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**THE INFLUENCE OF INFRASTRUCTURE, ENVIRONMENT AND DESTINATION
ATTRACTIVENESS TOWARD TOURIST INTENTION TO SABAH.**

Prepared By

ANIS NADIRA BINTI YAHAZIR H020A1094

ANIS SYUHADAH BINTI ISHAK H20A1096

AQILAH NADHIRAH BINTI SUKARNO H20A1097

AREE SUWANCHATRI A/PAH DOONG H20A1099

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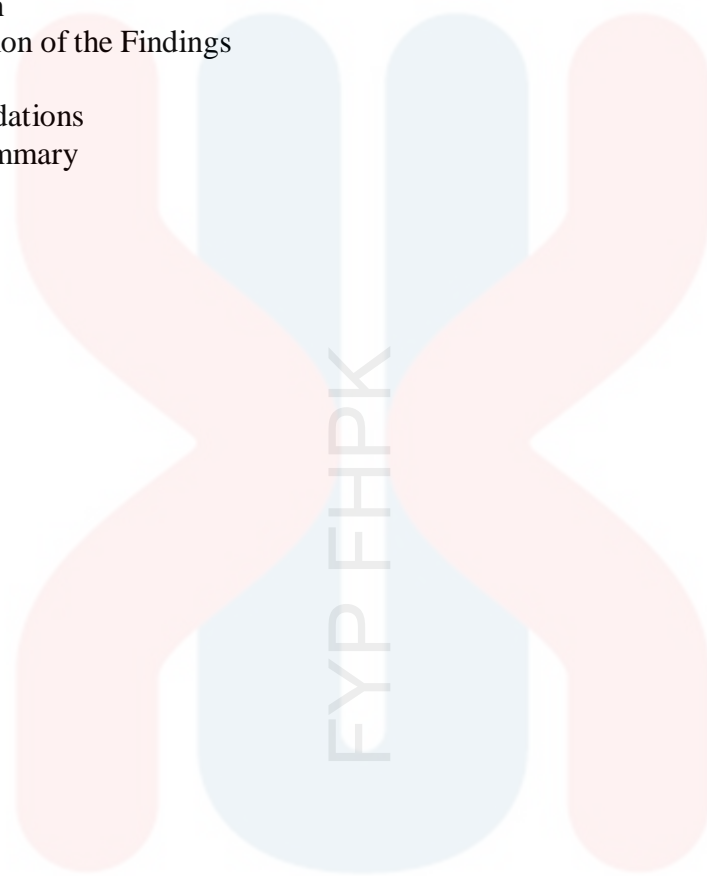
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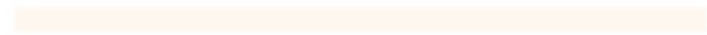
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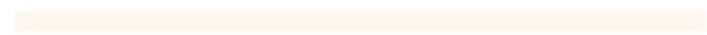
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ABSTRACT

This study aims to examine the effect of influence, environment and destination attractiveness toward visiting Sabah, study of domestic tourists. A total of 384 respondents consisting of citizens who have and have never visited Sabah were selected in this study using a quantitative approach. The findings of this study showed the infrastructure, environment, and destination attractiveness are the significant factors that encourage domestic tourists visiting Sabah. Furthermore, the findings of the study extended the knowledge of tourist preferences within the context of the tourism industry in general and Malaysia.

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ABSTRAK

Kajian ini bertujuan untuk mengkaji kesan pengaruh, persekitaran dan daya tarikan destinasi terhadap lawatan ke Sabah, kajian terhadap pelancong domestik. Seramai 384 orang responden terdiri daripada rakyat yang pernah dan tidak pernah berkunjung ke Sabah telah dipilih dalam kajian ini menggunakan pendekatan kuantitatif. Dapatan kajian ini menunjukkan infrastruktur, persekitaran dan daya tarikan destinasi merupakan faktor penting yang menggalakkan pelancong domestik melawat Sabah. Tambahan pula, dapatan kajian meluaskan pengetahuan tentang keutamaan pelancong dalam konteks industri pelancongan amnya dan Malaysia.

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CHAPTER 1

1.1 INTRODUCTION

This chapter discussed the background of the study, which comprises seven segments that begin with the problem statement, followed by research objective, research question, significance of the study, definition of terms and chapter summary.

1.2 BACKGROUND OF THE STUDY

Tourism refers to the act of traveling to a place with the intention of having enjoyment. The person who enjoys traveling has experienced and been entertained by the tourist industry. (Shyan Fam et al., 2019,) The term "tourism" has a broader definition according to the World Tourism Organization is "*Beyond the common perception of tourism as being limited to holiday activity only*". Tourism is integral to a human way of life. It provides new experiences outside of one's routine, it reduces tension and increases one's happiness in life. It has been generally agreed by scholars and practitioners that tourism is axiomatic to the economy. Across many countries, tourism is the key driver in contributing toward a country's gross domestic product, which in the process, reduces unemployment and improves the social development of the locality (Tan et al., 2019). Tourism in today's world has led travellers to seek for more novel experiences.

Additionally, one industry that is significant to a nation is the tourist sector. This is related to the tourism industry's substantial financial contribution to the nation over its existence. Among the tourism industries that contribute to income and flow to the country are such as transport, local business, and construction. Sabah is a tourist destination that is often chosen by Malaysians. There

are several factors that affect tourists who often travel in the state. The major study's focus is on the variables that affect tourists' choices to visit Sabah and its destinations. Next, this industry has become the most developed economic sector around the world for the past six years (Tourism Malaysia, 2011) this is a Malaysian tourism report. This is because the government has also given great support to the tourism sector in Malaysia because this aims to recognize it as a tourism industry that has improved and contributed to the national economy. In Malaysia, tourism is one of the main drivers of the Economic Transformation Programmed in the National Key Economic Areas (Bhuiyan, Siwar, & Ismail, 2013). In addition to manufacturing, the tourism industry is the second largest foreign income earner (Mohamed, Bahaudin, & Omar, 2008). This clearly indicates that one of Malaysia's backbone revenues is the tourism industry. In the world global tourism industry, the domestic tourist industry has become an attractive market segment. In Malaysia itself, the tourism sector is a primary economic contributor for the country contributing about RM83.1 million for the revenue in 2017 (Tourism Malaysia, 2017). Next, across many countries, tourism is the key driver in contributing toward a country's gross domestic product, which in the process, reducing unemployment and improving the social development of the locality (Tan et al., 2019)

Sabah is a Malaysian state that has become a popular destination that has attracted visitors whether domestic or international tourists to learn about the state's culture. Among the cultures that exist in the state of Sabah are heritage arts such as handicrafts, architecture, traditional clothing, music, and dance. Sabah also has many interesting places that have natural beauty such as islands, mountains, and others. This has shown that the presence of interesting destinations in

Sabah has influenced domestic and international tourists to make Sabah a tourist destination. Additionally, Sabah's cultures frequently have an impact on visitors from elsewhere. This is due to the diversity of races and nationalities in Sabah. Because of this, Sabah is a popular destination for tourists from throughout the world. Many stated that tourism has achieved cultural facilities to attract tourists (Ricachards,2001, Russo,2017).

The impact of infrastructure, environment, and destination attractiveness on tourism in Sabah is discussed considering the debate above. The analysis of domestic travellers has impacted domestic travellers to choose Sabah as a travel destination. Therefore, the study focus study on the influence of infrastructure, environment, and destination attractiveness toward visiting Sabah. Which focusing on domestic tourist.

1.3 PROBLEM STATEMENT

Khadaroo and Seetanah (2008) defined infrastructure as a physical macroenvironment (ecosystem) of a destination which can enhance tourists' experiences. The lack of facilities and environment made tourism in Sabah unpopular in the past because without roads, electricity, and water, airport and harbour, the destination will not be competitive. Sabah tourism is getting better after improving the environment and providing facilities according to the times. More importantly, Sukiman et al. (2013) showed that there was a significant relationship between satisfaction. Impact of industry tourism in Sabah is infrastructure. The infrastructure in Sabah is still at a less than satisfactory level, making it difficult for the state government to attract large investors and create more job opportunities, which is one of the main causes of high unemployment and poverty in the

state. Deputy Chief Minister Datuk Seri Bung Moktar Radin said the state government is sensitive to the situation where the completion of infrastructure projects, particularly the construction of the Pan Borneo Highway, is an important effort to attract investors and further stimulate the state's economic development (Sari & Waluyo, 2021). In addition, traveling to Sabah is challenging since the route can only go through the airport as a main gate. Therefore, the Ministry of Tourism should take care of the tourism industry so that it can be upgraded even better. Overall gross international arrivals increased by 10.2% while domestic arrivals increased by 2.8% (2018).

The environment is impacted by domestic visitors to Sabah. Sabah is renowned for being a location to rest physically and spiritually. This is due to Sabah's abundance of natural attractions and resources, including its gorgeous beaches, which serve as a haven for recreation and relaxation. Air pollution is an environmental issue in Sabah that has weakened the tourism sector. According to data from the Air Pollution Index (IPU), there was a high concentration of PM2.5 up to 58.4% in the past. The Air Pollution Index (IPU) data has revealed a decrease in PM2.5 concentration during the MCO following the COVID 19 outbreak. Well, these environmental enhancements make sense given that ecotourism is a significant lure for tourists.

Domestic tourist frequently travels to Sabah. The image of the place, the contemporary setting, the climate, and the natural attractions are the main reasons people travel to Sabah. Sabah has a positive effect on domestic tourism because it is a desirable location. Tourists today are drawn to eco-tourism, but they also desire an adventurous vacation experience. However, Sabah solely supports ecotourism, which results in the same popular travel destinations and a monotonous tourism sector. But nowadays natural attraction is characterized by physical tangible factors and

intangible factors including fauna, flora, mountains, water and geologic features and islands and parks (Deng, King & Bauer, 2002). Priskin (2001) categorized natural attraction into floral diversity, scenic diversity, bay or inland water body, rocky coastlines, sandy beaches, and geologic features. And, be a destination attraction for international tourists more than domestic tourists. The Sabah tourism industry's 2018 recorded the highest receipts in history at RM8.342 billion and a record-high 3.879 million arrivals. However, the attraction of tourist destinations needs to be upgraded in the field of tourism to improve the economy and market in tourism such as establishing supermarkets or shopping centres, entertainment venues and many interesting and iconic places such as Kuala Lumpur and Penang, Malaysia which are popular tourist destinations for tourists. Entertainment, attending special events, or sport is the fifth main purpose of domestic tourism in Malaysia. Participating in major events in Malaysia, for example, always refers to an open house organized by the Prime Minister and the Ministry of Cabinet. For example, the annual Open House of Prime Minister Hari Raya was visited by thousands of Malaysians from all walks of life.

1.4 RESEARCH OBJECTIVES

This study mainly focuses on the influence of infrastructure, environment, and destination attractiveness toward tourist intention to Sabah In line with this aim, the following objectives are addressed in this study:

- i. To examine the relationship between infrastructure and the intention to visit Sabah
- ii. To examine the relationship between environment and the intention to visit Sabah.

iii. To examine the relationship between destination attractiveness and the intention to visit Sabah.

1.5 RESEARCH QUESTIONS

To achieve the objectives, the following research questions were developed in this study.

1. What is the relationship between infrastructure and the intention to visit Sabah?
2. What is the relationship between the environment and the intentions to visit Sabah?
3. What is the relationship between destination attractiveness and the intentions to visit Sabah?

1.6 SIGNIFICANT OF THE STUDY

This study demonstrates what motivates domestic tourists to visit Sabah. Other academics who want to investigate the factors that influence domestic visitors' decision to visit Sabah can use this report as a resource. According to previous research, tourism activities in Sabah are causing great concern in terms of the original culture or traditions that are being eroded. Following that, the young people entice tourists interested in culture and social relations to visit Sabah. However, these factors are effective in influencing socioeconomic changes ranging from traditional economic sectors like agriculture and fishing to new economic sectors like tourism and ecotourism. This is because the environment, buildings, and historical sites can all be used to explore Sabah's amazing natural scenery. Understanding the variables that cause domestic tourists to visit Sabah is also important in improving the economy. The study's findings can also be used to provide guidance or

feedback to the Sabah tourism industry as it develops new strategies to attract more domestic visitors.

Sabah Tourism advances infrastructure facilities and improves communication capabilities.

Ecotourism development is also on the rise, as are small and medium-sized enterprises (SMEs).

This program's purchase decision is influenced by the tourism marketing strategy, which promotes the activities of the tourism destination as well as the facilities provided by the tourism programmed (Petrosillo et al. 2007, Jin and Pearce 2011). Furthermore, Vukonic (1997) identified tourism destinations as "results of the travel experience," in the sense that tourists must evaluate the tourism destination after the trip is completed. Also see Murphy et al., 2007. It is defined as "a mix of individual services that generate opportunities to define a tourist destination's total experience."

1.7 DEFINITION OF TERMS

i. Infrastructure

Infrastructure development is a leading antecedent for progressive tourism development, supporting society, the economy, and the environment (Kanwal et al., 2019).

The conception of infrastructure development has received substantial attention from researchers in the tourism field (Kanwal et al., 2020; Seidahmetov et al., 2014; Wang et al., 2020).

ii. Environment

Although adventure tourism might give positive or negative impacts on the environment of the islands based on the viewpoint of the local visitors, some of them may also think that tourism allows for a greater understanding and appreciation of environment preservation among tourists, besides increasing environmental infrastructure investments in the host country although this may simultaneously contribute to environmental degradation, pollution, or the destruction of natural resources (Kim, 2020) iii. Destination Attractiveness

As claimed by Errichiello and Micera (2017), the Smart Tourism Destination concept is the result of two converging trends: on the one hand the unstoppable spread of e-Tourism (Buhalis,2003; Buhalis & Jun, 2011; Buhalis & Law, 2008), on the other hand the opportunities generated by the adoption of the smart city paradigm to optimize the use of tourist resources, enhance tourist experiences, increase the competitiveness of destinations and improve the quality of life of residents (Buhalis & Amaranggana, 2014; Lopez de Avila, 2015).

1.8 SUMMARY

This chapter has discussed the background of the study on infrastructure, environment, and destination attractiveness towards domestic travel in Malaysia. This chapter has also addressed the issue related to this study, including the research objective and research questions. The significance of the study has been outlined and this chapter concludes with several definitions of terms relevant to this study. The next chapter provides a literature review to discuss the past and the current study in detail.

CHAPTER 2

2.1 INTRODUCTION

This chapter provides a summary of previous research on travel to Sabah in general and the effects of infrastructure, environment, and destination allure. Based on the literature evaluation, a conceptual study framework would then be created to explain the relationship between domestic tourist visits to Sabah.

2.2 LITERATURE REVIEW

2.2.1 TOURIST INTENTION TO VISIT SABAH

Tourists' intention has always been the focus of tourism research. According to Zeithaml et al. (1996), the intention to visit is the possibility that tourists will visit a destination. Consumers' perception of CSR influences their attitude and evaluation of destinations. As members of society, tourists have general social value standards and ethics. The intention is the likelihood to act, and when there is an opportunity, intention results in behaviours. For instance, in tourism the stronger a visitor's intention towards a destination, the more likely the tourist visits the destination. Behavioral intention is recognized in the literature as a significant predictor of a service firm's profitability visit intention (Lu et al., 2016).

The effectiveness of vlogs in inducing behavioural intention to visit a destination via place attachment is still being studied. This study adds to the body of research visit intention. Vlogs are videos that include text, images, video recordings, and other metadata, thereby broadening the scope of information about a tourist destination for anyone with access to the corresponding sites (Peralta, 2019).

Tourism in general, and predictors of visitor behavioural intentions, are not new to the field of study; nonetheless, domestic tourism has been overshadowed by overseas tourists' attention. Even though domestic tourism accounts for the bulk of tourism, it is neglected and overshadowed by overseas tourism in terms of research and policy. However, because international tourism is extremely vulnerable to both internal and external factors, it should be supported with domestic tourism. (Eijgelaar et al., 2008).

2.2.2 INFRASTRUCTURE

Academics in the tourist industry have done substantial research on the topic of infrastructure development (Kanwal et al., 2020; Seidahmetov et al., 2014; Wang et al., 2020). Sustainable tourist growth that is good for society, the economy, and the environment requires investments in the underlying infrastructure that make that expansion possible (Kanwal et al., 2019). Previous research had shown that poor countries may profit economically from greater tourism if they spent money on infrastructure. This would make it easier to hold cultural festivals and international athletic competitions (Wang et al., 2020).

According to previous research, the infrastructure programmed intends to improve tourism business possibilities by boosting tourist experiences, inhabitants' standard of life, employment opportunities, cultural and historical values, and natural landscapes (Bi et al., 2020; Kanwal et al., 2020; Shafiee et al., 2019; Wang et al., 2020). The entire concept has come in the primary direction of the tourism context after determining its significance to boost the tourism industry's commercial chances (Kanwal et al., 2020) Seidahmetov et al., 2014; Wang et al., 2020). Most of the studies to analyse the influence of infrastructure development were undertaken by researchers, who considered the perspectives of tourists, tour operators, and service providers, as well as workers working in infrastructure construction facilities (Daye et al., 2019; Frey and George, 2010; Wong and Yip, 2004).

Because of the government's persistent efforts, development has reached every corner of Sabah. Highways, airports, and landing strips were all either built from scratch or updated significantly. By facilitating travel to formerly inaccessible interior regions, these facilities allow for the development of new longhouses or natural areas as tourist attractions.

In addition, other factors have been identified by scholars as adding up to overall tourist happiness. Common factors include service quality, security features (John & Ron, 2000), infrastructure (Yeong & al., 2010), individual differences (Mutinda & Mayaka, 2012), menu items (Tak et al., 2007), cleanliness (Norlida Hanim & al., 2011), and so on.

- H1. There is a relationship between infrastructure and tourist intention to visit Sabah.

2.2.3 ENVIRONMENT

The environmental qualities of a place, such as its climate, water quality, and sense of safety, are collectively known as the "travel environment" (Tang, 2015). According to Govers et al. (2008), a traveller experiences a one-of-a-kind physical environment. When considering whether to return to a certain tourist spot, many people consider the climate, cleanliness, and safety of the area (Chi & Qu, 2008). A destination's tourism sector might suffer, for instance, if its reputation for cleanliness is low among foreign visitors.

Sabah is a well-known tourist destination thanks to its abundance of natural attractions including the Kinabatangan River, Sabah Tea Gardens, and Orangutan sanctuaries, as well as its lakes, forests, and rivers. Sabah's peaceful atmosphere is partially the result of the state's abundant natural resources. This has the potential to increase Sabah's tourism.

The natural beauty of Sabah is complemented by the region's rich cultural history. Tourists today are drawn to a destination in part because of its cultural traditions. They want to immerse themselves in the local culture to have a better understanding of the people who live there and the world in which they live (Abdul Kadir Din , 1991; Badaruddin Mohamed & Nikmatul Adha Nordin, 2007). With that, the hypothesis of this study is:-

H2. There is a relationship between environment and tourist intention to visit Sabah.

2.2.4 DESTINATION ATTRACTIVENESS

Most studies correlate attractiveness with the capacity to supply items and services important to the holiday experience to visitors at a cheaper cost than rival destinations. According to Kozak, there are four major indications of location attractiveness (1999). The number of tourists arriving first, followed by the percentage of returning tourists. Second, the number of tourists received, and finally, the tourism income to GDP ratio. Overall attraction is related to the destination's attractiveness advantages, such as tourism infrastructure and workforce quality and skills, as well as comparative advantages, such as inherited or endowed resources like climate, scenery, flora, and wildlife (Dwyer, Dragievi, Armenski , Mihali, & Cvelbar , 2016; Kozak, 2004; Leung & Baloglu, 2013; Paskaleva-Shapira, 2007)

Sabah is a popular destination for tourists because of the incredible variety of plants and animals that can be found there. Both local and international tourists have varying levels of satisfaction with the destinations they visit. This is because every destination has its unique set of attractions that attract a particular type of tourist. Since the growth of the tourism industry is dependent on ongoing efforts at improvement, the problem of dissatisfaction among both domestic and international visitors is the same (Norlida Hanim, et al., 2011). Bigne, Sanchez, and Sanchez (2001) claim that the experience of pleasure is the outcome of a reaction to and a decision based on one's own feelings and sense of self.

An empirical study by Bigne et al. (2001) found that while visitors' level of satisfaction influences their tendency to recommend a place they have been to others like friends and family,

it has no effect on their likelihood of returning to that place. However, visitors tend to be most pleased when they find enough housing, easy access, a beautiful landscape, favourable weather, and a clean environment (Vinh, 2013; Som et al., 2012; Um et al., 2006).

H3. There is a relationship between destination attractiveness and tourist intention to visit Sabah.

2.3 HYPOTHESIS

The hypothesis in the study is to find out whether there are significant differences between dependent variable and independent variable.

H1. There is a relationship between infrastructure and tourist intention to visit Sabah.

H2. There is a relationship between environment and tourist intention to visit Sabah.

H3. There is a relationship between destination attractiveness and tourist intention to visit Sabah.



2.4 CONCEPTUAL FRAMEWORK

The researchers have proposed a framework to study the factors that influence domestic tourist visiting to Sabah based on the previous literature review. Hence, as seen below, the structure.

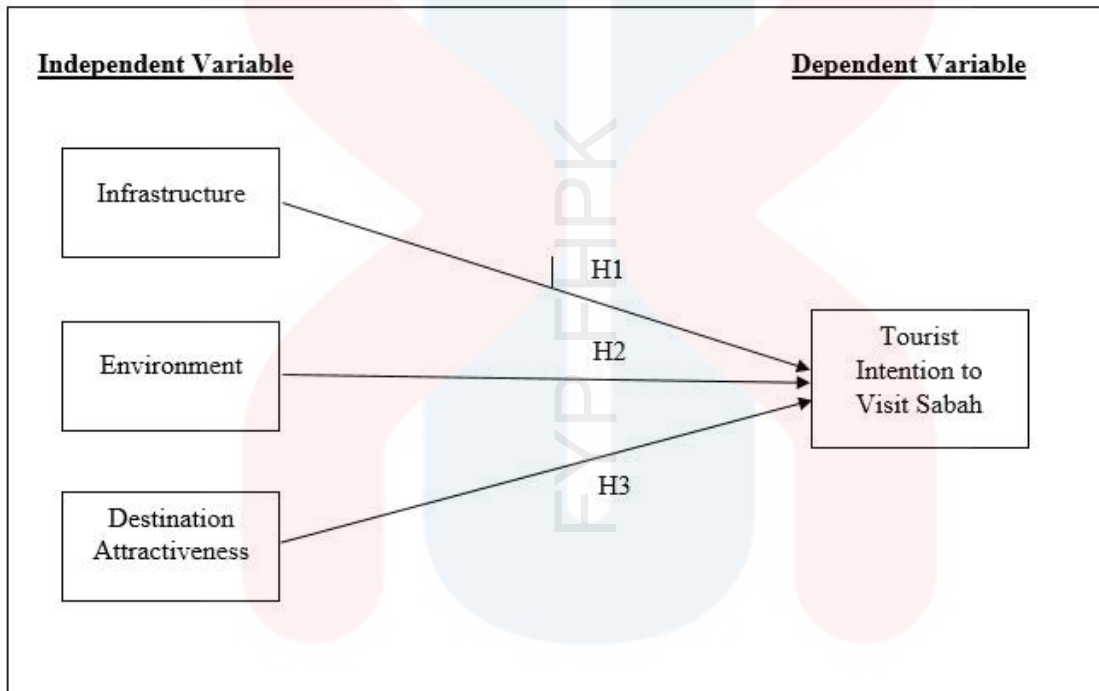


Figure 1: Conceptual Framework

Based on the figure, it is shown the relationship between infrastructure factors, environment factors, and destination attractiveness factors and the intention of domestic tourists visiting to Sabah. The main objective of this study is to determine the factors that influence domestic tourists visiting Sabah.

2.5 SUMMARY

The three elements mentioned in this study infrastructure, environment, and destination allure have been described in this chapter, including domestic visitors to Sabah. Additionally, the researcher has created a conceptual framework in this chapter to explain the relationship between the independent and dependent variables. The methods employed in this investigation are covered in the following chapter.



CHAPTER 3

3.1 INTRODUCTION

This chapter is organized into the following sections. Section 3.2 discusses research design. Section 3.3 explains the target population while 3.4 is all about sample size. Section 3.5 illuminates the overview of the sampling method. The subsequent section of 3.6 describes the data collection. While the following section 3.7 highlights the research instrument and 3.8 discusses data analysis. Finally, is 3.9 which explain the summary about this chapter.

3.2 RESEARCH DESIGN

Research design refers to the guidance of data collection and analysis in a study using quantitative methods. It can be used to discover patterns and averages, test causal relationships, and generalize results to a larger population. A research design can be exploratory, descriptive, or hypothetical (Sekaran & Bougie,2016). The selection of a research approach is very important in the research design process because it determines the extent of the important information provided for the study although the research design may include many interrelated decisions (Sileyew,2020).In to gather data for this study, a cross-sectional survey approach was used. In cross-sectional research, data is usually collected at a single point in time (Sekaran & Bougie,2016). As a result, this study's cross-sectional design can help researchers apply a variety of techniques. Additionally, this sort of study design is more cost-effective than the longitudinal design because the researcher only needs to collect data once due to budget pressures.

In order to learn more about the effects of infrastructure, environment, and destination attractiveness on trips to Sabah in the Domestic Tourist Study, the researcher has used a quantitative an online questionnaire survey that used to get data from respondents. Researchers created web-based questionnaires using Google Forms, a data management tool, and then distributed them to respondents. Google forms is a survey administration software that is included in the Google Docs Editors software suite along with Google Docs, Google Sheets, and Google Slides (About Fusion Tables, (2020). Researchers can quickly send questionnaire links to many targeted respondents via social media and WhatsApp by utilizing Google Forms. As a result, Google Forms is a useful tool that does well in our study.

3.3 TARGET POPULATION

The population of the study area is among the domestic tourists in Malaysia. The total number of domestic tourists in Malaysia recorded 66.0 million visitors in 2021 (TourismMalaysia,2021). The target population is very important in a study to determine the direction of the research objective. To establish the sample size, it is necessary to provide the entire population within one scope. As a result, the target population for this study has three main sorts of criteria. (1) Respondents must be residents of Malaysia because this survey is aimed towards domestic travellers. (2) Visitors must be at least 18 years old to respond to the survey. (3) The responders are college students.

3.4 SAMPLE SIZE

The process of deciding the number of observations or repetitions inside the applied mathematical sample is referred to as sample size determination. In general, the sample size is a critical aspect of any empirical study whose goal is to draw conclusions about the sample populations. Furthermore, establishing a sample size is critical in terms of linear expenses in number of people (Cohen, 1988).

According to Davis (2000), sample size is governed by factors such as sample group variety, statistical power, costs, consistency, analytical technique, and manpower. As a result, there has been substantial dispute about what constitutes an acceptable sample size, and there are no clear and final criteria for determining an adequate sample size (Flynn & Percy, 2001). As for this study, the rule of thumb by Krejcie and Morgan (1980) be used to determine the sample size. Table 3.1 Krejcie and Morgan's (1970) Table for Determining Sample Size. Based on Malaysia's domestic population statistics, it has around 66 million visitors (Statistics of tourist arrivals to Malaysia) 2021. Referring to the Krejcie table, the target population of our case study is 1 million which is 384 sample respondents.

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
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	100000	384

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

Source: Krejcie & Morgan, 1970

Source from Krejcie & Morgan (1970)

3.5 SAMPLING METHOD

The sampling procedure is the most significant aspect of the research process (Hair et al, 2010) According to Sekaran and Bougie (2016), convenience sampling is the collecting of information from the general people who are eager to offer information. Based on this study, convenience sampling is extensively utilized in exploratory research since it is the simplest sample strategy for gathering information quickly. The sampling frame for the current study was constructed by limiting down particular criteria such as Malaysian residents residing in the country and aged 18 and above. Not to mention university students from both public and private institutions who have never visited Sabah.

3.6 DATA COLLECTION

Data collection more focused on domestic tourists, and there will be questionnaires given to tourists. The researcher will use the platform through Google forms to make it easier for respondents to answer. Along with Google Docs, Google Sheets, and Google Slides, the Google Docs Editors software suite also includes a survey administration tool called Google forms (About Fusion Tables (2020). Using Google Forms that distribute online by sending links through social media platforms such as WhatsApp and Telegram. The data will be collected after one week of responses, and respondents will have unlimited time to respond. Data collection will be processed when the researcher searches for data information through reading and observation to record the data obtained. All the data obtained will be collected to select only the appropriate and necessary data which is known as the documentation method. Subsequently the questionnaires were analysed

by the researchers and categories based on certain characteristics such as experience visiting in Sabah.

According to Bryman and Bell (2007), reliability is defined as a certain technique used to analyse the same object repeatedly and produce the same results each time (Babbie, 2008). This study uses a quantitative research method using questionnaires to meet the objectives of the study. Convenience sampling was adopted to collect sample data. The selected respondents are those who have experience traveling to Sabah. Therefore, the survey instrument was distributed to domestic tourists visiting Sabah. Data was collected and obtained from respondents as many as 384 usable samples were collected and processed for further analysis. Finally, the last process will show the data product and remain the reality of the data collected from the originator.

3.7 RESEARCH INSTRUMENT

The table shows the variables and items for infrastructure, environment, and destination attractiveness.

Table 3.7 Research Instrument

Variable	Item
Infrastructure (Sari & Waluyo, 2021,)	<ul style="list-style-type: none">- Easy access to the area- Availability of travel information- Sabah will provide excellent and safe public transportation.- Sabah infrastructure generates new tourism and recreation areas.- increase the number of services and activities (Travel agency, hotel, restaurants, entertainment, shopping centres, stadiums, exhibitions, and other vital services facilities)

<p>Environment (G. Mamirkulova et al, 2020)</p>	<ul style="list-style-type: none"> - I enjoyed of exploring the various nature activities in this state - Good nature resources like mountain and
	<p>forest provide opportunities for adventures activities</p> <ul style="list-style-type: none"> - I believed culture diversity attract more tourist of visiting Sabah - Culture attraction increase Sabah as tourists' destination among the tourist
<p>Destination Attractiveness (Harun et al., 2018,)</p>	<ul style="list-style-type: none"> - Natural and unique marine resources increase Sabah as tourists' destination among the tourists - I have a strong intention to visit this destination - I will visit this destination rather than any other tourism destination

<p>Tourist intention to visit Sabah (Mat Som et al., 2012,)</p>	<ul style="list-style-type: none"> - I am willing to recommend Sabah to family and friends as a holiday destination. - I feel I am very loyal to Sabah as a destination choice. - I have a wonderful image of Sabah as a holiday destination.
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Based on table 1, the question will adapt from tourist intention to visiting Sabah in 3 sections. Section A focus on infrastructure which adapt from (Sari & Waluyo, 2021, #), section B focus on environment which adapt from (G. Mamirkulova et al, 2020) while section C focus on destination attractiveness which adapt from (Harun et al., 2018, #). The questions given are in English. Questions and answers are done online through google form.

3.8 DATA ANALYSIS

This section discusses the statistical procedures used to analyse the data collected from the respondents in order to achieve the research objectives and answer the research question. This study uses a quantitative survey approach. The target population was domestic tourists as well as tourists from West Malaysia. These respondents must be residents of Malaysia because this survey is aimed towards domestic travellers. Then visitors must be at least 18 years old to respond to the survey and are college students. In addition, these destinations there are many natural and scenic views as well as few abduction incidents involving local and international tourists.

The researcher also will analyse data from this study with Statistical Package for the Social Sciences (SPSS). This is used by various kinds of researchers for complex statistical data analysis. The SPSS software package was created for the management and statistical analysis of social science data. Researchers can easily process important data using SPSS. The use of numerous strategies, this program can handle and change information easily. The analysis, transformation, and production of distinctive patterns between various data variables are done using this technique. Additionally, a graphical representation of the output can be obtained so that the user can quickly grasp the outcomes. Then also will analyse data with statistical analysis, it means investigating trends, patterns, and relationships using quantitative data.

3.9 SUMMARY

In summary, a questionnaire is used as a data collection method in this study to capture responses about the factors that influence domestic tourists visiting Sabah. In this study, a simple random sampling method known as probability sampling will be used. Using a simple random technique, the researchers will obtain a sample size from respondents. To compute all the data gathered from the questionnaire, the data is analysed using Statistical Package for the Social Sciences (SPSS) computer software.

CHAPTER 4

4.1 INTRODUCTION

The reliability analysis, demographic characteristic of respondents, descriptive analysis, and Pearson's coefficient analysis were discussed in this chapter. 384 respondents participated in the research and the results were obtained. After collecting the data for this research, it was analysed with SPSS.

4.2 RELIABILITY ANALYSIS

The concept of reliability pertains to the degree of consistency with which a given method can measure a specific occurrence. In this study the reliability analysis is conducted in order to determine reliability of this study. The Cronbach's Alpha Coefficient in this study will be used to identify the reliability of data that acquired from the survey. The table below showed the reliability level of the data based on the Cronbach's Alpha Coefficient Scale. The table of the reliability level and its Cronbach's Alpha Coefficient is referred from Wikarsa & Angdresey (2021) study.

Table 4.2: The Reliability Level and Its Cronbach's Alpha Coefficient

Cronbach's Alpha Coefficient	Reliability Level
$a \geq 0.9$	Excellent
$0.7 \leq a < 0.9$	Good
$0.6 \leq a < 0.7$	Acceptable
$0.5 \leq a < 0.6$	Poor
$a < 0.5$	Unacceptable

Source: Wikarsa & Angdresey (2021)

The Reliability Level and Its Cronbach's Alpha Coefficient table above by Wikarsa & Angdresey (2021), will be use as a reference to determine the reliability level of each variable in this study.

Table 4.3: The Reliability Result on the Variables of This Study

Variables	Number of Item	Cronbach's Alpha Coefficient	Reliability Level
Infrastructure	5	0.842	Good
Environment	4	0.844	Good
Destination Attractiveness	3	0.688	Acceptable
Tourism Intention	3	0.783	Good

Table above showed the reliability result on the independent variables and dependent variable. Based on the reading of Cronbach's Alpha Coefficient above, it can be concluded that this study is reliable, it can be seen through the Cronbach's Alpha Coefficient for all variables in this study were above 0.6, it can be said that the data and this research's reliability is acceptable.

There are four variables studied in this research, the infrastructure, the environment, destination attractiveness and tourism intention. The infrastructure, environment and destination attractiveness are the independent variables, while the tourism intention is the dependent variable. There are five items used to measure the infrastructure factor that influenced the tourism intention to visit Sabah. The Cronbach's Alpha Coefficient in infrastructure variable is 0.842, this showed that the reliability level of this variable is good.

Next, the environment variable, this variable consisted of four items to measure the environment factor that influenced the tourism intention to visit Sabah. The Cronbach's Alpha in environment variable is 0.844, this showed that the reliability level of this variable is good. For the destination attractiveness variable, this variable consisted of three items to measure the destination attractiveness factor that influenced the tourism intention to visit Sabah. The Cronbach's Alpha Coefficient in destination attractiveness variable is 0.688 this showed that this variable's level of reliability is acceptable.

And lastly, the tourism intention variable, this variable consisted of three items used to identify the tourism intention to visit Sabah. The Cronbach's Alpha Coefficient of this variable is 0.783, this showed that this variable's level of reliability is good. Therefore, based on the result displayed in the table it showed that this research is reliable and valid.

4.3 DEMOGRAPHIC CHARACTERISTIC

The frequency analysis was part of the study basic analysis. The data from Section A of the questionnaire contained demographic questions about respondent's gender, age, race, and education level. The demographic profiles of the respondent were given in a form of table and pie chart.

4.3.1 Gender

Table 4.3: Number of Respondent by Gender

		Frequency	Percent	Cumulative Percent
		3	.8	.8
	Male	158	41.1	41.9
	Female	223	58.1	100.0
	Total	384	100.0	

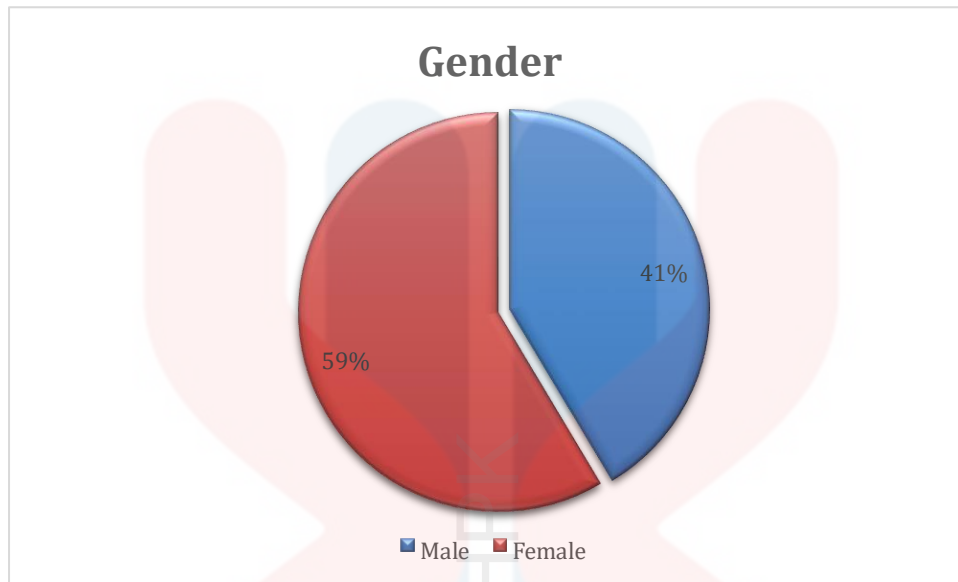


Figure 4.1: Percentage of Respondent by Gender

Table 4.3 and figure 4.1 showed the gender the respondent. The total number of male respondents was 158 while the total number of female respondents was 223. Male respondent accounted for 41.1% of the total 384 respondent, while female respondent accounted for 58.1% of the total.

4.3.2 Age

Table 4.3: Number of respondents by Age

	Frequency	Percent	Cumulative Percent
	3	.8	.8
18 - 25 years	260	67.7	68.5
26 - 30 years	58	15.1	83.6
30 Years old and above	63	16.4	100.0
Total	384	100.0	

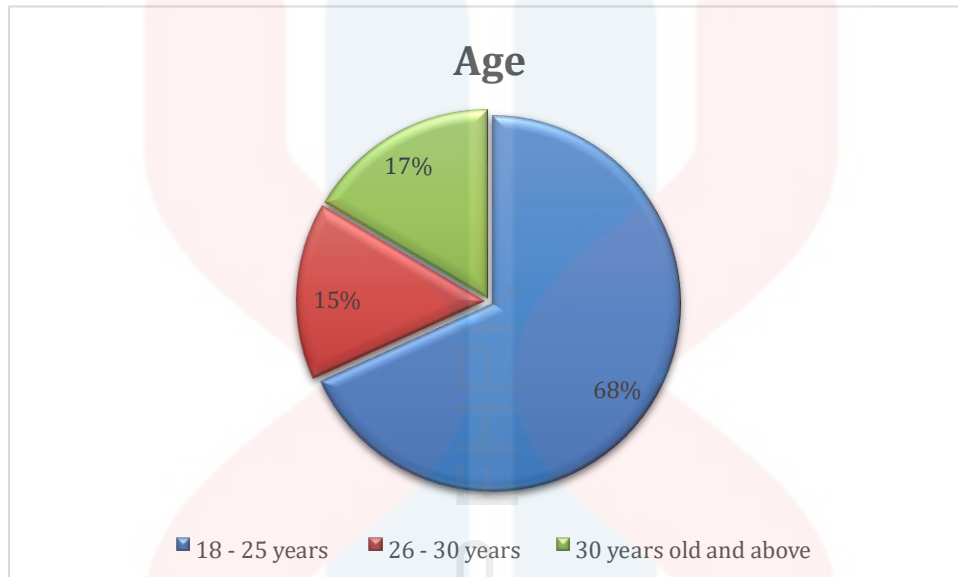


Figure Percentage of Respondent by age

Table 4.4 and Figure 4.2 showed the total respondent by age. There were 384 respondents who consist age from 18 – 25 years (260 respondent), 26 – 30 years (58 respondent), and 30 years old and above (63 respondent) had responded to the questionnaire. Figure 4.4 showed the highest percentage of respondent was who have range age from 18 – 25 years old (67.7%) and followed by 26 – 30 years old which was (15.1%), and the lowest percentage respondents was 30 years old and above was (16.4%)

4.3.3 Race

Table 4.5: Number of respondents by Race

	Frequency	Percent	Cumulative Percent
	3	.8	.8
Malay	276	71.9	72.7

Chinese	47	12.2	84.9
Indian	23	6.0	90.9
Sarawakian	10	2.6	93.5
Sabahan	14	3.6	97.1
Other	11	2.9	100.0
Total	384	100.0	

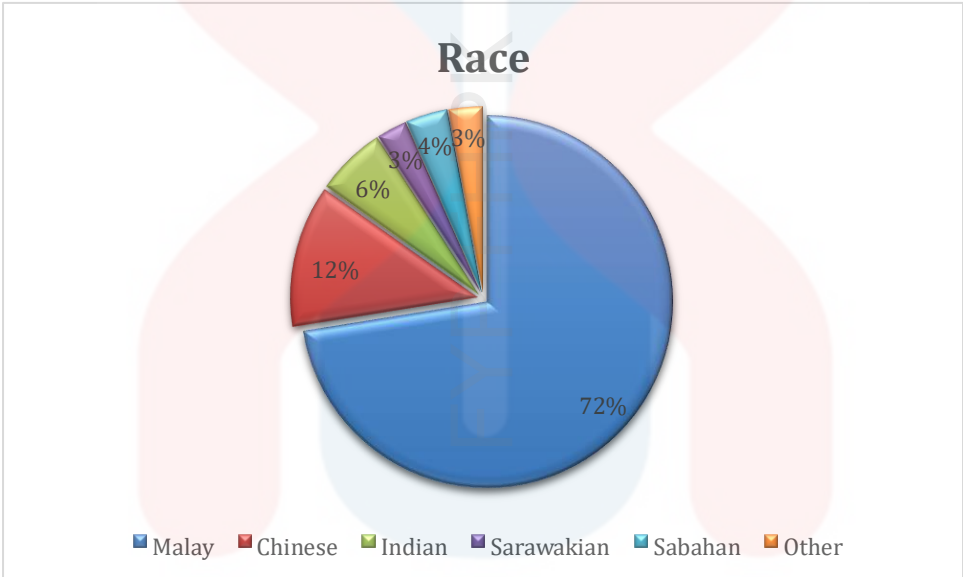


Figure 4.3: Percentage of Respondent by Race

Table 4.5 and Figure 4.3 showed the total respondent by race. There 384 respondent who consists of Malay (274 respondent), Chinese (47 respondent), Indian (23 respondent), Sarawakian (10 respondent), Sabahan (14 respondent), and other religion and race (11 respondent) had responded to the questionnaire.

Figure 4.3 showed the highest percentage of respondents was Malay (72%) and followed by Chinese (12.2%) and followed by Indian which was (6.0%), next is following Sabahan (3.6%), other religion is second lowest which is (2.9%), and lowest percentage respondent was Sarawakian (2.6%).

4.3.4 Education level

Table 4.6: Number of Respondents by Education Level

	Frequency	Percent	Cumulative Percent
	3	.8	.8
SPM	41	10.7	11.5
Diploma / STPM	55	14.3	25.8
Bachelor Degree	254	66.1	91.9
Master Degree	19	4.9	96.9
Doctor of Philosophy (PHD)	10	2.6	99.5
Other	2	.5	100.0
Total	384	100.0	

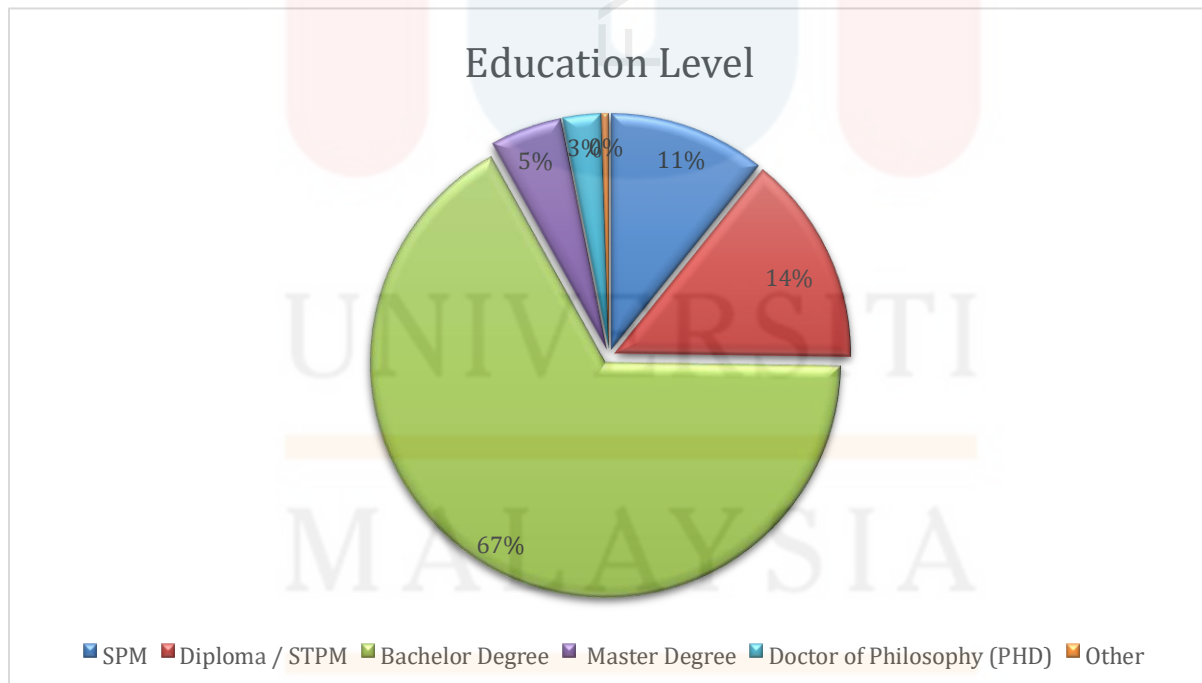


Figure 4.4: Percentage of Respondent by Education Level

The total respondent from various level were shown in Table 4.6 and Figure 4.4. Majority of the respondent were education level of Degree 66.1% (254 respondent), and followed by Diploma /STPM 14.3% (55 respondent), SPM 10.7% (41 respondent), Master Degree 4.9% (19 respondent), PHD 2.6% (10 respondent), and Other 0.5% (2 respondent) had responded to the questionnaire.

4.4 DESCRIPTIVE ANALYSIS

This study has analysed the mean and standard deviation for section B in questionnaires.

4.4.1 Infrastructure

Table 4.4.1: Descriptive Statistic

Variable	n	Mean	Standard Deviation
Infrastructure	384	4.113	0.600
Environment	384	4.297	0.601
Destination Attractiveness	384	4.223	0.566
Intention Tourist to Visit Sabah	384	4.189	0.635

Table 4.4.1 showed the number of respondents, mean and standard deviation of independent variables and dependent variables. For independent variables, the highest mean was environment which is 4.297 with standard deviation 0.601 and followed by destination attractiveness which is mean value 4.223 with standard deviation 0.566. The lowest mean was infrastructure is 4.113 with standard deviation 0.600. The mean for the dependent variable was 4.189 with standard deviation 0.635.

4.4.2 Infrastructure

Table 4.4.2: Descriptive statistic of infrastructure

QUESTION	N	MINIMUM	MAXIMUM	MEAN	STD. DEVIATION
<p>Infrastructural facilities in Sabah make it easy for tourists to access an area.</p> <p>Kemudahan infrastruktur di Sabah memudahkan pelancong untuk mengakses ke sesuatu kawasan.</p>	384	1	5	4.08	0.826
<p>The infrastructure in Sabah has the availability of travel information.</p> <p>Infrastruktur di Sabah mempunyai ketersediaan maklumat perjalanan.</p>	384	1	5	4.03	0.773
<p>Sabah will provide excellent and safe public transportation.</p> <p>Sabah akan menyediakan pengangkutan awam yang sangat baik dan selamat.</p>	384	2	5	4.06	0.717
<p>Sabah infrastructure generates new tourism and recreation areas.</p> <p>Infrastruktur Sabah menjana kawasan pelancongan dan rekreasi baharu.</p>	384	1	5	4.23	0.736

<p>Infrastructure in Sabah increases the number of services and activities such as travel agencies, hotels, restaurants, entertainment, shopping malls, stadiums, exhibitions and other important service facilities.</p> <p>Infrastruktur di Sabah meningkatkan bilangan perkhidmatan dan aktiviti seperti agensi pelancongan, hotel, restoran, hiburan, pusat membeli-belah, stadium, pameran dan kemudahan perkhidmatan penting yang lain.</p>	384	1	5	4.17	0.770
Valid N (listwise)	384				

Table 4.4.2 showed the mean and standard deviation analysis of the independent variable which was infrastructure. Item 4 scored the highest mean value which was 4.23 with standard deviation 0.736 where the respondents agreed that Sabah infrastructure generates new tourism and recreation areas. The lowest mean item 2, with the mean value of 4.03 with standard deviation 0.773 where the respondents somewhat agreed that the infrastructure in Sabah has the availability of travel information.

4.4.3 Environment

Table 4.4.3: Descriptive statistic of environment

QUESTION	N	MINIMUM	MAXIMUM	MEAN	STD. DEVIATION
I enjoy exploring various nature activities in the state of Sabah. Saya seronok menerokai pelbagai aktiviti alam semula jadi di negeri Sabah.	384	1	5	4.30	0.753
Good nature resources like mountain and forest provide opportunities for adventures activities in Sabah. Sumber alam semula jadi yang baik seperti gunung dan hutan menyediakan peluang untuk aktiviti pengembaraan di Sabah.	384	1	5	4.31	0.747
I believed culture diversity attract more tourist of visiting Sabah. Saya percaya kepelbagaian budaya menarik lebih ramai pelancong melawat Sabah.	384	1	5	4.30	0.707
Culture attraction increase Sabah as tourists' destination among the tourist.	384	1	5	4.28	0.698

Tarikan budaya meningkatkan Sabah sebagai destinasi pelancong di kalangan pelancong.					
Valid N (listwise)	384				

Table 4.4.3 showed the mean and standard deviation analysis of respondents on the independent variable which was the environment. Item 1 recorded the highest of mean which was 4.31 with standard deviation 0.747. The respondents enjoy exploring various nature activities in the state of Sabah. The lowest mean is item 4 which was 4.28 with standard deviation for this item is 0.698. Respondents agree that cultural attractions increase Sabah as tourists' destination.

4.4.4 Destination Attractiveness

Table 4.4.4: Descriptive statistic of destination attractiveness

QUESTION	N	MINIMUM	MAXIMUM	MEAN	STD. DEVIATION
Natural and unique marine resources increase Sabah as tourists' destination among the tourists Sumber marin yang semula jadi dan unik meningkatkan Sabah sebagai destinasi pelancongan di kalangan pelancong.	384	1	5	4.23	0.792
I have a strong reason to visit Sabah as my travel destination.	384	1	5	4.24	0.697

Saya mempunyai sebab yang kukuh untuk melawat Sabah sebagai destinasi pelancongan.					
I will visit Sabah over other tourist destinations. Saya akan melawat ke Sabah berbanding destinasi pelancongan yang lain.	384	1	5	4.20	0.665
Valid N (listwise)	384				

Table 4.4.4 showed the mean and standard deviation analysis of respondents on a dependent variable which was destination attractiveness. Item 2 scored the highest mean value which was 4.24 and standard deviation is 0.697. The respondents have a strong reason to visit Sabah as their travel destination. The lowest mean was item 3 with 4.20 and standard deviation was 0.665 where the respondents somewhat agreed that they will visit Sabah over other tourist destinations.

4.4.5 Tourist Intention to Visit Sabah

Table 4.4.5: Descriptive statistic of tourist intention to visit Sabah.

QUESTION	N	MINIMUM	MAXIMUM	MEAN	STD. DEVIATION
I am willing to recommend Sabah to family and friends as a holiday destination. Saya akan mengesyorkan Sabah kepada keluarga dan rakan-	384	1	5	4.21	0.805

rakan sebagai destinasi percutian.					
I feel I am very loyal to Sabah as a destination choice. Saya rasa saya sangat setia dengan Sabah sebagai pilihan destinasi.	384	1	5	4.14	0.760
I have a wonderful perception of Sabah as a holiday destination. Saya mempunyai persepsi yang indah tentang Sabah sebagai destinasi percutian.	384	1	5	4.23	0.711
Valid N (listwise)	384				

Table 4.4.5 showed the mean and standard deviation analysis of respondents on a dependent variable which was tourist intention to visit Sabah. Item 3 scored the highest mean value with was 4.23 and standard deviation was 0.711, where the respondents have a wonderful perception of Sabah as a holiday destination. The lowest mean item 2 with the mean value was 4.14 and standard deviation was 0.760, where respondents feel very loyal to Sabah as a destination choice.

4.5 PEARSON CORRELATION

One of the most important analyses to study the relationship between two linear variables was the Pearson correlation analysis. The objective of this analysis was to determine if there is a correlation between the independent variable (infrastructure, environment, and attractiveness of the destination) and the dependent variable (Intention of tourists to visit Sabah). Researchers should assess whether the level of strength of the link is acceptable if the relationship is significant

Table (4.5.1) Strength Interval of Correlation Coefficient

Size of Correlation	Interpretation
0.90 to 1.0 (-0.90 to 1.0)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to 0.90)	High positive (negative) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
-0.30 to 0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0.00 to 0.30 (-0.00 to -0.30)	Negligible correlation

Source: Abgunbiade and Ogunyinka, (2013)

Hypothesis 1: There is a relationship between infrastructure and tourist intention to visit Sabah

Correlations

		infrastructure	tourist_intention_to_visit_sabah
infrastructure	Pearson Correlation	1	.652**
	Sig. (2-tailed)		<.001
	N	384	384
tourist_intention_to_visit_sabah	Pearson Correlation	.652**	1
	Sig. (2-tailed)	<.001	
	N	384	384

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

Table: 4.5.1

Table illustrated Pearson Correlation Coefficient, significant value and the number of respondents which was 384. The p-value was less than 0.001 which was less than 0.01 level of significance. The correlation coefficient of 0.652 suggested a moderate positive correlation between infrastructure and tourist intention to visit Sabah.

Correlations

		environment	tourist_intention_to_visit_sabah
environment	Pearson Correlation	1	.708**
	Sig. (2-tailed)		<.001
	N	384	384
tourist_intention_to_visit_sabah	Pearson Correlation	.708**	1
	Sig. (2-tailed)	<.001	
	N	384	384

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

Table illustrated Pearson Correlation Coefficient, significant value and the number of respondents which was 384. The p-value was less than 0.001 which was less than 0.01 level of significance. The correlation coefficient of 0.708 suggested a high positive correlation between environment and tourist intention to visit Sabah.

Correlations

		destination_attr ractiveness	tourist_intention_to_visit_sabah
destination_attractiveness	Pearson Correlation	1	.725**
	Sig. (2-tailed)		<.001
	N	384	384
tourist_intention_to_visit_sabah	Pearson Correlation	.725**	1
	Sig. (2-tailed)	<.001	
	N	384	384

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

Table illustrated Pearson Correlation Coefficient, significant value and the number of respondents which was 384. The p-value was less than 0.001 which was less than 0.01 level of significance. The correlation coefficient of 0.725 suggested a high positive correlation between destination attractiveness and tourist intention to visit Sabah.

4.6 SUMMARY

In conclusion, the analysis discovered that the three hypotheses in this study are accepted based on all the relationships between variables. The correlation coefficients for the independent variables with the dependent value are 0.625 for the infrastructure, 0.708 For the environment and 0.725 For destination attractiveness. Its result showed a high positive correlation and moderate positive correlation between all the independent variables and dependent variables. It also answers the research question where there is any relationship between infrastructure, environment, and destination attractiveness toward tourist intention to Sabah. The next chapter will be discussed on findings and discussion on chapter 5.

CHAPTER 5

5.1 INTRODUCTION

This chapter discusses recapitulation of study, finding and discussion about the relationship between infrastructure, environment, and destination attractiveness toward tourist intention to Sabah. Furthermore, this chapter also deliberated the limitations of the study and suggested several recommendations for future study.

5.2 RECAPITULATION OF STUDY

The study was conducted to determine the relationship between infrastructure, environment, and destinations attractiveness towards tourist intention to Sabah. The focus of this study is to know the relationship between infrastructure, environment, and destination attractiveness towards tourist intention to Sabah. In this case, primary data was undertaken which a set of questionnaires were used to get feedback from respondents. The sample of respondents is 384 selected based on the table that was developed by Krejcie and Morgan (1970). This study also analysed the relationship between infrastructure, environment, and destination attractiveness toward tourist intention to Sabah.

The dependent variable in this study was the tourist intention to Sabah. Whereas, a set of independant variables which consists of infrastructure, environment, and destination attractiveness towards tourist intention in Sabah. Previous research had shown that poor countries may profit

economically from greater tourism if they spent money on infrastructure. This would make it easier to hold cultural festivals and international athletic competitions (Wang et.,2020). The environmental qualities of a place, such as its climate, water quality and sense of safety, are collectively known as the “travel environment” (Tang,2016). Overall attraction is related to the destination’s attractiveness advantages, such as tourism infrastructure and workforce quality and skills, as well as comparative advantages, such as inherited or endowed resources like climate, scenery, flora, and wildlife (Dwyer, Dragievi, Armenski, Mihali & Cvelbar,2016).

The sampling frame of this study was the influence toward tourist intention to Sabah. The data was collected from all types of groups. A total of 384 questionnaires were usable and can be analysed. The reliability analysis, descriptive analysis and Pearson's correlation coefficient were all used in this data study. The independent variable was subjected to a reliability test to ensure the measuring instrument’s consistency. Cronbach’s Alpha values for all variables scaled ranged from 0.930 to 0.903. They were far beyond the 0.6 threshold for acceptable reliability as stated by (Hair,2017). The infrastructure is considered highly reliable with Cronbach’s Alpha of 0.842. It showed that the infrastructure factor was the most influential and reasonable toward tourist intention to Sabah. Environment and destination attractiveness were considered with Cronbach’s Alpha 0.844 and 0.688 concluded that variables were reliable and all variables were kept for further analysis.

Pearson's correlation was used in this study to describe the relationship of two variables in terms of direction and strength of the relationship. The result indicated that infrastructure there had a strong, positive correlation between tourist intention to Sabah ($r=0.652$, $n=384$, $p<0.001$) and for

environmental factors ($r=0.708$, $n=384$, $p<0.001$). Suggested a moderated to good correlation between infrastructure, environment, and destination attractiveness toward tourist intention to Sabah. Not only that, for destination attractiveness factors ($r=0.725$, $n=384$, $p<0.001$)

5.2.1 Research Question 1: What is the relationship between infrastructure and intention to Visit Sabah?

In this study Academics in the tourist industry have done substantial research on the topic of infrastructure development (Kanwal et al., 2020; Seidahmetov et al., 2014; Wang et al., 2020). Sustainable tourist growth that is good for society, the economy, and the environment requires investments in the underlying infrastructure that make that expansion possible (Kanwal et al., 2019). Based on the analysis done, it was found the strength of the relationship between infrastructure and tourist intention to visit Sabah is at high positive ($r=0.652$, $n=384$, $p<0.001$). The finding revealed there was a positive and significant relationship between infrastructure towards tourist intention to visit Sabah.

5.2.2 Research Question 2: What is the relationship between environment and intention to Visit Sabah?

In this study, the result indicated that the strength of the relationship between environment and intention to visit Sabah is at a high positive correlation level ($r=0.708$ $n=384$, $p<0.001$). The findings implied that there was a positive relationship between environment and intention to Visit

Sabah. The environmental qualities of a place, such as its climate, water quality, and sense of safety, are collectively known as the "travel environment" (Tang, 2015).

5.2.3 Research Question 3: What is the relationship between destination attractiveness and intention to Visit Sabah?

In this study, the result indicated that the strength of destination attractiveness and intention to visit Sabah is at a high positive correlation level which is ($r=0.725$, $n=384$, $p=0.001$). The findings implies that there was a positive and significant relationship between destination attractiveness and intention to visit Sabah.

5.3 FINDING AND DISCUSSION

This research is about the intention of tourists to visit Sabah. Therefore, the specific study has a few practical implications for domestic travellers. The data collected from our research is 380 respondents, and it is difficult for us to collect it. Our type of data collection is quantitative. To collect data, we need a lot of time for us to reach the target number of respondents. If the survey is done online, the respondent only sees and ignores the google form that is shared in the virtual world.

Suggestions for future studies or recommendations are better to collect in a qualitative form, because you can meet face-to-face and it is easy to collect data. In this way, it can also make it easier for respondents to understand the questions and concepts that are being presented. And get information directly from respondents who have been to Sabah.

5.4 LIMITATIONS

A worthy meaningful method to finish research has been encountered throughout the entire investigation. However, there are various limitations that must be overcome for the research process to proceed properly.

The primary limitation is the attitude of a few respondents who are unable to react to the questionnaire promptly, which causes some difficulties in completing the study as soon as feasible. As a result, researchers must wait longer to get and gather information from respondents. As a result, it took the researchers about a month to collect the necessary number of responders. As a result, researchers must truly understand and communicate with them.

Furthermore, one of the study's limitations is the technique of data gathering. In this study, the researcher collected data through an online survey. This is since the bulk of study participants are young. As a result, because everyone has a mobile phone, it is nearly difficult for the researcher to obtain data through interviews. The disadvantage of this strategy is that the researcher has no way

5.5 RECOMMENDATIONS

According to the findings of this study, this research has proposed some recommendations on the factors that influence travel intention towards tourism in Sabah for the future study. Based

on the findings in this study, the three hypotheses of this study are accepted, meaning the factor infrastructure, environment and destination attractiveness have a significant influence on the tourist travel's intention to Sabah.

Infrastructure, the environment, and the attractiveness of the destination are the three factors focused in this research study, to determine whether these factors have a significant influence on tourists' intention to Sabah. However, for future studies, other researchers should consider other factors that may contribute to the intention of tourists to Sabah. Culture should be considered as one of the factors that contribute to the desire of tourists to Sabah. Sabah is made up of diverse ethnicities which contribute to the uniqueness of the existing culture, this statement supported by Bahari et al. (2019) in their study.

Moreover, in future study the researchers should consider the number of tourist's visiting Sabah for the sample study. This sample study consists of 384 samples. This sample is considered small for this study, since this study involves a large population. According to Undrade (2020), utilizing a larger sample size than the minimum requirement can enhance the representatives of the population and, consequently, yield more precise findings. Alternatively, the researcher can request cooperation from tourism agencies in Sabah to distribute this survey to get more respondents.

Lastly, in future study the researcher should differentiate local and international tourists in two different groups. This will help the researcher to determine the differentiation of the tourism intention from local and international tourists. This will give the researcher a clear view on the factors that influence the tourists' intentions to Sabah. This will yield more precise findings.

5.6 CONCLUSION

In conclusion, this study has been carried out to explore the influence of infrastructure, environment, and destination attractiveness toward tourist intention to Sabah. The conceptual framework is created using the literature that has been reviewed. The researcher intended to look at the connections between these independent variables and the dependent variables.

A total of 384 respondents took part in this survey, which was conducted via an online questionnaire. SPSS software version 24 was used to collect and analyse the data, which was done using descriptive statistics, reliability analysis and correlation analysis.

The research is to know the relationship between infrastructure, environment, and destination attractiveness toward tourist intention to visit Sabah. The results of the research objective which examines the relationship between infrastructure, environment, and destination attractiveness toward tourist intention to visit Sabah is accepted.

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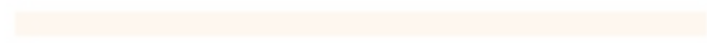
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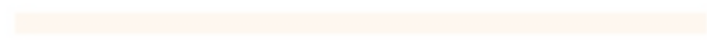
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