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**FACTORS AFFECTING REVISIT INTENTION OF
COMMUNITY-BASED TOURISM IN TOK BALI.
KELANTAN: TOURIST PERSPECTIVE**

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ABSTRACT

Tourists' revisit intention towards community-based tourism destinations in the context of a developing country. Atmosphere, cultural environment, and destination brand attachment towards community-based tourism destinations in a developing country are investigated to determine what contributes to tourists' revisit intention. In this study, a causal research design was adopted and employed descriptive and Partial Least Squares- Structural Equation Modeling (PLS-SEM). This study surveyed tourists from community-based tourism destinations in Kelantan, Malaysia. The study suggests to practitioners that it is crucial to understand the impact of atmosphere, cultural environment, and destination brand of community-based tourism destinations, as well as revisit intention, especially, in developing effective marketing strategies for better market segmentation and targeting. Thus, the outcome of this study will help to expand the current knowledge on similar areas of community-based tourism destinations, and the contributory effect of atmosphere, and cultural environment on re-visit intention towards community-based tourism destinations in a developing country context.

Keywords: Atmosphere Cultural environment; Destination brand; Revisit Intention; Community-based tourism destination.

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ABSTRAK

Niat lawatan semula pelancong terhadap destinasi pelancongan berasaskan komuniti dalam konteks negara membangun. Suasana, persekitaran budaya, dan keterikatan jenama destinasi terhadap destinasi pelancongan berasaskan komuniti di negara membangun diasas untuk menentukan perkara yang menyumbang kepada niat melawat semula pelancong. Dalam kajian ini, reka bentuk penyelidikan kausal telah diguna pakai, dan menggunakan Pemodelan Persamaan Struktural (PLS-SEM) deskriptif dan Partial Least Squares-Structural Equation Modelling. Kajian ini meninjau pelancong dari destinasi pelancongan berasaskan komuniti di Kelantan, Malaysia. Kajian itu mencadangkan kepada pengamal bahawa adalah penting untuk memahami kesan suasana, persekitaran budaya, dan jenama destinasi destinasi pelancongan berasaskan komuniti, serta meninjau semula niat, terutamanya, dalam membangunkan strategi pemasaran yang berkesan untuk pembahagian dan penyasaran pasaran yang lebih baik. Oleh itu, hasil kajian ini akan membantu untuk memperluaskan pengetahuan semasa mengenai kawasan yang sama dalam destinasi pelancongan berasaskan komuniti, dan kesan penyumbang suasana, dan persekitaran budaya terhadap niat lawatan semula ke destinasi pelancongan berasaskan komuniti dalam konteks negara membangun.

Kata kunci: Suasana Persekitaran budaya; Jenama destinasi; Niat Tinjau Semula; Destinasi pelancongan berasaskan komuniti.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

A functioning tourism industry is created and maintained through the process of tourism development. Sustainable tourism development expands on this idea by focusing on environmental, social, and economic issues and taking action to lessen any negative effects that the industry may have on these areas. Tourism is probably one of the largest and fastest-growing sectors in the world today (Daniloska & Hadzi Naumova-Mihajlovska, 2015).

This industry has made remarkable strides toward establishing itself as a major driver of overall economic growth. According to the World Tourism Organization, tourism accounts for 9% of global GDP (2014). Additionally, according to estimates from the global tourism sector, over 5 billion domestic visitors and over 1050 million foreign tourists traveled to various tourist spots in various nations in 2013.

Like in other emerging nations, Malaysia's tourist sector is one of the fastest expanding (Shariff & Abidin, 2013). By generating foreign currency, assuring job possibilities, raising tax revenues, and extending economic prospects to local populations, it significantly boosts the nation's Gross Domestic Product (GDP). Malaysia's government has taken practical measures to promote this industry (Siti-Nabiha, Abdul Wahid, Amran, Haat, & Abustan, 2008). In order to promote the growth of Malaysia's tourist industry, the government established the Tourism Policy in 1992. However, due to Malaysia's diverse civilization, the importance of the growth of the tourist sector to local economies varies across the nation. Since community-based tourism destinations are a growing sector of

tourism in developing countries, particularly Malaysia, focusing on them in Malaysia's remote regions may present a chance to implement the government's tourism strategy successfully (Chin & Lo, 2017).

The newest type of tourist product is community-based tourism (CBT), in which local communities oversee and coordinate the majority of tourism-related activities. Since community-based tourism forbids the involvement of outside parties, local residents are completely responsible for carrying out all aspects of tourist management. The primary goal of community-based tourism is to organize the production and delivery of tourism services to visitors. Through community-based tourism, tourists are also given the opportunity to learn about the way of life, culture, and customs of the community (Kaur et al., 2016). Although Tok Bali, Kelantan has demonstrated the acceptable growth of community-based tourism, the study is still needed to determine how tourists perceive the region and if they plan to return.

Tok Bali, Kelantan has demonstrated that community-based tourism can grow in an acceptable way, but more research is needed to understand how visitors view the area and whether they intend to return (Abdul & Lebai, 2010). In previous research, the outcomes of visitor experience and satisfaction were frequently cited as the causes of visitors' revisit intention or behavioral intention (Cole & Chancellor, 2009). There have also been inquiries into the potential mediating and moderating effects of factor attachment on behavioral intention toward community-based tourism. Furthermore, it is clear that Malaysia, in particular, possesses community-based tourism destinations that meet the cognitive qualities of visitors' destination images and their desire to return (Abdul & Lebai, 2010). Discussion of pertinent literature and research methodologies serves to create the remainder of the essay. This study thus poses the question of whether factors influencing various tourist perspectives towards community-based tourism destinations

have any impact on revisit intention as well as the mediating role of attachment factors between tourist perspective and revisit intention. The study is described first, and then the analysis and results are discussed. Finally, it is agreed that the study will support the results and implications of the study in the paper's final section.

It is difficult to evaluate the effectiveness of CBT because it includes so many different characteristics and factors. However, examining the relationship between visitor perspectives and revisit intentions with a literature review on the subject helps define and understand successful CBT. The following section of the study examines the tourists' perspectives required for return visit intentions to Tok Bali, Kelantan.

1.2 BACKGROUND OF STUDY

A key component of community-based tourism is allowing visitors to engage in genuine cultural exchange with locals. It entails supporting community-driven initiatives that benefit both residents and visitors. There are various types of community-based tourism. The two most popular types are tours to villages and communities and homestay programs, in which participants stay with local families. Pro Niti Travel incorporates community-based tourism elements into their tours on a regular basis, such as visiting local artisans who make traditional handicrafts. The fact that community-based tourism is funded and managed by the local community distinguishes it. Even though the phrase "community-based tourism" is a relatively recent invention, it has been around for a while.

Success in certain nations depends on how many visitors it receives annually. The ability to attract tourists from other nations generates significant income for the host nation. People would not feel the need to visit an area as strongly without attractions. Consider all the locations throughout the world that feature landmarks from previous

battles. Attractions enable us to see a visual representation of the past. Human emotions are triggered by various forms of attraction. Natural wonders such as beaches, tropical island resorts, national parks, mountains, deserts, and forests, whether modern or historical, are traditional tourist destinations. The following are examples of cultural tourist attractions: historical sites, monuments, ancient temples, zoos, aquariums, museums and art galleries, botanical gardens, buildings, theme parks and carnivals, living history museums, public art, ethnic enclave communities, historic trains, and cultural events. Industrial tourism and creative tourism are cultural subcategories that emphasize factory tours, industrial heritage, and creative art and craft programmers.

Numerous tourist destinations also serve as historical sites. Sporting events like football matches, Formula 1 races, and sailing competitions can also attract tourists. Numerous tourist destinations also serve as historical sites. The location's culture, architecture, food, infrastructure, geography, events, and shopping all have an impact on visitors' expectations. These amenities draw guests and improve their trip experience. The main objective of attractions is to persuade tourists to travel to a certain location and spend time at various attractions while there. Attractions are essential to the travel and tourism industries because they draw visitors from all over the world.

1.3 PROBLEM STATEMENT

Allowing foreign tourists to participate in genuine cultural exchange with locals is a critical component of community-based tourism. It involves assisting locally-led initiatives that benefit both the neighborhood and visitors. Community-based tourism comes in a variety of forms. The most popular kinds are trips to towns and communities and homestay programs where you stay with local families. According to Thant, M.

(2020), "many of our excursions at Pro Niti Travel include components of community-based tourism, such as visits to local artisans who make traditional handicrafts. "One of the most important aspects of community-based tourism is that it is supported and managed by the community." While the term "community-based tourism" is relatively new, it has been in use for many years (Thant, M., 2020). In many ways, it is returning to a more traditional approach to tourism rather than developing anything new.

The problem statement faced in Tok Bali, Kelantan, impact on the tourist perspective is the atmosphere. The occurrence of a significant flood that damaged the beach at Tok Bali, Kelantan, in December 2022 was something the locals there did not want to happen. This caused the tourist who came there, namely Siti Masyitah Mohd Sekeri, a 30-year-old visitor from Johor Bahru, to be shocked to see the condition of the beach as she went there with her children during the school holidays in finding (Qistina, N.,2022). For those who love nature, what happened on the beach of Tok Bali, Kelantan, was very unexpected. It is because they believe that an untidy beach will jeopardize tourism in Tok Bali, Kelantan and marine life habitat (Qistina, N.,2022).

The following problem statement that Tok Bali, Kelantan has to face is the cultural environment. In Tok Bali, Kelantan, a fishing port, often catches fish. Whereas tourists often go there to buy fresh fish. This is because the fish sold in Tok Bali, Kelantan, is new and freshly caught by fishermen. Because fish is a significant protein source for most Malaysians, responsibly managing the fisheries sector is critical. Furthermore, Mohd Salleh, N. H., and Abdul Halim, M. A. discovered that the fishing sector's sustainability is jeopardized if it is not handled methodically (2018).

Finally, the problem statement that Tok Bali, Kelantan faced is the destination brand. The popular destinations in Tok Bali are Tok Aman Bali Beach Resort, Bisikan Bayu Beach, and others. Tok Bali, Kelantan's tourist destination area, is underserved by

the public, and there they frequently buy fresh fish to take home. They are unaware of the existence of exciting tourist spots there. Therefore, the authorities must play an essential role in ensuring that tourists from outside know an exciting place in Tok Bali, Kelantan.

1.4 RESEARCH OBJECTIVE

The research objectives are:

1. To investigate the relationship between tourist perspectives on Tok Bali, Kelantan.
2. To investigate the relationship between tourists, revisit the intention to visit Tok Bali, Kelantan.
3. To investigate the relationship between the attractions at Tok Bali, Kelantan that can attract tourists to revisit the place.

1.5 RESEARCH QUESTION

The research question was the question based on the objective of the research. To do research, there will be many questions that will be asked. There were several research questions that will be answered later. The questions that will be asked were:

1. What is the relationship between tourist perspectives on Tok Bali, Kelantan?
2. What is the relationship between tourists, revisit the intention to visit Tok Bali, Kelantan?
3. What is the relationship between the attractions at Tok Bali, Kelantan that can attract tourists to revisit the place?

1.6 SCOPE OF STUDY

The purpose of this research is to determine tourists' intentions to return to community-based tourism (CBT) from their point of view. This study assessed the level of tourists' satisfaction with their atmospheric experiences in the community at Tok Bali, Kelantan. Their encounters with the community of Tok Bali, Kelantan, were documented in terms of factors such as ambiance, environment, and interaction. It includes visitors of all ages, genders, countries, vocations, and educational backgrounds.

1.7 SIGNIFICANCE OF THE STUDY

1.7.1 Significance to Practice

This investigation could assist local stakeholders in the development of tourism strategies by highlighting the many factors involved in creating community-based tourism (CBT). As a result, the research was thought to help with long-term planning. The community-based tourism (CBT) procedure has aided in establishing and bolstering sluggish tourism sectors while supplying rural inhabitants with employment and expanded economic options (Butts & Sukhdeo-Singh, 2010; Srisuwan, Chantachan, & Thidpad, 2011). In order to help tourist planners, understand how the local community will react to industry changes, the study's findings may be used to guide the implementation of plans.

1.7.2 Significance of Social Image

This research should assist Tok Bali, Kelantan, in experiencing positive social change, as community-based tourism (CBT) strategy based on community feedback

should strengthen the state's tourism sector and increase foreign currency inflows. The development of more new businesses, more government spending, and more private sector, spending all benefit from increased foreign exchange. These economic stimulus measures ought to increase the number of jobs available. Although there is no agreed-upon definition of community-based tourism (CBT), Salazar (2012) stated that it aims to give community members more control.

Community-based tourism (CBT) is effective in rural areas where the programmer is run by locals, according to Salazar (2012). Tok Bali, Kelantan's economic issues should be helped by a more robust tourist sector, which would raise much-needed foreign cash. According to L. S. Stone and Stone (2011), CBT is a type of tourism that might help the industry recover. As such, it may be able to kickstart the economy of Tok Bali, Kelantan.

This quantitative exploratory case study's goal was to learn more about the opinions of Tok Bali, and Kelantan public and private tourist industry professionals. These insights are related to how they view the distinctions between CBT and conventional tourism. The perspectives additionally cover the aptitude for using CBT and assessing its possible advantages and drawbacks. Mitchell, Jolley, and Yin (2012) and Yin (2011) proposed the case study technique when a phenomenon needs to be examined and taken into account outside of a controlled laboratory context. Increased tourism should help Tok Bali, Kelantan's economies recover and put the state on the path to development.

Given the growing importance of the tourism sector in terms of GDP contribution, it is necessary to investigate the factors that influence a destination's tourist appeal (Omerzel, 2011). People are drawn to and spend time at a tourist location because of its appeal (Omerzel, 2011). According to L. S. Stone and Stone (2011), CBT boosted and revitalized the tourist sectors of various nations. Therefore, the introduction of CBT to Tok Bali may aid the struggling tourism sector. Reviving Tok Bali, Kelantan, and the

tourist sector ought to boost travel demand and boost the country's economy as a result.

1.8 DEFINITION OF TERMS

Tourist's Perspective

(Verma, D.,2015) The researcher finding the tourist/visitor seeks various emotional and physical experiences and satisfactions from tourism. And the nature of these encounters will largely determine the locations picked and the activities experienced, appreciated or participated in.

Revisit Intention

According to (Um, S., Chon, K., & Ro, Y., 2006), relative to the start decision-making process, the intention to revisit has been seen as a continuance of satisfaction. The chance of repeat business may be influenced by several independent factors, including perceived performance quality throughout the on-site and post-purchase phases, the destination's distinctiveness, and the research finding (Um, S., Chon, K., & Ro, Y., 2006).

Atmosphere

According to (Cheng, T. M., & Chen, M. T. 2021), in 1973, the term "atmospherics," coined by Kotler, was defined as "the atmosphere of a specific setting." According to the researcher, the four senses of sight (colour, brightness, size, and shapes), sound (volume and pitch), smell (scent and freshness), and touch (softness, smoothness, and temperature) can be used to create specific emotional effects in consumers, increasing the likelihood that they will make a purchase (Cheng, T. M., & Chen, M. T., 2021). According to Darden and Babin (1994), environmental cues are "atmospherics" and are associated with emotional responses in people. Ghosh (1990) describes "atmospherics" as a person's

mental state or emotional response while assessing their cognitive performance in a setting. This implies a close relationship between atmospherics and emotional self-awareness (Darden & Babin, 1994; Russell & Pratt, 1980).

Cultural Environment

According to the definition, cultural environments are those that have been altered by human activity, such as bridges, highways, power lines, industrial buildings, permanent archaeological structures on land or in water, and cultural landscapes in the countryside, woods, cities, and urban areas (Hill, E., 2022). Mehta, R. (2022) contends that analysing cultural contexts is essential to comprehending people's cultural practises and perspectives on their language, nationality, region, religion, and culture. This is used in a professional context. Numerous actors have an impact on the cultural environment. For example, social, educational, familial, and religious institutions all have an impact on marketing activities. Therefore, let's say a marketer wants to serve a foreign economy. In that situation, one must respect the local social mores. According to Mehta, R. (2022), cultural differences could appear highly insignificant in different economies. However, there is a good chance that marketing initiatives will fail if they are not considered. Marketing initiatives in foreign markets frequently fail because they can't consider cultural differences. A sociocultural environment may be evaluated by looking at regional and religious affiliations, traditions, social norms, and social structure that its inhabitants follow Mehta, R. (2022). Marketers will then understand how to execute their campaigns.

Destination Brand

The tourism sector is one of the major industries for earning foreign cash. According to (Verma, A., 2002), to increase tourism, destinations worldwide have started to create trademarks that relate to the characteristics of the places they represent. According to research findings, the primary objective of building a brand is to instill in tourists an impression of the venues' exclusivity, which is thought to significantly improve a nation's economy (Verma, A., 2002).

1.9 SUMMARY

This study is based on intentions to revisit an issue. The study is informed by the research regarding the variables affecting the decision to travel locally again to Tok Bali, Kelantan. The goal of this research is to look into the differences between the attractions in Tok Bali, Kelantan, that might entice tourists to revisit. The problem has been defined by the researcher. Furthermore, including community-based tourism destinations in developing countries with the intention of returning is clearly insufficient. As a result, the researcher asked whether community-based factors influencing revisit intention have any bearing. This chapter also introduces research areas and provides an overview of the current study's background and rationale.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The study's independent and dependent variables will be discussed in this chapter. Revisit intention will be discussed first, followed by factors affecting community-based tourism in Tok Bali, Kelantan. The relationship between the variables will then be better understood with the use of a conceptual framework and hypotheses. The conclusion will wrap up the entire discussion.

2.2 FACTORS AFFECTING REVISIT INTENTION OF COMMUNITY BASED TOURISM IN TOK BALI, KELANTAN

2.2.1 REVISIT INTENTION

The desire to return to a tourist destination has been described as a type of post-consumption behaviour in which a visitor repeats an activity or visits a location (Cole & Scott, 2004). Baker and Crompton (2000). It also has to do with whether the visitor intends to return to the same location or not (Khasawneh & Alfandi, 2019; Stylos et al., 2016), as well as whether they would recommend it to others (Chen & Tsai, 2007; Khasawneh & Alfandi, 2019).

Revisit intention is the customer's intention to return, spread favorable word of mouth, stay longer than anticipated, and spend more than anticipated. The "revisit intention" of a person is their willingness or desire to return to the same location on a

subsequent visit.

In most developing countries, the intention to return is a well-known contributor to increases in tourism spending (Promsivapallop & Kannaovakun, 2017). Prior research has repeatedly suggested that visitor experience influences revisit intention and that satisfaction is a predictor of tourists' revisit intention or behavioral intention (Cole & Chancellor, 2009).

The researchers also looked into the potential mediating and moderating effects of destination attachment on behavioural intention toward community-based tourism destinations (Ramkissoon & Mavondo, 2015). It is also clear that community-based tourism destinations in developing countries fall under the cognitive attributes of tourists' destination images, and their intention to return is insufficient, particularly in Malaysia (Abdul & Lebai, 2010).

As a result, this study investigated the factors influencing community-based tourism destinations that have an effect on destination attachment and revisit intention, such as atmosphere, culture, environment, and destination brand.

2.2.2 ATMOSPHERE

The reason "atmosphere" is a good starting point for measurement, according to research (Bauer et al., 2005; Pfaff, 2002), is that it can help people become aware of a space's design elements through sight, smell, touch, and taste. It can also be used as a management tool to influence visitor behaviour and attitudes (Heide & Grnhaug, 2006).

This study sees the interconnected components of creative people, creative processes, creative goods, and creative environments/presses as forming the "creative atmosphere" (CA) of "creative tourist destinations," which is defined as a distinct ambiance with visual and emotional appeal (G. Richards, 2011; G. Richards & Wilson,

2006). As a result, CA is philosophically open-ended.

Examples of how the creative environment in a creative district is created to pique and stimulate traveler interest include the cooperative efforts of travel writers, bloggers, and painters, the creation of artistic works, and the growth of interaction at the levels of "creative environment," "creative people," "creative product," and "people-tourist" (Uhrich & Benkenstein, 2010). However, what does CA actually mean and how is it determined? There are still gaps in the literature and opportunities for future research on these topics.

One of the numerous stunning beaches that line Kelantan's shore is Pantai Tok Bali. Due to the dense casuarinas that surround it, Tok Bali Beach is more serene and peaceful than other, more well-known beaches. Visitors will only find peace at this beach because it is one of the more secluded ones in Kelantan. Visitors can enjoy the warmth of the tropical sun and the cooling effect of the pleasant sea wind without the hassle of large crowds. Due to the beach's seclusion, there is plenty of room for picnics and group games, or tourists can go swimming in the comparatively shallow waters.

When needed, the densely growing casuarinas along the beach provide significant shade from the hot sun. A red-orange glow will greet visitors at dusk as it lowers to meet the open horizon, creating a romantic atmosphere. The beach is most popular for its isolation from crowded areas, which makes it a wonderful and tranquil escape, rather than the calm waves and sand beach.

2.2.3 CULTURAL ENVIRONMENT

The three-part framework of economy, society, and environment, which has recently been enhanced and supplemented by the cultural dimension, has been used to examine the complicated and contentious relationship between tourism and development from a

number of angles. (K. Soini and I. Birkeland, 2014).

The three pillars of "sustainability," the bases on which tourism values, processes, and choices may be negotiated and implemented, gain further analysis and operationalization the cultural aspect of sustainability issues, resource uses, practises, demands, and interests, etc., including tourism prospects and repercussions, is included.

The most fundamental and all-encompassing social dimension in every location is culture, which encompasses all facets of human existence and cognition as well as their resultant products, activities, meanings, symbols, representations, etc. In Tok Bali, Kelantan they still maintain Malay culture to attract visitors from abroad to know more about Malay tradition.

Tourism's cultural environment has a mutually beneficial relationship that can increase the attractiveness and competitiveness of destinations, regions, and countries. Culture is gradually becoming an important factor in attracting tourists, creating distinction in a crowded global marketplace. Creating a difficult relationship between tourism and culture can help destinations become more appealing as places to live, visit, and spend.

2.2.4 DESTINATION BRANDS

Destination branding is the foundation of marketing strategies and the most important marketing tool in the tourism sector for shaping the images of places in the minds of potential tourists and other stakeholders by emphasizing the exclusivity of these locations (Tasci, A.D.A., and Kozak, M. 2006). It's important to remember that place branding, also known as destination branding, is intricate and plays a significant part in local and corporate marketing initiatives aimed at attracting tourists to the area (Rudolf, W.; Wraas, A. 2021).

Branding benefits businesses as well as buyers. One of its responsibilities is to help customers recognize products and judge the caliber and consistency of the product. Brands allow one manufacturer to be held accountable for the product's performance. Another function of a brand is to facilitate decision-making and lessen the risk that consumers perceive. According to Aaker (1991), the purpose of a brand is to inform customers about the product's origin and to shield the producer from competitors who might provide similar goods.

According to these viewpoints, a brand serves as a tool for consumers' decision-making. In Tok Bali, they do their branding by promoting their place on social media, on websites, and other digital facilities.

2.3 HYPOTHESIS

The research hypothesis is made based on research factors affecting service, environment, and facilities and the confirmed factors that directly revisit the intention of community-based tourism in Tok Bali, Kelantan.

The following hypotheses are produced by the discussions and arguments above:

H¹: There is a significant relationship between atmosphere and revisit intention among tourists in Tok Bali, Kelantan.

H²: There is a significant relationship between the cultural environment and the intention to revisit Tok Bali, Kelantan.

H³: There is a significant relationship between destinations and brand attractions at Tok Bali, Kelantan, that can attract tourists to revisit the place.

2.4 CONCEPTUAL FRAMEWORK

A conceptual framework is a written or visual representation of the predicted relationships between variables. Variables are just properties, or properties that must be verified. Conceptual frameworks are frequently formed through evaluations of existing research material and theories on the subject.

The important part is the conceptual framework, which is intended to demonstrate the relationship between the independent and dependent variables, as shown in Figure 2.1:

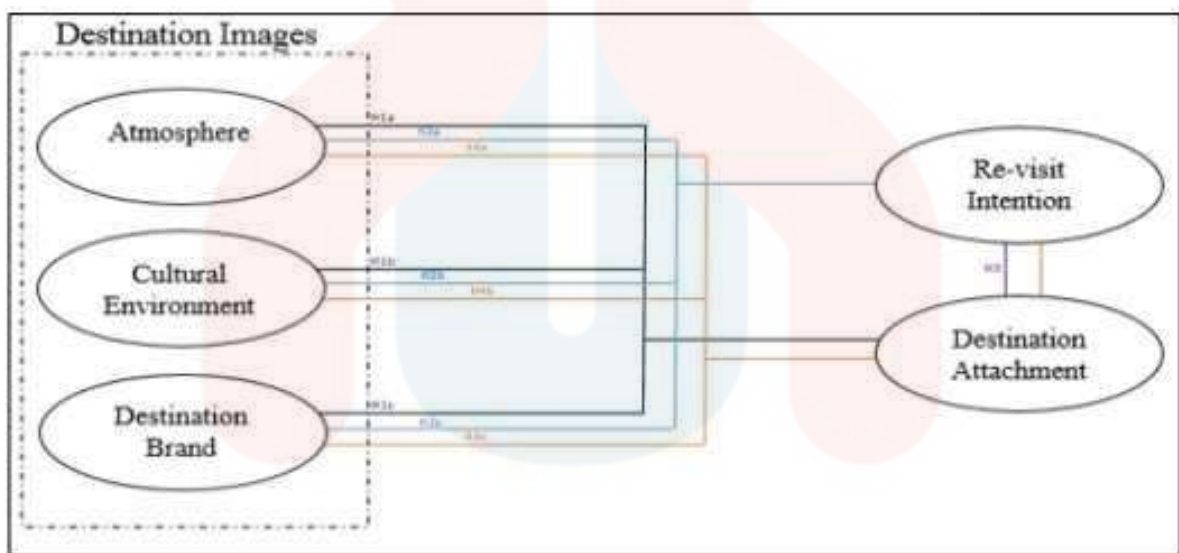


Figure 2.1: Conceptual Framework

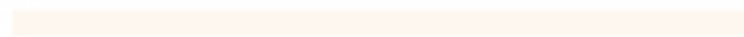
2.5 SUMMARY

In short, this chapter talks about the literature review. There are several variables in this study. A variable is an attribute or function that has been specifically defined or how it is implemented. A variable is an item that, in an investigation, can be counted, monitored, or manipulated. In short, the variables are main variables, which are tourist perspective and revisit intention. By freeing the tourist perspective and revisit intention, the researcher states that there are several variables that can improve the progress of the tourist perspective based on factors regarding tourists' perspectives on community-based

tourism that influence tourists' revisit intention to Tok Bali, Kelantan.



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CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

The previous chapter conducted a literature review to address the conceptual framework, independent variables, dependent variables, and study hypotheses. This chapter is divided into nine sections. Section 3.1 summaries the study; Section 3.2 describes the research design; Section 3.3 describes the population; Section 3.4 describes the sample size; Section 3.5 describes the sampling method; Section 3.6 describes the data collection procedure; Section 3.7 describes the research instrument; Section 3.8 describes the data analysis; and Section 3.9 concludes. This concludes Chapter 3.

3.2 RESEARCH DESIGN

The researcher's research design shapes the methodologies and approaches that will be used. The focus of research can be on developing successful studies using methodologies that are appropriate for the subject. The three main categories of study designs are data gathering, measurement, and analysis.

In this study, a descriptive research methodology will be used. A descriptive research approach will be employed in this investigation. This is a quantitative research strategy in which data will be collected from UMK students and people via questionnaires. The researchers would use quantitative research because it is a strategy for evaluating objective ideas by studying the relationship between variables.

Two major sections (a) and (b) made up the questionnaire (b). The first section contains background information about the students, such as their age, while the second

section focuses on the sources of factors influencing the revisit intention of Tok Bali, Kelantan, and is divided into two parts, "yes" and "no." To assess the sources of stress, all items in Section B were scored with a 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree).

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

Table 3.1: Likert Scale

The questionnaire will measure the factors affecting the intention to revisit Tok Bali, Kelantan. It is very important to design questions carefully and make them relevant to the research topic. The question should make items clear, and the respondent must be competent to understand and answer them.

3.3 POPULATION

A population is a group of people with whom we want to come to terms. A population is defined as a group of people, events, or topics of interest about which researchers must draw conclusions. In research, a population is typically not related to humans. It can refer to a group of objects, events, organizations, countries, species, and organisms that are being researched. The population of this study includes all residents of Tok Bali, Kelantan, who have an impact on tourism. As long as they were familiar with the community-based tourism (CBT) programming and its potential, they could work in any tourism-related industry.

3.4 SAMPLE SIZE

Fleetwood (2021) defines a sample as a smaller data set that is collected or selected by a researcher from a larger population using a particular selection method. The size of the sample is useful in gaining insight into a group of people chosen from the general population, and it is thought to be representative of the true population for that particular research. The sample for this study will be selected from the target population. The target population is 384 residents around the state of Kelantan.

3.5 SAMPLING METHOD

The selection of a sufficient number of elements from a population is known as sampling. Researchers will be able to generalize traits or characteristics to aspects of the population after conducting sample studies and understanding the traits or characteristics. Survey questionnaire is relatively easy because it can reach respondents more closely and the data obtained is more accurate. To select respondents among random peoples, a simple random sample was used to target 384 peoples, factors affecting revisit intention. The researcher can select the sample size and pick the communities conveniently.

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Table 3.1

Table for Determining Sample Size of a Known Population

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

Note: N is Population Size; S is Sample Size

Source: Krejcie & Morgan, 1970

Table 3.2: Population (Krejcie & Morgan, 1970)

3.6 DATA COLLECTION PROCEDURE

Structured equation modeling, a Google form, and the partial least squares SmartPLS-3.0 software package were used to analyse the recommended tourist viewpoint in the conceptual model under study. The data analysis approach is suitable for both exploratory and confirmatory investigations to determine how effectively exogenous or independent latent constructs predict endogenous or dependent latent constructs (Hair et al., 2017; Ringle, Wende, & Becker, 2015). PLS-SEM is used to avoid bias estimates, which could result in Type I and Type II errors because the data is unknowable (Sarstedt, Hair, Ringle, Thiele, & Gudergan, 2016). In the current study, PLS-SEM was found to be the most effective method for explaining the visitors' complex behavior. Because the majority of constructs used in the social sciences are design constructs (Henseler, 2017), a composite measurement model is appropriate in this study's case.

In order to get the essential information for this analysis, questionnaires were given to representatives, who completed them and provided the necessary information.

Residents of the state of Kelantan who agreed to participate in the study by answering questions online were given the questionnaire. The answer would be more precise because this survey assists the study, if necessary, in contacting potential participants to ensure a more precise sample from which to draw a conclusion. It was the members' responsibility to distribute the self-administered questionnaire to students, monitor the process, and notify the researcher when all questionnaire forms were submitted. The respondent will be given a questionnaire with 20 questions in order to learn more about the factors influencing tourists' perspectives in community-based tourism toward reliability and revisit intention at Tok Bali, Kelantan. The questionnaire is divided into three sections: Part A, Part B, and Part C. Section A, includes demographic elements that collect background information from respondents, such as name, gender, and age. Section B includes questions about three aspects of tourists' perspectives. Section C includes questions about tourists' plans to return to Tok Bali, Kelantan. The question also asked the respondent to rate the extent of their agreement with each element.

3.7 RESEARCH INSTRUMENT

An observation-based interview and a questionnaire are part of a set of measuring tools known as research instruments that are used to gather useful information from target respondents on a certain topic. Therefore, it is essential the inquiry that the right study instrument be chosen for data gathering. Research tools can be classified as either qualitative or quantitative.

In this study, the quantitative technique is used as a research instrument for data collection, analysis, and interpretation. According to Muijs, Daniel (2010), quantitative research methods emphasize objective measurement and statistical, mathematical, or numerical analysis of data collected via surveys, questionnaires, and opinion polls, as well

as data manipulated through computational methods. Researchers who conduct quantitative research concentrate on gathering numerical data, generalizing it to large populations, or explaining particular phenomena. The structure of the final written report is clearly defined by an introduction, literature and theory, methodology, results, and commentary.

Qualitative research has a tone of evidence. According to Creswell, Hanson, Clark-Plano, and Morales (2007) and Hamilton and Finley (2019), qualitative researchers have access to a variety of data collection tools from which to choose based on their research objectives and proficiency with them. An interview guide is simply a list of the topics that a researcher intends to cover in an interview, as well as the questions that must be addressed under each topic (Jamshed, 2014). (Jamshed, 2014).

In order to specifically collect pertinent data for a study objective, it conducts a face-to-face conversation between a researcher and participants. A focus group discussion guide, according to Guest (Namey, Taylor, Eely, and McKenna 2017), provides questions to guide researchers when they gather people from similar backgrounds or experiences together to explore a specific issue of interest. In the context of gathering data through observation, researchers can use an observation checklist, which is a list of topics that an observer analyses while monitoring participants' behaviors. Howitt (2019). Howitt (2019).

D.P	Name Gender: male / female Marital status: single / married Age From	Open-Ended Scale
REVISIT INTENTION (Moore & Graefe, 1994)	5 Question	Likert Scale
ATMOSPHERE (Moore & Graefe, 1994)	5 Question	Likert Scale
CULTURAL ENVIRONMENT (Moore & Graefe, 1994)	5 Question	Likert Scale
DESTINATION BRANDS (Moore & Graefe, 1994)	5 Question	Likert Scale

3.8 DATA ANALYSIS

According to Eteng, O. 2022, data analysis is an important aspect of research because a poor analysis results in an incorrect report, which leads to inaccurate and poor decision-making. As a result, selecting an appropriate data analysis strategy is critical to obtaining reliable and meaningful insights from your data. Finding patterns, connections, and links in data can be difficult. Nonetheless, with the proper data analysis process and tools, it can run through its data and generate information about it.

3.8.1 Descriptive Statistics

According to Bhandari, 2023, descriptive statistics is the properties of a data collection that are organized and summarized using descriptive statistics. A data set is a compilation of observations or answers from a sample of a population or the complete population. The initial

stage in statistical analysis in quantitative research is to define features of the replies, such as the average of one variable (for example, age) or the relationship between two variables (for example, age and creativity). Bush (2020), the practice of employing statistical techniques to describe or summaries a collection of data is known as descriptive analysis, sometimes referred to as descriptive analytics or descriptive statistics. Descriptive analysis, one of the main forms of data analysis, is well-liked for its capacity to produce understandable insights from uninterpreted data. The descriptive analysis does not seek to make future predictions, in contrast to other methods of data analysis. Instead, it only uses historical data that has been altered to make sense of it in order to draw conclusions.

3.8.2 Reliability Analysis

The consistency of a metric is referred to as reliability in statistics. Researchers want tests with high dependability since it indicates the results may be accepted because the test consistently gives measurements over time (Zach, 2022). According to *IBM Documentation*, you may examine the characteristics of measuring scales and the components that make up the scales using reliability analysis. In addition to providing data on the correlations between the scale's constituent items, the reliability analysis technique creates a variety of regularly used scale reliability measures. To measure inter-rater dependability, one can compute intraclass correlation coefficients.

3.8.3 Pearson Correlation Analysis

This research used the Pearson Correlation Analysis. According to FlexMR (2021), a statistical technique called correlation analysis is used to determine whether or if there is a link between two variables or datasets and how strong that relationship could be. This implies that, in terms of market research, correlation analysis is used to examine quantitative data acquired

through research techniques like surveys and polls, in order to determine whether there are any notable relationships, patterns, or trends between the two.

According to Stewart, 2023, the correlation coefficient, commonly known as Pearson's correlation coefficient, is a statistic that expresses how strongly two variables are related. The range of Pearson's correlation coefficient r is from -1 to $+1$. A value of 0 denotes that there is no link between the two variables, whereas values of 1 or $+1$ imply a perfect linear relationship (Stewart, 2023). (Negative numbers just show the direction of the connection, with one variable rising while the other falls.) A linear connection, but not a perfectly linear one, is shown by correlation coefficients that deviate from 0 but are neither 1 or $+1$. The work on the correlation coefficient was first published in 1896 by British mathematician Karl Pearson, who was built on prior research by French physicist Auguste Bravais and British eugenicist Francis Galton (Stewart, 2023).

3.9 SUMMARY

This chapter focused on the data collected by University Malaysia Kelantan (UMK) students and other people via questionnaires. The researcher also discussed the demographics of the target population, sample size, sampling procedure, data collection, research equipment, and data analysis. As a consequence of this study, the researcher may also learn how to apply the research design and work, as well as other components. This chapter also detailed how the questionnaire was developed and how it might be utilized in this study.

CHAPTER 4

DATA ANALYSIS

4.1 INTRODUCTION

This chapter is about the results and findings of data analysis we have collected in a survey in Google Forms. We use Google Forms because we use the quantitative study method. If the data have been collected the researcher was able to test the hypothesis and answer of the research study. The data are analyzed by Statistical Package for the Social Sciences (SPSS) and the last result will be presented in this chapter.

4.2 DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

A whole amount of 340 questionnaires were distributed through an online platform. In this questionnaire, we targeted 280 respondents but, in this case, we overreacted to 60 respondents from our expectation. In that instance, we created the SPSS using 340 respondents. There was a table of the total number of questionnaires below:

Number of questionnaires distributed	340
Questionnaires returned and usable to be analysis	340
Response rate	100%
Questionnaires used for analysis	340

Table 4.1: Total Number of Questionnaires

4.2.1 Gender of Respondents

Respondents Gender	Frequency (n= 340)	Percentage (%)
Male	76	22%
Female	264	78%
Total	340	100%

Table 4.2: Gender of Respondents

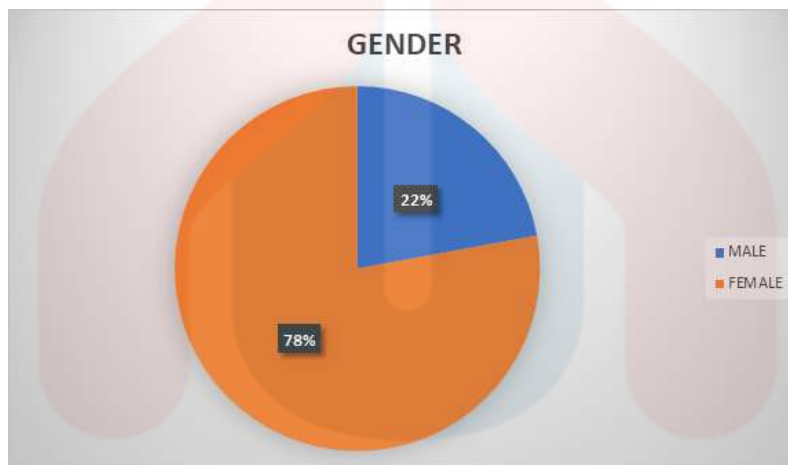


Figure 4.1: Pie Chart Gender of Respondents

Figure 4.1 showed female respondents had the highest percentage which is 78% (n= 264). For male respondents the lowest percentage which is 22% (n= 76).

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4.2.2 Race of Respondents

Respondents Race	Frequency (n=340)	Percentages (%)
Malay	327	96.2%
Chinese	5	1.5%
Indian	2	0.6%
Others	6	1.8%
Total	340	100%

Table 4.3: Race of Respondents

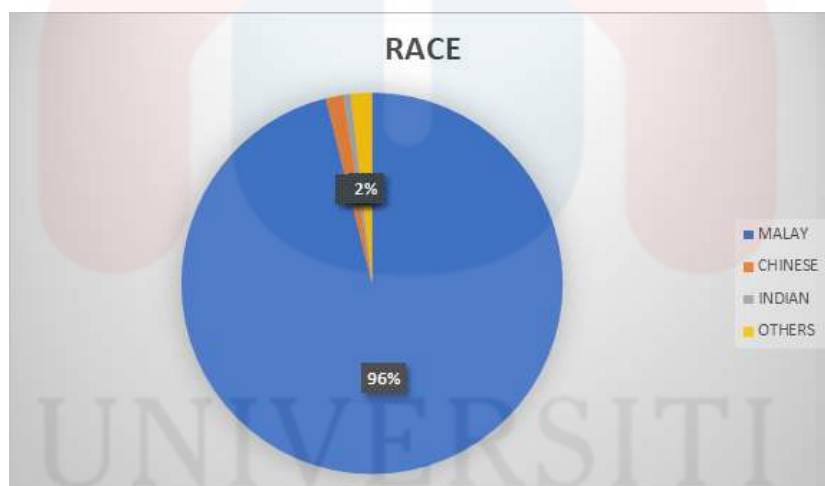


Figure 4.2: Pie Chart Race of Respondents

Table 4.3 showed Malay was the highest percentage in the race of respondents which is 96.2% (n=327). The percentage of Chinese is 1.5% (n=5) and others is 1.8% (n=6). The lowest percentage in race of respondents is Indian people which is 0.6% (n=2).

4.2.3 Age of Respondents

Respondents Age	Frequency (n=340)	Percentages (%)
20 - 30 years old	301	88.5%
31 - 40 years old	31	9.1%
41 -50 years old	5	1.5%
51 years old and above	3	0.9%
Total	340	100%

Table 4.4: Age of Respondents

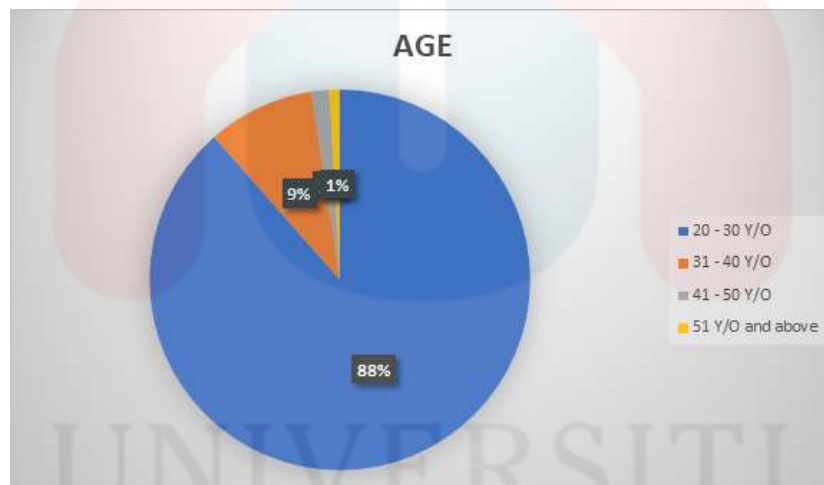


Figure 4.3: Pie Chart Age of Respondents

Table 4.4 shows the highest percentage of respondents is 20 - 30 years old which is 88.5% (n=301). The percentage of 31 - 40 years old is 9.1% (n=31) and 41 - 50 years old the percentage is 1.5% (n=5). The lowest percentage in age of respondents is 0.9% (n=3).

4.2.4 Marital Status of Respondents

Respondents Marital Status	Frequency (n=340)	Percentages (%)
Single	264	78%
Married	76	22%
Total	340	100%

Table 4.5: Marital Status of Respondents

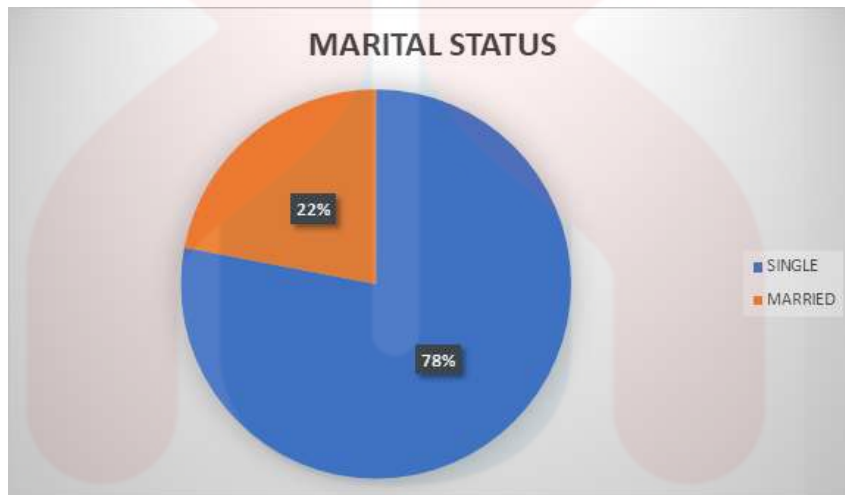


Figure 4.4: Pie Chart Marital Status of Respondents

Figure 4.5 shows the percentage of single in marital status was the highest percentage which is 78% (n=264). The lowest percentage in married is 22% (n=76).

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4.2.5 Educational of Respondents

Respondents Educational	Frequency (n=340)	Percentage (%)
Secondary School	60	17.4%
Form 6	35	10.3%
Diploma	34	10%
Bachelor of Degree	202	59.1%
Master Degree	8	2.4%
PhD	1	0.3%
Total	340	100%

Table 4.6: Educational of Respondents

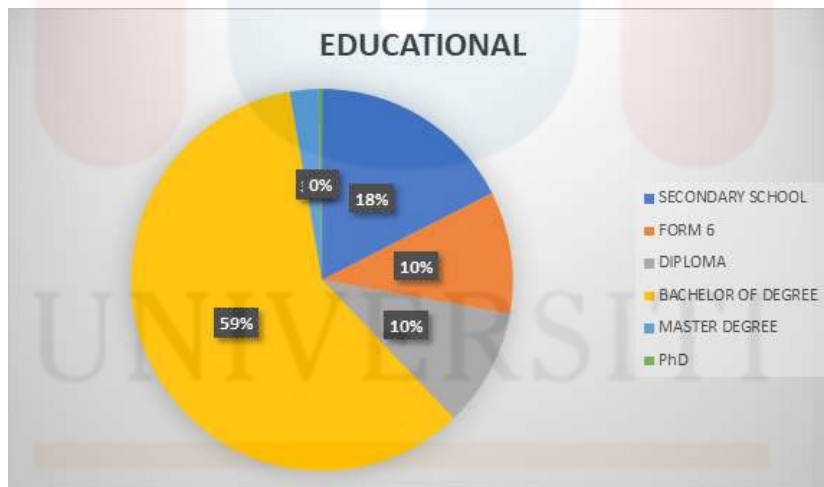


Figure 4.5: Pie Chart Educational of Respondents

Table 4.6 showed Bachelor of Degree was the highest percentage in education which is 59.1% (n=202). The percentage of Secondary School education was 17.4% (n=60). Next is the percentage of Form 6 is 10.3% (n=35) and the percentage of Diploma is 10% (n=34). The percentage of Master Degrees is 2.4% (n=8). The lowest percentage in education of PhD is 0.3% (n=1).

4.2.6 Occupation of Respondents

Respondents Occupation	Frequency (n=340)	Percentage (%)
Students	224	66.2%
Employed	78	22.6%
Unemployed	37	10.9%
Retired	1	0.3%
Total	340	100%

Table 4.7: Occupation of Respondents

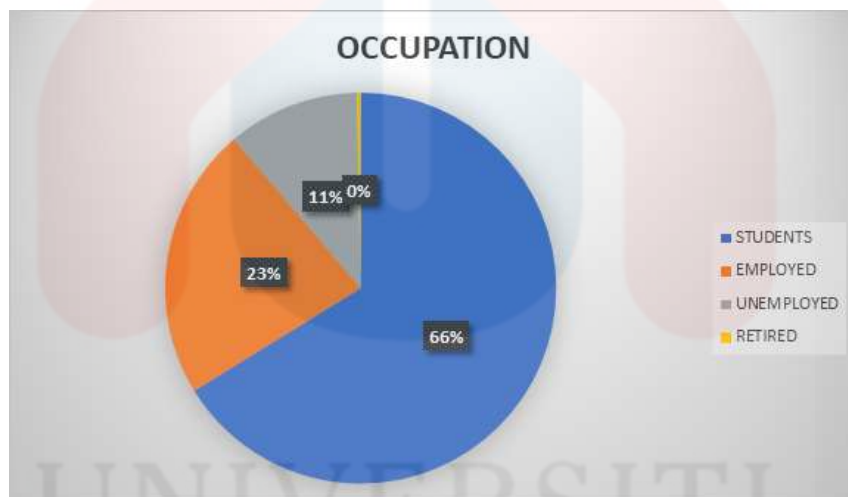


Figure 4.6: Pie Chart Occupation of Respondents

Table 4.7 showed the highest percentage in occupation is students which is 66.2% (n=224).

The percentage of employed is 22.6% (n=78) and the percentage of unemployed is 10.9% (n=37). The lowest percentage in occupation is retired which is 0.3% (n=1).

4.3 RESULT OF DESCRIPTIVE ANALYSIS

The properties of data collection are organized and summarized using descriptive statistics. A data set is a compilation of observations or answers from a sample of a population or the complete population (Bhandari, 2023). For the independent and dependent variables, we used mean and standard deviation. The most used technique for calculating the average is the mean, or M . Simply tally up all the response values, then divide that total by the total number of replies to determine the mean. N is the total number of observations or responses. The average degree of variability in your dataset is represented by the standard deviation (s or SD). It reveals the average deviation of each score from the mean. The data set is more unpredictable the higher the standard deviation (Bhandari, 2023). This research has analysed the mean and standard deviation for sections B, section C, section D, and section E in the questionnaire that has been given to the respondent. The responses by the respondent have been scaled by using the Likert scale which is “Strongly Disagree”, and “Disagree”. “Neutral”. “Agree”, and “Strongly Agree”.

4.3.1 Result of Descriptive Analysis Dependent Variable and Independent Variable

NO.	VARIABLES	N	MEAN (M)	STANDARD DEVIATION (SD)
1.	Re-visit Intention	340	3.9725	.84407
2.	Atmosphere	340	3.7953	.78510
3.	Culture Environment	340	3.9447	.75571
4.	Destination Brand	340	4.0512	.76399

Source: SPSS

Table 4.8: Descriptive Analysis Dependent Variable and Independent Variable

Table 4.8 shows a descriptive analysis of dependent variables and independent variables. Descriptive statistics of dependent variables and independent variables show each variable's means and standard deviation. The highest mean on that table is Destination Brand which is 4.0512 (SD= .76399). The lowest mean in that table show is Atmosphere which is 3.7953 (SD= .78510).

4.3.2 Revisit Intention

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
1. Have you visit Tok Bali? Apakah anda sudah melawat Tok Bali	340	1	5	3.72	1.371
2. Which are the following attraction at Tok Bali, Kelantan that you have visited the most? Yang manakah tarikan berikut di Tok Bali, Kelantan yang paling anda kunjungi?	2	5	5	5.00	.000
3. Purpose of visiting Tok Bali? Tujuan untuk melawat Tok Bali?	2	5	5	5.00	.000
4. If you are a tourist will you choose to visit Tok Bali? Jika anda seorang pelancong adakah anda akan memilih untuk melawat Tok Bali	340	1	5	4.09	.901
5. I will encourage friends and relatives to visit Tok Bali. Saya akan menggalakkan rakan-rakan dan saudara mara untuk melawat Tok Bali	340	1	5	4.11	.934
DV_RI	340	1.00	5.00	3.9725	.84407
Valid N (listwise)	2				

Table 4.9: Descriptive Analysis of Revisit Intention

Table 4.9 showed the highest mean for the revisit intention in 2 questions which is 5.00 (SD=.000). For the statement in the table shows the highest mean is question 2 and question 3. Question 2 statement is “Which are the following attractions at Tok Bali, Kelantan that you have visited the most?”. Then, for question 3 is the “Purpose of visiting Tok Bali?”. The lowest mean for the re-visit intention is 3.72 (SD= 1.371) with the statement “Have you visit Tok Bali?”.

4.3.3 Atmosphere

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
The atmosphere at the Tok Bali area is fresher compared to other tourist spots? Jasana di kawasan Tok Bali lebih segar berbanding tempat pelancongan lain	340	1	5	3.76	.889
The atmosphere at the Tok Bali area is more beautiful than in other places? Jasana di kawasan Tok Bali lebih cantik berbanding di tempat lain	340	1	5	3.78	.920
The positive values the environment in Tok Bali. Tok Bali mementingkan alam sekitar yang positif	340	1	5	3.81	.912
In this vacation spot, I feel at home. Di tempat percutian ini, saya berasa seperti di rumah	340	1	5	3.68	.963
A very clean and wholesome atmosphere that suits a holiday with a complete family. Jasana yang sangat bersih dan sihat yang sesuai dengan percutian bersama keluarga yang lengkap	340	1	5	3.95	.936

Table 4.10: Descriptive Analysis of Atmosphere

Table 4.10 shows the highest mean of the atmosphere is 3.95 (SD= .936) which is “A very clean and wholesome atmosphere that suits a holiday with a complete family”. The lowest mean for the atmosphere on that table is 3.68 (SD= .963) which is “In this vacation spot, I feel at home”.

4.3.4 Cultural Environment

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
1. The cultural environment of the community in Tok Bali is more friendly to tourist. Persekitaran budaya masyarakat di Tok Bali lebih mesra pelancong	340	1	5	3.97	.836
2. The culture of the environment in Tok Bali is more about them respecting each other. Budaya persekitaran Tok Bali lebih kepada mereka saling menghormati antara satu sama lain	340	1	5	3.95	.856
3. A combination rich fusion of traditional Malay and Thai food, as well as a number of historical sites. Tempat yang kaya dengan makanan tradisional Melayu dan Thai, serta beberapa tapak bersejarah	340	1	5	3.98	.882
4. The basic concept of Tok Bali, Kelantan is known as an Islamic City. Konsep asas Tok Bali, Kelantan dikenali sebagai Bandar Islam	340	1	5	3.99	.864
5. I think, culture in Tok Bali was the unique other than place in Malaysia. Saya rasa, budaya di Tok Bali adalah unik selain tempat di Malaysia	340	1	5	3.84	.904
IV_CE	340	1.00	5.00	3.9447	.75571
Valid N (listwise)	340				

Table 4.11: Descriptive Analysis of Cultural Environment

Table 4.11 showed the highest mean of the culture environment is 3.99 (SD= .864) with the statement “The basic concept of Tok Bali, Kelantan is known as an Islamic City”. The lowest mean in the culture environment is 3.84 (SD= .904) with the statement “I think, culture in Tok Bali was the unique other than place in Malaysia”.

4.3.5 Destination Brands

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
1. I think this Tok Bali is popular among locals and tourist. Saya rasa Tok Bali ini popular di kalangan penduduk tempatan dan pelancong	340	1	5	4.03	.846
2. Tok Bali has its own unique image. Tok Bali mempunyai imej yang unik yang tersendiri	340	1	5	4.09	.858
3. Destination in Tok Bali is a perfect place to re-visit. Destinasi di Tok Bali adalah tempat yang sesuai untuk dilawati semula	340	1	5	4.06	.848
4. I think, a peaceful environment and the appropriate to rest and relaxing at the destination. Saya fikir, persekitaran yang damai dan sesuai untuk berehat dan bersantai di destinasi ini	340	1	5	4.10	.854
5. Compared to other more commercialized beach, Tok Bali beach is relatively quiet and more scenes as it is surrounded by green casuarinas. Berbanding dengan pantai lain yang lebih dikomersialkan, pantai Tok Bali agak tenang dan lebih banyak pemandangan kerana dikelilingi oleh kasuarina hijau	340	1	5	3.98	.899
IV_DB	340	1.00	5.00	4.0512	.76399
Valid N (listwise)	340				

Table 4.12: Descriptive Analysis for Destination Brands

Table 4.12 showed the highest mean of the destination brand is 4.10 (SD= .854) with the statement “I think, a peaceful environment and the appropriate to rest and relaxing at the destination”. The lowest mean in the destination brand is 3.98 (SD= .899) with the statement “Compared to other more commercialized beach, Tok Bali beach is relatively quiet and more scenes as it is surrounded by green casuarinas”.

4.4 RESULT OF RELIABILITY TEST

The qualities of measuring scales and the items that comprise the scales may be studied using reliability analysis. The Reliability Analysis process computes a variety of regularly used measures of scale reliability as well as information on the relationships between particular scale items. Inter-rater reliability estimates can be computed using intraclass correlation coefficients (*IBM Documentation*, n.d.). Based on the rule of thumb of Cronbach's Alpha range by Interpretation, *SPSS - Statistics How To*, (2023), the test items may be highly connected if the alpha level is high. The 0.9 may be larger with more things, while the 0.5 can be smaller with less items. If alpha is high, this can indicate unnecessary inquiries (*Cronbach's Alpha: Definition, Interpretation, SPSS - Statistics How To*, 2023b). This table below shows the value of Cronbach's alpha coefficient:

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Table 4.13: Cronbach's Alpha Coefficient Value

4.4.1 Pilot Test

A pre-test was administered by the researcher to 33 respondents using a google form to make sure there were no grammatical errors, to see if the respondents could understand the question, and to check whether the claim was well presented. Source: SPSS

Variables	Cronbach's Alpha	Number of Items
Revisit Intention	0.670	5
Atmosphere	0.852	5
Cultural Environment	0.941	5
Destination Brand	0.956	5

Table 4.14: Reliability Statistics of the Pilot Test Analysis

Based on the reliability statistics of the pilot test in that table 4.14, the result shows that the dependent variable which is 'revisit intention' is questionable in strength of association. Meanwhile the independent variable is atmosphere .852 in the category of good. Other than that, two of other variables are cultural environment .941 and destination brand .956 in the category excellent of the strength of association.

4.4.2 Reliability Test

Variable	Cronbach's Alpha	No of item	N
Revisit Intention	0.666	3	340
Atmosphere	0.904	5	340
Cultural Environment	0.920	5	340
Destination Brand	0.932	5	340
All Variable	0.957	18	340

Table 4.15: Reliability Analysis Result

The accuracy and repeatability reliability test has been completed. The survey was completed and replies were given by 340 random individuals.

The survey's reliability analysis is provided in Table 4.15. The reliability of all constructs ranges between 0.666 and 0.932. Based on the findings of all the constructions, the coefficient is questionable and excellent.

According to the findings of this study, the excellent value of the construct is destination brand at 0.932, followed by cultural environment at 0.920 (excellent), atmosphere at 0.904 (excellent), and finally re-visit intention at 0.666 (questionable).

4.5 RESULT OF PEARSON'S CORRELATION COEFFICIENT ANALYSIS

Pearson's Correlation Coefficient analysis was performed to investigate the link between the independent variables of atmosphere, cultural environment, and destination brand with the dependent variable of revisit intention. Based on the amount of the correlation, Pearson correlation is used to estimate the strength of the link between an independent variable and a dependent variable. The table below shows coefficient correlations and the strength of the relationship:

Correlation Coefficient (r)	Strength of Relationships
(0.91 to 1.00) or (-0.91 to 1.00)	Very Strong
(0.71 to 0.90) or (-0.71 to 0.90)	Strong
(0.51 to 0.70) or (-0.51 to -0.70)	Medium
(0.31 to .50) or (-0.31 to -0.50)	Weak
(0.01 to 0.30) or (-0.01 to -0.30)	Very Weak
0.00	No Correlation

Table 4.16: Coefficient Correlations and Strength of Relationship

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Hypothesis 1

H1: There is a significance relationship between the atmosphere towards revisit intention at Tok Bali, Kelantan.

CORRELATIONS			
		Atmosphere	Revisit Intention
Atmosphere	Pearson Correlation	1	.624**
	Sig. (2-tailed)		< .001
	N	340	340
Revisit Intention	Pearson Correlation	.624**	1
	Sig. (2-tailed)	< .001	
	N	340	340
**Correlation is significant at the 0.01 level (2-tailed)			

Source:SPSS

Table 4.17: Correlation Analysis for Hypothesis 1

Table 4.17 shows a medium association between the atmosphere and revisit intention at Tok Bali, Kelantan, with a correlation value of .624**. This demonstrates that the atmosphere has a good relationship with the revisit intention at Tok Bali, Kelantan. The significant value of the atmosphere is 0.000, which is less than the highly significant value of 0.001. As a result, there is a relationship between the atmosphere towards revisit intention at Tok Bali, Kelantan. Hence, H1 is supported.

Hypothesis 2

H2: There is a significance relationship between the cultural environment towards revisit intention at Tok Bali, Kelantan.

CORRELATIONS			
		Cultural Environment	Revisit Intention
Cultural Environment	Pearson Correlation	1	.590**
	Sig. (2-tailed)		< .001
	N	340	340
Revisit Intention	Pearson Correlation	.590**	1
	Sig. (2-tailed)	< .001	
	N	340	340

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

Source: SPSS

Table 4.18: Correlation Analysis for Hypothesis 2

Table 4.18 demonstrates that there is a .590** association between cultural environment and revisit intention in Tok Bali, Kelantan. This shows a relationship between the cultural environment and revisit intention at Tok Bali, Kelantan. The significant value for the cultural environment is 0.000, which is less than the significant level of 0.01. As a result, there is a substantial association between the cultural environment towards revisit intention at Tok Bali, Kelantan. Hence, H2 is supported.

Hypothesis 3

H3: There is a significance relationship between the destination brands towards revisit intention at Tok Bali, Kelantan.

CORRELATIONS			
		Destination Brand	Revisit Intention
Destination Brand	Pearson Correlation	1	.652**
	Sig. (2-tailed)		< .001
	N	340	340
Revisit Intention	Pearson Correlation	.652**	1
	Sig. (2-tailed)	< .001	
	N	340	340
**Correlation is significant at the 0.01 level (2-tailed)			

Source: SPSS

Table 4.19: Correlation Analysis for Hypothesis 3

Table 4.12 the correlation value of .652** reveals a medium relationship between the destination brands towards revisit intention at Tok Bali, Kelantan. This shows that the relationship between the destination brands towards revisit intention at Tok Bali, Kelantan. The destination brand's significant value is 0.000, which is less than the extremely significant value 0.001. As a result, there is a relationship between the destination brands towards revisit intention at Tok Bali, Kelantan. Hence, H3 is supported.

4.6 DISCUSSION BASED ON RESEARCH OBJECTIVES

The findings of this study examined the relationship between the atmosphere, cultural environment, destination brand, and revisit intention at Tok Bali, Kelantan.

Hypothesis	Pearson's Correlation Results
H1: There is a significance relationship between the atmosphere towards revisit intention at Tok Bali, Kelantan.	$r = .624^{**}$, $p < 0.01$ Medium
H2: There is a significance relationship between the cultural environment towards revisit intention at Tok Bali, Kelantan.	$r = .590^{**}$, $p < 0.01$ Medium
H3: There is a significance relationship between the destination brands towards revisit intention at Tok Bali, Kelantan.	$r = .652^{**}$, $p < 0.01$ Medium

Table 4.20: Shows the summary for hypothesis testing in this study

Based on table 4.20 showed that Pearson's correlation analysis was performed to evaluate the hypothesis on atmosphere, cultural environment, destination brand, and revisit intention at Tok Bali, Kelantan. At the 0.01 significance level, all hypotheses provided were accepted. Moreover, all of the hypothesis is supported as the end result showed that independent variables which are atmosphere, cultural environment, and destination brand have a medium and positive correlation with the revisit intention.

4.7 SUMMARY

The results of frequency analysis, descriptive analysis, reliability analysis, and Pearson Correlation Coefficient analysis are defined in Chapter 4. These factors were shown to be important and positively connected with revisit intention at Tok Bali, Kelantan. Furthermore, because the p-value is less than 0.05, all hypotheses are supported.



CHAPTER 5

DISCUSSION & CONCLUSION

5.1 INTRODUCTION

This chapter is all about discussion and conclusion. The chapter will begin with an introduction, followed by a recapitulation of the research findings, limitations, recommendations, and summary. This chapter goes through the results from Chapter 4. Furthermore, this chapter discusses the recommendations that may be applied for this research in the future. The researchers will draw conclusions regarding this study at the end of this chapter.

5.2 RECAPITULATION OF THE FINDINGS

The discussion of recapitulation from the findings that researchers done in the previous chapter (Chapter 4), which based on research objective, research questions and hypothesis for this study. This study conducted to establish the influencing factors of virtual learning education.

This study is focused more on how the relationship between the atmosphere, cultural environment, destination brand and revisit intention. Based on the relationship, the researchers can know how all the variables can be related to the revisit intention in Tok Bali, Kelantan. The results shown in the Chapter 4 is based on the questionnaire, which was designed by the researchers to the respondent. The questionnaire consisted of a total number of 20 questions in all sections. Section A is focused on the demographic information of the respondents, which are the gender, race, age, marital status and occupation of respondent. Section B focused on the

independent variables (IV) which are the atmosphere, cultural environment, and destination brand. Section C focused on the dependent variable (DV) which is the revisit intention of community-based tourism in Tok Bali, Kelantan based tourist perspective. The questionnaire is focused on the quantitative nature of descriptive science and contains multiple options where the respondents are able to fill in accordingly.

5.2.1 Relationship between atmosphere and revisit intention of community-based tourism in Tok Bali, Kelantan.

Research question 1 of this study asked any relationship between atmosphere and revisit intention of community-based tourism in Tok Bali, Kelantan? This is also to answer the first objectives and hypothesis.

Research Objectives (RO)	Research Question (RQ)
<p>To examine the relationship between atmosphere and revisit intention of community-based tourism in Tok Bali, Kelantan.</p>	<p>Is there any relationship between atmosphere and revisit intention of community-based tourism in Tok Bali, Kelantan?</p>
<p>H1: There are relationship between atmosphere and revisit intention of community-based tourism in Tok Bali, Kelantan</p>	

Table 5.1: Research Objective 1 & Research Question 1

The result of hypothesis H1 in the previous chapter reviewed to answer research question 1. Apart from that, H1 stated that there is a relationship between atmosphere and

revisit intention of community-based tourism in Tok Bali, Kelantan. From the findings, it shows that atmosphere is positive and moderately related to revisit intention of community-based tourism in Tok Bali, Kelantan based tourist perspective with correlation coefficient of .624. The p value of atmosphere is .000 which is less than the highly significant level .0001. In addition, there is a relationship between atmosphere and revisit intention of community-based tourism in Tok Bali, Kelantan. Therefore, H1 accepted.

5.2.2 Relationship between cultural environment and revisit intention of community-based tourism in Tok Bali, Kelantan.

Research question 2 of this study asked any relationship between cultural environment and revisit intention of community-based tourism in Tok Bali, Kelantan? This is also to answer the second objective and hypothesis.

Research Objectives (RO)	Research Question (RQ)
To examine the relationship between cultural environment and revisit intention of community-based tourism in Tok Bali, Kelantan.	Is there any relationship between cultural environment and revisit intention of community-based tourism in Tok Bali, Kelantan?
H1: There are relationship between cultural environment and revisit intention of community-based tourism in Tok Bali, Kelantan.	

Table 5.2: Research Objective 2 & Research Question 2

The result of hypothesis H2 in the previous chapter reviewed to answer research question 2. Apart from that, H2 stated that there is a relationship between cultural environment and revisit intention of community-based tourism in Tok Bali, Kelantan. From the findings, it shows that cultural environment is positive and moderately related to revisit intention of community-based tourism in Tok Bali, Kelantan with correlation coefficient of .590. The p value of place attachment is .000 which is less than the highly significant level .0001. In addition, there is a relationship between cultural environment and revisit intention of community-based tourism in Tok Bali, Kelantan. Therefore, H2 accepted.

5.2.3 Relationship between destination brand and revisit intention of community-based tourism in Tok Bali, Kelantan.

Research question 3 of this study asked about any relationship between destination brand and revisit intention of community-based tourism in Tok Bali, Kelantan? This is also to answer the third objective and hypothesis.

Research Objectives (RO)	Research Question (RQ)
<p>To examine the relationship between destination brand and revisit intention of community-based tourism in Tok Bali, Kelantan.</p>	<p>Is there any relationship between destination brand and revisit intention of community-based tourism in Tok Bali, Kelantan?</p>
<p>H1: There are relationship between destination brand and revisit intention of community-based tourism in Tok Bali, Kelantan.</p>	

Table 5.3: Research Objective 3 & Research Question 3

The result of hypothesis H3 in the previous chapter reviewed to answer research question 3. Apart from that H3 stated that there is a relationship between destination brand and revisit intention of community-based tourism in Tok Bali, Kelantan. From the findings, it shows that destination brand is positive and moderately related to revisit intention of community-based tourism in Tok Bali, Kelantan with correlation coefficient of .652. The p value of place attachment is .000 which is less than the highly significant level .0001. In addition, there is a relationship between destination brand and revisit intention of community-based tourism in Tok Bali, Kelantan. Therefore, H3 accepted.

5.3 LIMITATIONS

Through the entire research, a valuable and important process to complete the research was experienced. Even so, there are some limitations that cannot be avoided from letting the research go as expected. There are several limitations of the current study that need to be acknowledged. The first limitation of this study is the time constraint of several months to complete the entire data collection. The researcher has tried to get respondents quickly in a short time. In addition, the reluctance of respondents to cooperate in answering the online questionnaire. It is difficult for researchers to find tourists who regularly go to Tok Bali, Kelantan to make an accurate survey. Online questionnaires that have been distributed through WhatsApp groups, Facebook pages and Instagram have received few responses. The researcher had to repeatedly ask and appeal to them to fill out this survey to get participation from the respondents.

5.4 RECOMMENDATIONS

This study still needs improvement for future studies. Therefore, here have been prepared some recommendations to be used in future studies so that the output can be produced even better. The first recommendation is that this study is better and more efficient if done using both qualitative and quantitative methods. This is that it can help researchers to get more accurate and quality results when this research is conducted in the future. Next, if survey questionnaires are distributed through online, researchers need to distribute them in a more formal form. Furthermore, the questionnaires are necessary with a letter of confirmation to conduct the study from the university or superiors during the study. This is so that the respondents believe and do not hesitate to answer the questionnaires distributed as the survey has been included along with the confirmation letter.

Assessing the role of perceived benefits in revisit intention, perceived benefits are an important factor in tourists' decision making. Future studies could examine the impact of perceived benefits, such as cultural immersion, social interaction, and environmental sustainability, on the intention to revisit community-based tourism in Tok Bali. In addition, researchers can also investigate the influence of tourist motivation on revisit intention, the role of trust in revisit intention and the effect of information sources on revisit intention for future studies.

5.5 SUMMARY

In conclusion, this research has been carried out to explore factors affecting the revisit intention of community-based tourism in Tok Bali, Kelantan: tourist perspective. The influential factors (independent variables) which are atmosphere, cultural environment, and destination brand are giving impact to the revisit intention (dependent variable) among tourists visiting Tok Bali, Kelantan. As mentioned in Chapter 3, researchers used Google Forms with 342 respondents administered among respondents who travel and visit to Tok Bali answer these questionnaires. The researcher also collects all data and information by using the quantitative method. Moreover, the researcher also uses Google Forms as a medium to reach the respondents all over the Kelantan state. This is because by using this Google form easier for respondents to answer all questionnaire and help the researcher to save time and save costs in the findings of the result from the questionnaire survey that analyses by using several analyses such as frequency analysis, descriptive analysis, reliability analysis, and correlation analysis.

Next, the results that have been obtained in the previous chapter and all the data from the questionnaire also have been evaluated by a software program which is Statistical Package for the Social Science (SPSS). The researchers used this software program because it is easy to find out all the results. Lastly, more to summarize and conclude the final result based on data analysis. For this research, all the hypotheses which are (H1, H2, and H3) stated are accepted. Besides, limitations and recommendations also were carried out for this research and hope can be used for further studies. Thus, it is also hoped that all the information provided throughout this research will help the next researcher.

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