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A STUDY TOWARDS TOURIST SATISFACTION OF BEACH TOURISM IN PANTAI CAHAYA BULAN KOTA BHARU, KELANTAN.

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ABSTRACT

The industry of tourism plays a significant role in the nation's economic development and revenue generation which is an area's topography plays a significant role in whether or not it attracts tourists and in the state of Kelantan, there is a district called Pantai Cahaya Bulan. The determination of this study is about the tourist satisfaction towards beach tourism in Pantai Cahaya Bulan. This research takes place at Pantai Cahaya Bulan in Kelantan, which is to find out more about the geography factor, environmental surrounding, and tourist perception among domestic tourists who visit Pantai Cahaya Bulan. The excellent natural beach conditions that have drawn visitors from other states to our nation make beach tourism one of the industry's special draws. The objective of this study is to examine the relationship between geography factors, environmental surroundings and tourist perception towards beach tourism in Pantai Cahaya Bulan. Data will be collected through a questionnaire survey using convenience sampling and will be analyzed by the IBM Statistical Package for Social Science (SPSS). The findings of this study will indicate the tourist attribute that focuses on geography factor, environmental surrounding, and tourist perception in Pantai Cahaya Bulan.

Keywords: Beach Tourism, Tourist Satisfaction, Perceived Value, Visitor Perception, Environment Surrounding.

1.1 INTRODUCTION

This study's introduction is covered in the first chapter, which also provides a number of measurements on the study's background, issue statement, research questions, and objectives as well as its scope, importance, report structure, and summary. Beach tourism is one of oldest types of travel in existence. It is a popular type of travel both domestically and internationally. Contrary to popular belief, leisure and tourism play a crucial role in the growth of beaches' allure. This type of recreation in coastal resorts does not necessarily come from an inescapable attraction to the beach. Although it seems that the 3 (sea, sun and sand) attract people to the beaches, research has shown the importance of the physical characteristics of the beaches. Large day trippers on trains, vacationing families, and other foreign tourists are presently driving one of the most well-liked forms of tourism. These trends have also extended to warmer beaches. Today's developed beach tourism, where an upscale lifestyle reflects the enjoyment of sun, sea and surf, is a relatively new but highly successful concept. This research takes place at Pantai Cahaya Bulan in Kelantan, one of the beaches in Kota Bharu Kelantan. A survey is conducted among tourists in Pantai Cahaya Bulan to find out their attitude toward beach tourism.

1.2 BACKGROUND OF THE STUDY

Leisure, entertainment, hospitality, and recreation are all part of tourism. Based on Leiper's (1979) approach to conceptualizing tourism, Cooper et al. (1993:4) write that: "Tourism can be viewed as a variety of individuals, businesses, organizations, and places that interact in some

way to create a travel experience." The tourism business has several facets and has an impact on a variety of economic and social activities. The travel and tourism industry are booming worldwide, providing income to many developing countries. This industry is responsible for millions of jobs and increasing gross domestic product (GDP) worldwide.

Beach tourism is one of the oldest modern kinds of tourism and a cornerstone in the tourist sector. It is the most well-liked leisure destination in the travel and tourism sector worldwide, particularly in Malaysia. Visitors can take use of the 3S. (sea, sun, and sand). A beach is a type of geographical feature that can be found beside an ocean, sea, lake, or river. Typically, it is made up of loose rock fragments like sand, gravel, pebbles, or cobbles. Sometimes the debris on a beach is biological in origin, such as coral algae or mussel shells. Some beaches have built- in amenities including lifeguard towers, restrooms, and showers. Additionally, they could offer adjacent lodging options like campers and resorts. "Travel for recreational, pleasure, or business purposes that happens largely on beaches" the meaning of beach tourism. Vacationers visiting are at the beach. They like the saline water and cold winds. They want to see the unclouded, blue ocean.

This study is located in Kota Bharu Kelantan. The state capital and royal residence of Kelantan are located in the Malaysian city of Kota Bharu, also known as KB. It is located in the northeast of Peninsular Malaysia, near the mouth of the Kelantan River. The city is home to several temples, a number of museums, the old royal residences (still used by the Sultan and Sultan Tanah and closed to outsiders but can be visited from the outside), and other historic royal buildings (which can be visited).

Kelantan is famous for its beaches as it has many beaches. There are a total of 14 beaches in Kelantan, including public and private. The map below shows the location of the beaches in

Kelantan. The beaches are located directly on the South China Sea and have a long and wide sandy beach. Most locals and visitors visit the beaches on weekends (Friday and Saturday). It is served by a good road network, has public toilets and some food stalls around the beaches. Therefore, it is crowded by families and children.
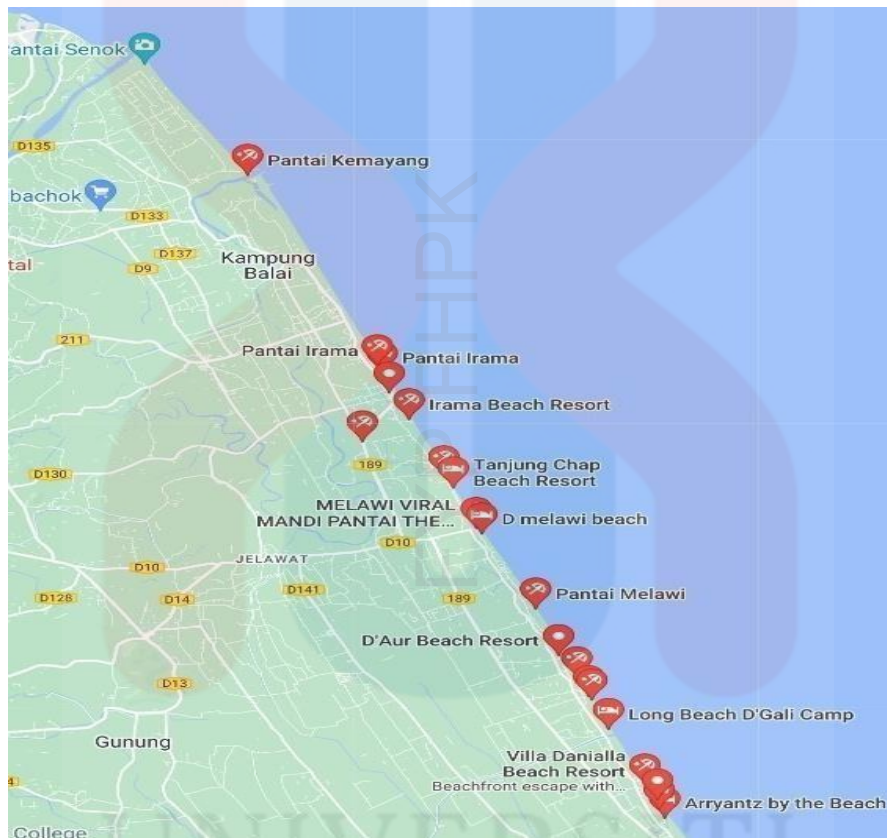
Figure 1: Location of beaches around Kelantan

The most well-known beach in Kota Bharu in terms of tourism is Pantai Cahaya Bulan (PCB). It is the nearest beach in Kota Bharu. Figure 2 shows the location of Pantai Cahaya Bulan on map. The term Pantai Cahaya Bulan is more commonly used by locals to refer to this beach, which was once known as Pantai Cinta Berahi. There are hotels, resorts, and grilling fish fields along PCB beach, making it one of the greatest places in KB to have supper. This PCB beach is

more of a spot for folks to unwind and enjoy beachside dining. You may fly a kite if you bring

kids to Pantai Cahaya Bulan. A few individuals here also sell kites. If you wish to compare size,

Pantai Irama, Bachok is larger than this PCB. But tourists cannot swim in the PCB. It is because

the beach area is at danger of significant erosion due to the strong surf. To preserve the shoreline,

the community has been constructing wave breakers by stacking up a lot of stones. As more

people visit beaches further south, it is becoming hard to regularly visit the beach.
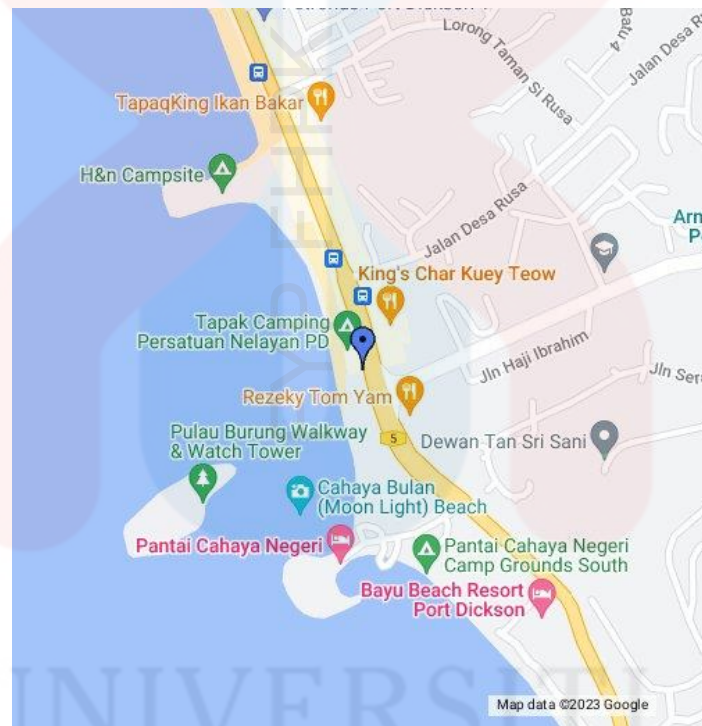
Figure 2 Location of Pantai Cahaya Bulan

The most famous beach in Kota Bharu for tourists is Pantai Cahaya Bulan(PCB). It is the

closest beach in Kota Bharu. Figure 2 shows the location of Pantai Cahaya Bulan on the map.

The term Pantai Cahaya Bulan is more commonly used by locals to refer to this beach, which

was formerly known as Pantai Cinta Berahi. Along PCB beach there are hotels, resorts and fish

grill places, making it one of the best places in KB to have dinner. This PCB beach is more of a

place where people can relax and eat on the beach. If you bring kids to Pantai Cahaya Bulan, you

can fly a kite. A few people sell kites here as well. If you want to compare the size, Pantai Irama inn Bachok is bigger than this PCB. But tourists cannot swim in the PCB. This is because the beach area is at risk of significant erosion due to heavy surf. To protect the shoreline, the municipality has built breakwaters by piling up a lot of stones. As more and more people visit beaches further south, it is becoming increasingly difficult to visit the beach regularly.

1.3 PROBLEM EXPLANATION

Pantai Cahaya Bulan is visited by many tourists, especially on weekdays. Pollution has been caused by the numerous visitors and the vendors next to the beach. Litter pollution is high due to the presence of tourists who are unaware and dispose of their waste evenly. In addition, Pantai Cahaya Bulan was also a cat dumping site, resulting in the beach being full of cats. Pantai Cahaya Bulan was polluted. This is because the sand was filled with garbage and the water was not crystal clear. Pantai Cahaya Bulan is not safe for any water activities. For example, swimming. This is because the structure of the beach and the slopes in the water are not suitable for water activities, especially for children.

1.4 RESEARCH QUESTION

i.What is the relationship between geography factor toward tourist satisfaction in Pantai Cahaya Bulan Kota Bharu, Kelantan.

ii.What is the relationship between environmental surrounding toward tourist satisfaction in Pantai Cahaya Bulan Kota Bharu, Kelantan.

iii.What is the relationship between tourist perception towards tourist satisfaction in Pantai Cahaya Bulan Kota Bharu, Kelantan.

1.5 RESEARCH OBJECTIVE

i. To evaluate the relationship between geography factors toward tourist satisfaction in Pantai Cahaya Bulan Kota Bharu, Kelantan.

ii. To investigate the relationship between environmental surrounding toward tourist satisfaction in Pantai Cahaya Bulan Kota Bharu, Kelantan.

iii. To determine the relationship between tourist perception towards tourist satisfaction in Pantai Cahaya Bulan Kota Bharu, Kelantan.

1.6 SIGNIFICANCE OF THE STUDY

One of the tourist industries seeing the most development is beach tourism, which enables guests to interact with and experience the 3S. (sea, sun and sand). The expansion of beach tourism and local communities' participation in beach tourist activities are strongly related. If beach tourism benefits the local community but also adversely affects it, then beach tourism has both positive and negative impacts on the community. This study focuses on how the tourists participate in beach tourism and how beach tourism affects visitor satisfaction. The state of Kelantan, located at Kota Bharu beach, is where this study was conducted.

One of the most well-known beaches in the Malaysian state of Kelantan is Pantai Cahaya Bulan. It was used as a landing area for the Japanese army's onslaught on the British on December 8, 1941, and is situated approximately 10 kilometers from Kota Bharu. This beach was once known as Pantai Cinta Berahi, a name given by a British soldier stationed here during World War II. The soldier suffered at that time because his love was not reciprocated. Some locals still

use this old name, although they prefer to call the beach PCB. This beach stretches for 1.2 kilometers. This beach is known for its length and width, as well as for its beautiful sand and clear water. The beauty of this beach is enhanced by rows of ruined trees and coconut trees. Due to this, local families frequently go there for picnics, especially on the weekends. The beach has lodging options, camping areas, restaurants and shops, and public restrooms for guests.

Measuring tourism satisfaction is crucial for various reasons, as discussed in Dr. Li's lecture. Satisfied visitors stay longer, spend more, and return. Through online evaluations and social media support, they help the service gain awareness, which raises the destination's level of competition. They bring family and friends with them when they return. Their overall quality of life is influenced by how well they enjoy their vacation time. Economically speaking, tourism is viewed as a "export" since it includes consuming an unidentified good in a novel environment.

This study explains on examining visitor satisfaction as an important factor that tourism destinations and businesses should consider when formulating marketing plans. This chapter discusses the variables that influence tourists' tastes and decisions, focusing on sustainability as modern tourists become more aware of the consequences of their actions. In addition, the reasons tourists choose to travel will be discussed to help readers understand why they choose to travel.

The results of this study will directly benefit other tourists by knowing the specific satisfaction of tourists. Businesses may create their products and services, enhance their marketing initiatives, and please travelers by better understanding tourist satisfaction, particularly that of tourists. Planning and development choices at the destination and organizational levels will be made with the aid of this study. Additionally, all service providers will be able to improve customer happiness and provide unique experiences by studying visitor satisfaction.

1**.7 DEFINITION OF TERMS**

The following terms are used in this study:

1.7.1 Geography Factor

Geographic variables are conditions related to a physical place that have an impact on people living in a certain region, according to Staff Writer (2020). Geography may have an impact on a variety of aspects, including those that affect behavior, health, beliefs, wealth, and education. Geographic determinism is the theory that human life is influenced by geography. According to this hypothesis by Professor Ellsworth Huntington (1900), local factors have an impact on a culture's distinctive traits. The idea discusses how localized circumstances affect a society's political, economic, and social facets.

1.7.2 Environmental Surrounding

The term "environment" describes the circumstances in which both living and non-living objects exist. All living things share the environment. It is very important for maintaining human health. In its broadest definition, the term "environment" refers to the collection of all the physical, social, cultural, and biological factors that have an impact on both human existence and other forms of life.

1.7.3 Tourist Perception

According to Wang (2007), perception is a collection of internal sensory cognitive processes that the brain uses at the subconscious level of cognition to find, relate, and interpret internal cognitive information. Tourist perception may be characterized as a visitor's favorable or negative attitude towards a certain item (Fauziah & Fathiah, 2011). Additionally, it concerns visitors who have prior travel experience (Rajaratnam et al., 2015). Ahadi et al. (2015) defined tourist perception as a visitor's assessment of a certain item. Based on previous studies, I've come to the conclusion that a tourist's perspective may be described as an opinion on what they experienced while on vacation. Every traveler has a particular amount of anticipation, which influences their level of perception.

1.7.4 Tourist Satisfaction

Satisfaction is defined as "the buyer's cognitive state of being adequately or inadequately rewarded in a buying situation for the sacrifice he has undergone." The adequacy, according to Howard & Sheth (1969, p. 145), is the outcome of balancing the reward anticipated from the brand in terms of its projected capacity to meet the reasons provided by the particular product class. Oliver (1997, p. 13) asserts that fulfilment is what makes a customer feel content.A feature's ability to offer (or continue to supply), including levels of under- or over-fulfillment, a satisfying level of consumption-related satisfaction is assessed. These examples demonstrate the concept's diversity, ranging from a simple "black box" joyful stance to a very intricate collection of thoughts. Researchers studying contentment don't appear to share a consistent concept of what satisfaction is or how to define it.

1.7.5 Beach Tourism

Beach tourism is among the most well-liked vacation itineraries globally and a significant economic driver for countries. Beaches are significant recreational sites that attract visitors to the waterfront, which benefits the local economy (Amyot and Grant, 2014). Travelers are now more worried about the environment, demand better products and services, and are more eager to visit locations that provide them with an extraordinary experience as a result of recent developments in the travel business (Alegre and Cladera, 2006; Chan, 2014). In the past, players in the tourist industry advocated mass tourism, which sought big groups of people with few locations (Alegre and Garu 2010).

1.7.6 Tourist

A tourist is someone who visits a city, town, or historical site for the sole purpose of discovering it. You are a tourist if you travel only for pleasure. Although some locals in popular tourist areas have a bad impression of pushy, camera-happy visitors, they are really just curious travelers who want to see the world. You'll find tourists in big cities, amusement parks, castles and on beaches. Novelist Graham Greene coined the term "tourist trap" in 1939 to describe a place that exists solely to take money out of tourists' pockets.

1.8 SUMMARY

One of the reasons why we chose Pantai Cahaya Bulan as the place for our research. It is because of the name of the beach itself. Pantai Cahaya Bulan has a unique and beautiful name. It also has a beautiful meaning. Pantai Cahaya Bulan is also one of the popular beaches in Kota Bharu, Kelantan where visitors stay and enjoy the activities. Cahaya Bulan has the potential to be

expanded to increase the number of visitors at Pantai Cahaya Bulan. The beach is also suitable

for family or friend's gatherings as the beach is quiet.
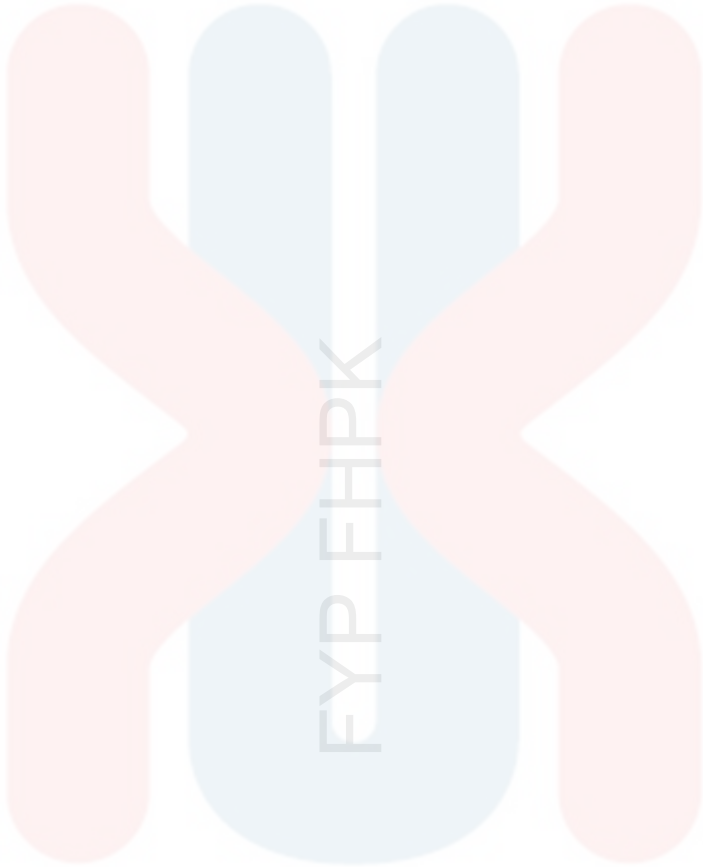
CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

Research that has already been done on the topic or area being studied, in general, or reviews of the research literature. The researcher must consult sources to obtain a thorough overview of a topic under study. The main objective is to look at studies that have been conducted in relation to the topic that the researcher will critically examine. According to Syed Muhammad Sajjad Kabir (2016), reading, analyzing, evaluating, and summarizing academic materials on a particular topic is the process of a literature review. Its aim is to gather, analyze, and summarize the arguments of others. When conducting a literature review, the materials to be used must be prioritized. One approach to do this is to examine books, academic papers, journals, and other materials relevant to a certain subject, area of study, or theory. Another is to put up a synthesis, analysis, and critical evaluation of these works in relation to the research issue under investigation (Van Lange Paul et al.).

In addition, a literature review aims to review sources related to the topic under study while delving into a specific topic and area of study. First, theories of tourists' perceptions of beach tourism, independent variables, dependent variables, relationships between each independent and each dependent variable, a conceptual framework, and a hypothesis are presented. This chapter is then summarized.

In this literature review, this chapter is about tourists' satisfaction with beach tourism. The introductory section of this chapter provides a brief overview of the geography factor, environmental surrounding, and tourist perception toward tourist satisfaction. Finally, the

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relationship between tourists' satisfaction and beach tourism in Pantai Cahaya Bulan Kota Bharu, Kelantan is also examined.

2.2 LITERATURE OVERVIEW

One of the major forces behind recent economic growth in both developing and developed countries has been tourism. Tourism contributes to the economy's growth through a variety of ways, such as foreign exchange gains, attracting in foreign investment, increasing tax collections, and creating additional job opportunities (Alam, 2016). Thus, encouraging the expansion of the tourist industry is advantageous for the economy, and sustainable and green development are the pillars of ecological civilization. Additionally, it is supported by the tourism industry. Visionary people initially described the idea and traits of sustainable tourism in the 1980s (Tang, 2013); throughout time, it evolved and also became the focus of research.

In the short term, tourist attractions act as the actual means of transportation, and research into evaluating and improving them is highly sought for. In order to comprehend the current state of the research and to get a sense of where it might go in the future, the paper will present the opinions of academics on the topics of tourism's surrounding environment, how tourists perceive it, geography into consideration, and tourist satisfaction. The goal of this study is to ascertain how visitor's satisfaction near the beach in Kelantan. The first topic we came across when reading papers, periodicals, dissertations, and other materials is our topic. This study will find out more about tourist satisfaction toward the beach and their intended activities there.

Weather, water quality, housing, landscape, and safety are widely examined in studies on visitor satisfaction in beach resorts (Alegre and Cladera, 2006; Kozak, 2001; Yoon and Uysal, 2005). Research on the role that facilities and recreation play in the visitor experience has just lately begun (Frampton, 2009; McKenna et al., 2011; Williams and Micallef, 2009). This is

particularly significant since the impact of tourism on the local economy and the sustainability of tourism management are interdependent. Due to the fact that beach tourism and leisure have developed into substantial contributors to the Gross Domestic Product (GDP) of many countries, visitor unhappiness with a beach can result in reduced visitation and economic losses.

Tourist dissatisfaction with a beach can lead to tourist reductions and economic losses, as beach tourism and leisure have grown to be significant contributors to the Gross Domestic Product (GDP) of many nations. According to Frampton (2009) and Klein and Dodds (2017), amenities and leisure must also be included in order to implement complete beach management.

The majority of scientific research on human development concentrates on the stage from infancy through early adolescence due to the rapidity and severity of the psychological changes that are observed during these stages as well as the fact that they contribute to the best mental abilities in early adulthood. Many scholars in the subject have been heavily motivated by the topic of how intellectual capacities in adulthood, which constitute the pinnacle of development, were attained in the earlier stages. As a result, this essay's main emphasis is on how people grow throughout the first 12 years of life.

One drawback of earlier research is that it didn't specifically look at how beachgoers satisfaction on the beach; rather, it concentrated on the connections between beach tourism venues and their general management in relation to non-beach tourism. This implies that little is currently known by researchers regarding the diverse beach-going tourist satisfaction. Studying how effectively it impacts our beach will help college lecturers and researchers better understand visitor satisfaction and the elements that influence it. Future studies, for instance, may assist in determining how beachgoers actions influence beach tourism and contribute to economic

development. Such study might aid in identifying certain tactics and use patterns related to the effective control and insertion of tourist satisfaction into our communal life.

2.3 HYPOTHESIS

People frequently base their trip plans in large part on distance. (2022, Rates Cheprasov) Travelers may find spectacular natural environments like beaches particularly alluring. Destinations with distinctive geographic characteristics that provide chances for outdoor activities, and exploration are popular travel destinations. A destination's geography might have a big impact on your travel plans. Some people love warm, tropical environments and look for places with sunny beaches. Visitor destinations include areas like Pantai Cahaya Bulan, for example. This is done so that visitors may observe Pantai Cahaya Bulan's distinctive features. Pantai Cahaya Bulan is a natural environment that anybody can visit whenever they like. Visits to Pantai Cahaya Bulan are popular. Thus, the following was the first hypothesis for this study:

H1: There is a relationship between the geography factor and tourist satisfaction of beach tourism in Pantai Cahaya Bulan.

Personal traits and surroundings both have an impact on mental health. The risk of mental health issues can be increased or decreased by the constructed, environmental, and social surroundings (Helbich, 2018). A beach's natural and environment surrounding can have a restorative impact on visitors. Stress levels can be lowered by the peaceful rhythm of the ocean, the soft breeze, and the sounds of the waves crashing. The calming influence of the beach environment can encourage tranquilly and relaxation. Numerous health advantages have been linked to living close to nature. The beach setting offers a chance to get in touch with nature, whether it's through observing marine life, going barefoot on the sand, or just taking in the beauty of the coastal area. This connection to nature can improve wellbeing and encourage calmness.

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H2: There is a relationship between environmental surrounding and tourist satisfaction of beach tourism in Pantai Cahaya Bulan

People that visit beach areas for tourism may differ in many ways, including their personality traits and perceptions about the outdoor environment. (Petrosillo,2017) Many visitors view going to the beach as an opportunity to unwind, revitalise, and relax. They seek out the calmness and serenity of the beach, taking pleasure in the warmth of the sand and the beauty of the surrounding coastline. Tourists frequently choose beach places because they believe they can escape the hustle and bustle of everyday life there. Many tourists believe that going to the beach is good for their health and wellbeing. A sensation of renewal and enhanced mental and physical well-being can be brought on by the sea air, sunshine, and possibilities for outdoor activities.

It's significant to remember that opinions may differ across people based on their particular interests, travel goals, and cultural upbringing. Additionally, views and happiness of tourists with beach tourism sites can be influenced by elements like security, infrastructure, environmental sustainability, and general service quality.

H3: There is a relationship between tourist perception and tourist satisfaction of beach tourism in Pantai Cahaya Bulan.

2.4 CONCEPTUAL FRAMEWORK

The conceptual framework for this research is shown in Figure 2.1. The independent variable proposed in this research is geography factor, environment surrounding and tourist satisfaction while the dependent variable is tourist perception in Pantai Cahaya Bulan Kota Bharu, Kelantan.

INDEPENDENT VARIABLE (IV)

DEPENDENT VARIABLE (DV)

Geography factor

Environmental surrounding

Tourist Perception

Beach Tourism in Pantai Cahaya Bulan
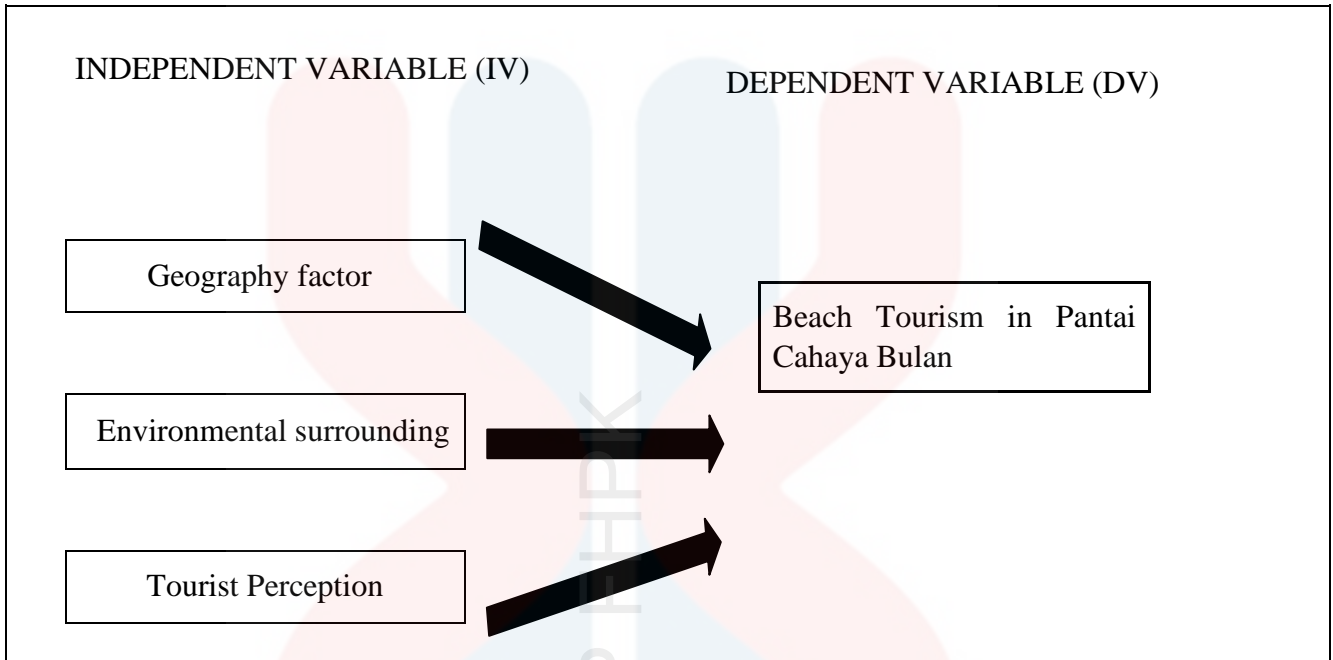
Figure 2.1 Conceptual Framework of the relationship between tourist satisfaction in Pantai Cahaya Bulan

2.5 SUMMARY

This chapter provided a summary of the research on the independent and dependent variables. The dependent variable is beach tourism in Pantai Cahaya Bulan, while the independent variables are geography factor, environmental surrounding, and tourist perception. These can be connected to visitors' opinions on Pantai Cahaya Bulan, Kelantan, beach tourism. A conceptual framework that was created was employed in the research paper, which was incorporated and modified from a journal article for this study. Using the conceptual framework, it will be evaluated whether there is a substantial correlation between the perception of Pantai Cahaya Bulan Kota Bharu, Kelantan as a geography factor, the environmental surrounding, and tourist perception. Thus, this study is

utilized to gather additional information and do research on the subject we choose. Thus, the article

is related to the research topic.
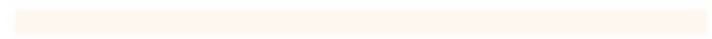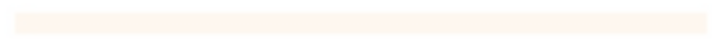
CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This study used a descriptive research approach to examine tourist satisfaction at the Pantai Cahaya Bulan beach in Kota Bharu, Kelantan. A quantitative research approach was used for the investigation. The quantitative research approach helps the researcher obtain a deeper grasp of the opinions and individual views of the respondents. The approach used for the study is covered in this chapter. This includes the population and sample, the research tool, data analysis, the study design, and the method and procedure for data collection. The techniques of the study are covered in this chapter. The research techniques utilized to conduct the study are covered in this chapter. The researcher explains the procedures used to gather, examine, and evaluate the data and information required to address the objectives and questions of the study.

3.2 RESEARCH AND DESIGN

The components of the research project are included within the "gate" of the research design, which is comparable to a research system (Creswell 2017). Research design is a type of data processing that focuses on systematic preparation based on the concept of relationships between research variables (Kerlinger 1970). A study design also comprises the techniques and approaches utilized to address research questions to keep an eye on the potential sources of bias that might skew the findings of the analysis (McMillan & Schumacher 1984). The current study employs a non-experimental research methodology that gives a convincing defense for the numerous judgements related to data collection, management, and analysis in addition to anticipating and explaining these judgments (Marczyk, DeMatteo, & Festinger, 2005). As a

result, in the current study, the researchers propose the independent variables of geography factor, environmental surroundings, and tourist perception with the study's dependent variable, tourist satisfaction, using survey data as primary data and online resources as secondary data.

Research can be classified as either quantitative or qualitative. The objective description and measurement of phenomena are emphasized by the quantitative research design. In order to maximize impartiality, the study's design makes the most of data, control, and statistics. Both the design's core assumptions and the idea that qualitative analysis is a method for acquiring, evaluating, and understanding non-numerical data, such as language, are significantly affected by the differences between the two. It might be used to describe how someone observes and understands their social environment on a subjective level. Grounded theory or theme analysis can be used to understand qualitative data that has been gathered via the use of everyday news or in- depth interviews.

The quantitative research methodology was used to collect the study's main data. Every organization needs quantitative analysis to design ways to grow. According to Kumar, descriptive research may uncover everything, including patterns, circumstances, and characteristics of a group or organization, individuals, and others (2013). In order to support or refute opposing knowledge claims, quantitative analysis, according to William (2011), requires the production of data for measurement and statistical analysis. Examining the relationships between visitors' behavioral intentions, performance expectations, and effort expectations is the aim of this study. The quantitative approach is seen to be the most effective.

3.3 POPULATION

All of the units from which survey results will be deduced comprise the target population. As a consequence, the target population determines the unit for which the survey is to generate research goals. A population is the collective group of individuals about whom we desire to render judgment. A sample is a specific group from whom we will collect data. Every time, the sample size is smaller than the whole population.

The first step in constructing a survey is defining the research objectives. The second phase should involve identifying the target population. To finish the study, a sample from the target population might be chosen. The study's target population consisted of visitors to Kelantan during the past three years. The survey targeted both domestic and international visitors who had been to Pantai Cahaya Bulan, and those who responded to the questionnaire had to be at least 19 years old. Our target population consisted of 384 domestic tourists.

3.4 SAMPLING METHOD

The sampling approach is the selection of a subset of a population to study and describe the population as a whole. Convenience sampling was the mode of sampling that we adopted in this investigation. We'll be able to gather information about visitors to Pantai Cahaya Bulan with the use of convenience sampling. Generally speaking, convenience sampling is a type of sampling in which research is conducted using the first primary data source offered, without the need for additional criteria. Convenience sampling is often used to formulate hypotheses or research objectives because it is inexpensive and speeds up data collection. Without random selection, any member of the defined population who agrees to participate in the study can be included in the sample. We shall employ a non-probability, effective, and straightforward convenience sampling approach strategy.

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3.5 SAMPLE SIZE

According to Poonam (2022), sampling is the process of selecting a predetermined group of variables from a large population or sample survey for statistical data. Depending on the type of study being undertaken, there are two basic types of sampling strategies: probability sampling and non-probability sampling. In this investigation, non-probability sampling approaches will be used. Convenience sampling will be used in this study since it is an efficient and affordable form of data collecting. We will be able to assess domestic visitor numbers, as well as how they engage with Pantai Cahaya Bulan.

The sample size refers to the total number of respondents or observations used in the study. Typically, n is used to represent this number. The sample size must be taken into consideration as a crucial element in any empirical study that tries to learn something about the population from the sample. Based on the study, the researcher will select a few samples from the population in order to collect information or feedback from them. The researcher mostly uses questionnaires to address the study issue that is peculiar to demographic groupings.

TABLE 1
Table for Determining Sample Size from a Given Population

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—N is population size.
S is sample size.

Figure 3.5 Krejcie and Morgan Table

The table in Figure is from Krejcie and Morgan. An efficient technique of estimating sample size is required because empirical research increasingly requires a representative statistical sample. Krejcie & Morgan (1970) created a table for calculating sample size for a certain population as a

means of filling in the existing gap. The Department of Statistics Malaysia estimates that 1,921,000 visitors, both local and foreign, visited Pantai Cahaya Bulan Kelantan. Over a million people attended. We shall thus utilise a 384 sample size in accordance with the sample size.

3.6 DATA COLLECTION PROCEDURE

Data collection is the procedure of obtaining, measuring, and assessing precise data for study using accepted recognised methodologies. Data gathering is typically the first and most crucial phase in the research process. To ensure that the selected sample accurately represents the research population in quantitative research, perfect data collection techniques are essential. The correct method must be used to achieve an adequate response rate and a high return rate for a completed questionnaire. Its purpose is to examine findings, evaluate hypotheses, and provide precise research answers. All these primary and secondary data-gathering techniques were applied in this investigation.

3.6.1 Primary Data

Primary data is a solid source of information since it comprises material that the researcher directly obtained in support of a certain goal or purpose. There are several ways to collect primary data. The most common techniques are self-administered surveys, interviews, field observations, and experiments. Primary data collection demands more time and resources than secondary data collection. Although in certain cases the only practical choice is primary data gathering, this is not always the case. The major data source for this study was a questionnaire survey that was utilized to gather information from survey participants. Since we need a lot of data from a lot of individuals, questionnaires let us collect data quickly. The survey we used in this study offers a financial

advantage. The questionnaire was made using a free Google form, making it far less expensive than alternative methods. The dependent and independent variables are used to split the set questionnaire into portions. Their names won't be used or kept a secret in this study in order to protect the respondents' identities.

3.6.2 Secondary Data

Secondary data is information that has been collected from a user besides the original user. However, data from a variety of sources, including the Internet, books, journals, and periodicals, was utilized. In contrast, the study's researcher gathers the raw data. In addition to saving time that would otherwise be spent gathering data, analysing secondary data can produce larger and higher-quality data sets that a single researcher would not be able to gather on their own.

This is particularly true for quantitative data, which can result in databases that are more effective and efficient. We were able to find pertinent papers, dissertations, journals, and reports linked to the research online, making it possible for us to get the information more swiftly and affordably.

3.7 RESEARCH INSTRUMENT

An instrument for doing research is one that is used to collect, assess, and measure data that is pertinent to the study's goals. In the social sciences, health sciences, and education, these tools are most commonly used to evaluate patients, clients, students, instructors, workers, and others. Research tools might include a questionnaire, test, interview, or checklist. The research instrument, which is typically selected by the researcher, is related to the study design. For the analysis, the researcher selects a closed-ended questionnaire and provides it to the respondents. A questionnaire

is a type of research instrument that asks crucial questions of respondents in order to elicit data from them. These tests use an interview-style format and include both written and spoken questions. Because it is an easy approach to get data directly for this research, the researcher picked a closed-ended questionnaire as the research instrument.

The questionnaire is divided into five sections, designated as Parts A, B, C, D, and E in general. Part A discusses the respondent's history, which lets the researcher know a bit about the respondents. Part B is about the geography factor; Part C is about environmental surrounding; Part D is about tourist perception; and Part E will cover tourist satisfaction of beach tourism in Pantai Cahaya Bulan.

In a questionnaire, the researcher will use the Likert scale to assess the respondents' opinions, preferences, and attitudes. The questionnaire uses a 5-point Likert scale. The Likert Scale is a form of psychometric response scale where participants rate their level of agreement with a statement, frequently on a scale of 1 to 5, with 1 expressing highly disagreement, 2 expressing disagreement, 3 expressing neutrality, 4 expressing agreement, and 5 standing for strongly agreement. This questionnaire was written in Malay and English, two bilingual languages. As a consequence, the respondent will find it easy to complete the questionnaire.

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

Figure 1: The Table of Measurement on the Likert Scale

3.8 DATA ANALYSIS

Data analysis, which is used to provide information that supports decision-making, includes the phases of data gathering, modelling, and assessment. In the context of study, this data also looks for underlying patterns, trends, and connections (M. J. Bellotto 2018). Data analysis is an essential part of research since ineffective analysis will produce wrong data, which definitely end in bad judgements. To ensure that the conclusions you get from the data are reliable and useful, it is crucial to employ a proper data analysis approach. Data analysis often aims to simplify data so that it is easier to grasp before drawing a judgment. A sample is used to generate a conclusion from data analysis, which is typically based on supposition or hypothesis testing.

These specialized methods for evaluating data include descriptive analysis, reliability testing, and inferential statistics. In quantitative data analysis, datasets are analysed statistically, mathematically, or numerically using computer and statistical techniques. Due to its usability and cutting-edge computing and data processing capabilities, IBM SPSS Statistics software was used to analyze the survey results. The use of SPSS in the study helps to achieve the research objectives and helps to process the data that has been obtained. To examine the number of replies per question, the valid % (the percentage when missing data is omitted from the computations),

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and the cumulative percentage, we first enter all of our data into the SPSS application (Verma, J. P. 2012).

3.8.1 Descriptive statistics

The features of data collection are arranged and summarized in this study using descriptive statistics. A data collection is created by combining observations or responses from either the whole population or a sample of the population. Describe the properties of the data obtained, such as the average of one variable, such as tourist perception, or the connection between two variables, such as the association between tourist satisfaction and beach tourism, as the first stage in statistical analysis in quantitative research (Pritha Bhandari 2020). The use of descriptive statistics allows for the unambiguous communication of quantitative information. There are several metrics that may be used in research studies. As an alternative, we could evaluate lots of people using any metric. We are able to rationally simplify vast volumes of data by using descriptive statistics. Every descriptive statistic condenses a lot of data into a shorter summary. We created the standard measures for each variable in our dataset using descriptive statistics in order to better understand it. To summarise each survey question, we were able to collect the mean, median, standard deviation, and range for each variable.

3.8.2 Reliability Test

The reliability of a system is determined by how frequently it evaluates a given object. The same approach should yield the same results when applied to the same sample under the same circumstances. If not, bias may have tainted our findings or our measuring method may not be reliable. Continuous reliability testing ensures that the program can handle any challenges that may be put at it, such as user load, environment changes, scalability, etc., wherever it is operating.

Test-retest reliability is the consistency of findings when the same test is run on the same sample at a different time. It is employed to assess a variable that we anticipate holding steady in our sample. Test-retest reliability can be used to determine how long an operation will last. The test-retest reliability increases as the discrepancy between the two sets of findings decreases. The Guilford dependability categorization's guiding concepts are enumerated in the table below. We employed Guilford's reliability classification as an estimation method to evaluate dependability (Puri Isrokatun et al. 2019).

3.8.3 Inferential statistics

Inferential statistics can draw inferences about the larger population from which the sample was drawn using sample data. Researchers must be persuaded that the sample accurately reflects the population since the purpose of inferential statistics is to draw findings from a sample and generalise them to a population (Jim Frost 2019). Inferential statistics are also used in research to examine potential population behavior. Depending on the goals of the study, the researcher may use any inferential statistical technique after selecting the sample. Regression analysis and hypothesis testing are among the techniques employed in this investigation. The strength of the correlation between the independent (causal) and dependent (effect) variables may be assessed using inferential statistics. It has the capacity to evaluate the effects of various efforts. Inferential statistics can only be used when statisticians have a complete list of the population's members.

3.9 SUMMARY

This chapter's conclusion includes a discussion of the study's research design, target population, sample size, sampling strategy, research instruments, data collection techniques, and analysis carried out on the information gathered from the questionnaire, particularly the reliability test, descriptive analysis, and inferential statistics. Questionnaires are used by researchers to make computer analysis easier and enable respondents to answer questions more easily. The researchers will analyse and discuss all of the research data gathering and the conclusions of this study in the following chapter, which is chapter 4.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 INTRODUCTION

The chapter will discuss on the information gathered from the questionnaire will be covered in this chapter's results and findings section. Data was obtained by questionnaires and analysed using descriptive statistics, the Reliability Test, and inferential statistics. The questionnaire was presented to 384 domestic tourists that visited Pantai Cahaya Bulan in Kota Bharu, Kelantan. Following data collection, the data were analysed using the Package for Social Science (SPSS Version 29), and the final statistical analysis result was provided in this chapter. A reliability test was used to assess the validity of the variables in a pilot test that involved a total of 30 respondents before the actual questionnaire was sent out.

4.2 RESULT OF DESCRIPTIVE ANALYSIS

Descriptive was conducted based on the data collected from the 384 respondents on section A for background information summaries in respondent's demographic profile.

4.2.1 Gender

The table 4.2.1 presents the gender distribution of a total of 384 respondents collected from the data collection.

Table 4.2.1: The gender of Respondent

		Frequency	Percent
Valid	Female	258	67.2
	Male	126	32.8
	Total	384	100.0

The table 4.2.1 shows the gender distribution of a total of 384 respondents. Female respondents were 67.2 percent (n = 258) more than male respondents 32.8 percent (n = 126).

4.2.2 Age

The table 4.2.2 presents the age distribution of a total of 384 respondents collected from the data collection.

Table 4.2.2: The Age of Respondents

		Frequency	Percent
Valid	18 - 25 Year Old / Tahun	161	41.9
	26 - 35 Year Old / Tahun	133	34.6
	36 - 45 Year Old / Tahun	69	18.0
	46 Year Old and Above / keatas	21	5.5
	Total	384	100.0

The table 4.2.2 shows that among these age groups, the highest percentage of the numbers of respondents were from the age of 18 to 25 years old with 41.9 percent and 161 respondents. The second highest number of respondents was from 26 to 35 years old with 34.6 percent and 133 respondents. Following with the 18.0 percent and 69 respondents from the age group 36 to 45 years old. While the lowest number of respondents from the age of 46 years old and above with 5.5 percent and 21 respondents.

4.2.3 Race

The table 4.2.3 presents the race distribution of a total of 384 respondents collected from the data collection.

Table 4.2.3: The race of respondents

		Frequency	Percent
Valid	Malay / Melayu	205	53.4
	Chinese / Cina	120	31.3
	Indian / India	46	12.0
	Other	13	3.4
	Total	384	100.0

The table 4.2.3 shows the race of 384 respondents. The highest numbers of race groups who were involved in this study is malay with 53.4 percent and 205 on respondents, second highest numbers is chinese with 31.3 percent (n = 120) respondents followed by indian with 12.0 percent and 46 on respondents. The lowest was from another race which is iban, kadazandusun, bumiputera sarawak, sea dayak, and murut with 3.4 percent and 13 respondents.

4.2.4 Region

The table 4.2.4 presents the region distribution of a total of 384 respondents collected from the data collection.

Table 4.2.4: The region of respondents

		Frequency	Percent
Valid	Islam / Islam	208	54.2
	Buddha / Budha	63	16.4
	Christian / Kristian	74	19.3
	Hindu / Hindu	39	10.2
	Total	384	100.0

The table 4.2.4 shows the region of 384 respondents. The highest number of region groups who were involved in this study is Islam with 54.2 percent and 208 on respondents. The second highest number of respondents was from Buddha with 16.4 percent and 63 respondents. Following with the 19.3 percent and 74 respondents from Christian. The lowest number of respondents from the region Hindu with 10.2 percent and 39 respondents.

4.2.5 Marital Status

The table 4.2.5 presents the marital status distribution of a total of 384 respondents collected from the data collection.

Table 4.2.5: The marital status of respondents

		Frequency	Percent
Valid	Single / Bujang	242	63.0
	Married / Berkahwin	142	37.0
	Total	384	100.0

The table 4.2.5 above shows the percentage of marital status among the respondents. There was a significant difference between the highest and lowest marital status groups where single respondents were 63.0 percent and 242 respondents and married respondents were 37.0 percent with 142 respondents.

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4.2.6 State of origin

The table 4.2.6 presents the state of origin distribution of a total of 384 respondents collected from the data collection.

Table 4.2.6: The state of origin of respondents

		Frequency	Percent
Valid	Johor	31	8.1
	Kedah	29	7.6
	Kelantan	110	28.6
	Melaka	20	5.2
	Negeri Sembilan	16	4.2
	Pahang	22	5.7
	Perak	27	7.0
	Perlis	22	5.7
	Pulau Pinang	27	7.0
	Selangor	17	4.4
	Sarawak	28	7.3
	Sabah	10	2.6
	Terengganu	25	6.5
	Total	384	100.0

The table 4.2.6 shows the state of origin of 384 respondents who visit Pantai Cahaya Bulan Kota Bharu Kelantan. The highest percentage of respondents come from Kelantan with 28.6 percent and 110 respondents. The second highest percentage is respondents from Johor with 8.1 percent and 31 respondents. The third highest respondents come from Kedah with 7.6 percent and 29 respondents following respondents from Sarawak with 7.3 percent and 28 respondents. Next, the same respondents from Perak and Pulau pinang with 7.0 percent (n = 7.0). 6.5 percent and 25 respondents from Terengganu. Pahang and Perlis have the same number of respondents with 5.7 percent and 22 respondents. Melaka get 5.2 percent and 20 respondents. The third lowest is

Selangor with 4.4 percent and 17 respondents. The second lowest is Negeri Sembilan with 4.2 percent and 16 respondents while the lowest is Sabah with 2.6 percent (n = 10)

4.2.7 Education Level

The table 4.2.7 presents education level distribution of a total of 384 respondents collected from the data collection.

Table 4.2.7: Education level of respondents

		Frequency	Percent
Valid	Primary Or Secondary School / Sekolah Rendah atau Menengah	47	12.2
	Certificate / Diploma	89	23.2
	Degree / Ijazah Sarjana Muda	205	53.4
	Master / Ijazah Sarjana	27	7.0
	PHD	15	3.9
	Other	1	.3
	Total	384	100.0

The table 4.2.7 above represents the education distributions among the respondents. The highest education among the respondents was Bachelor Degree with 53.4% and 205 respondents. The second highest was Certificate where the percentage of respondents was 23.2% and 89 respondents. The following with SPM are 12.2% and 47 respondents and the Master Degree represented 7% and 27 respondents. Lastly, for the PHD 3.9% with 15 respondents.

4.2.8 Occupation

The table 4.2.8 presents the occupation distribution of a total of 384 respondents collected from the data collection.

Table 4.2.8: Occupation of the respondents

		Frequency	Percent
Valid	Student / Pelajar	161	41.9
	Employed / Bekerja	182	47.4
	Unemployed / Tidak Bekerja	41	10.7
	Total	384	100.0

The table 4.2.8 above shows the occupation of respondents. The highest occupation respondents are employed with 47.4% and the frequency of occupation is 183 respondents. Followed by the student with 41.9% which 161 respondents were involved. Lastly, the unemployed is 10.7% with 41 respondents.

4.2.9 Frequency of Visit Pantai Cahaya Bulan

Table 4.2.9: Frequency of respondents visit Pantai Cahaya Bulan

		Frequency	Percent
Valid	Sometimes / Kadang-kala	202	52.6
	Every weekend / Setiap hujung minggu	142	37.0
	Everyday / Setiap hari	31	8.1
	Other	9	2.3
	Total	384	100.0

The table 4.2.9 above represents the frequency of respondents visiting Pantai Cahaya Bulan. Most of the respondents visit Pantai Cahaya Bulan sometimes, with 52.6% with the frequency 202 respondents. Followed by respondents visiting Pantai Cahaya Bulan on every weekend with 37.0% with 142 respondents. Lastly, respondents who visit Pantai Cahaya Bulan everyday are 8.1% with 31 respondents.

4.2.10 Have you ever been to Pantai Cahaya Bulan

Table 4.2.10: Have you ever been to Pantai Cahaya Bulan

		Frequency	Percent
Valid	Yes / Ya	351	91.4
	No / Tidak	33	8.6
	Total	384	100.0

The table above represents the amount of people who have the intention to go to Pantai Cahaya Bulan. Respondents who voted yes are 91.4% with 351 respondents who actually go visiting Pantai Cahaya Bulan. The respondents who had intended to go but did not actually visit Pantai Cahaya Bulan is 8.6% with 33 respondents voting.

4.2.11 With whom do you go to Pantai Cahaya Bulan

Table 4.2.11 With whom do respondents go to Pantai Cahaya Bulan

		Frequency	Percent
Valid	Family / Keluarga	108	28.1
	Friends / Rakan-rakan	165	43.0
	Spouse / Pasangan	70	18.2
	Alone / Sendirian	41	10.7
	Total	384	100.0

The table 4.2.11 shows that with whom do respondents go to Pantai Cahaya Bulan. The highest rank with friends was 43% with 165 respondents. Followed by going with family which 28.1% with 108 respondents. Respondents who go with their spouse are 18.2% with 70 respondents and who go alone are 10.7% with 41 of respondents.

4.2.12 When was the last time you visited Pantai Cahaya Bulan

Table 4.2.12 When was the last time respondents visited Pantai Cahaya Bulan

		Frequency	Percent
Valid	Last year / Tahun lepas	132	34.4
	Last month / Bulan lepas	159	41.4
	Last week / Minggu lepas	61	15.9
	Yesterday / Kelmarin	32	8.3
	Total	384	100.0

The table above represents when was the last time respondents visited Pantai Cahaya Bulan. For the heights, the last month of visiting which 41.4% with 159 respondents. Followed by last year of visiting which 34.4% with 132 respondents. The last week of visiting got 15.9% with 61 respondents and Lastly, the yesterday visiting 8.3% with 32 respondents.

4.3 RESULT OF RELIABILITY TEST

The questionnaires' reliability was assessed using reliability analysis. Cronbach's Alpha review was used to ensure that the information was reliable on the outside and inside. The table below shows the Rule of Thumb of Cronbach's Alpha coefficient size according to Hair et al (2007).

4.3.1 Rule of Thumb of Cronbach's Alpha

Alpha Coefficient Range	Strength of Association
= 0.9	Excellent
0.8 to < 0.9	Very Good
0.7 to < 0.8	Good
0.6 to < 0.7	Moderate
< 0.6	Poor

The table above shows the overall consistency (pilot test) for the dependent and independent variables. The pilot test was done to 30 respondents before it was distributed to 384 respondents through an online survey method.

Table 4.3.2 Cronbach's Alpha Coefficient

VARIABLE	NUMBER OF ITEM	CRONBACH'S ALPHA COEFFICIENT	STRENGTH OF ASSOCIATION
Geography Factor	6	0.890	Very Good
Environmental Surrounding	5	0.861	Very Good
Tourist Perception	6	0.959	Excellent
Tourist Satisfaction	6	0.941	Excellent

The reason why the geography factor is the moderate level participants visit Pantai Cahaya Bulan is because there are a few participants , 43.8%, that choose naturally that the journey to Pantai Cahaya Bulan is easy to access. Besides, it has had effets from people that come to the Pantai Cahaya Bulan because the location is strategic and easy to find. The destination's wide area, beautiful sand and clear water also one of the factors in increasing their visiting toward Pantai Cahaya Bulan.

For environmental surrounding, the total number of participants that enjoyed visiting Pantai Cahaya Bulan because of pleasant natural scenery is 33.1%. Meanwhile, some of them 31% have

a good attitude at throwing garbage at the right place. Furthermore, 30.7% responded by visiting Pantai Cahaya bulan because there are many rows of food stalls and food options. Moreover, 32.6% were satisfied with the facilities provided by Pantai Cahaya Bulan.

In addition, tourist satisfaction is moderate because tourists are not mostly de-stressed when visiting Pantai Cahaya Bulan. There are 39.1% participants who had the intention to revisit Pantai Cahaya Bulan. The facilities that provided and low cost output attracted them to visit Pantai Cahaya Bulan.

Next, 35.7% of tourists agreed with the tourist perception that Pantai Cahaya Bulan is the prettiest beach in Kelantan. Then , 30.3% visited Pantai Cahaya Bulan because of the name piques tourist interest. There 32.8% of tourists that agreed Pantai Cahaya Bulan have many interesting activities. There are few participants, which is 27.9% that choose naturally to recommend Pantai Cahaya Bulan to their friends, family and public to visit.

4.4 RESULT OF INFERENTIAL ANALYSIS

Table 4.4: The Overall Mean Score on Each Variable and Dimension

	N	Minimum	Maximum	Mean	Std. Deviation
GF	384	1.67	5.00	3.4965	.65977
EP	384	1.80	5.00	3.5521	.75859
TS	384	1.00	5.00	3.5920	.79311
TP	384	1.17	5.00	3.5004	.81539
Valid N (listwise)	384				

Based on the analysis result, the researcher compared the mean between a dependent variable and an independent variable for every item in the questionnaire. This segment information showed the mean score attained as of the descriptive analysis. Respondents' responses are scaled using the -

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Likert scale, with 1 representing "strongly disagree", 2 "disagree", 3 "neutral", 4 "agree", and 5 representing "strongly agree". The analysis results are presented in the table below. Table 4.4 showed that independent variables verified a moderate mean score. Altogether the dimension variables also scored a moderate mean score where Geography Factor 3.49 (SD=0.659), Environmental Surrounding 3.55 (SD=0.758), Tourist Perception 3.59 (0.793). Besides, the dependent variable verified the middle mean score where Tourist Satisfaction 3.50 (SD=0.815).

4.4.1 Geography Factor

The table 4.4.1 presents the descriptive statistics for geography factors collected from 384 respondents.

Table 4.4.1: Descriptive Statistics for Geography Factor

	N	Minimum	Maximum	Mean	Std. Deviation
My journey to Pantai Cahaya Bulan is not difficult and is easy to access	384	1	5	3.10	1.150
The location of Pantai Cahaya Bulan is very strategic and easy to find	384	1	5	3.40	1.020
Pantai Cahaya Bulan is famous for its long and wide area, with beautiful sand and clear water	384	1	5	3.61	1.044
The weather on Pantai Cahaya Bulan is very good for me to do activities	384	1	5	3.60	1.004
For me, the trip to Pantai Cahaya Bulan is very easy because there are signs board	384	1	5	3.70	1.056
Pantai Cahaya Bulan area has a large parking lot	384	1	5	3.57	1.154
Valid N (listwise)	384				

The table of 4.4.1 shows the total mean and standard deviation for independent variables which are geography factors. There are a total of 6 questions for the geography factor. For the 'My journey to Pantai Cahaya Bulan is not difficult and is easy to access' the mean score is 3.10 and the standard deviation is 1.15. The mean is 3.40 and the standard deviation is 1.02 for 'The location of Pantai Cahaya Bulan is very strategic and easy to find' while 'Pantai Cahaya Bulan is famous for its long and wide area.' The mean score is 3.61 and the standard deviation is 1.04. 'The weather on Pantai Cahaya Bulan is very good for me to do the activities' the mean is 3.6 and the standard deviation is 1.0. 'For me the trip to Pantai Cahaya Bulan is very easy because there are signs boards' where the mean score is 3.7 and the standard deviation is 1.05. For the last factor 'Pantai Cahaya Bulan area has a large parking lot' for the mean score 3.57 and the standard deviation is 1.15.

4.4.2 Environmental Surrounding

The table 4.4.2 presents the descriptive statistics for the environmental surrounding collected from 384 respondents.

Table 4.4.2: Descriptive Statistics for Environmental Pollution

	N	Minimum	Maximum	Mean	Std. Deviation
Pantai Cahaya Bulan is rich in pleasant natural scenery	384	1	5	3.58	1.100
The level of cleanliness of the toilets and the environment at Cahaya Bulan Beach is very good	384	1	5	3.47	1.009
I take care of the environment in Pantai Cahaya Bulan by throwing garbage in the right place	384	1	5	3.67	1.104
For me, along Pantai Cahaya Bulan, there are many rows of food stalls and also many food options	384	1	5	3.52	1.211
The facilities di Pantai Cahaya Bulan are very complete	384	1	5	3.52	1.194
Valid N (listwise)	384				

The table 4.4.2 shows the total mean and standard deviation for an independent variable which is environmental surrounding. There are a total of 5 questions for environmental surrounding. For the 'Pantai Cahaya Bulan is rich in pleasant natural scenery' the mean score is 3.58 and the standard deviation is 1.10. The mean is 3.47 and the standard deviation is 1.00 for 'the level of cleanliness of the toilets and the environment at Cahaya Bulan Beach is very good' while 'I take care of the environment in Pantai Cahaya Bulan by throwing garbage in the right place' the mean score is 3.67 and the standard deviation is 1.10. 'For me, along Pantai Cahaya Bulan, there are many rows of food stalls and also many food options' the mean is 3.52 and the standard deviation is 1.21. The last factor is 'the facilities in Pantai Cahaya Bulan are very complete' where the mean score is 3.52 and the standard deviation is 1.19.

4.4.3 Tourist Perception

The table 4.4.3 presents the descriptive statistics for the tourist Perception collected from 384 respondents.

Table 4.4.3: Descriptive Statistics for Tourist Perception

	N	Minimum	Maximum	Mean	Std. Deviation
I de-stressed with leisure and visited Pantai Cahaya Bulan	384	1	5	3.52	1.194
I will visit Pantai Cahaya Bulan again in the future	384	1	5	3.60	1.052
I feel peaceful when visiting Pantai Cahaya Bulan	384	1	5	3.62	1.089
I am very satisfied with the facilities provided at Pantai Cahaya Bulan	384	1	5	3.49	1.136
I don't spend a lot of money to go to Pantai Cahaya Bulan	384	1	5	3.63	1.194
I am satisfied with my vacation in Pantai Cahaya Bulan	384	1	5	3.68	1.127
Valid N (listwise)	384				

The table of 4.4.3 shows the total mean and standard deviation for an independent variable which is tourist perception . There are 9 questions for tourist perception. For the 'I de-stressed with leisure and visited Pantai Cahaya Bulan' the mean score was 3.52 and the standard deviation was 1.19. The mean is 3.60 and the standard deviation is 1.05 for 'I will visit Pantai Cahaya Bulan again in the future' while 'I feel peaceful when visiting Pantai Cahaya Bulan' the mean score is 3.62 and the standard deviation is 1.08. 'I am very satisfied with the facilities provided at Pantai Cahaya Bulan' the mean is 3.49 and the standard deviation is 1.13. The mean is 3.63 and the standard deviation is 1.19 for 'I don't spend a lot of money to go to Pantai Cahaya Bulan'. The last factor is 'I am satisfied with my vacation in Pantai Cahaya Bulan' where the mean score is 3.68 and the standard deviation is 1.12.

4.4.4 Tourist Satisfaction of Beach Tourism in Pantai Cahaya Bulan

The table 4.4.4 presents the descriptive statistics for the tourist Satisfaction collected from 384 respondents.

Table 4.4.4: Descriptive Statistics for Tourist Satisfaction

	N	Minimum	Maximum	Mean	Std. Deviation
I have gained knowledge and had new experiences when visiting Pantai Cahaya Bulan	384	1	5	3.47	1.124
In my opinion, Pantai Cahaya Bulan is one of the prettiest beaches	384	1	5	3.41	1.118
I would recommend friends, relatives, and the public visit the beach	384	1	5	3.57	1.154
The name of Pantai Cahaya Bulan piques my interest in going to the beach	384	1	5	3.44	1.186
There are many interesting activities that I can do at Cahaya Bulan Beach	384	1	5	3.51	1.167
Pantai Cahaya Bulan is my favourite place compared to other beaches	384	1	5	3.61	1.153
Valid N (listwise)	384				

The table of 4.4.4 shows the total mean and the standard deviation for the dependent variable which is tourist satisfaction . There are 6 questions for dependent variables. For the 'I have gained knowledge and had new experiences when visiting Pantai Cahaya Bulan' the mean score is 3.47 and the standard deviation is 1.12. The mean is 3.41 and the standard deviation is 1.18 for 'in my opinion, Pantai Cahaya Bulan is one of the prettiest beaches' while 'I would recommend friends, relatives and the public to visit the beach' the mean score is 3.57 and the standard deviation is 1.15. The mean is 3.44 and the standard deviation is 1.18 for 'the name of Pantai Cahaya Bulan piques my interesting going to the beach' while 'there are many interesting activities that i can do at Cahaya Bulan Beach' the mean score is 3.51 and the standard deviation

is 1.16. The last factor is 'Pantai Cahaya Bulan is my favorite place compared to other beaches' where the mean score is 3.61 and the standard deviation is 1.15.

4.5 PEARSON'S CORRELATION COEFFICIENT

The Pearson Correlation Coefficient analysis is one of the key methods for assessing the strength of the linear relationship between the independent variables (IV) and dependent variables (DV). The purpose of this study is to determine if there is a relationship between the dependent variable (tourist satisfaction) and the independent variables (geographic factor, environmental surroundings, and tourist perception). If a correlation was found, the strength and direction of the relationship between the variables had to be determined.

Table 4.5 Rules of Thumbs on the Strength of Correlation Coefficient

Size of correlation	Interpretation
±.90 to ±1.0	Very high positive/negative correlation
±.70 to ±.90	High positive/negative correlation
±.50 to ±.70	Moderate positive/negative correlation
±.30 to ±.50	Low positive/negative correlation
.00 to ±.30	Negligible correlation

Hypothesis 1: Geograph Factor

H0: There is no relationship between geography factor and tourist satisfaction of beach tourism in Pantai Cahaya Bulan.

H1: There is a relationship between geography factor and tourist satisfaction of beach tourism in Pantai Cahaya Bulan.

Correlations

		GF	TP
GF	Pearson Correlation	1	.647**
	Sig. (2-tailed)		<.001
	N	384	384
TP	Pearson Correlation	.647**	1
	Sig. (2-tailed)	<.001	
	N	384	384

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.5.1 Pearson Correlation of geography factor with tourist satisfaction of beach tourism in Pantai Cahaya Bulan

The table 4.5.1 illustrates the Pearson Correlation Coefficient, the significance level, and the 384 total instances. The p-value is 0.001, below the threshold of significance of 0.01. As a result, the research disproves Hypothesis 1's null hypothesis, H0c. A somewhat favourable association between geography and visitor satisfaction with Pantai Cahaya Bulan's beach tourism was shown by the correlation value of 0.647. Geographical factors affect travellers' choices of where to go and how they behave there, as well as how satisfied they are with their experiences and how they remember them. This demonstrates how landscapes actually affects travellers' decision to return to their destination.

Hypothesis 2: Environmental Surrounding

H0: There is no relationship between environmental surrounding and tourist satisfaction of beach tourism in Pantai Cahaya Bulan.

H1: There is a relationship between environmental surrounding and tourist satisfaction of beach tourism in Pantai Cahaya Bulan.

Correlations

		EP	TP
EP	Pearson Correlation	1	.720**
	Sig. (2-tailed)		<.001
	N	384	384
TP	Pearson Correlation	.720**	1
	Sig. (2-tailed)	<.001	
	N	384	384

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.5.2 Pearson Correlation of environmental surrounding with tourist satisfaction of beach tourism in Pantai Cahaya Bulan

The table 4.18 shows Pearson Correlation Coefficient, significant value and the number of cases which is 384. The p-value is 0.001, which is less than the significant level of 0.01. Therefore, this

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study rejects the null hypothesis H0c for Hypothesis 2. The correlation coefficient of 0.720 suggested a moderate positive correlation between environmental surrounding and tourist satisfaction of beach tourism in Pantai Cahaya Bulan. Environmental surroundings are very important since it defines the impacts to nature, scenery and place to visit for the tourists to come and visit the Pantai Cahaya Bulan. A clean environment will increase tourist perception of beach tourism in Pantai Cahaya Bulan.

Hypothesis 3: Tourist Perception

H0: There is no relationships between tourist perception and tourist satisfaction of beach tourism in Pantai Cahaya Bulan.

H1: There is a relationship between tourist perception and tourist satisfaction of beach tourism in Pantai Cahaya Bulan.

Correlations

		TS	TP
TS	Pearson Correlation	1	.699**
	Sig. (2-tailed)		<.001
	N	384	384
TP	Pearson Correlation	.699**	1
	Sig. (2-tailed)	<.001	
	N	384	384

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.5.2 Pearson Correlation of tourist perception with tourist satisfaction of beach tourism in Pantai Cahaya Bulan

The table 4.5.2 shows Pearson Correlation Coefficient, significant value and the number cases which is 384. The p-value is 0.001, which is less than the significant level of 0.01. Therefore, this study rejects the null hypothesis H0c for Hypothesis 3. The correlation coefficient of 0.699 suggested a moderate positive correlation between tourist perception and tourist satisfaction of beach tourism in Pantai Cahaya Bulan. Based on the results given, tourist perception is important because it will measure tourist loyalty, identify unhappy tourists, reduce churn and increase revenue within tourist satisfaction of beach tourism in Pantai Cahaya Bulan.

4.6 SUMMARY

A total of 384 questionnaires were issued to assess local visitor satisfaction with beach tourism at Pantai Cahaya Bulan Kota Bharu, Kelantan. In this research, a questionnaire was given out to Kelantan local tourists as part of the quantitative methodology. Bachelor's degrees and diplomas have larger percentages than other types of schooling. Additionally, there are two greater percentages of students and workers in the job status. Occasionally, every weekend, and in some cases virtually daily, local visitors visit Pantai Cahaya Bulan. Local tourists visiting Pantai Cahaya Bulan with friends account for 43 percent of the 165 respondents, while those visiting with relatives account for 28.1 percent of the 108 respondents. All of the information gathered from the respondents was examined. The study's findings demonstrate the relationship between geography

factor, the environment surrounding, and tourists' perceptions among local visitors in Pantai Cahaya Bulan, Kota Bharu, Kelantan.

The investigated hypothesis states that there is a substantial correlation between the geographical factor, environment surroundings, and the perception of domestic visitors in Pantai Cahaya Bulan. With a correlation value of 0.720, environmental surroundings have the strongest link with other factors. The discussion of the conclusions, suggestions, and recommendations based on this study will be covered in the subsequent and concluding chapter, which is chapter 5.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This chapter presents the study's recapitulation, findings, and discussion of the link between geographic factor, environmental surroundings, and tourists perception. The section that follows examines the ramifications of the findings as well as ideas for further study. Finally, the research's limitations and general conclusion will be provided.

5.2 RECAPITULATION OF THE FINDINGS

5.2.1 Geography Factor

Research Objective 1: To investigate the relationship of geography factor with tourist satisfaction of beach tourism in Pantai Cahaya Bulan.

Research Question 1: What is the relationship of geography factor with tourist satisfaction of beach tourism in Pantai Cahaya Bulan?

According to the first hypothesis, there is a direct and positive correlation between geography factor with tourist satisfaction with beach travel in Pantai Cahaya Bulan. According to the Pearson link Coefficient (r) value of 0.647, there is a somewhat positive link between the dependent variable (tourist satisfaction with Pantai Cahaya Bulan's beach tourism) and independent variable 1 (geographic factor).

According to a 2007 research by Gunsoy, McCleary, and Lepsito, geography has a significant role in influencing the success of a tourist destination. This is because travelers tend to increase their intention to come when they are pleased with the locations, amenities, and other resources offered by the tourist site.

As a consequence, the research goal of investigating the association of geography factor with visitor satisfaction of beach tourism in Pantai Cahaya Bulan is met. Through this study, the research topic "What is the relationship of customer perception with tourist satisfaction of beach tourism in Pantai Cahaya Bulan" was also addressed.

5.2.2 Environmental Surrounding

Research Objective 2: To identify the relationship between the environmental surrounding and with tourist satisfaction of beach tourism in Pantai Cahaya Bulan

Research Question 2: What is the relationship between the environmental surrounding and tourist satisfaction of beach tourism in Pantai Cahaya Bulan?

The second hypothesis asserted that tourists' perceptions of beach tourism and the environment are positively and significantly related. The dependent variable (revisit intention to rural tourism among domestic visitors in Kelantan) and independent variable (environmental surroundings) have a positive correlation connection, as indicated by the Pearson Correlation Coefficient value (r value), which is 0.661.

According to a 2015 research by R.J James, the beach environments are multidimensional environmental systems. The tourists likely visit the beach because of the environment. The environmental surroundings bring positive vibes and energy.

As a consequence, the research goal of investigating the association of environmental surrounding with visitor satisfaction of beach tourism in Pantai Cahaya Bulan was met. Through this study, the research topic "What is the relationship of the environmental surroundings with tourist satisfaction of beach tourism in Pantai Cahaya Bulan" was also addressed.

5.2.3 Tourist Perceptions

Research Objective 3: To identify the relationship between the tourist perception and with tourist satisfaction of beach tourism in Pantai Cahaya Bulan.

Research Question 3: What is the relationship between the tourist perception and tourist satisfaction of beach tourism in Pantai Cahaya Bulan?

The third hypothesis suggested that visitor perception and contentment with beach travel will be positively and significantly correlated. By referring to the Pearson association Coefficient value (0.699), which demonstrated a positive association between independent variable 3 (tourist perception) and dependent variable (tourist contentment with beach tourism).

According to R.J James' 2015 research, beach ecosystems are multidimensional environmental systems. The beach is probably popular with tourists due to the surroundings. The visitor's perception is wonderful and gives good energy.

As a consequence, the study's goal of determining how visitor happiness and perceptions of beach tourism in Pantai Cahaya Bulan relate to one another is accomplished. Through this study, the research topic "What is the relationship of the tourist perception with the tourist satisfaction of beach tourism in Pantai Cahaya Bulan" was also addressed.

5.3 LIMITATIONS

To improve public amenities and increase the number of tourists visiting Pantai Cahaya Bulan, you can consider the following recommendations based on geography factors and a longitudinal study. For infrastructure development, improve road connectivity to the beach by enhancing existing roads or constructing new ones, enhance public transportation options to provide convenient access for tourists, and develop parking facilities to accommodate the increasing number of vehicles.

Next is beach facilities, install clean restroom facilities with proper maintenance and regular cleaning, provide shaded areas and seating arrangements for visitors to relax, set up recreational facilities such as beach volleyball courts or water sports equipment rentals and install waste disposal bins and promote cleanliness by implementing regular cleaning programs.

For the safety measures, implement lifeguard services to ensure the safety of beachgoers, install warning signs and educate visitors about potential hazards, such as strong currents or rocky areas and conduct regular safety audits to identify and address any potential risks. conservation, conduct regular beach clean-up campaigns involving tourists, local communities, and authorities to maintain cleanliness, establish designated areas for waste disposal and recycling to minimize environmental impact and educate tourists and locals about the importance of preserving the beach's natural beauty and wildlife.

And for longitudinal study, conduct a longitudinal study to analyze trends in tourist behavior, preferences, and satisfaction levels over time, gather feedback from tourists regarding their experiences, suggestions, and areas of improvement, use the data collected to make informed decisions on infrastructure development, beach management, and promotional activities.

Lastly, collaboration and promotion, collaborate with local businesses and entrepreneurs to create unique tourism experiences, such as beachside cafes or souvenir shops, develop a comprehensive marketing strategy to promote Pantai Cahaya Bulan's attractions through online platforms, social media, and travel agencies, participate in tourism fairs and events to showcase the beach's offerings and attract a wider audience.

Remember to engage the appropriate parties in the planning and execution of these proposals, including municipal authorities, tourism boards, and local residents. To determine the efficacy and make the required modifications for continual improvement, regular monitoring and evaluation should be conducted.

5.4 RECOMMENDATIONS

According to the preceding chapter, certain empirical elements that influence tourist satisfaction towards beach tourism in Pantai Cahaya Bulan have been discovered. As a consequence, several suggestions can assist researchers in improving the outcomes for future study objectives.

The researchers faced a number of obstacles or limitations when conducting the poll. This is also the most challenging part, particularly when the researcher needs a large number of respondents to support the results. Reliable recommendations for more study should be given in order to get beyond these limitations. The current study also primarily focuses on three factors to increase visitor satisfaction with beach tourism in Pantai Cahaya Bulan. As a result, in order to obtain more accurate results on domestic visitors' happiness with beach tourism, a longitudinal case study approach may be offered. Furthermore, methodological issues mean that gathering data is less important than group brainstorming; thus, evaluation should take into account knowledge of the network's goals, desires, and objectives in order to measure the proper aspects and interpret data. Similar analyses can aid networks or communities in redefining their assets and improving local policy and planning. As a result, this technique fosters local thoughts of how the data applies and what the data indicates for future actions in addition to measuring the data (de Jong, 2010).

Following that, some recommendations were made by visitors to Pantai Cahaya Bulan during the field study. They demanded that a clean beach and unpolluted sea water be guaranteed, along with beach safety, enhanced public amenities and beach enjoyment, a diversification of water sports activities, and improved transportation and parking options. The degree of visitor

satisfaction is guaranteed, so this idea is seen as reasonable. Therefore, it is crucial for all parties involved to make it a success so that travelers always feel happy with their trip and help Pantai Cahaya Bulan become a popular tourist attraction.

Before that, researchers focused on domestic tourists only. In future studies data collection will focus on international tourists. As people know, beach tourism is an activity that is usually the focus of international tourists and domestic tourists in most countries that have this source of attraction. In Malaysia, beach tourism is also not exempt from getting the attention of the family tourist segment. More samples of persons from various cultural origins are required for future study to gather more information and know a level of tourist satisfaction towards beach tourism in Pantai Cahaya Bulan. To broaden the scope of future research, future research may employ a bigger sample size to validate the scale used in this study. This strategy can assist future researchers in discovering other aspects in future study besides tourist satisfaction.

Last but not least, you can conduct interviews with respondents or ask them open-ended questions in place of having them complete the scale questionnaire online. With the interview approach, the researcher may get a high response rate, clear up any misunderstandings, and rapidly follow up on any partial replies. In fact, employing this technique can help to resolve misunderstandings and enhance study results.

5.5 CONCLUSION

In drawing conclusions from the outcomes of the questionnaire survey, analyses like descriptive and inferential analysis are utilized. (H. Taherdoost, 2016). The information from the questionnaire

and the findings acquired in the preceding chapter were then analyzed using the Statistical Package for the Social Science (SPSS) version 29 software. The fact that data like descriptive analysis and reliability test results are easy to collect is one of the reasons the researchers chose this software programmer. The next step will be to summarize the data and decide the final result. For this investigation, all three of the offered hypotheses—H1, H2, and H3—are accepted. Additionally, this study has limitations and recommendations that we believe would be helpful for future studies. It is therefore desired that all.

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