | OPEN ACCESS  | I agree that my report is to be made immediately available as hardcopy or online open access (full text) |
| <input checked="" type="checkbox"/> | CONFIDENTIAL | (Contains confidential information under the Official Secret Act 1972) *                                 |
| <input checked="" type="checkbox"/> | RESTRICTED   | (Contains restricted information as specified by the organization where research was done) *             |

I acknowledge that Universiti Malaysia Kelantan reserves the right as follow.

The report is the property of Universiti Malaysia Kelantan

The library of Universiti Malaysia Kelantan has the right to make copies for the purpose of research only

The library has the right to make copies of the report for academic exchange

Certified by



\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature of Supervisor

Group Representative:

Nurul Nadia Binti Mohamad Naim

Name: Nur Farihin Binti Abd Hadi Khan

Date: 26<sup>th</sup> June 2023

Date: 26<sup>th</sup> June 2023

Note: \* If the report is CONFIDENTIAL OR RESTRICTED, please attach the letter from the organization starting the period and reasons for confidentiality and restriction

## ACKNOWLEDGEMENTS

Bismillahirrahmanirrahim, Alhamdulillah. We are grateful to Allah SWT for allowing us the chance to finish our study endeavour with His help. This academic undertaking. First of all, we would like to extend our sincere gratitude to Dr. Muhammad Nasyat bin Muhamad Nasir, as our lecturer for this course, and to Miss Nur Farihin Binti Abd Hadi Khan, as our supervisor and has guided a number of tasks throughout this semester's session 2021–2022. Sincere appreciation to every member of our group for their generosity and encouragement while we studied. We appreciate your friendship and your help in making this report a success. Last but not least, we want to express our sincere gratitude to our cherished family for their unending support, prayers, and love. Your generosity to us means a lot. We sincerely appreciate it.

UNIVERSITI  
MALAYSIA  
KELANTAN

## TABLE OF CONTENTS

	<b>Page</b>
<b>TITLE PAGE</b>	i
<b>CANDIDATE'S DECLARATION</b>	ii
<b>ACKNOWLEDGEMENTS</b>	iii
<b>TABLE OF CONTENTS</b>	iv-vi
<b>LIST OF TABLES</b>	vii
<b>LIST OF FIGURES</b>	viii
<b>LIST OF SYMBOLS &amp; ABBREVIATIONS</b>	ix
<b>ABSTRACT</b>	x
<b>ABSTRAK</b>	xii
 <b>CHAPTER 1: INTRODUCTION</b>	
1.1 Overview of the Chapter	1
1.2 Background of the Study	1-2
1.3 Problem Statement	2-4
1.4 Research Objectives	4-5
1.5 Research Questions	5
1.6 Scope of the Study	5-6
1.7 Significance of the Study	6-7
1.7.1 Theoretical Benefits	
1.7.2 Practical Benefits	
1.8 Definition of Terms	7-8
1.8.1 Intention to Use Technology	

1.8.2	Information Quality	
1.8.3	System Quality	
1.8.4	Recommendation	
1.9	Summary	8

## **CHAPTER 2: LITERATURE REVIEW**

2.1	Overview of the Chapter	9
2.2	Underpinning Theory	9-16
2.2.1	Augmented Reality Acceptance Model	
2.2.2	Behaviour Intention to Use Technology (Dependent Variable)	
2.2.3	Information Quality (Independent Variable 1)	
2.2.4	System Quality (Independent Variable 2)	
2.2.5	Recommendation (Independent Variable 3)	
2.3	Conceptual Framework	16-17
2.4	Summary	17

## **CHAPTER 3: RESEARCH METHODOLOGY**

3.1	Overview of the Chapter	18
3.2	Research Design	18-19
3.3	Population and Unit Analysis	19
3.4	Sampling Procedures	20-21
3.4.1	Sample Size	

3.4.2	Sampling Technique	
3.5	Research Instrument	22-23
3.6	Plan for Data Collection	23-24
3.7	Plan for Data Analysis	24-28
3.7.1	Descriptive Statistic	
3.7.2	Reliability Test	
3.7.3	Pearson Correlation	
3.8	Summary	28
 <b>CHAPTER 4: DATA ANALYSIS AND RESULTS</b>		
4.1	Overview of the Chapter	29
4.2	Reliability Analysis	29-32
4.2.2	Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variable	
4.3	Descriptive Analysis	32-37
4.3.1	Analysis of Respondents Demographic	
4.3.2	Mean Scores and Standard Deviation for Independent Variables and Dependent Variable	
4.4	Correlation Analysis	37-40
4.5	Hypothesis Testing	40-41
4.6	Summary of the Chapter	41
 <b>CHAPTER 5: DISCUSSION AND CONCLUSION</b>		
5.1	Overview of the study	42

5.2	Recapitulation of Research Objective and Research Question	42-43
5.3	Discussion based on Research Question and Research Objective	43-45
5.3.1	Discussion of Research Objective and Research Question 1	
5.3.2	Discussion of Research Objective and Research Question 2	
5.3.3	Discussion of Research Objective and Research Question 3	
5.4	Limitation of the study	45-46
5.5	Recommendation for Future Research	46-49
5.5.1	Theoretical Recommendations for Future Research	
5.5.2	Practical Recommendations for Future Research	
5.6	Conclusion	49
<b>REFERENCES</b>		50-53

## LIST OF TABLES

<b>Tables</b>	<b>Title</b>	<b>Page</b>
Tables 3.1	Section in Questionnaire	25
Tables 3.2	Rules of Thumb	30
Tables 3.3	The Formula of Pearson Correlation	32

UNIVERSITI  
MALAYSIA  
KELANTAN



## LIST OF FIGURES

<b>Figures</b>	<b>Title</b>	<b>Page</b>
Figure 2.1	Augmented Reality Acceptance Model	12
Figures 2.2	Conceptual Framework	18

UNIVERSITI  
MALAYSIA  
KELANTAN

## LIST OF SYMBOLS AND ABBREVIATIONS

### Abbreviations

AR	Augmented Reality
AI	Artificial Intelligent
DV	Dependent Variable
ESCAP	Economic and Social Commission for Asia and the Pacific
IV	Independent Variables
IT	Information Technology
IQ	Information Quality
IoT	Internet of Think
SQ	System Quality
SPSS	Statistical Package for the Social Science
STUB	Smart Technology Use Behavior
TAM	Technology Acceptance Model
TPB	Theory of Planned Behavior
WOM	Word Of Mouth

## ABSTRACT

This study discussed on the factors affecting technology adoption and intention to use technology for searching tourist destinations among Malaysian adults. Factors developed as the trends of the technology trends among tourist Malaysian adults. However, the researcher can remark that there are some difficulties with information quality, service quality and recommendation that can be highlighted when searching tourist destination. Malaysian adults will be approached through the survey for this study. This research applies various medium for collect data among Malaysian adults. The selected respondents were Malaysian adult must fulfil the criteria with age must above 18 years old & above and have experience to travel within 6 month of period. The data collected with questionnaire and will be analysis by using Statistical Package for Social Sciences (SPSS) version 29.

FYP FHPK

UNIVERSITI  
MALAYSIA  
KELANTAN

## ABSTRAK

Kajian ini membincangkan tentang faktor-faktor yang mempengaruhi penggunaan teknologi dan niat untuk menggunakan teknologi untuk mencari destinasi pelancongan di kalangan orang dewasa Malaysia. Faktor-faktor yang berkembang sebagai trend trend teknologi di kalangan pelancong dewasa Malaysia. Walau bagaimanapun, pengkaji boleh menyatakan bahawa terdapat beberapa kesukaran mengenai kualiti maklumat, kualiti perkhidmatan dan cadangan yang boleh diketengahkan semasa mencari destinasi pelancongan. Orang dewasa Malaysia akan didekati melalui tinjauan untuk kajian ini. Penyelidikan ini menggunakan pelbagai medium untuk mengumpul data di kalangan orang dewasa Malaysia. Responden yang dipilih adalah warganegara Malaysia yang mesti memenuhi kriteria dengan umur mestilah melebihi 18 tahun ke atas dan mempunyai pengalaman melancong dalam tempoh 6 bulan. Data yang dikumpul dengan borang soal selidik dan akan dianalisis dengan menggunakan Statistical Package for Social Sciences (SPSS) versi 29.



UNIVERSITI  
MALAYSIA  
KELANTAN

# CHAPTER 1

## INTRODUCTION

### 1.1 OVERVIEW OF THE CHAPTER

In this chapter the researcher would discuss the overview of study, it would highlight the background of study, problem statement, research objective and research question. Researcher want to discuss about scope of study, significance of study and definition of term. It can be clearly seen that there are certain problems that appear in this study. To summarize, it can be seen that the Malaysian adults have a problem when it comes to information that they found but there are resolutions for their issues.

### 1.2 BACKGROUND OF THE STUDY

Technological advancements make the travel and tourism industry has evolved significantly. New technologies such as chatbots, artificial intelligence (AI), augmented reality (AR), and robotics are going to change the way the tourism industry operates (Bowen and Morosan, 2018; Tussyadiah, 2020). Understanding the factors that influence technology adoption and intention to use technology will assist tourism businesses in using technology to improve customer experience and engagement. It will also help marketers and technology developers if they create products based on what people want.

More than 14 per cent of airlines around the world use chatbots for different tasks, and that number is expected to rise to 68 per cent by 2020. More than 42 per cent of airports around the world

plan to use chatbot technology (Chakravarty and Ghosh, 2018). The market for chatbots around the world is worth more than 190 million US dollars and is expected to grow (Sweezey, 2018).

Researchers in the tourism field have recently become interested in robotics, automation, and AI technologies. However, they have only been able to describe how they are used now and how they might be used in the future (Ivanov and Webster, 2019). For technology-mediated interactions, there needs to be a lot of research on how robotics and AI-based technologies are used and accepted in tourism (Law and Tung, 2017).

This study would look at the adoption and intention to use technology for searching tourist destination among young adults in a unique way. Understanding the factors of affecting technology adoption and intention to use technology would help tourism companies use a technology to improve customer experience and engagement. It also would help marketers and people who make technology if they make it based on what people want. This research focuses on the technology used for searching tourist destinations, such as effective and efficient travel plan searches, suggestions, travel support, and bookings for transportation, hotels, and other travel packages based on the customer's personal preferences in real time.

### **1.3 PROBLEM STATEMENT**

Technology as today trends have been modernistic in developing latest technologies for the rise of tourism destinations. The simulation test research shows that the data mining-based tourist management system suggested in this paper may contribute significantly to tourism management and successfully encourage the growth of tourism management efficiency (Ma, 2022). Adoption in modern technology rises not only to perceive the rate in tourism destinations however technology also intriguing with the latest technology in Malaysia tourism. These increasingly complex

technologies are being envisioned and implemented for end-user benefits in the tourism and hospitality business as result of the breakthroughs in Virtual Reality and Augmented Reality technology, which continue to impress consumers and investors (Nayyar, Mahapatra, and Suseendran, 2018). The usage of modern technology is expected to reduce the cost as one of the improvements between the tourist and the tourism business. One of the main sectors to adopt technological advancements, including Internet of Things (IoT), is tourism and travel. A new reality that is affordable, environmentally sustainable, and customer-focused is being created by this technology little by little (Car, Stifanich, and Šimunić, 2019).

The travel and tourism sector is growing and has a big impact on the overall economy. The report on the positive and negative impact on travel and tourism sector assignment would look at the factors that are transforming the industry as well as the changes that tourism has made to meet consumer demands. Economic, social and environmental changes following the trend nowadays demand the quality supplement that technology has become the prime for the tourist and the tourism business is not an exception when it comes to having negative issues.

The researcher can remark that there are some difficulties with information quality that can be highlighted, such as when good-looking material is given but turns out to be false when it reaches its destination (Di Domenico, Sit, Ishizaka, and Nunan, 2021). In this highly advanced age, there are numerous tasks that are supposed to be done for betterment, but occasionally it leads to a problem, as when the helpdesk button cannot be utilized and not all technology can access the application or website (Zhou, Wang, Xu, Liu, and Gu, 2018). Furthermore, there is a lack of trust and fraudulent activities in technologies which makes some customers and vendors are wary of travel companies that only have a digital presence (Sharma, Sharma, and Chaudhary, 2020). For instance, having their own website will apparently make things easier, but if there are people who don't know how to use the application, it can also cause issues. In the lack of these features, users may question the ability of the

service provider to deliver high-quality service because it will make using the device more challenging and may reduce their desire to utilize technology (Robert and Nathen, 2019).

The study on technology adoption is important as few journals mentioned the development in a modernistic of various technologies for growth truthfulness on a tourism destination. Information and communication technology media can be used to coordinate the network of relationships and dependencies between the primary tourism service provider and relevant supporting service actors in addition to ensuring positive consumer involvement (Irene, Iwu and Opute, 2020). The reason for this is being able to perceive the growth technologies' so as the growth technology in tourism intriguing the Malaysians to adopt and develop the relationship of technologies and tourism. According to the technical subsystem's selected policies based on simulated scenarios, increasing investment in information technology infrastructure can benefit the process of attracting tourists by potential for development and boosting demand (Ghatari, Hasanzadeh, Jahanyan and Shafiee, 2022).

#### **1.4 RESEARCH OBJECTIVES**

1. To examine the relationship between information quality and intention to use technology for searching tourist destinations.
2. To examine the relationship between system quality and intention to use technology for searching tourist destinations.
3. To examine the relationship between recommendation and intention to use technology for searching tourist destinations.



## **1.5 RESEARCH QUESTIONS**

1. What is the relationship between information quality and intention to use technology for searching tourist destinations?
2. What is the relationship between system quality and intention to use technology for searching tourist destinations?
3. What is the relationship between recommendation and intention to use technology for searching tourist destinations?

## **1.6 SCOPE OF THE STUDY**

The primary objective of this study is to ascertain factors affecting technology adoption and intention to use technology for searching tourist destinations among Malaysian adults. The term "technology applications" refers to the programmes and equipment that practically every sector of business uses for data security, research, and communication. Organizations can operate more professionally thanks to technological applications. Applications for the web, mobile devices, and the cloud are a few examples of technology (Carl, 2008). The purpose of this study is to analyze the relationship between information quality and intention, relationship between system quality and intention and relationship between recommendation and intention that are used in technology for searching tourist destinations among Malaysian adults. According to the most recent Malaysian population statistics released by the Department of Registration, Malaysia, the target respondent of this research is all Malaysians, who number 32.7 million people (Emily, 2021). There are 16.83 million men compared to 15.92 million women, hence there are more men than women in Malaysia.

## **1.7 SIGNIFICANCE OF THE STUDY**

This study would provide information on what factors affect technology adoption in tourism destinations among Malaysian adults. Technology as prime information nowadays is essential to increase the tourism destination. The technology upgrade nowadays is in demand as the quality lifestyle to update the technology progress in various information (Ma, 2022). Therefore, the highly developed technology leads to the importance of obtaining better tourist destination information (Mahapatra, Nayyar and Suseendran, 2018).

### **1.7.1 THEORETICAL BENEFITS**

The findings of this study could serve as a model for future customer-related research on the efficacy of intention to use technology. This study focuses on the factors that influence technology adoption and the intention to use technology for searching tourist destinations among Malaysian adults. It addresses what factors influence tourist intention to use technology and why tourists are willing to use technology despite their negative risk perception.

### **1.7.2 PRACTICAL BENEFITS**

In theory, this study has great consequences. The quantitative methodologies used in this study are used to generalise the conclusions and findings. As a result, it is recommended that the research methodology be expanded. The survey outcomes would be used to determine intention to use technology for searching tourist destinations. The e-service quality indicators made available by technology make it easier for researchers to obtain data that is more accurate and truthful.

## **1.8 DEFINITION OF TERM**

### **1.8.1 INTENTION TO USE TECHNOLOGY**

Intention to use technology defines who perceived themselves to be highly capable in the use of technology would must believe that technology was beneficial for their purposes before forming an intention to use it (Economides and Nikou, 2017).

### **1.8.2 INFORMATION QUALITY**

Information quality is required to provide concise, interpretable, and simple presentations of information (Alenezi et al., 2015).

### **1.8.3 SYSTEM QUALITY**

Participants identified a number of subthemes under the theme of system quality, including multi-language support, system accuracy, navigation quality, design and function quality, and the ability to segment based on groups or interests (tom Dieck & Jung, 2015c)

### **1.8.4 RECOMMENDATION**

Recommendations are defined as explanations that improve the user experience via online or oral methods (Filiери et al., 2015)

## 1.9 SUMMARY

In this chapter, researchers give the overview of the study about factors affecting technology adoption and intention to use technology for searching tourist destinations among Malaysian adults. Meanwhile, the researcher also explains the subjects which are the background of the study which include the issues of Malaysian adults having trouble obtaining information due to inaccurate information in the web photographs that aren't exactly how they appear online, followed by problem statements, research questions, and research objectives. Ultimately, the scope and significance of study also include into this topic, and also definition of the terms for this chapter.



## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 OVERVIEW OF THE CHAPTER**

This chapter would discuss the quantity of the technology adoption for searching tourist destinations. Information, system and recommendation would be included as the independent variables following along the dependent variables which is the behavior intention to use technology. As from the previous empirical results these studies would be using various journals to discuss these studies.

#### **2.2 UNDERPINNING THEORY**

##### **2.2.1 Augmented Reality Acceptance Model**

The latest mobile technologies have altered how people interact with their surroundings. The trend of Augmented Reality (AR) adoption and implementation that project augmented info on objects or users' immediate surroundings has grown as a result of this advancement. The technology acceptance model is the most commonly used theory when searching for technology acceptance (Jung and tom Dieck, 2015b). Augmented Reality (AR) will provide an environment with a personal computer interface that would continuously coordinate into reality, allowing users, different people, or the surroundings itself to collaborate in the most natural and intuitive way (Elshafey et al., 2020). In 2008, German agencies in Munich created the first commercial Augmented Reality (AR) application for advertising purposes. Ivan Sutherland, a computer scientist at Harvard, developed the

first augmented reality technology in 1968. (dubbed the "Father of Computer Graphics"). Augmented reality is a technique for improving natural environments or conditions while also providing perceptually enhanced experiences. With the help of advanced Augmented Reality (AR) technologies, such as computer vision, incorporating Augmented Reality (AR) cameras into smart phone applications, and object recognition, information about the user's surrounding real world becomes interactive and digitally manipulated (Chen et al., 2019).

The real world is overlaid with information about the environment and its objects, this data could be a virtual. Augmented Reality refers to any artificial experience that augments existing reality (Naveen Hegde, 2021). Augmented Reality (AR) is viewed as an enabling technology for Attention Management, with the potential to reduce information overload and the associated risk of errors. Technology Acceptance Model (TAM) can help designers of Augmented Reality (AR) spaces model the fit between anticipated knowledge-intensive tasks confronting a user and the affordances of a given design of Augmented Reality (AR) system, which may use combinations of stimuli instantiated using a mix of technologies (Carmigniani et al., 2010).

Augmented Reality Acceptance Model provides a useful framework for examining what intention to use technology such as Information Quality, System Quality, Cost of Use, Recommendation, Personnel Innovative, Risk and Facilitating Conditions. In this research, researchers only take three components of Augmented Reality Acceptance Model which is Information Quality, System Quality and Recommendation as independent variables.

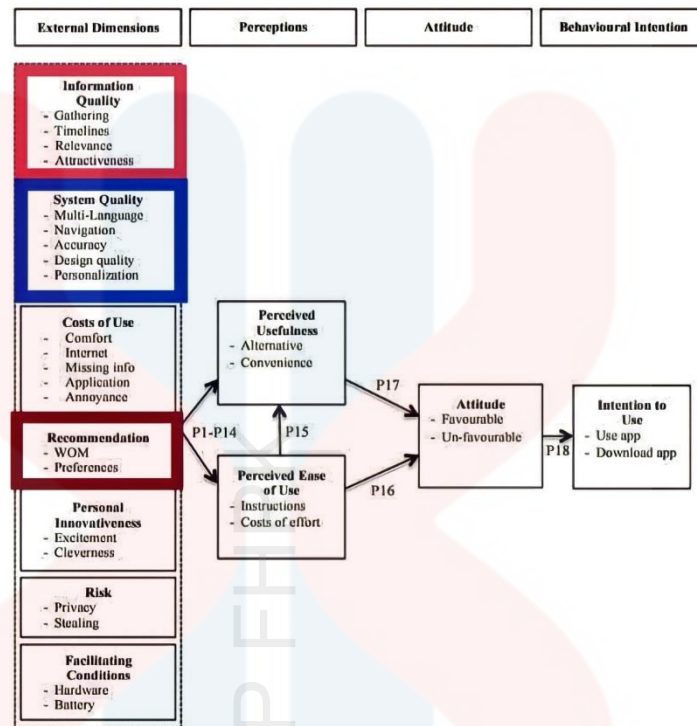


Fig. 2. Augmented Reality Acceptance Model

Figure 2.1: Original Model of Augmented Reality Acceptance Model by Ivan Sutherland's

(1968)

### 2.2.2 BEHAVIOUR INTENTION TO USE TECHNOLOGY (DEPENDENT VARIABLE)

This study uses the Theory of Planned Behavior (TPB) to investigate tourists' behavior. It was designed to show that although broad attitudes and personality variables can influence behavior, this can only be shown by analyzing large, aggregate, and valid samples of behavior. These variables' tourism behavior was examined using Smart Technology Use Behaviour (STUB) impacting factors. The study's validity is compromised by an untrustworthy premise. The Theory of Planned Behaviour



(TPB) extends rational behavior theory to behavior not fully controlled by the will (Conner, 2020; Hagger, 2022).

Many studies add variables to the Theory of Planned Behaviour (TPB) to make it better at predicting the future and apply it to different situations or behaviors. For example, the Theory of Planned Behavior (TPB) was made broader by adding the variable rate of previous behavior (Ahmmadi, 2021). This new model was found to explain much more important differences in how tourists plan to spend their time. So, this research tries to figure out if tourists are likely to return to the same places by adding other factors to the theory of acts.

The behaviour of visitors has a direct impact on the economics of a location (Postma and Schmuecker, 2017). In other words, the impression and effect of tourists on host communities are constant at best, and more likely rounded. According to Theory of Planned Behaviour (TPB), a person's choice to participate in a certain behavior increases the influence of others towards a specific goal. In order to reduce adverse reactions to visitors, business, government, and tourism groups must examine how people view the advantages and downsides of tourism (Lareyre, 2021). The Theory of Planned Behaviour (TPB) describes behavioural ideas reflecting real outcomes, which has a significant impact on the social influence on the adoption and usage of smart technology in required scenarios.

People form connections and emotions in their immediate surroundings (Ahn and Kwon, 2020). According to previous studies, the personal elements of visitor encounters with the heritage promote technology use. The goal of Theory of Planned Behaviour (TPB) is to predict non-volitional behaviors by including control over behavior performance as a predictor (Prayag, 2017). Thus, travelers' sense of anticipation may boost their usage of technology. The emotional core of the visitors' experience is their knowledge of clever technology (Azis, 2020).



### **2.2.3 INFORMATION QUALITY (INDEPENDENT VARIABLE 1)**

According to Rieh (2002), the degree to which people view the message as current, accurate, good, and valuable determines the information's quality. However, reliable information is advantageous to both clients seeking insightful knowledge on a specific subject and service providers that supply the information (Butler et al., 2002; Zheng et al., 2013). Many different types of information are presented to customers, but they only use the information that they find valuable when making decisions (Yang, 2015). The seller's information delivery quality is therefore crucial to the success of the firm.

This is especially true for experience products like food because consumers cannot assess the product's quality before using it (Nelson, 1970). Because it enables buyers to evaluate things like food, information richness is crucial (Dass and Maity, 2014). Additionally, since consumers cannot properly evaluate experience goods, they depend more on the service provider, message sender, or producer when they purchase experience goods as opposed to when they seek for things (Brown, 1998). If a visitor is unsatisfied, they are less likely to return to the same location, which could result in a large drop in the industry's economics (Khoshnevis Yazdi et al., 2017). The importance of destination image has been highlighted by the global competition of the tourist industry as one of the best ways to increase a destination's competitive advantages and raise the destination's quality. Following a return visit, travellers' satisfaction with the quality and image of the place was found to be worse, as indicated (Park, 2019).

In existing information technology for the most part assume that in information systems, numerous research have found various dimensions of Information Quality (IQ). This is often assumed in current information technology. The dimensions that are most frequently listed are those that (Y.W. Lee, D.M. Strong, B.K. Kahn, R.Y. Wang, 2022). To make the best use of quality of

information, the focus should be on the consumer's perspective rather than on the data perspective. Focusing on the consumer's perspective rather than the data perspective will help you use quality information more effectively (Kim et al., 2017).

**H1 : Information quality has significant relationship with intention to use technology**

#### **2.2.4 SYSTEM QUALITY (INDEPENDENT VARIABLE 2)**

According to Laumer, Maier, and Weitzel (2017), system quality is one of the desirable characteristics of technology. It focuses on aspects of usability such as ease of use, navigation, and dependability. For example, system quality is an indicator of the overall effectiveness of information processing and is defined by the use of cutting-edge technology, a system with essential characteristics and functions, and software that is user-friendly, simple to understand, and simple to maintain (Rebbeca, 2018).

The success of a system quality is more than likely to be assessed by how simple and conducive it is for both professional and end users to generate information to support decision making. As a result, this study use user-friendly, quick information retrieval, and accurate data to measure system quality (Chan, 2018). The performance of an information system should be more accurately represented by system quality as a gauge of technological success. System quality is the ultimate result that a system integrator is accountable for and the ultimate aim among the numerous characteristics of information system success (Pete, 2014).

**H2 : System quality has significant relationship with intention to use technology**

### **2.2.5 RECOMMENDATION (INDEPENDENT VARIABLE 3)**

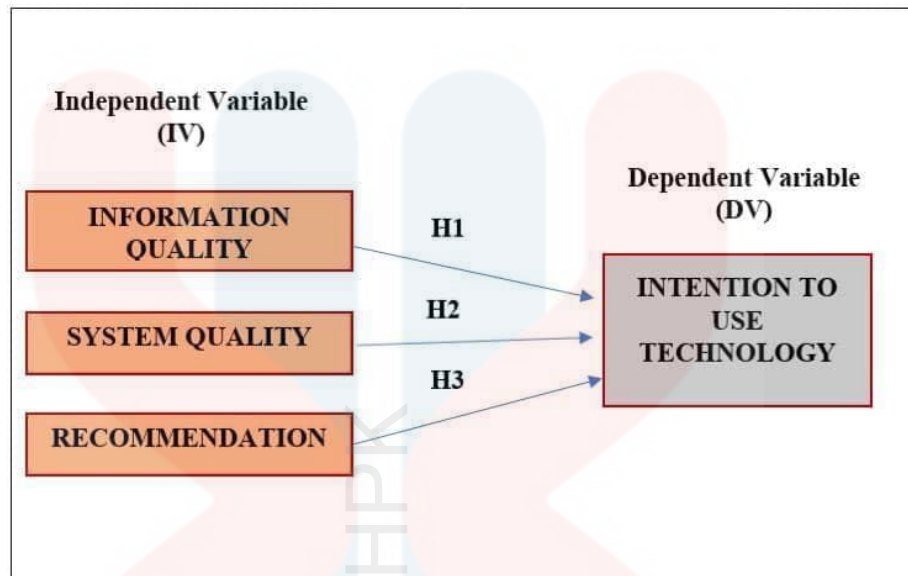
Recommenders are essential for introducing people to pertinent content, merchandise, or information on the internet but since both users and content creators, dealers or information providers depend on these systems, it's critical to recognise who is and is not supported. Following that, a ranking of suggestions is generated based on the assumptions made by pointwise recommendation system regarding user interest in each item (Beutel, Chen, Doshi, Qian, Wei, Wu, and Goodrow, 2019). However, in order to adopt the system's customized results, trust in the system was required (Jia, Wang, Wang and Yin, 2018).

Existing recommendation systems for the most part assume that the user's profile and previous actions are always being logged. In contrast, only the history of a user's behavior during an active session is typically available in many services, where user identification may be unknown. Session-based recommendation systems have been the subject of some related research using traditional techniques, sequential techniques based on Markov chains, and RNN-based techniques. (Tan, Wu Tang, Wang, Xie, and Zhu, 2019).

**H3 : Recommendation has significant relationship with intention to use technology**

## **2.3 CONCEPTUAL FRAMEWORK**

This study proposes a framework based on underpinning theories which is explained in subheading 2.2.



**Figure 2.2: Conceptual framework of Information Quality, System Quality and Recommendation towards Intention to Use Technology based on Timothy Jung, M Claudia Tom Dieck (2015)**

According to the above table three hypotheses were proposed which are Information Quality, System Quality and Recommendation as follows:

H1: Information Quality has significant relationship with intention to use technology.

H2: System Quality has significant relationship with intention to use technology.

H3: Recommendation has significant relationship with intention to use technology.

## 2.4 SUMMARY

This study measures the relationship between intention to use technology for searching tourist destinations among Malaysian adults. As a result, research variables include Independent Variables

(IV) and Dependent Variables (DV). The researcher discovered that the study had several factors that indicated intention to use technology for searching tourist destinations among Malaysian adults. This chapter includes the Theory Model, Dependent Variables (DV) and Independent Variables (IV), hypotheses, and conceptual frameworks. In the following chapter, the reader would learn about the methods that the researcher intends to use for this study.



## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 OVERVIEW OF THE CHAPTER**

In this chapter, the researcher would explain the research methodology techniques that were used in the research. The methods used in research design, population and unit analysis, and sampling. A researcher may also wish to discuss research instruments, a data collection plan, and a data analysis plan.

#### **3.2 RESEARCH DESIGN**

Research design links conceptual research concerns to feasible empirical research. It specifies research methods (Asenahabi, 2019). Before data collection and analysis, a researcher follows this step-by-step approach to achieve the study goal. This is a description study using a quantitative method.

Quantitative methods focus on objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, surveys, or by manipulating already-existing statistical data using computational techniques. Quantitative research focuses on collecting numbers and using them to generalize about groups of people or to explain a certain phenomenon (California, 2023).

Aim of the study is seeking to identify the factors affecting technology adoption and intention to use technology for searching tourist destinations among Malaysian adults. Quantitative research approach uses for the investigation. Also, cross sectional methods are for this study. In a cross-

sectional study, the investigator all at the same measures the outcome and the exposures in the study participants. A cross-sectional study's participants are simply chosen based on the study's inclusion and exclusion criteria. Once the participants have been chosen for the study, the investigator would monitor the study to evaluate the exposure and outcomes (Maninder and Setia, 2016).

### **3.3 POPULATION AND UNIT ANALYSIS**

Researchers discovered that Malaysia's adult population is 32.9 million, or 65.8 percent of the country's total adult population, according to (United Nations ESCAP, 2022) After calculating this, the final figure for Malaysian adults is 21.5 million. Based on selection purposive sampling based on selection criteria 18 year old above and experience travel in 6 months for instance, it would typically be impracticable to investigate an analyzing population. Having fewer participants in a study lowers the cost and workload and may make it simpler to acquire high-quality data, but this must be balanced against having a big enough sample size with sufficient power to discover a true link.

Malaysia's population was predicted to be 32.9 million in the third quarter of 2022, up 0.9 percent from the third quarter of 2021 which is 32.6 million. In total, there were 30.3 million citizens (92.2 percent) and 2.6 million non-citizens (7.8 percent). In comparison to the third quarter of 2021, the population of men climbed from 17.1 million to 17.3 million, while the population of women increased from 15.5 million to 15.6 million during the same time. There were 111 males for every 100 females. Selangor, Johor, and Sabah were the three states with the greatest populations in the third quarter of 2022, with a combined population of 21.6 percent, 12.3 percent, and 10.4 percent. According to Fidell and Tabachnick (1996), a decent general rule of thumb for factor analysis is 300 cases, or the more forgiving 50 participants per component (Pedhazur and Schmelkin, 1991). Comrey



and Lee (1992), provide the following suggested sample sizes (Fidell and Tabachnick, 1996): 50 are classified as extremely poor, 100 as poor, 200 as fair, 300 as acceptable.

### **3.4 SAMPLING PROCEDURES**

Sampling is defined as the action, procedure, or method of choosing a representative sample of a population for the purpose of observing and examining the traits of the full population (Rahman, Tabash, Salamzadeh, Abduli, and Rahaman, 2022). A development dataset is necessary to create a prediction model since it comprises information from a sample of people in the target population, including their observed predictor values and observed outcomes (Riley, Ensor, Snell, Harrell, Martin, Reitsma, and Van Smeden, 2020).

#### **3.4.1 SAMPLE SIZE**

The term sampling frame typically refers to a comprehensive list of sample units from a population (Rahman, Tabash, Salamzadeh, Abduli, and Rahaman, 2022). The development dataset's sample size must be sufficient to generate a prediction model equation that is accurate when used with fresh subjects from the target population. In order for the constructed model to successfully forecast the mean result value or overall outcome proportion, the sample size must allow for the accurate estimation of the prediction model's intercept (Riley, Ensor, Snell, Harrell, Martin, Reitsma, and Van Smeden, 2020). Additionally, the sample size for model building should strive for accurate forecasts across the whole expected value range. Van Smeden et al., (2020) analyze the dependence of the error of predicted result probabilities from a built model on different parameters of the development dataset selected from a target population for binary outcomes using simulation across a



wide range of situations (Van Smeden, Moons, de Groot, Collins, Altman, Eijkemans and Reitsma, 2019).

### **3.4.2 SAMPLING TECHNIQUE**

This study has discussed the sampling technique which is non-probability sampling as from the data and population that have been discussed in the chapter (Rahman, Tabash, Salamzadeh, Abduli, and Rahaman, 2022). Non-probability sampling is a sort of sampling in which it is unknown what percentage of the population would be chosen for the sample. (Bhardwaj, 2019). In this chapter, the non-probability sampling decided the purposive sampling as the sampling technique that to be discussed in this study. Purposive sampling sometimes referred to as subjective or judgmental sampling. When selecting people from the population to take part in a study, it depends on the researcher's assessment. (Bhardwaj, 2019). Purposive sampling procedures steer clear of any sort of random sampling and work to ensure that types of cases of individuals who might be included are represented in the research study's final sample (Steve Campbell, Melanie Greenwood, Sarah Prior, Toniele Shearer, Kerrie Walkem, Sarah Young, Danielle Bywaters, and Kim Walker, 2020). This study conducted a survey on the intention of use in technology for the tourism destination among Malaysian adults. By analysing data from a sample of the population, sampling is a technique that spares researchers from having to look at every single person in a population. Having fewer participants in a study lowers the cost and workload and may make it simpler to acquire high-quality data, but this must be balanced against having a big enough sample size with sufficient power to discover a true link. Selection criteria that are selected are from the 18 year above and experienced travel in 6 month. The representative samples for Malaysian people aged 18 and older to be select in this cross-sectional population-based investigation.

### 3.5 RESEARCH INSTRUMENT

Respondents' responses were collected quantitatively in this study. Researchers used quantitative methods in this research study to collect all of the data and information needed to complete the research. It is also a simple data collection method when conducting a research study. Quantitative questions can be answered in a questionnaire, which makes it easier for respondents to respond. Researchers use quantitative methods to collect data and feedback because it is the most appropriate approach for a large number of respondents.

These respondents must answer this questionnaire in three sections (A, B, and C). The A section examines the respondents info quality, system quality and recommendations while for B section examines the respondents intention to use technology. Questions in sections A and B are based on a likert scale response selection. Five assertions were presented and scored on a 5 - Likert Scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree). In the C section it examines the respondents socio-demographic characteristics, including gender and age.

A purpose of this research was stated in the covering letter included with the form that was distributed to the respondents. As a result, respondents can understand the motivation and purpose of this study, allowing them to generate more accurate data. The questionnaire was distributed to all Malaysian adults who use technology for searching tourist destinations.

**Table 3.1 Section in Questionnaire**

Section	Variables	Type of question	Type of scale
A	Information quality, System quality and Recommendations.	Rating	Interval (likert scale)
B	Intention to use technology.	Rating	Interval (likert scale)
C	Demographic	Categorical	Nominal/Ordinal

### **3.6 PLAN FOR DATA COLLECTION**

The systematic gathering of measurements or observations is known as data collection. Data collection enables researchers to gain first-hand knowledge and unique insights into their research problem, regardless of whether they are conducting research for business, government, or academic purposes. Without knowledge, it may be difficult for organizations to make appropriate decisions, therefore, knowledge is gathered at various points in time from completely different audiences (Bhat, 2020). Primary data is generated by the scientists themselves, surveys, interviews, and other methods are specifically designed to understand and determine the analysis downside at hand (Wagh, 2021).

In this study, primary data was collected through the use of questionnaires, which were distributed to respondents. The questionnaire would be distributed via an online survey, also known

as an online questionnaire. A form can be a collection of questions or it can be used to collect information from a respondent. Since there is an online survey platform, this type of form can be used to solicit feedback on data for analysis (Bhat and Villegas, 2020). The researcher has chosen social media to collect data from respondent such as Facebook researcher post on group (Kelab Pelancongan Malaysia, Kelab Pelancongan Bajet and Iklan Anda) by whatsapp (Pelancongan Kedah and Jalan-jalan cari makan Malaysia) and Telegram (Jom melancong and jom melancong dalam negara).

### **3.7 PLAN FOR DATA ANALYSIS**

Data analysis is done for better understanding about the relationship dependent variables (DV) which intentions to use technology and independent variables (IV) are information quality, system quality and recommendation in searching tourist destinations. There are many ways in which data can be used by all local tourists who have intention to use technology in Malaysia. Data analysis is a method for evaluating gathered information. It generally includes the analysis of data produced by the use of analytical abilities and to identify patterns, correlations, or trends.

In this study, the research generally obtained may be helped to analyze using the (SPSS) version 26. It is statistical analysis software that is designed for interactive, or batch, statistical analysis. This software is one of the most well-known statistical systems, capable of presenting complex data modification and testing with a simple approach and user-friendly software. The software that is used could gather practically any type of information to summarize reports with tables, charts and distribution graphs. This software would help researchers to understand more about the data and draw a conclusion based on the researcher's needs (Yockey, 2016).

### 3.7.1 RELIABILITY TEST

Reliability test is related to whether the researcher can receive the same response when measuring something more than once with an instrument used repeatedly. In other words, research reliability is a level of process in which research is done to produce consistent and reliable results to take into account. Researchers need about 300 respondents from Malaysian adults who have intention to use technology for searching tourism destinations. This choice is selected with care to prevent participant mistakes, participant bias, research error, and research bias.

Cronbach's alpha is a widely used measure of reliability in the social and behavioral sciences. The traditional confidence interval for Cronbach's Alpha's population value makes the unnecessarily restrictive assumption that the multiple measurements have equal variances and covariances (Taber, 2018).

According to Said (2018), the reliability test is one of the most important components of test quality because it involves the reproducibility, consistency, or an examinee's performance on the test (Group and Taherdoost, 2017). The rules of thumb will show in table 3.2.

**Table 3.2 : Rules of Thumb about Cronbach's Alpha**

<b>Cronbach's Alpha Coefficient</b>	<b>The Strenght Of The Association</b>
< 0.6	Poor
0.6 to <0.7	Moderate
0.7 to <0.8	Good

0.8 to <0.9	Very Good
0.9	Excellent

(Source : Konting et al., 2009)

### 3.7.2 DESCRIPTIVE STATISTIC

Descriptive statistics describe data with specific parameters or measurements without analyzing or drawing any conclusions from the data (Wessnitzer and Young, 2016). The benefit of descriptive statistics is to provide an overview of a data set and its characteristics. There are two measurement forms in descriptive statistic concentrations or central tendency measures and deviation measures. Examples of the use of descriptive statistics include knowing the average of a data, the highest and lowest values of the data, the median value of the data, the percentage of values in information and so on. The visual display of descriptive statistics can be in the form of histograms, pie charts, polygons, ogives, stacked bar charts, and so on (Ross and Willson, 2017).

The nature of data collection can be compiled and summarized using descriptive statistics. A data set is a compilation and a combination of observations or answers obtained from a selected sample or entire population. An early stage in statistical analysis that researchers can apply in quantitative research is to define the characteristics of a response, the average of one variable such as age or the relationship between two variables such as age and creativity (Azevich, 2016).

### 3.7.3 PEARSON CORRELATION

Pearson Correlation and coefficient are commonly use to determine the strength between the two quantitative variables. In addition, the relationship between variables is essentially linear.

According to (Malawi, 2012), correlation of zero shows no linear relationship exists between two variables, correlation coefficient that is less than 1 or more than 1 indicates a perfect linear relationship. A zero value represents the existence of a relationship between the two variables as well as the existence of a linear relationship. The range of potential values is -1.0 to 1.0. It can't be more than 1.0 or less than -1.0. A perfect negative correlation and a perfect positive correlation are both indicated by a correlation of 1.0 (Eslami et al., 2017).

**Table 3.3 : The Rule Of Thumb of Pearson correlation**

r value range	Strength for relationship
+0.70 or higher	Very strong positive relationship
+0.40 to +0.69	Strong positive relationship
+0.30 to +0.39	Moderate positive relationship
+0.20 to +0.29	weak positive relationship
+0.01 to +0.19	No or negligible relationship
0	No relationship [zero correlation]
-0.01 to -0.19	No or negligible relationship

(Sources : Hair et al., 2007)



### **3.8 SUMMARY**

The researcher would discuss the research design and population and unit analysis, the number of sample sizes that researcher would be targeting, the sampling procedure method that would be used to obtain data for the research, the plan for data collection, research instruments, data analysis, descriptive and also reliability analysis, and the correlation coefficient in Chapter 3. The correlation coefficient would support in the verification of the relationship between the two variables, which are the intention to use technology with trust, convenience, and social influence. In this study, the questionnaire method would be used to collect data from respondents. Malaysian tourists would be chosen to assist with this research. Non-probability sampling would also be use, and with this method, we would be able to gather all of the information and results required to proceed and complete this research.



## CHAPTER 4

### DATA ANALYSIS AND RESULTS

#### 4.1 OVERVIEW OF THE CHAPTER

This chapter would review the reliability test findings for a pilot study. Descriptive analysis is also carried out, such as demographic, mean, and standard deviation for independent and dependent variables. A correlation analysis was run, and the results would be discussed later.

#### 4.2 RELIABILITY ANALYSIS

Reliability analysis was conducted to determine the respondent's response's accuracy. The reliability of quantification refers to the degree to which it is free of bias and ensures accurate measurement across the instrument's many items (Saunders et al., 1999). Any score greater than 0.6 indicates that the item in the questionnaire is dependable in assessing the target construct (Hair et al., 2003). The rule of thumb is summarized in the table below.

**Table 4.2.1 Rule of thumb of Cronbach's Alpha (Hair et al., 2003)**

<b>Alpha Coefficient Range</b>	<b>Strength of Association</b>
Less than 0.6	Poor
0.6 to 0.7	Moderate
0.7 to 0.8	Good

0.8 to 0.9	Very Good
More than 0.9	Excellent

According to the rule of thumb, Cronbach's Alpha dependability of less than 0.6 is considered poor. It is termed moderate if the reliability is between 0.6 and 0.7. If the reliability is between 0.7 and 0.8, it is considered good. A reliability of 0.8 is regarded as excellent. It is considered great if reliability is 0.9 or above. In order to assess the correctness of each question, a test of 30 respondents was dispersed to answer the questionnaires. The fundamental guideline for determining if a questionnaire is trustworthy is a Cronbach's Alpha score greater than 0.7.

Next, to determine the questionnaire's reliability, the pilot study test was done with 30 respondents would respond to the questionnaire. The reliability of each form was assessed using Cronbach's Alpha, where a score of 0.7 or more is considered acceptable in most studies, and a value of less than 0.7 requires the concept to be eliminated from the questionnaire. The reliability test was applied to each variable in this study.

#### **4.2.2 RESULT OF RELIABILITY COEFFICIENT ALPHA FOR THE INDEPENDENT VARIABLES AND DEPENDENT VARIABLE**

<b>Variables</b>	<b>Cronbach's Alpha value</b>	<b>N of items</b>	<b>Strength of Association</b>
Independent Variable 1 (Information Quality)	0.861	5	Very Good

Independent Variable 2 (System Quality)	0.918	5	Excellent
Independent Variable 3 (Recommendation)	0.884	5	Very Good
Dependent Variable (Intention to Use Technology)	0.92	5	Excellent

Table 4.2.2 shows the value of Cronbach's Alpha for this study's independent and dependent variables. According to the table, all the variables were above the value of 0.8. Therefore, the questionnaire has been accepted.

Five questions were used to measure the information quality variable influencing the intention to use technology among Malaysian adults. The Cronbach's Alpha result for this section question was 0.861, which is very good.

As for the second variable, system quality, Cronbach's Alpha value of the six questions about ease of use is 0.918, which indicates excellent. These questions are the most reliable as the value of Cronbach's Alpha is more than 0.9.

Five questions were used to measure the recommendation variable influencing the intention to use technology among Malaysian adults. The Cronbach's Alpha value of the questions related to use is 0.884, resulting in very good results.

Lastly, in measuring the intention to use technology among Malaysian adults, five questions

were used, and Cronbach's Alpha result for this section's question was 0.92, which indicated excellently. Therefore, the coefficient obtained for these questions measuring intentions to use technology among Malaysian adults was also the most reliable.

### 4.3 DESCRIPTIVE ANALYSIS

Descriptive analysis is the process of identifying trends and correlations in current and historical data. It is frequently referred to as the most basic kind of data analysis since it highlights patterns and associations but does not go any deeper.

#### 4.3.1 ANALYSIS OF RESPONDENTS DEMOGRAPHIC

This research asks a few questions to analyze the descriptive analysis, such as age, gender, ethnicity, occupation, marital status, and educational level. The data are collected to test sample size (n) and percentage.

**Table 4.3.1 Frequency Analysis for Respondents' Demographic**

Items	n	Percentage %
<b>Age</b>		
18-25 years old	126	31.5
26-35 years old	121	30.3
36-45 years old	111	27.8
46 years old and above	42	10.5

<b>Gender</b>		
Female	200	50.0
Male	200	50.0
<b>Ethnicity</b>		
Chinese	104	26.0
Indian	75	18.8
Malay	221	55.3
<b>Occupation</b>		
Government	89	22.3
Private	145	36.3
Retired	1	0.3
Self-employed	90	22.5
Student	75	18.8
<b>Marital Status</b>		
Married	225	56.3
Unmarried	175	43.8
<b>Educational Level</b>		
Bachelor of Degree	125	31.3
Diploma	148	37.0
Doctor of Philosophy	2	0.5
Master Degree	17	4.3
Secondary School	108	27.0
<b>Total</b>	<b>400</b>	<b>100</b>

According to Table 4.3.1, a descriptive analysis of respondents' demographics based on item age, most respondents are between 18 and 25 (n=126, 31.5%). Because females and males are reported with (n=200, 50.0%), gender can be finalized as equivalent. Following that, in terms of ethnicity, a greater percentage of respondents (n=221, 55.3%) are Malay. Many respondents work as private (n=145, 36.3%). As for marital status, many respondents (n=225, 56.3%) are married. Finally, almost all respondents (n=148, 37.0%) had a diploma-level education.

### 4.3.2 MEAN SCORES AND STANDARD DEVIATION FOR INDEPENDENT VARIABLES AND DEPENDENT VARIABLES

#### i. INDEPENDENT VARIABLE 1 INFORMATION QUALITY

No.	Items.	Mean.	Standard Deviation.
1.	I expect that information provided in the website or apps is backed by facts.	4.41	0.610
2.	I expect that the source of information received in technology is clear.	4.50	0.597
3.	I perceived that the information given in online is explicit.	4.42	0.710
4.	I think online advertising complete with the information access.	4.48	0.660
5.	I think the technology responds to my inquired information quickly.	4.54	0.552

Variable 1 for this study is information quality. From the questionnaire, there are five items to discuss on independent variable 1. Out of five items, the highest question is question number five, which is “I think the technology responds to my inquire information quality,” where the result of means is 4.54. Meanwhile, question number three was the highest standard deviation which was 0.710.

#### ii. INDEPENDENT VARIABLE 2 SYSTEM QUALITY

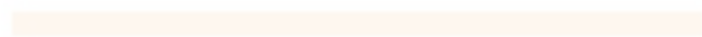
No.	Items	Mean	Standard Deviation
1.	I think the technology use an easy to understand language for better comprehension or understanding.	4.44	0.572
2.	I expect the technology uses consistent language, symbols unitor format across all Web or apps page.	4.52	0.588
3.	I think it's easy to find information on websites or apps.	4.53	0.612
4.	I perceived information site navigation on website or apps are understandable.	4.40	0.729
5.	I think i am able to customize the information in my account on the website or apps.	4.39	0.774
6.	I think i am able to customize my presentation in user accounton the websites or apps.	4.36	0.779

The table shows respondents' mean and standard deviation statistics on the system quality. The statement "I think it is easy to find information on websites or apps" scored the mean greatest value, which was 4.53, where the respondents agreed that system quality of "I think it is easy to find information on website or apps" influenced respondents' intention to use technology for searching tourist destination among Malaysian adults. Meanwhile, the lowest mean was "I think I am able to customize my presentation in user account on the website or apps", with a mean value of 4.36, where the respondents agreed that the system quality of "I think I am able to customize my presentation in user account on the website or apps" influenced respondents' intention to use technology for searching tourist destination among Malaysian adults. Besides, the higher standard deviation is "I think I am able to customize my presentation in user account on the website or apps", which was 0.779. The higher standard deviation value indicates a greater spread in the data. So, for system quality, respondents would influence respondents' intention to use technology for searching tourist

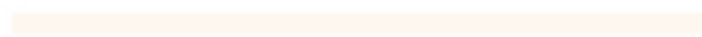
destinations among Malaysian adults with "I think it's easy to find information on websites or apps".



UNIVERSITI



MALAYSIA



KELANTAN



**iii. INDEPENDENT VARIABLE 3 RECOMMENDATION**

No .	Items	Mean	Standard Deviation
1.	I believe I can always count on getting a lot responses to my posts orreplies on the website or apps.	4.46	0.612
2.	I expect other users are responsive to my replies on thiswebsites or apps	4.35	0.768
3.	I expect other users are responsive to my post on this websitesor apps.	4.36	0.746
4.	I believe that effective analyses of website or apps corresponds to my feelings about a destination	4.58	0.551
5.	I believe that effective analyses of websites or apps corresponds to my future travel behaviour	4.55	0.555

Independent Variable 3 in this study is a Recommendation. There are five items to measure regarding independent variable three from the questionnaire: "I believe that effective analyses of websites or apps correspond to my feelings about a destination ". The highest question out of the five is question four, with a mean result of 4.58. Meanwhile, the number three question had the highest standard deviation of 0.768.

**iv. DEPENDENT VARIABLE INTENTION TO USE TECHNOLOGY**

No .	Items	Mean	Standard Deviation
1.	I think i will give priority to using technology for information collectionin searching tourism destination.	4.52	0.596

2.	I think using technology for collecting information related to tourist destination is the right choice.	4.35	0.579
3.	I believe I will continue to use technology in the future for searching tourist destination	4.55	0.569
4.	I expect will increase the frequently with which I use technology for searching tourist destination.	4.58	0.574
5.	I believe I'm willing to use technology for searching destination again.	4.60	0.538

The dependent variable, the intention to use technology, is important applied to this research. Five items are discussed about the dependent variable from the questionnaire, one of which is “I believe I’m willing to use technology for searching destination again”. The highest question out of the five is question number five, with a mean result of 4.60. Meanwhile, the number one question had the highest standard deviation of 0.596.

#### 4.4 CORRELATION ANALYSIS

A statistical technique called correlation analysis is used to determine whether or if there is a relationship between two variables or datasets and how strong that relationship might be. Correlation analysis is mostly used to identify patterns in datasets. A positive correlation means that when one variable reduces, the other increases, whereas a negative correlation means that as one variable decreases, the other increase.

**Table of 4.4.1 Rule of thumb of Pearson Correlation**

r value range	Strength for relationship
+.70 or higher	Very strong positive relationship
+.40 to +.69	Strong positive relationship
+.30 to +.39	Moderate positive relationship
+.20 to +.29	Weak positive relationship
+.01 to +.19	No or negligible relationship
0	No relationship [zero correlation]
-.01 to -.19	No or negligible relationship

Based on the rule of thumb for this research, 0.30 to 0.39 is an acceptable range of correlation (R-values), whereas 0.00 to 0.29 is not an acceptable range of correlation (r-value). Besides that, for a significant value (p-value) less than 0.01, there is a significant correlation between the two variables. In contrast, a significant value (p-value) of more than 0.01 means no significant correlation between the two variables.

**Table of 4.4.2 Correlation between Independent Variables and Intention To Use Technology**

	Information Quality	System Quality	Recommendation	Intention To Use Technology
Information Quality Pearson Correlation (r) Sig. (2 tailed)	1	0.833** <.001	0.755** <.001	0.658* * <.001
System Quality Pearson Correlation (r) Sig. (2 tailed)		1	0.857** <.001	0.623* * <.001
Recommendation Pearson Correlation (r) Sig. (2 tailed)			1	0.594* * <.001
Intention To Use Technology Pearson Correlation (r) Sig. (2 tailed)				1

### INFORMATION QUALITY

There is a positive link between information quality and system quality regarding independent variable 1. According to the table, there is also a Pearson's Correlation value (r-value) of 0.833 between information quality and system quality. So, there is a moderate relationship between information quality and system quality. The significant value (p-value) is less than 0.05, so the two variables have a significant relationship.

### SYSTEM QUALITY

There is a positive link between system quality and recommendation in independent variable 2. According to the table, there is also a Pearson's Correlation value (r-value) of 0.857 between system quality and suggestion, indicating a moderate association between system quality and information quality. The significant value (p-value) is the same as other values less than 0.05. As a result, the two variables have a significant link.

## RECOMMENDATION

Regarding the third independent variable, a good relationship exists between recommendation and the intention to use technology. In the table above, Pearson's Correlation (r-value) between recommendation and intention to use technology is 0.594. So, there is a moderate relationship between a recommendation and the intention to use technology. The significant value (p-value) is less than 0.05. So, there is a significant relationship between the two variables. There is a positive link between system quality and recommendation in independent variable 2. According to the table, there is also a Pearson's Correlation value (r-value) of 0.857 between system quality and suggestion, indicating a moderate association between system quality and information quality. The significant value (p-value) is the same as other values less than 0.05. As a result, the two variables have a significant link.

### 4.5 HYPOTHESIS TESTING

No	Hypothesis	r	p	Conclusion
1	Information Quality - System Quality	0.833	< 0.01	Hypothesis supported*

2	System Quality - Recommendation	0.857	< 0.01	Hypothesis supported*
3	Recommendation - Information Quality	0.755	< 0.01	Hypothesis supported*
4	Information Quality - Intention to Use Technology	0.658	< 0.01	Hypothesis supported*
5	System Quality - Intention to Use Technology	0.623	< 0.01	Hypothesis supported*
6	Recommendation - Intention to Use Technology	0.594	< 0.01	Hypothesis supported*

**\*at the level  $p < 0.01$**

The degree of statistical significance is frequently stated as the p-value. The researchers calculate a probability (i.e., the p-value) of observing the sample results (or more extreme) given that the null hypothesis is true, depending on the statistical test that has been chosen. Another way to put it is to assess the likelihood that a difference in a mean score (or other statistic) could have occurred under the premise that there is no difference. Consider this observation which raises the question of the difference in mean exam performance between two alternate teaching strategies if there is no difference in the population between the two instructional styles.

#### **4.6 SUMMARY OF THE CHAPTER**

Four hundred responses have been coded and entered into the SPSS software for data analysis. Demographic, independent, and dependent variables were analysed using descriptive statistics. In addition, Pearson Correlation analysis revealed a significant positive relationship between independent and dependent variables, indicating their significance. Each of the independent variables has a relationship with the dependent variables. In the end, it was determined that the independent variable of system quality contributed the most to the dependent variable.

## **CHAPTER 5**

### **DISCUSSION AND CONCLUSION**

#### **5.1 OVERVIEW OF THE STUDY**

This chapter addresses the three parts of the quantitative study of the findings in Chapter 4. The first section explores and highlights the results supporting the analysis's main objective.

#### **5.2 RECAPITULATION OF RESEARCH OBJECTIVES AND RESEARCH QUESTIONS**

In this chapter, the result of analysis in Chapter 4 would be further discussed. The research objectives are set out as follows:

1. To examine the relationship between information quality and intention to use technology for searching tourist destinations.
2. To examine the relationship between system quality and intention to use technology for searching tourist destinations.
3. To examine the relationship between recommendation and intention to use technology for searching tourist destinations.

The research questions are also set out in the following:

1. What is the relationship between information quality and intention to use technology for searching tourist destinations?

2. What is the relationship between system quality and intention to use technology for searching tourist destinations?
3. What is the relationship between recommendation and intention to use technology for searching tourist destinations?

### **5.3 DISCUSSION BASED ON RESEARCH QUESTION AND RESEARCH OBJECTIVE**

The main findings from the research have been simplified in this chapter. The purpose of this study was previously indicated in the previous chapter. The following is a summary of the outcomes based on the study question and research purpose:

#### **5.3.1 DISCUSSION OF RESEARCH OBJECTIVES AND RESEARCH QUESTION 1**

Research Objective 1: To measure the relationship between information quality and intention to use technology for searching tourist destinations.

Research Question 1: What is the relationship between information quality and intention to use technology for searching tourist destinations?

The result of hypothesis H1 in the previous chapter was reviewed to answer research question 1. Apart from that, H1 stated that there are significant relationship between information quality and intention to use technology. The findings show that the information quality is positive and moderately related to the intention to use technology, with a correlation coefficient of 0.658. The p-value of



information quality is 0.00, less than the highly significant level of 0.05. The finding can be supported by (Yeap et al. 2014) information quality is how the provided information is useful for the consumer. Information quality is a strong predictor of the credibility of information sources and website quality (Filiari et al., 2015), indicating that the quality of information content itself is the core factor in persuading consumers. Therefore, H1 supported.

### **5.3.2 DISCUSSION OF RESEARCH OBJECTIVES AND RESEARCH QUESTION 2**

Research Objective 2: To measure the relationship between system quality and intention to use technology for searching tourist destinations.

Research Question 2: What is the relationship between system quality and intention to use technology for searching tourist destinations?

In order to determine the most influential aim of the intention to use technology for searching tourist destination among Malaysian adults. According to the findings of the study, independent variable 2 (system quality) in determining Malaysian people' intention to utilize technology to look for tourist locations with 0.889 percent. The system's quality symbolizes the quality of the information processing itself, distinguished by the use of cutting-edge technology, the provision of essential services and features, and the usage of user-friendly, simple to learn, and straightforward to maintain. The qualities of a high-quality system are what make it useful. A system's responsiveness, sophistication, and intuitiveness are just a few examples of user-friendly features. Users' perceptions of how little work utilizing IS is "ease of use" (Petter et al., 2008). Therefore, H2 supported.

### **5.3.3 DISCUSSION OF RESEARCH OBJECTIVES AND RESEARCH QUESTION 3**

Research Objective 3: To measure the relationship between recommendation and intention to use technology for searching tourist destinations.

Research Question 3: What is the relationship between recommendation and intention to use technology for searching tourist destinations?

The result of hypothesis H3 in the previous chapter was reviewed to answer research question 3. Apart from that, H3 stated that there is a significant relationship between recommendation and intention to use technology. The findings show that the recommendation is positive and moderately related to the intention to use technology, with a correlation coefficient of 0.594. The p-value of recommendation is 0.00, less than the highly significant level of 0.05. In addition, a significant relationship exists between recommendation and intention to use technology. This finding can be supported by (Tan et al., 2019) session-based recommendation systems have been the subject of some related research using traditional techniques, sequential techniques based on Markov chains, and RNN-based techniques. Therefore, H3 supported.

### **5.4 LIMITATION OF THE STUDY**

The study discusses the relationship between information quality, system quality, recommendation and intention to use technology to search tourist destinations among Malaysian adults. However, there were some limitations to the study.

This study only focuses on three independent variables: information quality, system quality, and recommendation. These three variables were adapted from different past researchers and had limited establishment on their theory. Aside from the one that we have covered, the researcher did not study other models such as Technology Acceptance Model such as Artificial Intelligence (AI), Virtual Reality (VR), Augmented Reality (AR) or other highest technology for specific applications. Furthermore, the study only focuses on the Malaysian population. From the tourist perspective, researchers did not cover foreigners or international tourists. The researcher covers domestic tourism in Malaysia only.

## **5.5 RECOMMENDATION FOR FUTURE RESEARCH**

Based on the previous chapter, certain empirical factors influencing technology adoption and intention to use technology for tourist destination search have been identified. As a result, certain recommendations for further research have been made.

### **5.5.1 THEORETICAL RECOMMENDATIONS FOR FUTURE RESEARCH**

For future studies, researchers should investigate Artificial Intelligence (AI) and machine learning. AI depends on large amounts of data, the ability to handle them, and algorithms. Each of these three things has gotten a lot better in recent years, thanks to several related trends. First, AI algorithms are getting better and more refined. Second, processing power has gotten a lot better. Third, in the context of big data, new and more powerful information sources and architectures are being built that makes it possible to store and process huge amounts of data. In a process called the

Fourth Industrial Revolution (Li et al., 2019), these changes have led to big improvements in AI systems and robots.

In the travel and hospitality industry, the term "service robot" refers to any form of artificial intelligence that assists customers in achieving their individual or professional objectives. The levels of automation that the service robots possess allow them to be categorized as follows: partially and automated robots, according to Murphy, Gretzel, and Hofacker's (2017) research. Decisions made by robots that are only partially automated can be driven by either the self-directed behaviour programmed into them or by human input received remotely. On the other hand, according to ( Li, 2015), fully automated robots are regarded as agents since they can respond to changes in their surroundings and communicate with other individuals without the need for external control.

It is not a new phenomenon that artificial intelligence (AI) is rapidly being adopted and applied in the urban services system. Government and urban service delivery systems that use cutting-edge artificial intelligence are a priority for the federal government (Jenkins, 2000). Government efforts to strengthen the delivery system and put the National Transformation Programme (NTP) into practice can be seen in the urban services sector of Malaysia.

Artificial Intelligence (AI), chatbots, and multi-channel delivery service (all must-haves for new technology firms in the 21st-century tourism industry) are all still offline in the Russian market. Although algorithms can scan massive volumes of data and extract relevant information, artificial intelligence tools can employ predictive analytics algorithms to detect trends in these data sets, a

major benefit of using the technology. Because of this, tourism businesses can develop micro-targeted marketing efforts with a higher chance of success.

### **5.5.2 PRACTICAL RECOMMENDATIONS FOR FUTURE RESEARCH**

Furthermore, for the practical recommendation, this research has proposed that information quality helps search for tourist destinations because technology would help tourists plan trips. Information quality is about the concise, interpretable and simple presentation of information, so with good information quality with the help of technology, potential tourists can learn about different destinations, attractions, and amenities. Some of the most popular travel websites are TripAdvisor, Expedia, and Booking.com. These websites provide ratings and reviews of hotels, restaurants, and tourist attractions.

System Quality includes multi-language, navigation quality, design and function and ability to segment based on group or interest. The researcher recommends that industry players, such as travel agencies, help tourists book trips for their customers, along with airline tickets, hotel accommodations, car rentals, and many other travel-related activities.

The recommendation is about explanations that improve user experience online. The researcher suggested that tourists use the Tourism Recommendation System (TRS), which is a specific RS for the tourism industry that provides valuable suggestions and guidance to tourists in identifying amenities such as transportation, hotels, attractions, and special interest places based on their taste, interest, likes, and budget to make their trip memorable since this positively influence both

the emotional involvement of the user and their intention to visit the real place and spread positive word of mouth.

## **5.6 CONCLUSION**

In conclusion, three variables were investigated in this study: information quality, system quality, and recommendation. Urban services aim to ensure that people living in cities have access to high-quality social and living conditions. Now that artificial intelligence is being integrated into municipal infrastructure, urban areas are where most people choose to live. Many countries now prioritize this as a key national policy for improving urban services. In response to the local council's rapid urban expansion, most Malaysian towns have devised a strategic plan as part of the District Structure Plan and the growth of the major metropolitan district. All of these actions are in line with official government policy.

According to the findings, the question that had a big impact on influencing Malaysian adults to travel was the system quality. However, the remaining characteristics also contribute to the motivational component factor for Malaysian adults. By doing this research for Malaysian adults, we can determine the drawbacks and benefits of this technology and recommend something that can be employed among Malaysian adults.



## REFERENCES

- Alenezi, H., Tarhini, A., & Sharma, S. K. (2015). Development of quantitative model to investigate the strategic relationship between information quality and e-government benefits. *Transforming Government: People, Process and Policy*, 9(3), 324–351. <https://doi.org/10.1108/tg-01-2015-0004>
- Asenahabi, B. M. (2019). Basics of Research Design: A Guide to selecting appropriate research. *International Journal of Contemporary Applied Researches*, 6 (5), 77-89. Retrieved from [www.ijcar.net](http://www.ijcar.net)
- Ahmmadi, P., Rahimian, M., & Movahed, R. G. (2021). Theory of planned behavior to predict consumer behavior in using products irrigated with purified wastewater in Iran consumer. *Journal of Cleaner Production*, 296, 126359. <https://doi.org/10.1016/j.jclepro.2021.126359>
- Ahn, J., & Kwon, J. (2019). Green hotel brands in Malaysia: perceived value, cost, anticipated emotion, and revisit intention. *Current Issues in Tourism*, 23(12), 1559–1574. <https://doi.org/10.1080/13683500.2019.1646715>
- Azevich, A. I. (2016, December 15). *TEACHING EXPERIMENT AND MEANS OF DESCRIPTIVE STATISTICS*. *RUDN Journal of Informatization in Education*. <https://journals.rudn.ru/informatization-education/article/view/13215>
- Azis, N., Amin, M., Chan, S., & Aprilia, C. (2020). How smart tourism technologies affect tourist destination loyalty. *Journal of Hospitality and Tourism Technology*, 11(4), 603–625. <https://doi.org/10.1108/jhtt-01-2020-0005>
- Bhardwaj, P. (2019, September 1). Types of sampling in research Bhardwaj P - *J Pract Cardiovasc Sci*. <https://www.j-pcs.org/article.asp?issn=2395-5414;year=2019;volume=5;issue=3;page=157;epage=163;aulast=Bhardwaj>
- Bowen, J., & Morosan, C. (2018). Beware hospitality industry: the robots are coming. *Worldwide Hospitality and Tourism Themes*, 10(6), 726–733. <https://doi.org/10.1108/whatt-07-2018-0045>
- Beutel, A., Chen, J., Doshi, T., Qian, H., Wei, L., Wu, Y., Heldt, L., Zhao, Z., Hong, L., Chi, E. H., & Goodrow, C. (2019). Fairness in Recommendation Ranking through Pairwise Comparisons. *Proceedings of the 25th ACM SIGKDD International Conference on Knowledge Discovery & Data Mining*. <https://doi.org/10.1145/3292500.3330745>
- Campbell, S., Greenwood, M., Prior, S., Shearer, T., Walkem, K., Young, S., Bywaters, D., & Walker, K. (2020). Purposive sampling: complex or simple? Research case examples. *Journal of Research in Nursing*, 25(8), 652–661. <https://doi.org/10.1177/1744987120927206>
- California, U. o. (2022, December 14). *Research Guides*. Retrieved from <https://libguides.usc.edu/>: <https://libguides.usc.edu/writingguide/quantitative>
- Carmigniani, J., Furht, B., Anisetti, M., Ceravolo, P., Damiani, E., & Ivkovic, M. (2010). Augmented reality technologies, systems and applications. *Multimedia Tools and Applications*, 51(1), 341–377. <https://doi.org/10.1007/s11042-010-0660-6>
- Chen, N. C., & Dwyer, L. (2018). Residents' Place Satisfaction and Place Attachment on Destination Brand-Building Behaviors: Conceptual and Empirical Differentiation. *Journal of Travel Research*, 57(8), 1026–1041. <https://doi.org/10.1177/0047287517729760>

- Chen, Y., Wang, Q., Chen, H., Song, X., Tang, H., & Tian, M. (2019c). An overview of augmented reality technology. *Journal of Physics: Conference Series*, 1237(2), 022082. <https://doi.org/10.1088/1742-6596/1237/2/022082>
- Chia, S. K. S., Lo, M. C., Razak, Z. B., Wang, Y. C., & Mohamad, A. A. (2021). Impact of destination image on tourist satisfaction: the moderating effect of information technology (it). *GeoJournal of Tourism and Geosites*, 34(1), 88–93. <https://doi.org/10.30892/gtg.34112-623>
- Chia, S. K. S., LO, M. C., Razak, Z. B., Wang, Y. C., & Mohamad, A. A. (2021b). IMPACT OF DESTINATION IMAGE ON TOURIST SATISFACTION: THE MODERATING EFFECT OF INFORMATION TECHNOLOGY (IT). *GeoJournal of Tourism and Geosites*, 34(1), 88–93. <https://doi.org/10.30892/gtg.34112-623>
- Chan, L. K., & Lau, P. Y. (2018b). Investigating the Impact of System Quality on Service-Oriented Business Intelligence Architecture. *SAGE Open*, 8(4), 215824401880552. <https://doi.org/10.1177/2158244018805527>
- Conner, M. (2020). Theory of Planned Behavior. *Handbook of Sport Psychology*, 1–18. <https://doi.org/10.1002/9781119568124.ch1>
- Domenico, G. D., Sit, J., Ishizaka, A., & Nunan, D. (2021). Fake news, social media and marketing: A systematic review. *Journal of Business Research*, 124, 329–341. <https://doi.org/10.1016/j.jbusres.2020.11.037>
- Elshafey, A., Saar, C. C., Aminudin, E. B., Gheisari, M., & Usmani, A. (2020). Technology acceptance model for Augmented Reality and Building Information Modeling integration in the construction industry. *Journal of Information Technology in Construction*, 25, 161–172. <https://doi.org/10.36680/j.itcon.2020.010>
- Eslami, T., Awan, M. G., & Saeed, F. (2017). GPU-PCC. *Proceedings of the 8th ACM International Conference on Bioinformatics, Computational Biology, and Health Informatics*. <https://doi.org/10.1145/3107411.3108173>
- Filieri, R., Alguezaui, S., & McLeay, F. (2015). Why do travelers trust TripAdvisor? Antecedents of trust towards consumer-generated media and its influence on recommendation adoption and word of mouth. *Tourism Management*, 51, 174–185. <https://doi.org/10.1016/j.tourman.2015.05.007>
- Ghosh, A., Chakraborty, D., & Law, A. (2018). Artificial intelligence in Internet of things. *CAAI Transactions on Intelligence Technology*, 3(4), 208–218. <https://doi.org/10.1049/trit.2018.1008>
- Gorla, N., Somers, T. M., & Wong, B. (2010). Organizational impact of system quality, information quality, and service quality. *The Journal of Strategic Information Systems*, 19(3), 207–228. <https://doi.org/10.1016/j.jsis.2010.05.001>
- Hagger, M. S., Cheung, M. W. L., Ajzen, I., & Hamilton, K. (2022). Perceived behavioral control moderating effects in the theory of planned behavior: A meta-analysis. *Health Psychology*, 41(2), 155–167. <https://doi.org/10.1037/hea0001153>
- Ivanov, S., & Webster, C. (2018). Perceived Appropriateness and Intention to Use Service Robots in Tourism. *Information and Communication Technologies in Tourism 2019*, 237–248. [https://doi.org/10.1007/978-3-030-05940-8\\_19](https://doi.org/10.1007/978-3-030-05940-8_19)
- Jiang, Y., Ramkissoon, H., Mavondo, F. T., & Feng, S. (2017). Authenticity: The Link Between Destination Image and Place Attachment. *Journal of Hospitality Marketing & Management*, 26(2), 105–124. <https://doi.org/10.1080/19368623.2016.1185988>



- Kang, J. W., & Namkung, Y. (2019). The information quality and source credibility matter in customers' evaluation toward food O2O commerce. *International Journal of Hospitality Management*, 78, 189–198. <https://doi.org/10.1016/j.ijhm.2018.10.011>
- Lareyre, O., Gourlan, M., Stoebner-Delbarre, A., & Cousson-Gélie, F. (2021). Characteristics and impact of theory of planned behavior interventions on smoking behavior: A systematic review of the literature. *Preventive Medicine*, 143, 106327. <https://doi.org/10.1016/j.ypped.2020.106327>
- Malaysia | *Demographic Changes*. (n.d.). <https://www.population-trends-asiapacific.org/data/MYS>
- McKnight, D. H., Lankton, N. K., Nicolaou, A., & Price, J. (2017). Distinguishing the effects of B2B information quality, system quality, and service outcome quality on trust and distrust. *The Journal of Strategic Information Systems*, 26(2), 118–141. <https://doi.org/10.1016/j.jsis.2017.01.001>
- Nikou, S. A., & Economides, A. A. (2017). Mobile-based assessment: Investigating the factors that influence behavioral intention to use. *Computers & Education*, 109, 56–73. <https://doi.org/10.1016/j.compedu.2017.02.005>
- Postma, A., & Schmuecker, D. (2017). Understanding and overcoming negative impacts of tourism in city destinations: conceptual model and strategic framework. *Journal of Tourism Futures*, 3(2), 144–156. <https://doi.org/10.1108/jtf-04-2017-0022>
- Prayag, G., Hosany, S., Muskat, B., & Del Chiappa, G. (2016). Understanding the Relationships between Tourists' Emotional Experiences, Perceived Overall Image, Satisfaction, and Intention to Recommend. *Journal of Travel Research*, 56(1), 41–54. <https://doi.org/10.1177/0047287515620567>
- Rahman, M. M., Tabash, M. I., Salamzadeh, A., Abdul, S., & Rahaman, M. S. (2022b). Sampling Techniques (Probability) for Quantitative Social Science Researchers: A Conceptual Guidelines with Examples. *SEEU Review*, 17(1), 42–51. <https://doi.org/10.2478/seeur-2022-0023>
- Restuccia, F., Ghosh, N., Bhattacharjee, S., Das, S. K., & Melodia, T. (2017b). Quality of Information in Mobile Crowdsensing. *ACM Transactions on Sensor Networks*, 13(4), 1–43. <https://doi.org/10.1145/3139256>
- Riley, R. D. (2020, March 18). Calculating the sample size required for developing a clinical prediction model. *The BMJ*. <https://www.bmj.com/content/368/bmj.m441.full>
- Ross, A., & Willson, V. L. (2017). Descriptive Statistics. *Basic and Advanced Statistical Tests*, 3–7. [https://doi.org/10.1007/978-94-6351-086-8\\_1](https://doi.org/10.1007/978-94-6351-086-8_1)
- Setia, M. (2016). Methodology series module 3: Cross-sectional studies. *Indian Journal of Dermatology*, 61(3), 261. <https://doi.org/10.4103/0019-5154.182410>
- Sharma, A., Sharma, S., & Chaudhary, M. (2020b). Are small travel agencies ready for digital marketing? Views of travel agency managers. *Tourism Management*, 79, 104078. <https://doi.org/10.1016/j.tourman.2020.104078>
- Stankov, U., & Gretzel, U. (2020). Tourism 4.0 technologies and tourist experiences: a human-centered design perspective. *Information Technology & Tourism*, 22(3), 477–488. <https://doi.org/10.1007/s40558-020-00186-y>
- Stylos, N., Bellou, V., Andronikidis, A., & Vassiliadis, C. A. (2017). Linking the dots among destination images, place attachment, and revisit intentions: A study among British and Russian tourists. *Tourism Management*, 60, 15–29. <https://doi.org/10.1016/j.tourman.2016.11.006>

- Shen, S., Xu, K., Sotiriadis, M., & Wang, Y. (2022). Exploring the factors influencing the adoption and usage of Augmented Reality and Virtual Reality applications in tourism education within the context of COVID-19 pandemic. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 30, 100373. <https://doi.org/10.1016/j.jhlste.2022.100373>
- Sweezy, P. M. (2018). *Theory of capital development*. NYU Press.
- Tom Dieck, M. C., & Jung, T. (2015). A theoretical model of mobile augmented reality acceptance in urban heritage tourism. *Current Issues in Tourism*, 21(2), 154–174. <https://doi.org/10.1080/13683500.2015.1070801>
- Tung, V. W. S., & Law, R. (2017). The potential for tourism and hospitality experience research in human-robot interactions. *International Journal of Contemporary Hospitality Management*, 29(10), 2498–2513. <https://doi.org/10.1108/ijchm-09-2016-0520>
- Tussyadiah, I. P., Jung, T. H., & tom Dieck, M. C. (2017). Embodiment of Wearable Augmented Reality Technology in Tourism Experiences. *Journal of Travel Research*, 57(5), 597–611. <https://doi.org/10.1177/0047287517709090>
- VanVoorhis, C. W., & Morgan, B. L. (2007). Understanding power and rules of thumb for determining sample sizes. <file:///C:/Users/ASUS/Downloads/VanVoorhisMorgan-2007.pdf>
- van Smeden, M., Moons, K. G., de Groot, J. A., Collins, G. S., Altman, D. G., Eijkemans, M. J., & Reitsma, J. B. (2018). Sample size for binary logistic prediction models: Beyond events per variable criteria. *Statistical Methods in Medical Research*, 28(8), 2455–2474. <https://doi.org/10.1177/0962280218784726>
- Wang, N., Wang, H., Jia, Y., & Yin, Y. (2018). Explainable Recommendation via Multi-Task Learning in Opinionated Text Data. The 41st International ACM SIGIR Conference on Research & Development in Information Retrieval. <https://doi.org/10.1145/3209978.3210010>
- Wu, S. (2019, July 17). Session-Based Recommendation with Graph Neural Networks | Proceedings of the AAAI Conference on Artificial Intelligence. <https://ojs.aaai.org/index.php/AAAI/article/view/3804>
- Yockey, R. D. (2016, May 23). *SPSS Demystified | A Simple Guide and Reference | Ronald D. Yockey* / T. Taylor & Francis. <https://www.taylorfrancis.com/books/mono/10.4324/9781315508535/spss-demystified-ronald-yockey>
- Young, J., & Wessnitzer, J. (2016). Descriptive Statistics, Graphs, and Visualisation. *Human-Computer Interaction Series*, 37–56. [https://doi.org/10.1007/978-3-319-26633-6\\_3](https://doi.org/10.1007/978-3-319-26633-6_3)
- Yung, R., Khoo-Lattimore, C., & Potter, L. E. (2020b). Virtual reality and tourism marketing: conceptualizing a framework on presence, emotion, and intention. *Current Issues in Tourism*, 24(11), 1505–1525. <https://doi.org/10.1080/13683500.2020.1820454>
- Zheng, Y., Zhao, K., & Stylianou, A. (2013). The impacts of information quality and system quality on users' continuance intention in information-exchange virtual communities: An empirical investigation. *Decision Support Systems*, 56, 513–524. <https://doi.org/10.1016/j.dss.2012.11.008>
- Zhou, L., Wang, W., Xu, J. D., Liu, T., & Gu, J. (2018). Perceived information transparency in B2C e-commerce: An empirical investigation. *Information & Management*, 55(7), 912–927. <https://doi.org/10.1016/j.im.2018.04.005>