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FACTORS INFLUENCE KELANTAN EXPERIENCE TOURISM AMONG UNIVERSITI MALAYSIA KELANTAN STUDENTS

By

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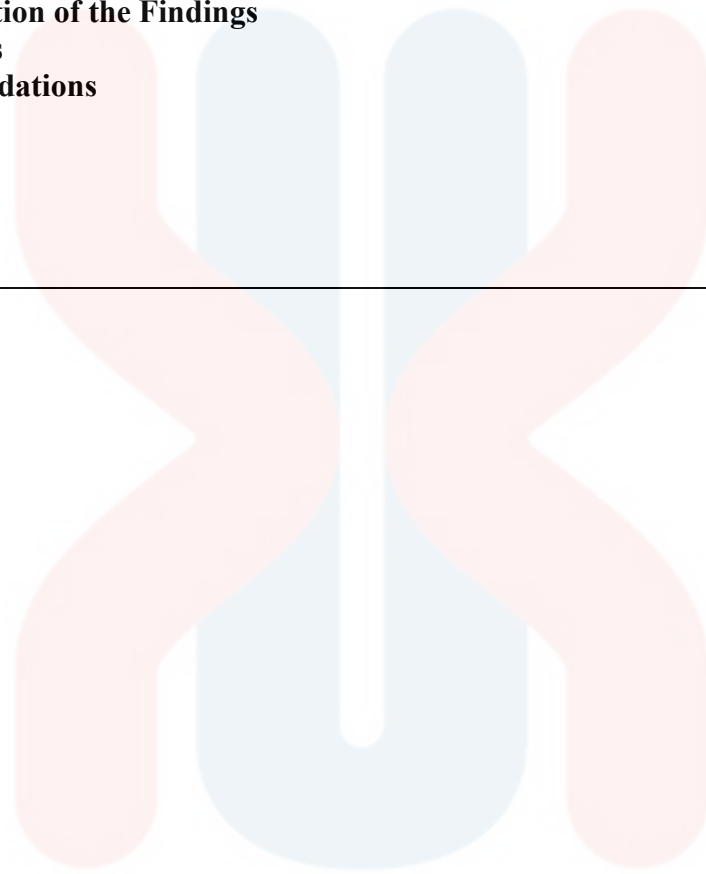
Finally, we are very thanking you to our parents for supporting our studies at Universiti Malaysia Kelantan. We are also grateful to all who has helped us all for having completed our research successfully and on schedule.

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ABSTRACT

The study aims to examine university's students on factors which online review, value capture and security that influencing Kelantan as experience tourism. A questionnaire was used as the data source. The results of the study revealed that the factors are significant relevance towards university's students. Both academics and practitioners can benefit from the findings. Additionally, the report ends with suggestions for institutions on how to approach the problems mentioned.

Keyword: Experience tourism, online review, value capture, security



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ABSTRAK

Kajian ini bertujuan untuk mengkaji pelajar universiti tentang faktor-faktor kajian dalam talian, tangkapan nilai dan keselamatan yang mempengaruhi Kelantan sebagai pengalaman pelancongan. Borang soal selidik digunakan sebagai sumber data. Hasil kajian menunjukkan bahawa faktor-faktor tersebut mempunyai perkaitan yang signifikan terhadap pelajar universiti. Kedua-dua ahli akademik dan pengamal boleh mendapat manfaat daripada penemuan tersebut. Selain itu, laporan itu diakhiri dengan cadangan untuk institusi tentang cara menangani masalah yang dinyatakan.

Kata Kunci: Pengalaman pelancongan, ulasan atas talian, tangkapan nilai, keselamatan

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

One of the sectors with the highest growth rates is tourism, which helps many countries create a lot of jobs and foreign cash. In fact, it's among the most amazing economies and societies. The Malaysian economy has benefited most from the tourism sector. Malaysia is one of the world's top tourist destinations, and its expansion in other linked industries directly and indirectly leads to job creation there (Abd Al Khuja, 2014). The primary segment of the tourism industry is discussed in this paper. For a greater understanding of the tourism industry sector, it offers a comprehensive overview.

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1.2 BACKGROUND OF THE STUDY

Tourism is defined by the United Nations World Tourism Organization as the activities of individuals visiting and residing in locations outside of their normal environment for leisure, business, or other purposes for a period of no more than one year in a row. The contentment, safety, and enjoyment of consumers are particularly important to tourism firms, making it a dynamic and competitive market that necessitates the ability to adapt continuously to changing demands and preferences. Malaysia is made up of thirteen states and three federal territories, and each of them has unique qualities that distinguish it from the rest in terms of its culture, way of life, language, and even cuisine (Tourism Malaysia, 2020).

Experience tourism is defined as an individual's subjective evaluation and undergoing of events related to his/her tourist activities which begins before, during, and after the trip. The act done by the tourist is an experiential activity because the individual leaves his usual place to live in other people's space, different from his routine. However, the way this destination is presented to travelers has traditionally left their perception of the local reality. Experiential tourism is a special market in shaping new tourism, it is a real interaction with the space visited. It is one of the true ideals that tourists seek when traveling. This tourism practice is related to modern human aspirations, becoming more connected and seeking meaningful experiences. It is a way to reach the user more emotionally, through an experience that is usually organized for that purpose.

The link between the user and the activity cannot stimulate the sensations, feelings, or the mind without the tourism experience, despite all the attention paid to providing services that provide experience. As a result, it is crucial that the experience be comprehensive and integrated. This is so that products and services can be offered in the same trial by engaging as many

sensations and emotions as possible during a holistic encounter. Tourists not only see the outward manifestations of objects but also reflect on the rational world, according to Sedera (2017), who defines tourism experience as the visual aesthetic experiences and the spiritual experiences they have while traveling.

Kelantan is one of the states located on the east coast of Malaysia. Also known with the slogan 'Mecca's Porch State' because of its strong religious beliefs and political influence in the state. This state is one of the states that is rich in food, culture, customs and also the uniqueness of its concentrated language. There are many interesting places that can be experienced in the land of Kelantan. Among the places that attract tourists are Cahaya Bulan Beach, Irama Beach, Siti Khadijah Market, Min House Camp, Handicraft Village and Craft Museum, Bank Kerapu, Istana Jahar, Dabong and many more.

Since 2000, Malaysia's travel and tourism sector has experienced rapid growth and expansion (Giap, Gopalan, & Ye, 2016). Tourism Malaysia (2017) reports that the country welcomed 25,948,459 foreign visitors in total and saw a 0.1% increase in tourism earnings, bringing in RM82.2 billion for the government. Tourists' expectations and purchasing decisions have been affected by the public's interest in food quality, health and nutrition concerns, and access to greater data on foods and drinks each tourist will consume.

An experience affects customer happiness in tourism, it has been thought to be a significant influencer of future behavioral intentions (Kim, 2014). A pleasant tourist experience may result in a recommendation and a return trip, since it may "affect" people and improve their quality of life (Urry, 1990). Therefore, safety is still the main factor while playing tourist. The terms "safety and security in tourism" can refer to both urban and rural areas of a location. Crime, pickpocketing, abduction, rape, and other cases always affect individuals, especially foreigners, in metropolitan

areas. Natural disasters like floods, storms, and landslides are always a risk in rural or natural areas, despite the perceived safety there (Nurul Iswani, 2006). In actuality, it is acknowledged that a crucial consideration in choosing a holiday is safety (Bentley and Page, 2001). This shows the perfect problem about what value creation occurs while experiencing tourism.

1.3 PROBLEM STATEMENT

There are a few factors that influence experience tourism, such as physical surroundings, the environment of human contact, individual traits, and situational elements (Zhang, Woo Park, and Cole, Shu T., 2016). Online reviews enable customers to quickly and easily gain a thorough understanding of attractions and make judgements, yet the availability of so many evaluations lead to a problem of information overload. However, there is a question that needs to be answered regarding how experience tourism can enhance Kelantan as a place to visit. For instance, La Jolla Cove in California is a well-known site, but prospective tourists are unsure about whether it is worth their time.

On the other hand, the authentic tourist experience is impractical in the modern world, according to Boorstin (1962), who wrote before MacCannell. Travel is increasingly centered on manufactured images rather than a quest for authenticity. The guidebook was read by travelers before they left on their journey. They then travel to the locations described in the guidebook and shoot pictures that resemble those there. This is what Boorstin refers to as a "pseudo-event." The predominant aspect of tourism in space and time is now pseudo-events, simulations, fabrications, and produced and planned events that are a sort of counterfeit version of true happenings.

According to Lee et al. (2009), negative online reviews have a detrimental effect on brand attitudes, whereas positive feedback with high emotional intensity encourages favorable brand attitudes. According to Fiske (1980), comments that are really unfavorable have a greater impact on creating unfavorable perceptions. Less intense or fuzzy (i.e., unclear and imprecise) information might lead to visitors' views of vacation places as being riskier (Prebensen, 2007). The emotional intensity of internet remarks is also speculated to influence tourists' sense of trust in a place. The most recent e-reviews literature appears to support these claims. Gretzel (2007, www.tripadvisor.com (May 2, 2008) identified perceived expertness and a friendly communicating style as significant features of e-reviews in her study on the influence of online reviews. A variety of social media platforms, such as Facebook, Instagram, Twitter, and YouTube, generate online reviews. Therefore, it's critical that the online reviews be regarded as reliable. To the best of our knowledge, very little research has been done to determine how the emotional intensity of an online review affects a person's decision-making. According to Vermeulen and Seegers (2009), really good reviews will contribute to improvements in brand perceptions, but ambiguous information will lessen customers' intentions to buy. Doubts about items grow as negative emotions are more severe and consumers' desire to pay decreases (Prebensen, 2007). Decisions about destination visits are more carefully considered as an "experiencing product" (Eisingerich et al., 2011). It is predicted that the emotional impact of internet evaluations will have an impact on how deeply travelers perceive the place and its offerings, which will ultimately influence their travel plans.

Next, "value capture" refers to a company's capacity to "capture" that value for itself, which is expressed as retained profit. For instance, you might create a great deal of value in the goods or services being offered, but if the majority of that value is taken up by clients (possibly because

they can negotiate a lower price) or suppliers (possibly because you depend on them for a certain part, which they can charge a premium for), then the value you create is ultimately taken up by others. Tourism economies benefit from the value added by visitors who come to experience tourism. By building enduring trust between consumers, business suppliers, and society, value may be captured. A tourist firm's capacity to capture value from consumers must be evaluated in order to improve and capture corporate value through customer pleasure.

Furthermore, the management of safety and security should be kept at a high level, according to Leong Choon Chang's paper, "Strategies for Safety and Security in Tourism" (2001). The local government and the police force should cooperate in order to permit and promote collaboration in providing safety and security measures for the tourists. For a city to attract visitors, it must be able to provide a safe environment for them. Indeed, tourists may be more susceptible to various sorts of crime because they lack the local language proficiency and cultural understanding. Local governments are frequently in the greatest position to devise and carry out preventative strategies in this circumstance, as well as to promote harmonious cohabitation between visitors and locals. For instance, the neighborhood police station may sign a charter pledging to strengthen security on their site. The civil defense forces offer public safety in the event of a fire or other disaster, while the police maintain domestic law at the national level, which is the second level of management. Therefore, safety is still the main factor while playing tourist. The terms "safety and security in tourism" can refer to both urban and rural areas of a location like Kelantan. When the rate of crime is low, tourists will flock to the location because of its high security. This shows the perfect solution to enhance Kelantan as a place to visit.

1.4 RESEARCH OBJECTIVES

The purpose of this research study is;

1. To determine the relationship between online review and Kelantan experience tourism.
2. To identify the relationship between value capture and Kelantan experience tourism.
3. To examine the relationship between security and Kelantan experience tourism.

1.5 RESEARCH QUESTIONS

The research questions are;

1. How is the relationship between online review and Kelantan experience tourism?
2. What is the relationship between value capture and Kelantan experience tourism?
3. What is the relationship between security and Kelantan experience tourism?

1.6 SIGNIFICANCE OF THE STUDY

Tourism industry participants need to highlight products based on tourism experiences because they are able to attract the invasion of quality tourists, thus generating long-term well-paid income for the country. In 2020, Director General of Tourism Malaysia, Datuk Musa Yusof said many people do not realize that this type of tourism has a high demand especially for Malaysia which is rich in unique flora and fauna and well-maintained tropical rainforests.

Experiential tourism is a branch of tourism that focuses on the experience of being in a certain country, city or place by exploring the atmosphere, history, local community, culture, food and environment. A method of promotion or publicity of that type of tourism that is more widespread and cost effective which is through the sharing of testimonials from mouth to mouth. In addition, he said the diversity of races and cultures in Malaysia is the main attraction for tourists to enjoy the unique cultural experiences such as participating in festivals and traditional foods.

1.7 DEFINITION OF TERMS

1.7.1 Experience Tourism

It is conceivable that this experience of place or self in place of complex experiences, memories, and emotions associated with locations is what the individual seeks. It focuses on on-site encounters and specifies a tourist experience as a relationship between visitors and destinations, with the latter serving as both the experience's setting and its players. Through the manipulation of place and the display of culture, the tourism industries contribute to the creation, staging, and consumption of experiences.

1.7.2 Online Review

In general, online review is one of the ways for tourists to get information related to the place or destination they want to go to. Every tourist will definitely look for information and knowledge first related to the destination they want to go to to find out what is interesting, what is the wow factor of the place and what places can be visited. For that, in experience tourism online review is one of the important factors to ensure tourists imagine their presence there before experiencing it

themselves after arriving. Here, social media such as Instagram, Facebook, Tiktok and others play a role in conveying information related to experiences that others have gone through. Apart from that, reviews written on the official website of the tourism center in that place also help other tourists to get a tourism experience.

1.7.3 Value Capture

In order to identify the appropriate value capture methods, it is crucial to assist businesses in growing their revenues, cutting their expenses, and maximizing their resource use. This means that a firm's business operations alone cannot be used to calculate the amount of profit realized. Even if the usage of unique resources used by each firm accounts for some of the differences in products produced by different companies, the amount of profit made from trading those items also depends on the firm's ability to capture consumers and resources suppliers through capture mechanisms. In the context of experience tourism, tourists can get their own value capture with technology advancement. They can experience the resort first virtually. They can see the situation there with high technology such as augmented reality (AR).

1.7.4 Security

The issue of security is one of the things that tourists will see before visiting a tourist destination. Therefore, in this study, the issue of security has been chosen. Safety is an important aspect that needs to be emphasized by every visitor, especially when visiting a place, they have never visited. Tourists need to be aware of their surroundings when traveling. All items and themselves must be well taken care of. Through this tourism experience, tourists can find out the safety level of a place when someone shares a story related to the place.

1.8 SUMMARY

In this chapter, the study on factors that influence Kelantan's experience of tourism focused on contentment, safety, and enjoyment of consumers, which are particularly important to tourism firms. Tourism is defined by the United Nations World Tourism Organization as the activities of individuals visiting and residing in locations outside their normal environment for leisure, business, or other purposes. Temporary visitors who travel to a location and remain there for at least 24 hours are also referred to as tourists. The link between the user and the activity cannot stimulate the sensations, feelings, or mind without the tourism experience.

In addition, the problem statement of this research emphasized the factors that influence the experience of tourism. In this study, three research questions and objectives were proposed. The scope of the study consists of Universiti Malaysia Kelantan students who have been experiencing Kelantan as tourists. This study could provide insights on the factors related to online review, value creation, and value capture.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

In this chapter, a review of the journals and articles from past empirical studies will be used as guidance to investigate the factors that influence Kelantan experience tourism among UMK students. This chapter also has literature reviews that explain more about dependent and independent variables, hypotheses, and conceptual frameworks. Three hypotheses have been developed to assess the relationship between online reviews, value capture, security and the Kelantan experience tourism component.

2.2 LITERATURE REVIEW

2.2.1 Kelantan Attraction

One of Malaysia's most fascinating and historic tourist destinations is Kelantan. Additionally, inexpensive and valuable antique things are another draw for tourists to Kelantan. Despite having a tiny area, Kelantan makes a significant contribution to the nation because of how well-known its agriculture industry is. For tourists, the main draw of travel is also its cultural component. Improvements have been made to traditional folk entertainment so that tourists can better appreciate Kelantan's stunning scenery.

One of the states known for drawing a lot of tourists is Kelantan. More domestic and foreign tourists may be able to boost the industry, resulting in economic growth in the state. Visitors' eyes can be opened to Kelantan's remarkable attractions, increasing their desire in experiencing Kelantan. Tourists also will share their experience with their friends.

The Kelantan journey that visitors experience when they arrive in Kelantan is what defines tourism. The knowledge they learned has enabled them to travel to interesting locations. currently, a number of options that can assist people in achieving the diverse experiences they desire. They can receive that extraordinary experience thanks to all the facilities and technologies that have been supplied. They receive variety in both physical and mental aspects.

2.2.2 Experience Tourism

Tourism experience is the moment of value creation when tourism consumption and tourism production meet. In other words, it is connected to the skills and behaviors acquired through travel. The sensation of traveling is linked to a behavior. The multi-sensory, fantastical, and emotional nature of tourism products has an impact on tourist behavior. While traveling, tourists can design their own experiences. Personal narratives and memories can be created, developed, and enjoyed by people through events, activities, and interactions that take place outside of their homes with organizations, settings, and other people. a voyage that combines emotions and memories connected to the place visited.

Experiences in tourism are produced by a process of traveling to, learning about, and taking part in activities in a setting away from home (Stramboulis & Skayannis, 2003). Each tour experience has the potential to broaden participants' ideas of co-creation in a dedicated and productive way. Experience in tourism is another name for such a term. A tourist experience is an

activity that entails a person visiting a place, such as a charming and memorable destination. Consequently, the traveller can design their own trip experience. Alternatively put, it will gratify a variety of individual wants, from enjoyment to the desire of meaning.

2.2.3 Online Review

A customer's online review is a critique of a product or service written after they've used or purchased it. There is evidence of big data in the services sector from online reviews that customers who have used or experienced a product or service have submitted on a variety of sites. Online reviews, where customers can comment on whether a product or service lives up to its claims. Recommending Rating Values on Reviews for Designers provides further information. It is an evaluation of a good or service that includes the thoughts and encounters of someone who has used it.

Social media refers to communication techniques where users create, distribute, and/or exchange ideas and information through virtual communities and networks. The Office of Communications and Marketing is in charge of the main accounts on Facebook, Twitter, Instagram, LinkedIn, and YouTube. It offers a number of tools for schools, departments, and offices looking to start or maintain a social media presence, including personalized consultations where we analyze social media objectives and strategy and offer insights and recommendations. Before creating a social media account, we must complete the Account Request Form. Ask the communications office about any branding guidelines or policies that may be in place at your institution. On social media, we can see comments from community members who used a specific agency's or organization's product or service. From the comment and review given, we can see how the product or services interact with the consumer, whether it is good or bad.

Experienced tourism is linked to online reviews. When online reviews are positive, those with a high emotional intensity are more likely to travel than those with a low emotional intensity. Negative internet reviews will have a smaller impact on travel intentions than positive online reviews when it comes to emotional intensity. It can include what people want to see as well as what interesting things can be done.

2.2.4 Value Capture

Value Capture is the process of keeping up some commission of the value provided in every deal. Tourists choose to have experience in tourism because they believe they'll get more value in the deals than they're spending. Value capture can be achieved by establishing sustainable confidence between customers and company providers and society. It is important to assess the tourism company's ability to get the value from customers so that in the future company value can be increased and captured through customer satisfaction. Adding value through the tourists for experience tourism helps these tourism economies expand their participation on a global level and reduce the dependence on traditional clothes, agriculture and experience exports.

2.2.5 Security

Security incidents cause changes in tourists' risk perception and often translate into making travel decisions. Behavior tourists followed by a major change in the level of safety at a destination is important to formulate a management plan. To guarantee that one tourist location remains a popular choice among travellers, the problem of safety and security in the tourism sector is a crucial one that requires considerable consideration. The topic of safety and security in the tourism industry is also tied to the security of visitors, whose interests include their capacity to navigate

unfamiliar environments, comprehend local customs, read social cues, and purchase with confidence.

In short, peace and hospitality are ‘best friends’ in aspects of travel and tourism. On the other hand, war and insecurity are among the most ‘enemies’ bad. In terms of the security time, affected areas strive for economic and social justice in the wake of the tourist crisis. Key questions in investigating when evaluating behavior in a time of crisis destination is how far the destination is proactive or reactive once a crisis emerges and is the destination involved with various parties interested parties who seek to reduce effect. Providers of tourism must comprehend how risk manifests itself in consumer behavior and how travel information influence’s location selection and consumer travel behavior.

Therefore, the government through the Ministry of Tourism and Culture as well as tourism industry activists in Malaysia need to take the initiative to manage tourism risks. Strategic cooperation between local authorities, tourism companies and local communities is required. The proposed initiative is expected to help reduce the risk of unwanted events in the future.

2.3 HYPOTHESES

A hypothesis ought to be verifiable and reasonable, considering available tools and knowledge. Additionally, the definition of a hypothesis is a forecast or an explanation of the connection between two variables. It suggests that an independent variable and a dependent variable have a predictable connection. Therefore, the study has suggested:

H1: There is a significant relationship between online review and Kelantan experience tourism.

H2: There is a significant relationship between value capture and Kelantan experience tourism.

H3: There is a significant relationship between security and Kelantan experience tourism.

2.4 CONCEPTUAL FRAMEWORK

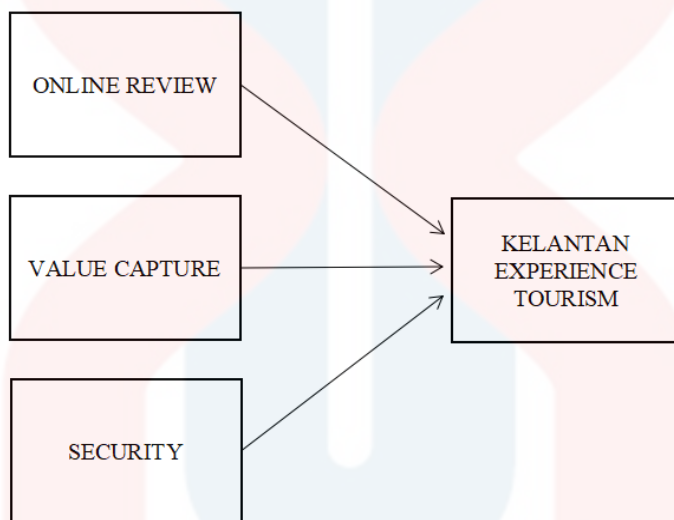


Figure 2.1: Conceptual Framework

In Figure 2.1, the independent variables (IV) and the dependent variables (DV) of this research are indicated. The independent variable is the factor that could affect the consumption of Kelantan experience tourism among UMK students. Kelantan experience tourism was influenced by four factors: online reviews, value capture, security, and privacy. This figure also shows the relationship between online review, value capture, security, and Kelantan experience tourism among UMK students.

2.5 SUMMARY

This chapter has discussed how tourist preferences influence Kelantan experience tourism on Universiti Malaysia Kelantan student enrollment. Additionally, this chapter includes the correct relationship between dependent and independent variables, the hypothesis can be accepted, and the conceptual framework shows what exactly has been studied. To assess the link between online reviews, value capture, security, and the Kelantan experience tourism component, three hypotheses have been developed. Besides, this study also investigates the relationship between online reviews, value capture, security, and Kelantan experience tourism among UMK students. This is considered in further detail in the next chapter as part of the discussion of methods for the research.



CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

A method of study and analysis is methodology. This research can be characterized as an activity of methodical inquiry into the unknown in order to carry out the study. Research is an intellectual activity and such a term must be used in an industrial sense (Kothari, 2004). Population, sample size, target population, sampling, data collection, and data analysis comprised the research technique.

The purpose of this research is to get reliable scientific data. Methodology is significant since it can influence how the study is designed. Additionally, it serves as a summary by painting an accurate and concise image of the research. Analysis is an analytical practice, such as the word that must be used when conducting research in an industrial context (Kathori, 2004).

3.2 RESEARCH DESIGN

Research design is the framework of the study and the techniques performed by the researcher on the study. A research design is the project design for a study that offers the specification of the process that research follows to test hypotheses formulated or obtain their objectives for the studies (McDaniel and Gates, 1999). The selected study design helps the researcher to make the appropriate research for the subject and the study they are doing is successful. The choice made is an important

decision in the design of the study because it determines the way of gathering information in making a report. The results obtained are interrelated in the study design process. Research design is divided into 3, which are exploratory, descriptive, and causal research.

This study uses data collection methods that are divided into two categories, which are primary data collection and secondary data collection. For this study, the primary data collection method is used, and it is divided into two, namely qualitative and quantitative. Qualitative is the collection of data that involves words by exploring attitudes, behavior, and experience. While quantitative is a method of data collection that only involves numbers.

The method that will be used in this study is a quantitative method. This is because this study is related to the experience of UMK students. and it can get more accurate data.

3.3 POPULATION

Population is the target group of researchers who have the same characteristics to be used as a study. Population also refers to the entire group of peoples, events, or things of interest that research wishes to investigate (Kumar, 2013). The target population of this study involves 11 413 UMK's students in the year of 2023. The selected population involved all three UMK campuses namely Bachok, Kota and Jeli. This population was selected based on the objectives of the study and the Kelantan tourism experience among Universiti Malaysia Kelantan students.

3.4 SAMPLE SIZE

In this study, UMK students who had travelled to Kelantan will be chosen at random from a list of databases as responders. The sample size for this study will be chosen based on a few factors. The respondents must be students of UMK because the research study is based on the tourism experiences of UMK students themselves.

According to Krejcie & Morgan (1970), the sample size is according to the illustration of the respondents for university students on the tourism experience factors in Kelantan. Universiti Malaysia Kelantan received about 11 413 undergraduate students in the year of 2023, thus, the sample size of 375 respondents will be chosen as the study's sample size (Krejcie & Morgan, 1970).



Table 3.1 Table for Determining Sample Size of a Known Population

Table 3.1									
<i>Table for Determining Sample Size of a Known Population</i>									
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*

(Source: Krejcie and Morgan, 1970)

3.5 SAMPLING METHOD

Sampling is the process of selecting a subset of a larger population or a social phenomenon to be studied. Sampling's main objective is to gather information from a small group in order to draw conclusions about a larger population. The main strategy for doing this is choosing a representative

sample. All the factors present in the population should be included in a well representative sample. The phrase "population" refers to everyone who will be surveyed. Any quality on which individuals or groups differ is a variable. Sampling method can be divided into two, probability sampling and non-probability sampling.

For this research, the researcher will use a non-probability sampling, and it will involve convenience sampling. Out of 11 413 UMK students, we will randomly select 375 respondents. Questionnaires or surveys will be distributed to Universiti Malaysia Kelantan students to answer questions related to Kelantan experience tourism by using Whatsapp group or email provided.

3.6 DATA COLLECTION PROCEDURE

Data collection is the methodical process of acquiring observations or measurements. Whether you are conducting research for corporate, governmental, or academic reasons, data collection helps you to gain first-hand information and distinctive insights into your study problem.

A pilot study will be done to confirm that it will be applied to test the viability of recruiting, randomization, retention, assessment protocols, novel approaches, and application of the novel intervention.

The researcher distributes the questionnaires online using a google form through WhatsApp group and email. Once the number of students answers is sufficient, the google form will be closed. All data will be recorded and stored for the use of this study.

3.7 RESEARCH INSTRUMENT

A research instrument is a device that may be used to gather, quantify, and evaluate information on your research interests. Research instruments are the tools a researcher employs to collect data. Different types of instruments exist based on their shape or construction, purpose, nature, and accessibility. The most often employed instrument types in this research are scales and questionnaires. The tools chosen are determined on the study question. The reliability and validity of an instrument are important determinants of its reputation. Whether it was created by the researcher or was standardized, its validity and reliability must be checked before it is used (Sathiyaseelan M., 2015). Researchers refer to measuring tools like surveys or checklists generally as "instruments." The selection of a research instrument is a crucial step in the research process. A comprehensive literature search will enable the researcher to select the most appropriate instrument.

Based on a study of the data requirements, the type of research instrument is chosen. Each variable in a research study should be captured according to its conceptual or theoretical definition (Polit & Beck, 2012). In order to evaluate responses among university students about Kelantan experience tourism, we use a quantitative method. A research instrument is in the form of a questionnaire. We will use this method; we believe we will have a significant impact on the actual methodologies employed in the particular study. A research instrument that has passed validation is one that is dependable and valid. It must be able to gather data in a way that is appropriate for the proposed study subject. The research instrument must be able to assist in answering the study's aims, objectives, and research questions as well as provide evidence for or against its hypotheses. It should be clear how the research tool should be used and there should be no indication of bias in the way data is gathered.

Furthermore, the purpose of a questionnaire is to collect information from respondents about their attitudes, experiences, and views. It can gather quantitative and/or qualitative data with questionnaires (Pritha Bhandari, 2021). In the social and health sciences as well as market research, questionnaires are often used. For instance, a business can seek for comments on a recent customer service encounter, while psychology researchers might use surveys to look into people's perceptions of health risk. In this study, questionnaires were used to gather information in order to gather all the inputs needed to complete this study. Respondents are asked to reply orally to a series of questions as part of the questionnaire data collection technique. This type of study is frequently simpler to administer and less expensive than alternative methods since it has a standard. This questionnaire will be written in two languages which are English and Bahasa Melayu. The respondents just need to select the right answer because the researcher employed a closed-ended question.

3.7.1 QUESTIONNAIRE DESIGN

The questionnaire is divided into three sections, with Section A an independent variable containing the respondent's demographic data, such as gender, age, religion, education level, year of study and parent's income (IV). Section B contains questions on dependent variables (DV), while Section C, D and E has questions about independent variables (IV).

Table 3.2: Questionnaire Composition

SECTION	ITEMS	NUMS. OF QUESTIONNAIRES
Section A	Demographic Data	5
Section B	Kelantan experience tourism	5
Section C	Online review	5
Section D	Value Capture	5
Section E	Security	5

3.7.2 SCALE OF MEASUREMENT

The Five Likert scale will be used in the questionnaire. Because responses can be carefully quantified and scientific research may be computed abstractly, the five-Likert scale will be employed in this study. Strongly agree, agree, neutral, disagree, strongly disagree, and data gathered through questionnaires are all included in the five-Likert scale. The survey was given to students at Universiti Malaysia Kelantan by the researchers.

Table 3.3: 5-point Likert Scale

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

3.7.3 SECTION A OF THE QUESTIONNAIRE

Section A was created to identify different types of respondents' background of this study. In this study, questionnaires were used to gather data on respondents' gender, age, religion, level of education, year of study, and parental income. The questions are (as shown in Table 3.4).

Table 3.4: Question asked in Section A of the Questionnaire - Demographic Data

NO	ITEMS	SUPPORTING REFERENCES
1.	Gender of the respondent	Nur. I. (2013)
2.	Age of the respondent	Lee. Y. et al., (2016)
3.	Religion	Researcher
4.	Year of study of the respondent	Nur. I. (2013)
5.	Parents income	Researcher

3.7.4 SECTION B OF THE QUESTIONNAIRE

Part B contains questions about factors related to Kelantan experience tourism among UMK students. The purpose of Section B is to comprehend the factors that contribute to improving the tourism experience. For this, five questions have been created. The responders must react to the questions on a 5-point Likert scale, with one (1) representing "strongly agree" and five (5) representing "strongly disagree."

Table 3.5: Question asked in Section B - Kelantan Experience Tourism (DV)

NO	ITEMS	SUPPORTING REFERENCES
1.	I think cost affect the choice of tourist destination in Kelantan.	Chiong. Mon, etc.(2020)
2.	I think attraction of tourism in Kelantan influence choice of travel destinations.	
3.	I think availability of information about accommodations affect the choice of tourist destination in Kelantan.	
4.	I think Kelantan is famous for having a wide variety of interesting food.	
5.	I think the price factor of affordable product sales affect of tourist destination in Kelantan.	

3.7.5 SECTION C, D AND E OF THE QUESTIONNAIRE

Section C, D and E contains questions about factors related to Kelantan experience tourism. Section C is designed with the aim of understanding how online research, value capture, and security can contribute to the tourism experience. For this, five questions have been created. The responders must react to the questions on a 5-point Likert scale, with one (1) representing "strongly agree" and five (5) representing "strongly disagree."

Table 3.6: Question asked in Section C, D and E - Online Review, Value Capture and Security (IV)

NO	ITEMS	SUPPORTING REFERENCES
----	-------	--------------------------

SECTION C - ONLINE REVIEW

1. I agree advertising through social media influenced the choice of holiday destination in Kelantan. Radmila. Singidunum. (2014)
2. I agree advertising on mobile apps (Facebook, Instagram & TikTok) influenced my desire to go on vacation in Kelantan.
3. I agree that website has the potential to influence my intention to go on vacation to Kelantan.
4. I agree that quality blogs influence my intention to visit Kelantan.
5. I agree that positive online feedback such as on YouTube can influence me to visit Kelantan.

SECTION D - VALUE CAPTURE

1. I agree that physical facilities such as banks and business premises can attract my interest in visiting Kelantan Prebensen et., (2013)
2. I agree that shared homestay experience can attract visitor to Kelantan.
3. I agree that the experience of exploring eco-tourism can be in teresting.
4. I agree that the cultural diversity attract me to visit Kelantan.
5. I agree that food tourism in Kelantan is very interesting to explore.

SECTION E – SECURITY

1. I think Kelantan is safe tourist destination to visit. Researcher
2. I think Kelantan has maximum safety features when doing activities.
3. I feel safe if the accommodation in Kelantan has a security officer.
4. I understand that accommodation in Kelantan should have CCTV.
5. I feel comfortable staying at an accommodation that has high security features.

3.8 DATA ANALYSIS

Data analysis is the technique within which applied mathematics and a logical method are consistently applied to clarify, demonstrate, condense, recapture, and analyze data. Completely different analytical processes offer the simplest way to draw inductive data inferences and differentiate the signal (the

development of interest) from the noise (statistical fluctuations) within the data (Shamoo and Resnik, 2003). Moreover, information analysis aims to derive valuable information from the information and create selections supported by the analysis of the data itself.

3.8.1 DESCRIPTIVE ANALYSIS

Descriptive analysis is a sort of facts study that enables explaining, displaying, or assisting to summarize data points so that patterns can develop that meet all the conditions of the data. This technique identifies patterns and links by leveraging recent and historical data. Because it identifies patterns and relationships without going too far. This is frequently called the maximum primary statistical analysis. When illustrating changes over time, this analysis is useful. This uses patterns as a starting point for further research to inform decision-making. When done systematically, it is not complicated or tiring.

In this research, the descriptive analysis will apply. Descriptive analysis summarizes a data set's attributes and groups the data. A set of responses or findings from questionnaires or the whole population is a data set (Pritha Bandari, 2020). In order to give objective explanations with a reasonable number of elements, descriptive analysis will be employed. Descriptive analysis enables one to rationally simplify enormous amounts of data. Each descriptive analysis distills complex information into a more straightforward explanation (William M.K. Trochim, 2020). In this study, the data will be collected based on the questionnaires to summarize sample information on the factors that influence the experience of tourism in Kelantan.

3.8.2 RELIABILITY TEST

In this study, reliability is an important factor to consider when evaluating measurement tools.

Before conducting any other statistical analysis, the researcher must conduct a reliability test

(Stphanie, 2016). Reliability test is an analysis of the instrument that will be used in the study to determine that the instrument used to measure a construct is truly accurate, consistent and reliable. In other words, the measuring tools or instrument needs to be tested so that it has high reliability. Reliability tests procedures can be used to estimate the internal consistency of an instrument used.

This is linked to the ability of consistent relationships between the things that make up a construct in a constructed instrument. In this study, composite reliability will be used to assess internal consistency reliability. Composite reliability is rated better in estimating the internal consistency of the construct than Cronbach's Alpha measures the lower limit of the construct's reliability value. Reliability refers to the extent to which a measure yields the same number or score each time it is administered, all other things being equal (Hays and Revicki, 2005).

Classical test theory views on observed response as consisting of the sum of true score and error (Nunnally and Beinstein, 1994). On repeated measures, a person's true score is presumed to be invariant. However, because of measurement error, two parallel measurements will have no identical observed results. The correct score will be found at the mean of the distribution of parallel measures because random error components are all included in the observed scores.

3.8.3 INFERENCE ANALYSIS

Inferential analysis or correlation analysis is the most important part of analysis related to making conclusions and decisions based on data that has been collected and processed. The main focus is to find out something about the whole population based on a part of the sample to be studied. It may be a sort of non-experimental investigation in which their searcher measures two factors and investigate the measurable relationship (correlation) between them with small to no endeavour to control unessential variables. There are essentially two reasons why analysts curious about measurable connections between variables would favor a relationship ponder instead of a try.

Moment, they do not consider the statistical association to be a causal one. The other explanation why researchers would favor a relapse test instead of a test is that the statistical relationship of intrigued is accepted to be causal so that the analyst cannot manipulate an autonomous variable since it is impossible, impractical or unethical. There are many advantages to the use of inferential analysis in particular that it offers a surplus of detailed information tons extra that you'd have after strolling a descriptive analysis test. This information gives researchers and analysts complete insights into relationships among variables.

It can also show consciousness closer to purpose and impact and predictions concerning trends and patterns through industries. Plus, due to the fact it's so extensively used in the business world as well as academia, it's a universally universal approach to statistical analysis.

3.8.4 PEARSON CORRELATION

Determine whether there is a relationship between two or more variables using Pearson correlation analysis, and if yes, what kind of relationship it is and how strong it is. The Pearson correlation assesses the strength of the association between two variables (measured in either interval or ratio form), according to Muresh et al. (2013). A tendency for a high value in one variable to be connected to a high value in the other is reflected in the positive correlation. A high value in one variable tends to be connected with a low value in the second, while negative correlation shows the opposite. The correlation analysis's most important considerations were the relationship's strength and direction.

In this research study, Pearson's correlation was used to determine the relationship between online review, value capture and security with the Kelantan tourism experience when making an assessment from UMK students. When the value of the correlation ranges from -1 to +1 ($-1 \leq r \leq +1$) with 0 indicating no relationship at all. the (+) sign indicates positive relationship while (-) indicates

negative relationship between the two variables. The rule of thumb for interpreting the size of correlation coefficient is (as shown in Table 3.7).

Table 3.7: Rule of Thumb for Interpreting the Size of Correlation Coefficient

Size of Correlation	Interpretation
.90 to 1.00 (-.90 to -1.00)	Very high positive (negative) correlation
.70 to .90 (-.70 to -.90)	High positive (negative) correlation
.50 to .70 (-.50 to -.70)	Moderate positive (negative) correlation
.30 to .50 (-.30 to -.50)	Low positive (negative) correlation
.00 to .30 (-.00 to -.30)	Little if any correlation

Source: Hinkle, Wiersma and Jurs (2003)

3.8.5 PILOT SURVEY

According to Singh (2007) asserts that conducting a pilot survey is crucial for identifying and correcting questionnaire issues such as ambiguities and other forms of bias and error. On the other hand, according to Czaja (1998), this survey may help to increase the validity and reliability of the survey questions.

In comparison to the anticipated sample size of a study, the pilot survey is frequently employed with smaller sample numbers. As a result, before sending the research questionnaire to a larger intended sample size, the purposive sampling approach will be used to investigate and improve the survey instrument among UMK students who are in the Kampus Kota. In order to increase the effectiveness of the main study, a total of 30 sets of questionnaires will be sent. All returned questionnaires will then be examined to determine how effective the questionnaire is in connection to the research study.

3.9 SUMMARY

This chapter explains the research design used in this study after an introduction. Before describing the research methods utilized to perform this study, population and sample study are also highlighted. The questionnaire that was utilized and the data from the respondents that may be used in this study are also described in this part. For field research, a quantitative method is chosen in which a group of surveys is involved in the research procedure. In the process of concluding this chapter, the researchers conducted their initial analysis. The data are collected then analyzed and discussed and the results are displayed.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 INTRODUCTION

In this chapter, 379 respondents participated in this survey. The researchers used a statistical package for social sciences (SPSS) software to analyze the results of respondents to the questionnaire. This chapter consists of five parts which were respondents' demographic profile, descriptive analysis to measure the respondents, reliability and validity analysis, Pearson correlation analysis, and hypothesis testing to measure relationship between dependent variable and independent variable.

4.2 RESPONDENT DEMOGRAPHIC PROFILE

The result for the questionnaire found that 379 respondents had answered the questions of factor influence Kelantan experience tourism. The data in Section A included gender, age, religion, year of study and source of funds. The respondents' demographic profile was presented by table and pie chart.

4.2.1 Gender

The demographic profile for the gender of respondents shows in Table 4.1 and Figure 4.2 below.

GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	154	40.6	40.6	40.6
	Female	225	59.4	59.4	100.0
	Total	379	100.0	100.0	

Table 4.1: Gender of Respondents

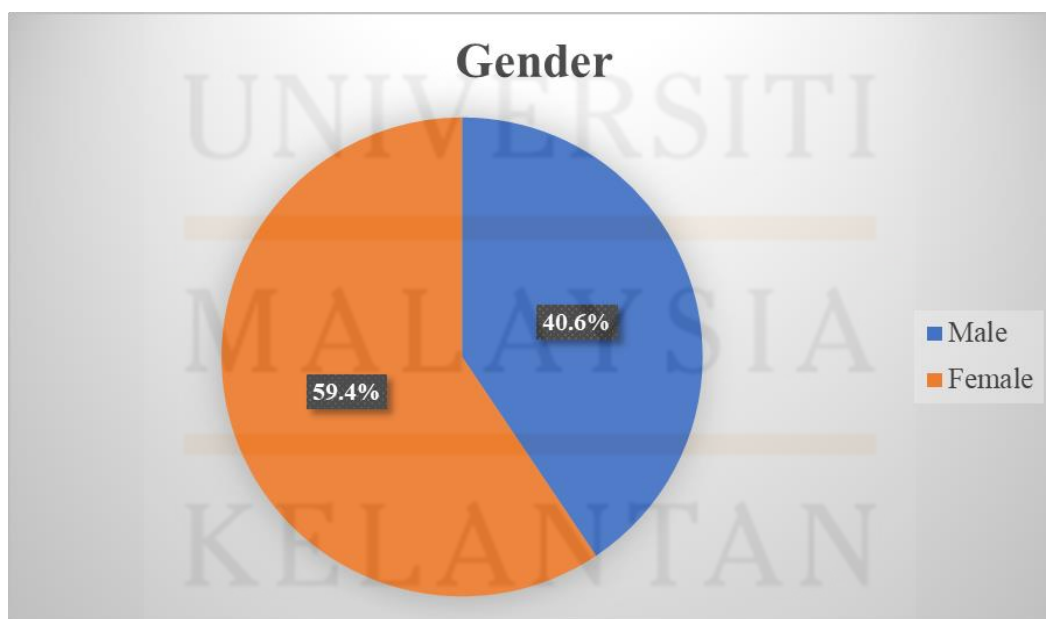


Figure 4.1: Gender of Respondents

Table 4.1 and Figure 4.1 shows the number of demographic profiles for respondent genders in which 379 respondents answered the questionnaire. Based on the information above, a total of 154 male respondents and 225 female respondents of female. In this survey, the percentage of male respondents is 40.6% and female respondents is 59.4%.

4.2.2 Age

Table 4.2 and Figure 4.2 below shows the demographics based on the age of respondents.

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 20 years old	49	12.9	12.9	12.9
	21 - 23 years old	190	50.1	50.1	63.1
	24 - 26 years old	106	28.0	28.0	91.0
	27 years old and above	34	9.0	9.0	100.0
	Total	379	100.0	100.0	

Table 4.2: Age of Respondents

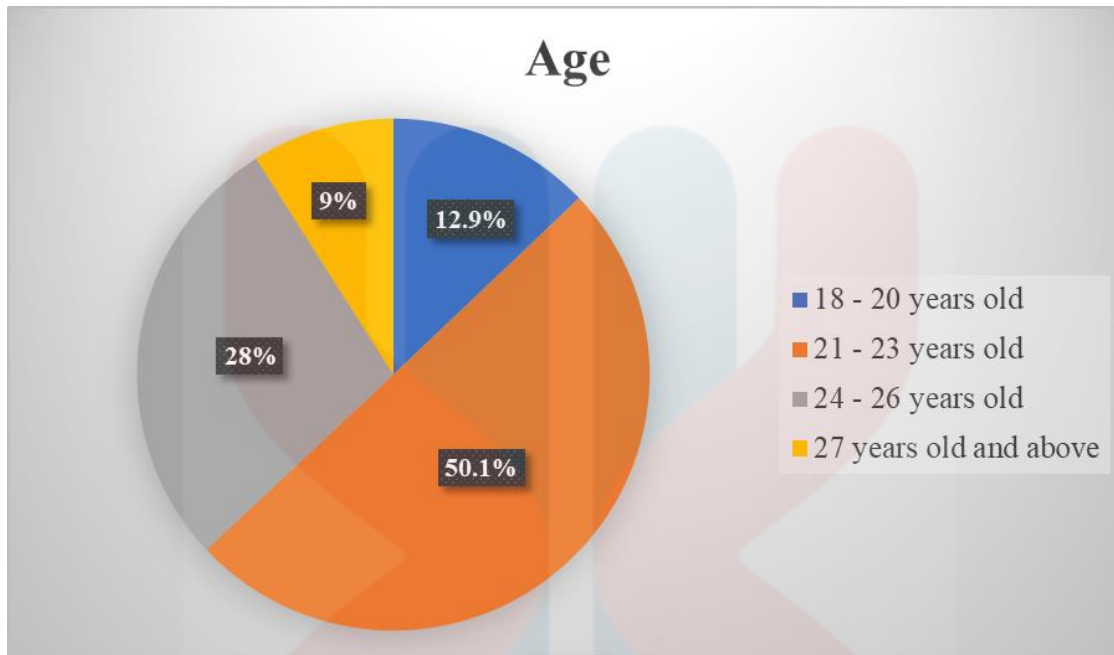


Figure 4.2: Age of Respondents

Table 4.2 and Figure 4.2 shows the number of respondents by age group. The number of 379 respondents involved in the study according to age is ranging from 18 to 20 years old (49 respondents), 21 to 23 years old (190 respondents), 24 to 26 years old (106 respondents) and 27 years old and above (34 respondents). The percentage of respondents for 18 to 20 years old is 12.9%, 21 to 23 years old is 50.1%, 24 to 26 years old is 28% and 27 years old and above is 9%.

4.2.3 Religion

Table 4.3 and Figure 4.3 below show the demographic based on the religion of respondent.

Table 4.3: Religion of Respondents

RELIGION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Muslim	239	63.1	63.1	63.1
	Buddhist	49	12.9	12.9	76.0
	Christian	51	13.5	13.5	89.4
	Hindu	40	10.6	10.6	100.0
	Total	379	100.0	100.0	

MALAYSIA

 KELANTAN

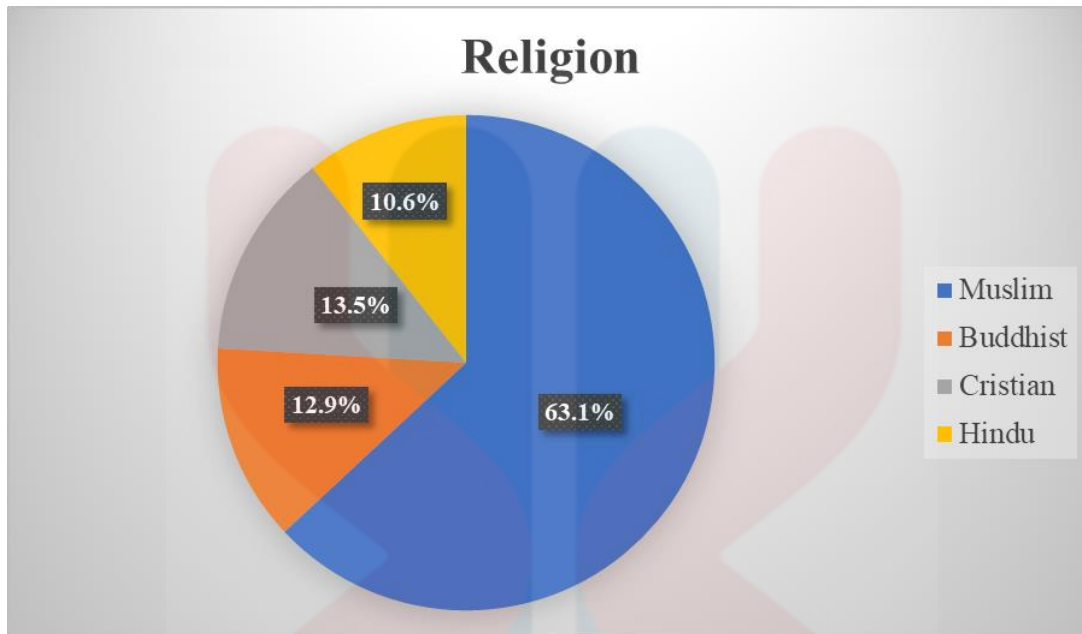


Figure 4.3: Religion of Respondents

Based on Table 4.3 and Figure 4.3, the respondents answered the religion questionnaire. Muslim religion is the highest respondents which is 239 respondents. The religion of Buddhism is 49 respondents, Cristian is 51 respondents and Hindu is 40 respondents. Percentage of religious respondents is 63.1% for Muslim, 12.9 % for Buddhist, 13.5 % for Cristian and 10.6 % for Hindu.

4.2.4 Year of study

Table 4.4 and Figure 4.4 showed the demographic profile for the year of study based on respondents.

YEAR OF STUDY					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	42	11.1	11.1	11.1
	2	65	17.2	17.2	28.2
	3	143	37.7	37.7	66.0
	4	100	26.4	26.4	92.3
	Postgraduate	29	7.7	7.7	100.0
	Total	379	100.0	100.0	

Table 4.4: Year of Study of Respondents



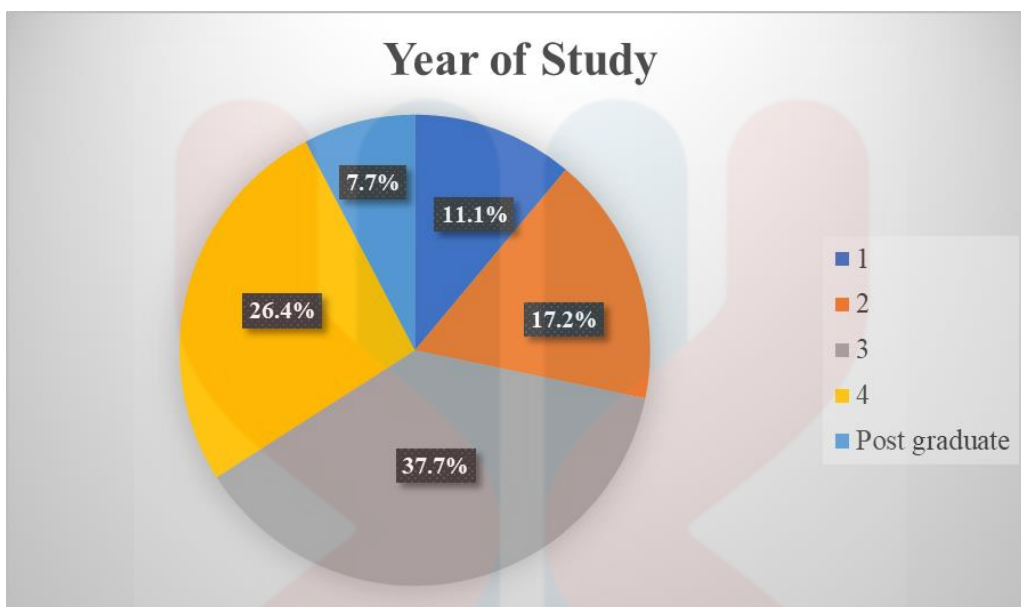


Figure 4.4: Year of Study of Respondents

Table 4.4 and Figure 4.4 show the number of respondents by year of study. The number of respondents involved in this study according to year of study. For respondents of year 1 is 42 respondents, year 2 is 65 respondents, year 3 were 143 respondents, year 4 is 100 respondents and postgraduate were 29 respondents. The percentage of respondents for year 1 students was 11.1 %, year 2 was 17.2 %, year 3 was 37.7 %, year 4 was 26.4 % and post graduate was 7.7 %.

4.2.5 Source of Study

SOURCE OF FUNDS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Parents	52	13.7	13.7	13.7
	PTPTN	211	55.7	55.7	69.4
	Loan	93	24.5	24.5	93.9
	Self employed	23	6.1	6.1	100.0
	Total	379	100.0	100.0	

Table 4.5: Source of Study of Respondents

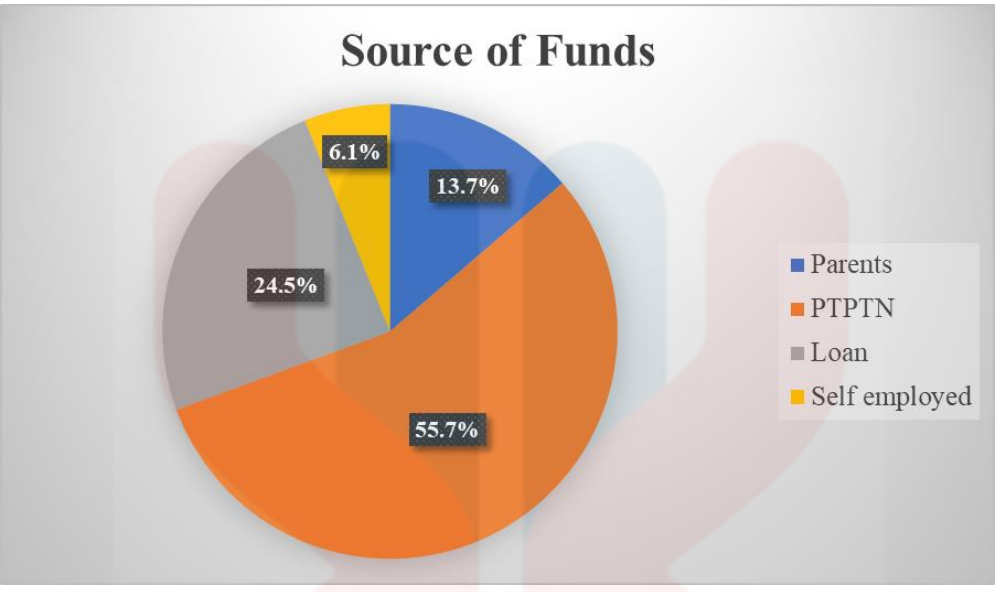


Figure 4.5: Source of Study of Respondents

Table 4.5 and Figure 4.5 showed the total number of respondents by source of study. The highest number of respondents by source of study is PTPTN which were 211 respondents. The source of study for parents were 52 respondents, loan is 93 respondents and self-employed were 23 respondents. The percentage of respondents for each source of study is 55.7 % for PTPTN, 13.7% for parents, 24.5 % for loan and 6.1% for self-employed.

4.3 RESULTS OF DESCRIPTIVE ANALYSIS

Descriptive analysis is a statistic that will describe the tendency in the centralization of a ‘middle’ value variable or a variable or an expectation or even dispersion that has a distribution in the response of the variable. It will calculate even if the values of the measures of central tendency and dispersion are not appropriate.

The researchers have analyzed the mean as well as the standard deviation for section B as well as section C, section D and section E to find out the online review, value capture and security for independent variables and Kelantan experience tourism for dependent variables. Based on the analysis result, the researchers compare the mean between independent variables and dependent variables for every question in the questionnaire. The response for respondents in the questionnaire uses the 5-point Likert scale which is 1 for “Strongly Disagree”, 2 for “Disagree”, 3 is “Neutral”, 4 is “Agree” and 5 is “Strongly Agree”.

4.3.1 Descriptive Analysis of Independent Variables

Table 4.4: Descriptive Analysis for Independents Variables - Online Review

No.	Online Review	N	Mean	Standard Deviation
1.	I agree that advertising through social media influenced the choice of holiday destination in Kelantan.	379	4.28	.653
2.	I agree that advertising on mobile apps (Facebook, Instagram & Tiktok) influenced my desire to go on vacation in Kelantan.	379	4.31	.665
3.	I agree that the website has the potential	379	4.33	.679

	to influence my intention to go on vacation to Kelantan.			
4.	I agree that quality blogs influence my intention to visit Kelantan.	379	4.37	.664
5.	I agree that positive online feedback such as on YouTube can influence me to visit Kelantan.	379	4.38	.677

Source: Development from SSPS

Table 4.4 showed the descriptive analysis of independent variables for online review which include mean and standard deviation. Based on data in the table, the highest online review that respondents strongly agreed with is that positive online feedback such as YouTube can influence them to visit Kelantan with the value is 4.38 and followed up by the statement “I agree that quality blogs influence my intention to visit Kelantan.” with the value 4.37. The third highest value that respondents agreed on is “I agree that the website has the potential to influence my intention to go on vacation to Kelantan.” and the value is 4.33. The next statement for value 4.31 is respondents think an advertising on mobile apps such as Facebook, Instagram & TikTok can influence their desire to go on vacation in Kelantan. And the value 4.28 is the lowest for the statement “I agree advertising through social media influenced the choice of holiday destination in Kelantan”.

Table 4.5: Descriptive Analysis for Independents Variables - Value Capture

No.	Value Capture	N	Mean	Standard Deviation
1.	I agree that physical facilities such as banks and business premises can attract my interest in visiting Kelantan.	379	4.30	.637
2.	I agree that shared homestay experiences can attract visitors to Kelantan.	379	4.41	.669
3.	I agree that the experience of exploring eco-tourism in Kelantan can be interesting.	379	4.38	.673
4.	I agree that the cultural diversity attracts me to visit Kelantan.	379	4.37	.690
5.	I agree that food tourism in Kelantan is very interesting to explore.	379	4.36	.646

Source: Development from SSPS

In Table 4.5, value capture is the second independent variable for descriptive analysis data. The mean, standard deviation and the ranking have been set up by following the mean value. The highest value for attitude that strongly agreed by respondents is 4.41 with the statement respondents agree that shared homestay experiences can attract visitors to Kelantan.

The second highest independent variable for attitude with value 4.38 is “I agree that the experience of exploring eco-tourism in Kelantan can be interesting”. The next statement is “I agree that the cultural diversity attracts me to visit Kelantan” with value 4.37 and “I agree that food tourism in Kelantan is very interesting to explore” with the value 4.36. The lowest value for attitude is 4.30 with the statement I agree that physical facilities such as banks and business premises can attract my interest in visiting Kelantan.

Table 4.6: Descriptive Analysis for Independents Variables - Security

No.	Security	N	Mean	Standard Deviation
1.	I think Kelantan is a safe tourist destination to visit.	379	4.31	.728
2.	I think Kelantan has maximum safety features when doing activities.	379	4.21	.766
3.	I feel safe if the accommodation in Kelantan has a security officer.	379	4.34	.652
4.	I understand that accommodation in Kelantan should have CCTV.	379	4.40	.673
5.	I feel comfortable staying at an accommodation that has high security features.	379	4.47	.583

Source: Development from SSPS

The Table 4.6, security is the third independent variable for descriptive analysis data. The mean, standard deviation and the ranking that is set up by the level of mean. In the table, the highest value for security is 4.47 that strongly agreed by respondents with comfortable staying at an accommodation that has high security features. Other than that, the respondents also agreed with the statement “I understand that accommodation in Kelantan should have CCTV.” with the value is 4.40. The next highest value with 4.34 which respondents agreed with is that I feel safe if the accommodation in Kelantan has a security officer. The fourth and fifth statement with values 4.31 and 4.21 is I think Kelantan is a safe tourist destination to visit and the ecotourism destinations that I think Kelantan has maximum safety features when doing activities.

4.3.2 Descriptive Analysis of Dependent Variables

Table 4.7: Descriptive Analysis for Kelantan Experience Tourism

No.	Kelantan Experience Tourism	N	Mean	Standard Deviation
1.	I think the cost of travel affects the choice of tourist destinations in Kelantan.	379	4.17	.637

2.	I think the attraction of tourism in Kelantan influences the choice of travel destination.	379	4.26	.713
3.	I think the availability of information about accommodations affects the choice of tourist destinations in Kelantan.	379	4.26	.685
4.	I think Kelantan is famous for having a wide variety of interesting foods.	379	4.37	.691
5.	I think the price factor of affordable product sales affects the choice of tourist destinations in Kelantan.	379	4.27	.653

Source: Development from SSPS

Referring to table 4.7, the table shows the mean, standard deviation and the level of Kelantan Experience Tourism which are the dependent variables for this research. Respondents strongly agreed with Kelantan, famous for having a wide variety of interesting foods with the highest value 4.37.

Other than that, the respondents also agreed the price factor of affordable product sales affects the choice of tourist destinations in Kelantan with the value 4.27. The third and fourth statements “I think attraction of tourism in Kelantan influences the choice of travel destination” and “I think the availability of information about accommodations affects the choice of tourist destinations in Kelantan” have the same value 4.26. And the lowest value is 4.17 for the statement “I think cost of travel affects the choice of tourist destinations in Kelantan.”

4.4 RESULTS OF RELIABILITY AND VALIDITY ANALYSIS

Reliability and validity analysis are methods of showing and communicating the accuracy of research processes and the correctness of research findings. If research is to be helpful, it should keep away from misleading those who use it. This correctness depends on a number of research qualities like the starting research question, how data are collected including when and from whom, how they are analyzed and what conclusions are drawn.

Table 4.8: Reliability and validity analysis of independent variables and dependent variables.

Variables	Number of questions	Cronbach's alpha coefficient	Strength of associations
Online review	5	.727	Good
Value capture	5	.723	Good
Security	5	.692	Good
Kelantan experience tourism	5	.614	Good

Source: Development from SSPS

Table 4.8 shows the result of reliability analysis for the independent variables and dependent variables. All the results show the value of Cronbach's alpha coefficient is reliable. The highest Cronbach's alpha value in this study is online review which is .727. The second highest value is value capture which is .723 followed by security which is .692. The lowest value of Cronbach's alpha in this study is Kelantan experience tourism which is .614. These SPSS findings showed the importance of both independent variables and dependent variables in this analysis. The questionnaire was approved and has been proven to be acceptable.

4.5 PEARSON CORRELATION ANALYSIS

The study used Pearson correlation test to perform inferential analysis. Correlation analysis, which offers information on not only the strength but also the direction of a relationship, can be used to quantitatively address the research objectives (Schober, Boer, & Schwarte, 2018). In this study, Pearson correlation was used to measure the strength of the relationship between the dependent variable (Kelantan experience tourism) and independent variables (online review, value capture and security). The table below shows the guideline for the interpretation of the correlation coefficient.

Table 4.9: Pearson’s Correlation Table

Correlation Coefficient	Interpretation
0.00 – 0.10	Negligible correlation
0.10 – 0.39	Weak correlation
0.40 – 0.69	Moderate correlation
0.70 – 0.89	Strong correlation
0.90 – 1.00	Very strong correlation

Source: Schober, Boer, & Schwarte (2018)

H1: There is a significant relationship between online review and Kelantan experience tourism.

Table 4.10: Results of Pearson Correlation between Online Review and Kelantan Experience Tourism

		ONLINE REVIEW	KELANTAN EXPERIENCE TOURISM
ONLINE REVIEW	Pearson Correlation	1	.520**
	Sig. (2-tailed)		<.001
	N	379	379
KELANTAN EXPERIENCE TOURISM	Pearson Correlation	.520**	1
	Sig. (2-tailed)	<.001	
	N	379	379

** . Correlation is significant at the 0.01 level (2-tailed). Source: Developed from SSPS

Table 4.10 shows the relationship between online review and Kelantan experience tourism. The result shows **moderate correlation with a correlation coefficient value of .520****. The p value of the online review with Kelantan experience tourism is $<.001$ which is less than the very significant level at $.001$. Thus, there is a significant relationship between the impact on the online review with Kelantan experience tourism. Therefore, **the hypothesis is accepted**.



H2: There is a significant relationship between value capture and Kelantan experience tourism.

Table 4.11: Results of Pearson Correlation between Value Capture and Kelantan Experience

		Tourism	
		VALUE CAPTURE	KELANTAN EXPERIENCE TOURISM
VALUE CAPTURE	Pearson Correlation	1	.582**
	Sig. (2-tailed)		<.001
	N	379	379
KELANTAN EXPERIENCE TOURISM	Pearson Correlation	.582**	1
	Sig. (2-tailed)	<.001	
	N	379	379

** . Correlation is significant at the 0.01 level (2-tailed). Source: Developed from SSPS

Table 4.11 shows the relationship between value capture and Kelantan experience tourism. The result shows **moderate correlation with a correlation coefficient value of .582****. The p value of the value capture with Kelantan experience tourism is <.001 which is less than the very significant level at .001. Thus, there is a significant relationship between the impact on the value capture with Kelantan experience tourism. Therefore, the **hypothesis is accepted**.

H3: There is a significant relationship between security and Kelantan experience tourism.

Table 4.12: Results of Pearson Correlation between Security and Kelantan Experience Tourism

		SECURITY	KELANTAN EXPERIENCE TOURISM
SECURITY	Pearson Correlation	1	.520**
	Sig. (2-tailed)		<.001
	N	379	379
KELANTAN EXPERIENCE TOURISM	Pearson Correlation	.520**	1
	Sig. (2-tailed)	<.001	
	N	379	379

** . Correlation is significant at the 0.01 level (2-tailed). Source: Developed from SSPS

Table 4.12 shows the relationship between security and Kelantan experience tourism. The result shows **moderate correlation with a correlation coefficient value of .520****. The p value of security with Kelantan experience tourism is <.001 which is less than the very significant level at .001. Thus, there is a significant relationship between the impact on the security of Kelantan experience tourism. Therefore, **the hypothesis is accepted.**

4.6 DISCUSSION BASED ON RESEARCH OBJECTIVES

This analysis of the literature on factors influences Kelantan experience tourism among university students. The findings of this study examined the relationship between online review, value capture and security in the Kelantan experience tourism among university students.

Table 4.13: Shows the Summary for Hypothesis Testing in This Study

<u>Hypothesis</u>	<u>Pearson's Correlation Results</u>	
H1: To determine the relationship between online review and Kelantan experience tourism.	<u>$r = 0.596, p < 0.01$</u>	<u>Moderate</u>
H2: To determine the relationship between value capture and Kelantan experience tourism.	<u>$r = 0.585, p < 0.01$</u>	<u>Moderate</u>
H3: To determine the relationship between security and Kelantan experience tourism.	<u>$r = 0.603, p < 0.01$</u>	<u>Moderate</u>

Based on the table 4.13 showed that Pearson's correlation analysis was performed to evaluate the hypothesis on the online review, value capture and security in the Kelantan experience tourism. At the 0.01 significance level, all the hypotheses provided were accepted. All the hypothesis is

supported as the end result showed that independent variables which are online review, value capture and security have a moderate and positive correlation with Kelantan experience tourism.

4.7 SUMMARY

In conclusion, this chapter defined and explained about the result of the frequency analysis, descriptive analysis, reliability analysis and Pearson Correlation Coefficient analysis. These variables were found to be significant and positively correlated with Kelantan experience tourism among university students.



CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

In this chapter, every discussion and conclusion related to any issue or step taken by the researcher to make the thesis named "Factor Influence Kelantan Experience Tourism Among UMK Students" will be covered in this chapter. Online review, value capture, and security all have three connections to the title. This chapter will also explain the recapitulation of the limitations and provide some recommendations based on the findings.

5.2 RECAPITULATION OF THE FINDINGS

This research was intended to determine the factor influencing Kelantan experience tourism among UMK students. The variables include online review, security, value capture and Kelantan experience tourism itself. The populations in this research are from UMK students between 20 to 27 years old and above. The questionnaires consisted of five parts which included respondents' demographic, independent variables and dependent variables that are assigned to UMK students for the purpose of collecting the data.

The data have been collected from respondents and it was proceeded by using the Statistical Package for the Social Sciences (SPSS). Data have been collected from 379 respondents that participated in this survey though used the convenience sampling method.

Cronbach's Alpha was used in this research analysis while Pearson Correlations Coefficient was used for descriptive analysis and frequency distribution to answer the research question for this study.

This research was conducted with three independent variables which are online review, value capture and security which can influence Kelantan tourism experience as a dependent variable. There are three hypotheses that were analyzed in this research. Pilot tests have been managed to test the reliability of the questionnaires. Table 4.1 shows the percentage of female respondents is 59.4% more than male respondents which is 40.6%. For the respondent's majority are from Malay people and in Table 4.4 shows that 37.7% are from year 3 and taking bachelor of degree. All the hypotheses in this research are supported and accepted.

5.3 LIMITATIONS

Through the entire research, a valuable and important process to complete the research was experienced. However, to allow the research to continue as planned, there are some constraints that exist and need to be faced by the researcher. The current study has significant weaknesses that should be noted. The first limitation of this study is the short period of time to collect respondent data. The time available to collect data is only one month. This causes researchers to experience time constraints to obtain sufficient data at the specified time. The lack of time for data collection has made researchers work overtime to get all the data needed at the time that has been set.

In addition, the cooperation of the respondents to answer the survey was not encouraging. This is said to be so because the questionnaire was given online through WhatsApp, Instagram and Facebook applications. Most of the respondents ignored the questionnaire memo that was distributed in the online platform. This has caused researchers to experience problems in obtaining the necessary data. This questionnaire memo is disseminated regularly into this online application to obtain the required number of respondents. There are also researchers forced to contact respondents directly to answer this questionnaire.

In general, the time constraints of data collection and the less encouraging cooperation of respondents are the main causes of researchers experiencing problems in collecting data from respondents. The poor cooperation from the respondents has caused the data collection to be quite slow to collect because the researchers are chasing time to complete this study. However, the researcher was able to obtain all the necessary data at the appointed time.

5.4 RECOMMENDATIONS

As an overall view, this study brings some important revelations about the factor influencing Kelantan experience tourism which comprises online review, value capture and security towards UMK students. This study also can be done as a reference and improvement for future studies. Several recommendations are recommended to strengthen the study and obtain more effective information.

In the aspects of methodology recommendation, the study could be conducted using qualitative methods. This is to make it easier for researchers to collect information more

specifically and accurately. A structured face to face interview is better in getting a clear and precise response from the respondents. This process emphasizes more on the respondent's explanations or experiences verbally besides from measuring their thoughts through the numeric way, rating the questions using Likert Scale. Besides that, the one-sided data source using questionnaires may not be accurate as respondents tend to have misunderstandings or bias towards the questions provided in the questionnaire that led to inaccurate responses.

Next, the researcher must first more precisely identify the intended target responder. The targeted target should correspond to the study's title since if the responder is familiar with the topic, it may be easier and faster to find relevant material. Finding a good target responder for the study is excellent advice for the researcher if the respondents collected still do not understand the complexity of the study's topic.

Apart from that to further enhance the findings of this research, future study should larger up the sample size as compared to this current study. As larger sample size tends to increase the realizability of the study. With more respondents involved in this study more data will be collected, and the bias data can be cleared off with sufficient data to run to analyses. It is also recommended that the data collection questionnaire can be placed in every travel agency that provides Kelantan tourism experience to be distributed to respondents who had used that agency's services.

Besides, early stages include attempting to join active groups with a connection to the study's subject. To help the search for reliable information, questions pertaining to the study topic can be posed to the group and questionnaires can also be given out. This is since group members are already aware of the research and may even assist in gathering the necessary data.

Finally, more variables might be taken into consideration for future research. Online review, value capture, and security are the only three variables that are the subject of this study, and they all only have a minor amount of connection with the dependent variables.

5.5 SUMMARY

This study has been carried out to examine the factor influence Kelantan experience tourism among UMK students. This study is focused on the relationship between one dependent variable which is Kelantan tourism experience and three independent variables which are online review, value capture and security. This study can conclude that the research has been answered in which all independent variables and dependent variables are significantly influenced.

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APPENDICES



UNIVERSITI
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Faculty of Hospitality, Tourism and Wellness (FHPK)

FACTORS INFLUENCE KELANTAN EXPERIENCE TOURISM AMONG UNIVERSITI MALAYSIA KELANTAN STUDENTS

Assalamualaikum and Hi everyone,

Dear Respondents,

We are Bachelor of Entrepreneurship (Tourism) with honors students from University Malaysia Kelantan (UMK), would like to conduct a survey about "**The Factors That Influence Kelantan Experience Tourism Among UMK Students**" as our Final Year Research Project. The data collected to analyze three factors which can encourage students to experience tourism. The collected respondent's data will be kept confidential and intended to use for the research project.

The survey will be taking 10 to 20 minutes. We expressed our gratitude for spending the time answering all the questions. The survey is divided into three different section and Section C contain 3 independent variables:

Section A: The section contains demographic of UMK Students.

Section B: Section B contains dependents variables (Kelantan Experience Tourism)

Section C: Section C contains independent variables (Online Review, Value Capture and Security)

We sincerely appreciate your participation. Thank you for your participation.

Group Members / Pengkaji:

1. NUR ATIQA BINTI RAMLI (H20A1487)
2. NUR AWATIF BINTI ABDUL RAHIM (H20A1491)
3. NUR AZHIEN BINTI MOHAMED AMIN (H20A1493)
4. NUR AZLINDA BINTI SAIFUL (H20A1494)

The answer are contains:

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

SECTION A: DEMOGRAPHIC RESPONDENT

1. GENDER / JANTINA

	Male/Lelaki
	Female/Perempuan

2. AGE/ UMUR

	18 – 20 years old/ tahun
	21 – 33 years old/ tahun
	24 – 26 years old/ tahun
	27 years old and above/ tahun dan ke atas

3. RELIGION/ AGAMA

	MUSLIM
	BUDDHIST
	CHRISTIAN
	HINDU

4. YEAR OF STUDY / TAHUN PENGAJIAN

<input type="checkbox"/>	1
<input type="checkbox"/>	2
<input type="checkbox"/>	3
<input type="checkbox"/>	4
<input type="checkbox"/>	POST GRADUATE

5. SOURCE OF FUNDS / SUMBER PENDAPATAN

<input type="checkbox"/>	PARENTS / IBUBAPA
<input type="checkbox"/>	PTPTN
<input type="checkbox"/>	LOAN / PINJAMAN
<input type="checkbox"/>	SELF EMPLOYED / BEKERJA SENDIRI

SECTION B: KELANTAN ECPERIENCE TOURISM (DEPENDENT VARIABLE)

1	2	3	4	5
Strongly Disagree/ Sangat Tidak Setuju	Disagree/ Tidak Setuju	Neutral	Agree/ Setuju	Strongly Agree/ Sangat Setuju

No.	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I think cost affect your choose Kelantan as a travel destination.	1	2	3	4	5
2.	I think attraction in Kelantan influence choice of travel destinations.	1	2	3	4	5
3.	I think the availability of information about accommodations affects the choice of tourist destinations in Kelantan.	1	2	3	4	5
4.	I think Kelantan is famous for having a wide variety of interesting foods.	1	2	3	4	5
5.	I think the price factor of affordable product sales affects the choice of tourist destinations in Kelantan.	1	2	3	4	5

SECTION C, D AND E: ONLINE REVIEW, VALUE AND SECURITY (INDEPENDENT VARIABLE)

C: ONLINE REVIEW

No.	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I agree advertising through social media influenced the choice of holiday destination in Kelantan.	1	2	3	4	5
2.	I agree advertising on mobile apps (Facebook, Instagram & Tiktok) influenced my desire to go on vacation in Kelantan.	1	2	3	4	5
3.	I agree that the website has the potential to influence my intention to go on vacation to Kelantan.	1	2	3	4	5
4.	I agree that quality blogs influence my intention to visit Kelantan.	1	2	3	4	5
5.	I agree that positive online feedback such as on YouTube can influenced me to visit Kelantan.	1	2	3	4	5

D: VALUE CAPTURE

No.	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I agree that physical facilities such as banks and business premises can attract my interest in visiting Kelantan.	1	2	3	4	5
2.	I agree that shared homestay experiences can attract visitor to Kelantan.	1	2	3	4	5
3.	I agree that the experience of exploring eco-tourism in Kelantan can be interesting.	1	2	3	4	5
4.	I agree that the cultural diversity attracts me to visit Kelantan.	1	2	3	4	5
5.	I agree that food tourism in Kelantan is very interesting to explore.	1	2	3	4	5

E: SECURITY

No.	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I think Kelantan is a safe tourist destination to visit.	1	2	3	4	5
2.	I think Kelantan has maximum safety features when doing activities.	1	2	3	4	5
3.	I feel safe if the accommodation in Kelantan has a security officer.	1	2	3	4	5
4.	I understand that accommodation in Kelantan should have CCTV.	1	2	3	4	5
5.	I feel comfortable staying at an accommodation that has high security features.	1	2	3	4	5

END OF SURVEY / KAJIAN TAMAT

THANK YOU VERY MUCH FOR YOUR KIND COOPERATION / TERIMA KASIH ATAS
KERJASAMA ANDA