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INVESTIGATION OF BUNDLE EVENT EXPERIENCE AND VISITOR SATISFACTION

: A CASE OF BUNDLE PASAR MEK AWE

BY

NUR AMNI ATHIRAH BINTI JASURA	**H20A1464**
NUR ANIS SHAHIRAH BINTI OTHMAN	**H20A1468**
NUR AQILAH BINTI TJUMAN	**H20A1470**
NUR ASSYUARA	**H20A1474**

Bachelor of Entrepreneurship (Tourism) with Honour

Faculty of Hospitality, Tourism and Wellness

UNIVERSITI MALAYSIA KELANTAN

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ABSTRACT

Festivals and special events are unique in their ability to stimulate a range of feelings, imaginations, emotions, and engagement inside guests. As a result, event organisers are encouraged to broaden their vision by implementing more current strategies based on experience. In addition, a method of assessment grounded in the experience idea can help event organisers analyse the success of their events and focus in on the specifics of festival and special event attendees' personal experiences. In the end, the goal of this study is to come up with a useful way to measure how people feel about the quality of an event. Determine the whole outcome of the event from the viewpoint of the visitors' own event experiences. It was proposed that events draw in attendees through five different types of experiences namely entertainment, educational, esthetic (sic), escapist, and festivity were. It is expected that all these elements will come together to create something truly special for each individual who attends an event.

CHAPTER 1

INTRODUCTION

1.1   INTRODUCTION

The first chapter of this research begin by discussing the background of the study and further describes the problem statement in the event experience field. This is followed by the research objectives, research questions, significance of the study and the definition of terms. The chapter will continue with the summary of the investigation of bundle event experience and satisfaction in bundle Pasar "*Mek awe*".

1.2   BACKGROUND OF STUDY

Tourism and event management are said to have evolved from primitive gatherings of people for agricultural or religious reasons into more modern types of events—large-scale, corporate, and governmental—as well as their long history of attracting tourists and establishing host communities as tourist destinations. (Prasada Pasala, 2017). Event tourism can be defined as the propensity to travel to attend events. The term has only been used by the tourism industry and the academic community for the

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past few decades, thus the subsequent rise of this sector has been nothing short of amazing (Getz, 2018). Similarly, "event management" is a rapidly expanding profession since the tourism sector has become an essential stakeholder in the profitability and attractiveness of scheduled events and travellers represent a potential market for these gatherings.

Event management is related to tourism because of the number of events it may create and the number of international business travellers it may bring to a place (Getz,2018). Therefore, event tourism can also be defined according to the purpose of the event, which includes business (such as conferences and trade fairs), cultural (such as festivals and exhibits), and leisure events (e.g., F1 racing, concerts) (Getz, 2018). Events like Kuching's Borneo Rainforest Festival can build awareness of a place as a tourist attraction and stimulate economic growth there.

Events can help boost domestic tourist arrivals. A successful event may serve to enhance the area by attracting future tourists, creating local jobs, and presenting the case for local infrastructure improvements. Because of the economic benefits, such events can provide to a country, various tourist boards have taken the initiative to promote them. Aspects associated with a nation, region, culture, art, cuisine, beverage, business, sports, and so on are some of the examples that have always been featured in niche events to attract tourist. Besides, pop-up events include local farmers markets, an international expo/conference, a salsa lesson, and group yoga sessions in the park are also some of the events that can attract many tourists (Tait, 2018).

In general, all sorts of events may be classified into four broad categories: niche events, participation sporting events, cultural events, and huge international athletic events. Sporting activities were the most popular events attended by tourists including watching live football matches and athletic events (Statista Research Department, 2022).

As for signature cultural events, there are many famous events that can be chosen from. For instance, Oktoberfest in Munich, Japan's Sakura (cherry blossom) season, Edinburgh's world-famous Fringe Festival, the gorgeous Loy Krathong festival (Thai light festival), or La Tomatina (Spain's legendary tomato tossing festival) are among the must-see events that bring tourists from all over the world (Gareit Tait 2018). On the other hand, international sporting events are those events that are aired throughout the world on TV and social media, earning significant sums of money for their individual presenters and attracting millions of people. Good examples are The Olympics, Champions League, Wimbledon, Superbowl, Masters, and Rugby World Cup. (Tait, 2018)

Malaysia does not yet have an event tourism industry as established as other nations. Even if the number of festivals and special events is allegedly growing, considerable work need to be done to improve the event industry organisation. Among the major events that has been organized in Malaysia including KL 98 Games, the F1 Grand Prix, Kuching's Borneo Rainforest Festival (SIC, 2000). Besides these big events, Malaysia also host a unique event like The Dragon Boat Festival, Thaipusam, Gawai Harvest Festival (MyCEB 2023) and bundle event.

A few studies agreed that the number of occurrences is increasing significantly (Getz & Frisby, 1988; Getz, 1991; Hall, 1992). However, determining the precise rise is difficult because event statistics—in terms of quantity, kind, dispersion, or popularity—have not been consistently documented and gathered (Getz, 1991). The reason for this is that tourism and leisure, particularly event tourism, are still relatively new industries, and the terms "festival" and "special event" may be confusing to some people and should not be regarded as synonymous (Getz, 1991). As a result, event tourism supply-side data is rarely generated and finished in comparison to demand-side information.

Bundle events are among the events that are growing at a faster pace. A bundle event or also known as a second-hand shopping event, a vintage fair is an event where local or international vendors offer their used or pre-loved goods and products to passing tourists. These items offer range products from used clothing and furniture to chinaware. This bundle event has been going on for quite some time in Malaysia, but it is only very recently that the public has learned about this events being hosted in other states around Malaysia. There are several well-known bundle events in Malaysia, such as the Bundle Expo, Serba Serbi Bundle and *Mek Awe* bundle.

Mek Awe Bundle is a bundle event that was run every Thursday, Friday and Saturday in Kelantan since 2022 Many young individuals around Malaysia with an appreciation for antique clothing and accessories have been made aware of this special event. This bundle event is designed to assist other vendors in selling their old clothing or merchandise at the fair. There are many items sold in *Mek Awe* including shirts, sweaters, jeans, jewellery, worn shoes, and so on. Besides selling second-hand products, *Mek Awe* also provide entertainment activities such as street performance, *old school* shows and others. These activities can also attract the interest of other people from other states to come here to shop and spend time with their families.

Mek Awe Bundle event can enhance visitor experiences by promoting and offering various bundled brands such as international brands and unique themes. Besides, *Mek Awe* allowed visitors to learn about nostalgia fashion and enjoy shows by local band. Such experience definitely has attracted customer interest and create a unique experience. For example, escapism experience, aesthetic experience, entertainment experience, and education experience.

According to Pine and Gilmore (1998), the concept of experience plays a central role in influencing consumers' choices of purchases in today's modern society. Experience in events is different from buying goods, services, and commodities. That's why it's important to consider how to incorporate the concept of event experience into event organisation so that it can provide the guests with the kind of individualised service they expect and deserve (Pine & Gilmore, 1998). Oh et al. (2007) and Ayob et al (2018) encouraged event organisers to arrange, manage, sell, and stage their event in the form of unique and unforgettable experiences in order to provide value to event participants (Lee, Lee, Lee & Babin, 2007). Despite the remarkable expansion of the event sector within the tourist industry across the world, there are currently relatively few research and information collections on the experience aspects of events. Hence, this study is designed to know the relationship between tourists' event experiences at a bundle event and their satisfaction based on Pine and Gilmore's experience economy realm towards bundle events.6

1.3   PROBLEM STATEMENT

Mek Awe Market was established on 27 October 2022 which is located in Dataran Mara, Kota Bahru, Kelantan opposite the Jaafar Rawas Warehouse and is run by Puan Anis the owner of Rumah Bundle Store. Pasar *Mek Awe* was established through the inspiration obtained by Puan Anis who is the organizer of Pasar Mek Awe who always participates in big bundle events in Malaysia such as Serba Serbi, Tapau Fest, Thrift Market and so on. The main objective of opening the Mek Awe Market is to attract more users and bundle shirt enthusiasts. *Mek Awe* Market is introduced to visitors from within

and outside the state through social media such as Tiktok and Instagram. Most clothes and products sold in Mek Awe are collected and packed in sacks. Among the famous item sold in *Mek Awe* Market are Bundle shirts which were imported from Indonesia, Cambodia, Thailand, Vietnam, and the Philippines. In addition to being cheap, *Mek Awe* Market also provides access to famous foreign brands, cultural styles, and fashion. Some items have been appraised before packaging and these will cost more.

Most bundle fans in Malaysia now like to go to bundle events, not to find cheap clothes, but they are looking for clothes that are hard to find or even *'rare'*. Usually, the clothes that are searched for are like clothes, sportswear, branded and many more (Hansen et al., 2004, Stremersch and Tellis, 2002). The brand shirt is said to be rare because the shirt will be released for certain events only. If the event ends, then the shirt will no longer be sold. So, the shirt is printed in limited quantities. But not all brand shirts are sought after by fans. Only certain brands are searched for. For example, Iron Maiden, Rolling Stones, Metallica, Antrax, Gun N' Roses and many more. However, there is major issue hidden behind the event Pasar Mek Awe which is theme are not interesting, worst theme, attendees are confused, and poor facilities.

Despite the interesting facts about bundle events. Many perceived events as stressful, and not just for the people that plan them. One of the major obstacles for attendees when deciding whether to attend an event is stress. It takes a lot of effort to set up travel arrangements, make a business case for their attendance, and miss out on a few days or more of work. One of the best ways to alleviate attendee stress is to provide them with plenty of information about the event. Besides, events also suffered from bad weather. Bad weather can create dangerous situations at rally events. This is not limited to the obvious threats, such as tornadoes and heat waves. Even normal weather disturbances can lead to dangerous conditions when large groups of people are involved.

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For example, heavy rain or a sudden fall of rocks can cause people to rush for cover, which increases the risk of injuries from a stampede. Everyone loves a good event, especially a themed event. Usually, the theme of this bundle event is favoured by visitors, especially traders at Pasar *Mek Awe*. But unfortunately, the theme given by the organizers was not well received by visitors and traders. This is because, sometimes the organizers want to try and create a unique theme to entertain traders and bundle event visitors but it often fails. Its doesn't matter how old the guests are, as everyone can enjoy a chance to dress up and make a fool of themselves.

The concern is reflected in the number of visitor arrivals and the number of visitor arrivals and the number of sales stalls opened there. The number of visitors and sales stalls at Pasar *Mek Awe* compared to other bundle event sites in Malaysia is less and constantly changing. This is due to the location of the *Mek Awe* Market event located in the middle of the city which makes it difficult for visitors to get safe parking compared to other event bundles where they are based in a strategic location and have a lot of public parking. In addition, the weather conditions will also reduce the number of visitors here when it rains compared to other event bundles because here there are no tents installed because the organizers prefer an aesthetic atmosphere rather than choosing to install a large tent. This will make it difficult for sellers and visitors if the rainy season arrives or it suddenly rains in the area during the event. The number of sellers will also decrease immediately when the rainy season arrives from 100% to 35%. The same goes for the number of visitors which is, maybe from 100% visitors will decrease to 40% only.

This is because Pasar *Mek Awe* is a bundle event that has just been introduced to visitors and is only available in the state of Kelantan. In response to this scenario, urgent effort should be made which is event organizer have to put extra effort in promoting bundle event Pasar *Mek Awe* i.e., in a way encourage people to share their selfies on social

media with custom Instagram, Facebook and Tiktok filters made specifically for the Pasar *Mek Awe* bundle event. Event organizers can then aggregate all that content and feature it on social walls and digital displays. Remember that it must include the logo and themes of the Pasar *Mek Awe* event bundle (Anon, 2022). It will also improve the experience of event managers in handling large events such as the Pasar *Mek Awe*, experience for booth traders and also a unique experience for visitors. This will also increase visitor arrivals, repeat exhibitors and also develop a competitive advantage, improve event management skills for the organizers, increase booth ownership to meet the Pasar *Mek Awe* and also provide a unique experience to visitors.

Although bundle event Pasar *Mek Awe* faced all the issues, all the visitor still keeps on coming to visit bundle event Pasar *Mek Awe*. This show that bundle event of Pasar Mek Awe has earned a place in the heart of visitors. There is unique experience to visitors who come to Pasar Mek Awe. However, study on event experience in bundle event is still limited, so far experience were only discuss in the field of Hotel Event (Soyoung Boo & James A. Buser, 2018), Event (Sheng, 2004) and Mega Bundle (Weber etc Al, 2012). Hence, this study is designed to investigate of bundle event experience and visitor satisfaction: a case of bundle Pasar *Mek Awe*.

1.4   RESEARCH OBJECTIVE

1. To examine relationship between escapism experience in bundle events towards visitor satisfaction

2. To examine relationship between aesthetic experience in bundle events towards visitor satisfaction

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3. To examine relationship between entertainment experience in bundle events towards visitor satisfaction.

4. To examine relationship between education experience in bundle events towards visitor satisfaction.

1.5 RESEARCH QUESTION

1. What is the relationship between escapism experience and satisfaction in bundle event?

2 What is the relationship between aesthetic experience and satisfaction in bundle event?

3. What is the relationship between entertainment experience and satisfaction in bundle event?

4. What is the relationship between education experience and satisfaction in bundle event?

1.6 SINGNIFICANT OF THE STUDY

This study will provide several notable theoretical and managerial contributions to academicians as well to event bundle in general. For academia, this study will probably contribute to a new body of knowledge in Malaysia, and at the same time, the future researcher may extend the body of literature in event research. For the practitioners in the event industry, the findings can help to provide insight on how to improve their business in today's very complex and competitive business environment.

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In term of practical perspective, this study will provide a benefit with the (general) public to understand the various issues of the event in a larger manner as well as to create a habit of reading, analysing, thinking, and learning. However, this study will aid the public in comprehending the different difficulties associated with event tourism. A surrogate scale for measuring tourist satisfaction regarding their whole event tourism experience can also be used to measure event tourism. Additionally, it aids in comprehending the requirements and preferences of shoppers at the "*Mek Awe*" market complex in Kelantan. This study will assist many businesses, including event bundling, in creating a range of activities and packages that are appropriate and able to draw visitors' interest while also enabling them to purchase affordably and with a variety of options. Furthermore, the organizer can use this scale as an alternative to evaluating satisfaction performance in terms of their experience throughout the event as well as helps to understand the needs and wants of the participants in the event. This finding will help the organizer to create various activities and packages that are suitable and able to entertain participants apart from running and reaching the finish line.

In terms of academic perspective, this study provides a noble contribution to the postgraduate students as a valid reference source because each journal is required to verify the source of their information through links and citations. However, this study adds significantly to the literature review on memorable experiences while shopping and related to event tourism. This makes the fully authoritative academic journals because it can verify the facts from their original sources and can help them to understand the pros and cons of the claims expressed in this study more than one a different author's view. Additionally, this study will assist as a guide for future research improvement, especially on subjects related to this event. Besides that, this study will help researchers to make a great conclusion of the results of theories, hypothesis, and research enquiries.

1.7   DEFINITION OF THE TERMS

1.7.1   ESCAPISM

Escapism is the deviation of the habit of mind to activity or entertainment merely as a break from reality or routine according to (Merriam-Webster) dictionary. An escapist tends to shift from an unwanted environment or a situation to a more favourable position (Calleja, G., 2010).

1.7.2   ESTHETICS

From the perspective of artistic philosophy, the scope of aesthetics is more comprehensive, including one of its branches. It is related to not only the essence and value of art, but also the reaction to natural objects expressed in beautiful and ugly language (Duignan, 2019).

1.7.3 ENTERTAINMENT

Entertainment is an activity that is fun, enjoyable and pleasing to the audience (Vogel, 2014). According to Manthiou, A., Lee, S., Tang, L., and Chiang, L. (2014) entertainment experience is when an audience passively watches or observe other's performance and/or activities. In the tourism aspect, tourism provided them with attractions as a source of entertainment when it overlaps with tourism activities. If the activities also contain education and overlaps, it becomes edutainment (Pine, J., & Gilmore, J. H.,1999).

1.7.4 EDUCATION

Education is the Aztecs had a well-developed theory about education, which is have an equivalent word in *Nahuatl* called *tlacahuapahualiztli.* It means & quote; the art of raising or educating a person". Colin and Ernesto (2014).

1.7.5 SATISFACTION

Satisfaction is defined by Locke (1976) as an emotional response or affection toward an object.   Satisfaction is seen as an expression of fulfilment of an expected outcome influenced by prior expectation regarding the level of quality. (Ekinci 2004; cited In Eyiah-Botwe, 2015; Festinger, 1957; In Klein & Saunder, 2011).

1.8   SUMMARY

Bundle event nowadays has become a trend within society and a form of physical activity. However, it remains to be seen whether the bundle clothing business in Malaysia will continue to thrive in the wake of recent global events. Event Bundle its original form was meant to alleviate economic burdens on consumers but has evolved to become a field of practice that extends beyond economic boundaries. The bundle event is relaxed, and liked by various layers of society, especially young people. Therefore, various bundle events with interesting themes have been designed by the organizers to create a different experience for tourists and customers. However, the buddle event has provided a variety of interesting activities. In addition, there were a lot of sacrifices to be made by the organizers and customers in terms of time, weather, and effort. Thus, the purpose of this study was to evaluate the investigation of bundle event experiences based on Pine and Gilmore's experience economics towards satisfaction. Hopefully, the study will make a reasonable and accountable contribution to the tourist industry, particularly academics, event practitioners, researchers, postgraduate students, and organisers.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter describes it relate and relevant literature concerning the research conducted of bundle event. This section includes essential information regarding previous research. Moreover, this section further elaborated on education, entertainment, escapism, aesthetic of visitor's satisfaction in Bundle event. Following that, a conceptual framework and hypothesis will be discussed to further explain the link between the independent and dependent variable. The summary will wrap up the entire literature.

2.2 LITERATURE REVIEW

Themes are not only used to determine the initial tone of an event, but they can also remind the objectives of an encounter throughout its course (Anon, 2018). Themes can also create a buzz prior to the event as visitors discuss how they can interpret the theme, what they are going to go as, what their friends are trying and whether they can do join costumes which can be great corporate team building. Regardless of the event type, there is a theme to transform your event, improve user experience and only make the whole thing better (Skift Meeting Studio Teams, 2017). Each bundle event that takes

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place will usually be given a theme to the traders and visitors who attend. With a theme every time the bundle event takes place, this will liven up the atmosphere at the event. Bundle clothes are imported from abroad such as USA, Japan, UK, Korean and other European countries (Chalip and Green, 2001, Chalip and McGuirty, 2004, Moon et al., 2013, Rosenbaum and Wong, 2010, Yang et al., 2011).

Here is the question mark and also the answer for the visitors as to why the shirts are sold at high prices up to thousands of ringgits per piece when the shirts have been used and have been transferred to several people before being sold again. For hard core collectors of bundle items, they will look for old or vintage items such as Levi's, Big E, Rindem, Sidedam and so on. For examples, Nike limited edition 'Sumo Wrestlers' T-shirts priced at RM10,000 was the expensive vintage and rare garment displayed for sale during the Sandakan Bundle Fest Volume 3 held here recently (Winnie Kasmir, 2017).

2.3   PREVIOUS RESEARCH

2.3.1 BUNDLE EVENT

A bundle event or also known as a second-hand shopping event or a vintage fair is a business event or entity that sells second-hand or used goods or services for a profit on a small or large scale, depending on the brand sold. A bundle event is a business where vendors offer items such as used clothing, household items, and more. The term "bundle"

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refs to huge bales purchased by local merchants from wholesalers. The term "selam bundle," which translates as "diving into garment bundles," is used to define thrift culture.

According to a 2021 analysis from the resale platform Thred Up and the analytics firm Global Data, used product sales will increase to roughly $77 billion by 2025, up from $36 billion this year (Thread Up, 2021). This second-hand product is becoming a global phenomenon, with growth anticipated to reach 127% by 2026, three times faster than the global garment market as a whole. There are several variables that contribute to the increased demand for used goods and bundle events. Technology is one of the most important things. Second-hand market growth is being driven by technology and internet marketplaces.

According to Thred Up (2021), 70% of customers believe it is easier to purchase second-hand goods now than it was five years ago, thanks to technological advancements and online marketplaces like Carousel, Mudah.com, Etsy, eBay, and Grailed. Furthermore, today's buyers are increasingly willing to buy used goods. 41% of customers seek out used items first before purchasing a new product; 70% have browsed or are willing to shop for used clothing; and 50% have begun to resell their used clothing and products (Thred Up, 2021Finally, today's customers are spending less on garments as they feel the pinch of inflation, so many are shifting to second-hand items to stretch their apparel budgets and continue to save money while levelling up their wardrobes.

Second-hand shopping, often known as "bundle ", shopping, is popular in Malaysia. There are thrift stores across the country, ranging from little roadside kiosks to enormous warehouses owned by major companies. One such firm is Jalan Jalan Japan, a Japanese importer with eight locations in the nation, and Family Bundle, a chain with multiple outlets in Kuala Lumpur. Thrifters are people who buy used items. Thrifting

elicits happy feelings as well as a sense of accomplishment. Many thrifters reported feeling better, thrilled, joyful, clever, terrific, and powerful after purchasing a second-hand item (Thred Up, 2021), and they are glad to tell people that their wardrobe is second-hand. Thrifting evokes positive emotions and a sense of pride which is 82% of consumers shared that they feel a positive emotion when they buy a second-hand item. 74% of consumers say second hand apparel is more socially acceptable now than it was 5 years ago and 72% of those who consider themselves thrifters say they feel proud to share with others that their outfit is second hand While marketplaces dominated the previous ten years, brands and retailers are driving the next wave of second hand. In fact, the number of companies having their own resale stores climbed by 275%, from eight in 2020 to thirty in 2021. This is only the beginning of this trend, but the acceleration of resale acceptance is a promising indicator with significant global advantages. We are excited to present this year's Second-hand Report, which demonstrates that with the combined strength of conscientious customers, resale marketplaces, and forward-thinking designers and retailers, the fashion industry can have a more sustainable future.

According to the Observatory for Economic Complexity, which studies international commerce, the United States was the greatest exporter of used clothes in 2019 (the most recent year for which data is available), with exports totalling $720 million. Ukraine ($203 million), Pakistan ($189 million), Ghana ($168 million), and Kenya ($165 million) were the major importers. Malaysia's imports amounted to $105 million. This suggests that Malaysia is among the countries that prefer second-hand items. There are thrift stores all around Malaysia, ranging from little roadside booths to enormous warehouses owned by major companies. Jalan Jalan Japan, an importer of Japanese commodities with eight stores in the nation, and Family Bundle, a chain with multiple outlets in Kuala Lumpur, are two examples. (2022, The New York Times)

2.3.2   MEK AWE BUNDLE EVENT

Mek Awe Market was established on 27 October 2022, which is in Dataran Mara, Kota Bahru, Kelantan opposite the Jaafar Rawas Warehouse and is run by Puan Anis the owner of *Rumah* Bundle Store. Pasar Mek Awe was established through the inspiration obtained by Puan Anis who is the organizer of Pasar Mek Awe who always participates in big bundle events in Malaysia such as *Serba Serbi, Tapau Fest*, Thrift Market and so on. The main objective of opening the Mek Awe Market is to attract more users and bundle shirt enthusiasts. Mek Awe Market is introduced to visitors from within and outside the state through social media such as Tiktok and Instagram. Most clothes and products sold in Mek Awe are collected and packed in sacks. #Among the famous item sold in Mek Awe Market are Bundle shirts which were imported from Indonesia, Cambodia, Thailand, Vietnam, and the Philippines. In addition to being cheap, Mek Awe Market also provides access to famous foreign brands, cultural styles and fashion. Some items have been appraised before packaging and these will cost more.

2.4   PINE AND GILMORE'S EXPERIENCES REALMS

According to Pine and Gilmore (1999), even if the lines between active immersion and active absorption are hazy, passive immersion experiences (aesthetics) and active immersion experiences (escapism) may differ from one another. The sale of clients' cherished experiences is what the experience economy entails. The phrase "experience economy" was first used in a 1998 paper by co-authors and economists B. Joseph Pine II and James H. Gilmore, who discussed how the millennial generation will value

captivating experiences above tangible goods. The experience economy offers four areas where an organisation may create experiential value. These worlds were known as the 4Es by Pine and Gilmore in 1999. The 4Es involve expanding the company's offerings of educational, aesthetic, escapism, and entertainment experiences. According to Carù and Cova (2007), experience is an immaterial or impersonal offering made possible by the consumer's engagement and involvement in a sensory and emotional realm. Pine and Gilmore (2011) make the argument that, in the experience economy, the worlds of experiences may be utilised as a financial offering, much like a good or service, to enhance the experiences of customers and strengthen their bonds with the establishment and its brand. The experience economy classifies experiences into four main categories, or "4E constructs," which stand for entertainment, education, aesthetics, and escapism (Pine & Gilmore, 1999).

2.4.1 ESCAPISM EXPERINCE

Habitual diversion of the mind to purely imaginative activity or entertainment as an escape from reality or routine (Anon, 2019). Escapism in the form of self-suppression stems from motives to run away from unpleasant thoughts, self-perceptions, and emotions, whereas self-expansion stems from motives to gain positive experiences through the activity and to discover new aspects of self (Anon, 2022). Escape tendencies are often a symptom of procrastination, but they are not necessarily the same. Delays, like runaways, are not necessarily bad things, what is needed is to look deeper into why they happen so that you are better prepared to manage them like Pasar Mek Awe event managers who observe more closely what needs to be improved for the event to be

successful more visitors (Anon,2018). Escapism experiences are the opposite of entertaining experiences, involving total immersion and active participation in events (Pine & Gilmore, 2011). Many consumers seek shopping experiences that provide an escape from the mundane and, for them, visiting stores is "to explore, stalk, hunt down, touch, feel, and interact with products that might fit into their lives" (Valas, 2004: 26).

Hypothesis 1: There is a positive relationship between Escapism experience and visitor's satisfaction attraction in bundle event.

2.4.2 ENTERTAINMENT EXPERIENCE

Numbers of studies have shown that entertainment is an important determinant of visitor's satisfaction attraction across various context, including the influence of physical environment on emotion (Ali & Amin, 2014). Entertainment is activities that are distracting, enjoyable, or fun and appropriate for the time and attention of the audience (Vogel, 2014). Based on Pine and Gilmore's theory, entertainment experience happens when people are passively observing other people's activities or performances through the senses as it portrayed pleasure and enjoyment such as concerts and theatre performances (Radder & Han, 2015. Nostalgia is described as a fondness for goods that were more common when the individual was younger, or a wish to dwell in a bygone era of history (Cervellon et al., 2012). Majority visitor's that visit the bundle event is to bring back their nostalgia fashion and vibes, this is because bundle Pasar *Mek Awe* always present their trademark as an old school theme and play raggae and classical music at the event. The idea of the competitive environment also has boosted the enthusiasm in participating this kind of event as it brings entertainment not only for the visitors but also

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the observer (Jenny, Manning, Keiper, & Olrich, 2017). Thrift stores promote social and family interactions by making a visit to these establishments a entertainment experience. Customers engage with business owners, salespeople, and other customers while shopping. These interactions boost client satisfaction and can narrow down a link to the purchase of things (Duffy et al., 2012; Guiot and Roux, 2010).

A previous study from Soyoung Boo & James A. Busser (2018), in the hotel context, and Ayob, N., Wahid, N. & Omar, A. (2011) in event experience context, agreed that entertainment has a significant influence on the overall experience, leading to visitor's satisfaction attraction. Based on the discussion above, the authors suggest the following hypothesis:

Hypothesis 2: There is a positive relationship between entertainments and visitor's satisfaction attraction in bundle event.

2.4.3 ESTHETIC EXPERIENCE

According to Cupchik and Winston (1996), aesthetic experience is a psychological process in which the attention is focused on the object while all other objects, events, and everyday concerns are suppressed. Aesthetic things are objects that are appreciated for their beauty. These include art, architecture, design, crafts and other elements of human creative expression. Aesthetics are cultural and personal such that what is appealing to one person may not be to another (John Spacey, 2022). Just like the aesthetic experience felt by visitors at the Pasar Mek Awe that makes them more interested in visiting the event.

In aesthetic experiences, consumers are immersed in the environment but are not partaking in it (Pine & Gilmore, 2011). The stall design, exterior, and atmospherics of bundle event are essential "to offer the consumer an immersive experience" (Picot-Coupey, 2014:655). can offer consumers an aesthetic experience as these stores are packed with immersive elements such as the unique and unusual store designs and atmospherics (Jeong, Fiore, Niehm & Lorenz, 2009; Kim et al., 2007). Retief (2012) found that the exterior design of every single stall at the event bundle positively affected a consumers. Esthetic experiences generated by the physical environment can also influence consumers' intention to patronise the stall. It is clear that this aesthetic experience can influence the behaviour of visitors to the Pasar Mek Awe event because the things that happen there are very interesting, creative, intensive, artful and really artistic.

Hypothesis 3: There is a positive relationship between aesthetic experience and visitor's satisfaction attraction in bundle event.

2.3.4 EDUCATION EXPERIENCES

According to Pine and Gilmore (1999), experiences are "events that engage the individual in a personal way." In a Danish report (ODA, 2006:30), we find the following definition: "An experience arises in a relation or in a dialectical relation between subject and object, both of which will have an impact on what is experienced. While according to (Urry, 2002; William & Buswell, 2003; Woodside & Dubelaar, 2002) the core of the visitor experience takes place on site with a focus on the visual use of objects, physical activities and exhibitions selling second-hand goods at destination attractions that are

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different from everyday life experiences. Creating marketing "experiences" — compelling and frequently offbeat physical or virtual places designed to attract new customers and rekindle the interest of existing customers — companies generate additional demand for core offerings. The experience itself may be poles apart from the company's core manufacturing or service business, but it becomes the entrée for a relationship and host of potential transactions. Education is often identified as a motivator to use the products and services of visitors who purchase, including tourist attractions. Forhan (2020) mentions that to achieve the event's goals, careful advance planning and strong leadership are still needed for success. Here shows the experience in education is very important in creating a good experience in bundle events and visitor satisfaction.

A previous study from Soyoung Boo & James A. Busser (2018), in the hotel context, and Ayob, N., Wahid, N. & Omar, A. (2011) in event experience context, agreed that education has a significant influence on the overall experience, leading to visitor's satisfaction attraction. Based on the discussion above, the authors suggest the following hypothesis:

Hypothesis 4: There is a positive relationship between education and visitor's satisfaction attraction in bundle event .

2.5 CONCEPTUAL FRAMEWORK

A study framework was established based on the literature evaluation in order to explore the link between visitor's satisfaction and the investigation of bundle event experience. Figure 2.1 depicts the suggested conceptual framework, which includes the independent variables of escapism, esthetics, entertainment, and education. The dependent variable is visitor's satisfaction.
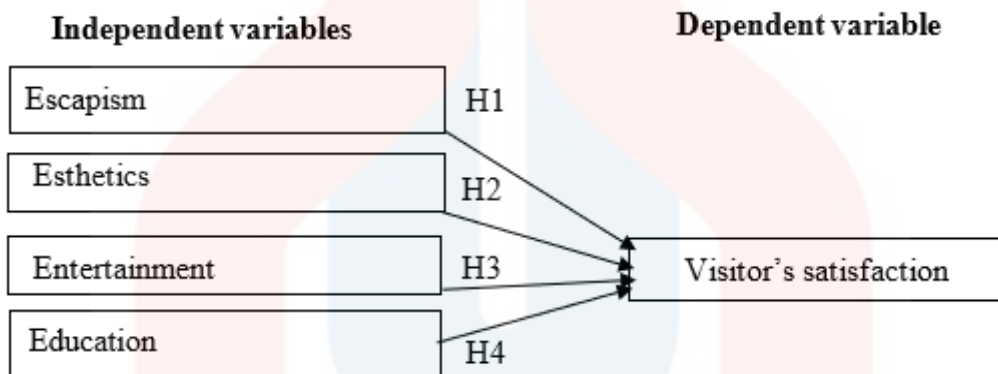
Figure 2.1: Proposed Conceptual Framework adopted from Soyoung Boo & James A. Busser (2018)

First of all, the first independent variable is education. Forhan (2020) mentioned that in order to achieve the goals of the event, careful advance planning and strong leadership are still needed to succeed. This means that some of them are organizing experts in bundle events; they want to learn how the organizer manages the bundle event during that time. Other than that, bundle events have been organized to raise people's awareness of recycle the old clothes.

The second independent variable is entertainment. Manthiou, Lee, Tang and Chiang (2014) point out that entertainment experiences typically occur when people

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passively observe other people's activities and / or perform running activities, and are generally considered to be fun, providing opportunities for participation in entertainment. Although sometimes escapist, there may be overlap between entertainment and social activities.

In addition, the third independent variable is escapism. Jones and Scott (2018) mentioned that many activities that are normal activities in a healthy life (e.g., eating, sleeping, exercise and sexual activity) might also be a way to escape reality in extreme situations or with an appropriate background. Escaping reality will allow you to get rid of your emotions when you feel overwhelmed and rethink new questions Allan (2015). Visitors who are always engaged in their job will, as a result, experience an automatic shift in their moods, which will cause them to feel enthusiastic each time they attend the package event. This is because people will experience happiness, particularly for women, because of the fact that they will be able to buy and food haunting at this event. To put it another way, when people go to package events, they could spend time with their friends, partners, and family members, which makes this event a location where they can spend time together.

Moreover, the fourth independent variable is aesthetics. The aesthetic experience in bundle events is the mood of the overall atmosphere and physical environment. in addition, Aesthetic experience is a psychological process in which attention is focused on the object, while all other objects, events, and daily attention are suppressed. In the peak of experience, the attention is completely focused on a specific object, and the object is considered to be separated from its daily use and practicality. According to Apter (1984), the distinguishing feature of aesthetic experience is that it is not goal-oriented (i.e., pragmatic), but more focused on the activity itself (i.e., self-reward).

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2.6 HYPOTHESIS

From the conceptual study in Figure 1 below, the independent variable education, entertainment, aesthetics, and escapism was determined and one dependent variable, namely satisfaction as a mediator for this study, based on the variable cited above, these hypotheses are defining:

H1: Escapism experience positively affects visitor's satisfaction attraction in bundle event.

H2: Aesthetic experience positively affects visitor's satisfaction attraction in bundle event.

H3; Entertainment experience positively affects visitor's satisfaction attraction in bundle event.

H4: Expectations positively affects confirmation attraction in bundle event.

2.7 SUMMARY

As conclusion, the previous research is explained the theory argues about the memorable events that businesses need to design to the customers. Furthermore, Pine and Gilmore's experience realms is about the explained of education, entertainment, escapism, and aesthetic that related to the visitor 's satisfaction of bundle event. In additional, hypothesis is when the independent variable of education, entertainment, aesthetics, and escapism as determined to the dependent variable which is known as satisfaction Lastly, conceptual framework in this study was through the current study and the objectives of the independent variable and dependent variable. This chapter has also detailed the hypotheses development based on the research questions, previous studies, and the proposed conceptual model, which comprises four main constructs of Pine and Gilmore experience realm and satisfaction. Briefly, four research questions and four main hypotheses have been established in this study as summarised in Table 2.1.

Table 0.1 Summary of research questions and literature

Research Question	Description	Hypotheses
RQ1	What is the relationship between escapism experience and satisfaction in bundle event?	H1: Escapism experience positively affects visitor's satisfaction attraction in bundle event.

RQ2	2 What is the relationship between aesthetic experience and satisfaction in bundle event?	H2: Aesthetic experience positively affects visitor's satisfaction attraction in bundle event.
RQ 3	3. What is the relationship between entertainment experience and satisfaction in bundle event?	H3: Entertainment experience positively affects visitor's satisfaction attraction in bundle event.
RQ 4	4. What is the relationship between education experience and satisfaction in bundle event?	H4: Education experience positively affects visitor's satisfaction attraction in bundle event.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

In this chapter, researchers will explain more about the process of data collection, data analysis, and interpretation of data. Research methodology is essential so that the research carried out has the most appropriate and effective methods in responding to the problems of the study. In collecting and processing, the data associated with this study comprises actions and procedures taken through the study's methodology. Therefore, this chapter includes research design, sampling, data collection method, data analysis, and interpretation procedures. At the end of this chapter, the researcher will elaborate on the data collection process and the practice of analysing the data that the researcher is using.

3.2 RESEARCH DESIGN

A research design is primarily an analysis plan that defines the procedures for researchers follow to achieve their research objectives or evaluate hypotheses proposed during their research. Choosing a research method is a critical decision that serves as the foundation of any investigation or research design process. It specifies how relevant information for research can be gathered, and many options can be linked or included in

the research design process. It consists of data that must be studied by the theory to collect explanatory hypotheses to test the programme. A dynamic process structure that can solve the research problem is known as research design. It also ensures that the data-generated information represents a convincing and confident answer. Response to the research question. The research design must include a comprehensive research method and context for collecting and evaluating information.

Data collection techniques come in two flavours qualitative and quantitative. A qualitative research design examines attitudes and behaviours. examines theories and hypotheses for validity. Math and statistical analysis were used in their analysis. In contrast, a quantitative research strategy generates data using instruments like questionnaires or structured interviews, as well as methodologies like focus groups or interviews. Fundamental quantitative research architecture comes in four varieties: descriptive, correlational, experimental, and quasi-experimental. Numerous methods can be used to collect data when using a quantitative research approach. For instance, website interceptors, Google Form surveys etc.

The design of the research is **Quantitative Research**. Quantitative research is the examination analysis, and interpretation the observations with the purpose of understanding the meanings and patterns of relationships. This research has been conducted to know the investigation of bundle event experience and visitor satisfaction about a case of bundle Pasar Mek Awe. It is about asking people for their opinions through questionnaire in an efficient way so that the researcher can produce hard facts and statistics to guide. Quantitative research will be uses to quantify data and take the results from a sample to the population. It is also used to measure the incidence of a variety of views and opinions in a chosen sample.

3.3 POPULATION

The population is a clandestine meeting of people, creatures or objects that can be identified through a daily level of knowledge and investigation. To accumulate the data about a vast populace, information generally could be assembled from the example Hengen, S. E., & Thomson, A. (2007).

In this study, the targeted respondents were chosen from a group of people that frequently join bundle events at Pasar *Mek Awe*. In this study, this population is narrowed to visitors who have visited the *Mek Awe* Market bundle event. The respondents to be selected to answer the questionnaire were participants who had attended the bundle event more than three times. They were chosen to participate in this study because they can provide accurate input from this specific research group.

Meanwhile, respondents' experience with other bundle events may allow them to provide more accurate and relevant information than interviewing people who did not attend the bundle event at *Mek Aw*e Market but instead provided feedback based on their own experience with other bundle events. The number of tourists who have visited Bundle Pasar *Mek Awe* is estimated at 150 people per weeks.

3.4 SAMPLE SIZE

A sample is a tiny percentage of a population that has been chosen for specific research. The model should accurately reflect the desired group's characteristics. The researcher decides and approaches a representative group of individuals or elements who belong to the target demographic to gather data on the group. The researcher approximates the features of the usual then the group into population characteristics based on the findings. The term "sample survey" refers to the process of surveying to collect data from a sample. A statistic is a value that is determined or assessed based on the characteristics of a sample.

In this study, the number of visitors who visit Mek *Awe* Bunddle in Dataran Mara, kota Bharu, Kelantan is used to determine the sample size. The study will sum up the number of visitors, which are **600.** The study will determine sample size based on Krejcie and morgan (1970). Based on the table as shown in Table 600 persons are the total number of visitors who visited the Mek Awe bundle. We selected:Dataran Mara, Kota Bharu, Kelantan as references. Therefore, this study applies the largest sample size, **234 respondents.** The study will distribute 234 questionnaires to the respondents who have been to the place we selected and their experiences to Mek *Awe* bundle event.

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TABLE FOR DETERMINING SAMPLE SIZE FROM A GIVEN 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	246
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	181	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	373
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

Note: "N" is population size
"S" is sample size.

Krejcie, Robert V., Morgan, Daryle W., "Determining Sample Size for Research Activities", Educational and Psychological Measurement, 1970.

Table 2: Educational and Psychological Measurement reference for determining sample size from a given population

3.5 SAMPLING METHOD

Sampling is a technique that helps researchers gain knowledge about a population from a subset of people's findings rather than looking at any individual. You start with a complete sampling frame of all eligible individuals; instead, you select your sample in probability random sampling.

In this study, we will choose to do purposive sampling which is also known as selective, subjective, and judgmental sampling. It is a sampling strategy in which the researcher selects individuals from the population to participate in the study based on his

own assessment (Saunders, M., Lewis, P. & Thornhill, A., 2012). According to Saunders et al (2012), Purposive sampling is a non-probability sampling technique where "the components selected for the sample are selected based on the opinion of the researcher." Researchers often feel that by using excellent judgment, they can obtain a representative sample, thus saving time and money."

The main purpose of the data collection phase is to administer the questionnaire that has been developed during the pilot phase to a representative sample of visitors at the Mek Awe Market event. The following sections outline the sampling procedure, data collection instruments, predictor and predictor variables, and procedures for the data collection phase.

3.6 DATA COLLECTION METHOD

As the data collection method, **a self-administered** and google form questionnaire was used. According to Sekaran (2003), a self-administered questionnaire was an efficient data collection method when the researcher knows what exactly is required and how to measure the variables of interest. This survey engaged Malaysians who have been to the dark tourism destination we have chosen: Dataran   Mara,   Kota   Bharu, Kelantan. A set of questionnaires was distributed targeted to respondents who have visited Dataran Mara, Kota Bharu, Kelantan. This location at Kelantan was chosen because the researchers assumed that it was easier for them to reach the targeted respondents at this event and the researchers believe that the targeted respondent at this event is willing to participate in this study. Additionally, the purposes of the research have been described and explain to the respondents. Upon completion, the questionnaires will

be taken back personally by the researchers. To protect the identity of the respondents, their names and information respondents did not used.

3.7 RESEARCH INSTRUMENT

Research instruments are measurement tools such as questionnaires, tests or, scales designed to help researchers obtain data on the topic of importance from research subjects (Yin, 2011). The researcher will use questioner as the research instrument to collect all the data needed. Ary (2010) stated that a questionnaire is an instrument in which respondents provide written responses to question or mark the items that indicate their answers.

The questionnaire is separated into three sections. The first section is section A, questions in section A is about the respondent's demographic information such as gender, age, status. In section B, the query consists of related to the independent variable. While in section C, the questions consist of the dependent variable. Section A's questionnaire structure uses nominal and interval scales, while sections B and C use the Likert Scale. The questionnaire provided duo language, English and Malay since the respondents are likely to answer the questionnaire. The 5 Likert scales will be used in this study. The measurement on the 5-Likert scale is as follow: 1- strongly disagree, 2- disagree, 3-neutral, 4-agree, 5-strongly agree.

Strongly Disagree	1	2	3	4	5	Strongly Agree

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Section	Variables	No. of Items	Scale	Resources
A	Demographic Profile	7 Items	Nominal and Interval scale	Researcher
B	Escapism	5 Items		Hosany & Witham (2010), EST2: Mathwick et al. (2001), EST3: Oh et al. (2007), del Bosque & San Martín (2008), Oliver (1980), Churchill & Surprenant (1982), de Rojas & Camarero (2008), Bigné et al. (2005),
	Esthetics	5 Items	Likert Scale 1-5	
	Entertainment	5 Items		
	Education	5 Items		

C	Satisfaction	3 Items	Likert Scale 1-5	del Bosque & San Martín (2008), Oliver (1980)
	Total Items	30 Items		

Table 3.1 Breakdown of Measure

Section A is made to collect data on respondents' demographics. The items that will be asked are their gender, age, status, race, religion, educational background, and monthly income. The thing about section A can be seen from Table 3.2 below.

Items	Measures	Resources
Gender	Male/Female	
Age	Less than 20/ (21-30)/ (31-40)/ (41-50)/ (51 and above)	
Status	Single/Married	
Race	Malay/Chinese/Indian/Other	
Religion	Islam/Christian/Hindu/Buddha/other	
Education Background	SPM/Diploma/Degree/Postgraduate/Master/PhD	
Monthly Income	<RM1000/ RM1001-RM2000/ RM2001-RM3000/ RM3001-RM4000/ RM4000 and above	

Table 3.2: Items Representing Respondent's Demographic Information

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Section B consists of 4 variables: escapism, aesthetics, entertainment and education with 20 items that measure the impact of memorable event bundle experience on behavioural intention. Out of all items, five (5) items in escapism, five (5) items go to aesthetics, five (5) belongs to entertainment and five (5) items in education.

No	Items	Resources
Escapism Q1	I felt like I was in a different place.	
Q2	The experience let me imagine being someone else	
Q3	I completely escaped from reality	
Q4	I was engrossed in event bundle programs	
Q5	I totally forgot about my daily routine	
Aesthetics Q6	I felt a real sense of harmony at the bundle event	
Q7	Event was aesthetically beautiful	
Q8	Event space layouts were fancy	
Q9	Atmosphere by event design was very new and attractive	
Q10	Event venue provided pleasure to my senses	

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Entertainment Q11	Participation in the event was captivating	
Q12	I really enjoyed what I was doing	
Q13	Activities of event bundle performers were fun to watch	
Q14	Event bundle program itself was very entertaining	
Q15	Things being decorated were not boring to watch	
Education Q16	Visiting bundle gallery	
Q17	Get knowledges and information about bundle	
Q18	Shopping	
Q19	Quality brand bundle very important	
Q20	Bundle event Experience	

Table 3.3: Items Escapism, Aesthetics, Entertainment and Education

Section C is all about the dependent variable, the respondent's behavioural intention. This section consists of three (3) items. The respondent will be asked to present the research objectives in this section. All the items can be seen from the table below:

No	Items	Resources
Q1	Recommended	
Q2	Perception of event	
Q3	Revisit	

Table 3.4: Item Representing the Behavioural Intention.

3.8 DATA ANALYSIS

Statistical Package for the Social Science or researcher mostly calls it as SPSS is software which primarily used in research for data analysis, will be conducted in this study. The SPSS software will be used to perform correlation for the bundle event experience and visitor satisfaction. Therefore, it means that all of research objective (which is to examine the education, entertainment, escapism, and aesthetic experience in bundle events) will only be using the correlation to measure these variables. While we will disseminate the questionnaire using Google Forms, we will also distribute it on the internet. When the data collection is complete, all survey results will be gathered in SPSS. Visitors will reply to the survey. Before performing any test, the data will be carefully screened to exclude any invalid samples with missing values. The findings of the data

analysis on the score distribution of all the variables will be reported using descriptive statistics, independent sample t-tests, and multiple linear regression analysis.

3.8.1 DESCRIPTIVE STATISTICS

Descriptive statistics is a type of data analysis that describes or summarises data in a relevant way. It does not, however, allow researchers to draw inferences beyond the data that has already been analysed or to form judgements about any hypotheses that they may propose. This is critical since it is difficult to visualise data if the researcher merely presents raw data, especially if there is a lot of it. As a result, descriptive statistics enable researchers to present data in a more meaningful manner, allowing for a more clear analysis of the data, such as interpreting, rearranging, sorting, and altering data to provide descriptive information (William, 2003).

The data obtained will be analysed using two methods: descriptive analysis and inferential analysis. Descriptive analysis will be utilised to define demographic characteristics of respondents such as percentage, frequency, mean, and average mean. As a result, the researchers employ descriptive analysis to describe the degree of agreement in Sections B, C, and D. The mean table range was used to determine whether respondents agreed or disagreed with the questionnaire statements. A descriptive analysis is a concise quantitative summary of a collection of facts (Morrow Guthrie et al., 2015). This allows the researcher to fully comprehend the experiment or data being given and informs everyone about the pertinent details that help put the data into context. Descriptive analysis also allows researchers to display data more effectively and explain more comprehensive facts (Zohrabi and Mohammad, 2013).

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Table 3.5 The relationship between Scales and Level of Agree

Range of scales	Level of categories
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

The scale's score goes from 1 to 5, indicating how strongly the categories disagree. When the range of scales 2 suggests distinct results, the content of scale. The scales 3 is neutral. When the values are in the range of 4, the amount of countering is scaled as agreed. Finally, when the range is 5, it demonstrates high agreement.

3.8.2 CORRELATION ANALYSIS

Correlational studies are a type of non-experimental study. There is little to no attempt made to take into consideration unrelated aspects since the researcher focuses on the statistical relationship, which is a correlation between two variables (Carlson et al., 2012). Academics who are interested in statistical correlations between variables may choose a correlation study over an experiment for two main reasons. According to the researchers, the statistical association is not causal. If the statistical link of interest is assumed to be causative and the researcher cannot change an independent variable

because it is challenging, impractical, or immoral, they may choose a regression test for an experiment.

A statistical test called Pearson correlation analysis evaluates the relationship or association between two continuous variables, independent variables (IV), and dependent variables (DV) (BettanySaltikov et al., 2015). This study aims to determine whether participation, novelty, meaningfulness, refreshment, and behaviour intention have any correlations. It is the best method for calculating the connection between variables of interest since it is based on covariance. Both the strength of the connection or correlation and the direction of the relationship are described. If there is a correlation, the researchers must assess how strongly the independent (IV) and dependent variables are related (DV).

Table 3.6: Rules of Thumb about Correlation Coefficient Size

Correlation Coefficient Size	The Strength of the Relationship
1.00	Perfect Positive Correlation
0.50 to 1.00	Strong Positive Correlation
0.50	Moderate Positive Correlation
0 to 0.50	Weak Positive Correlation
0	No Correlation
0 to -0.50	Weak Negative Correlation
-0.50	Moderate Negative Correlation
-0.50 to -1.00	Strong Negative Correlation

-1.00	Perfect Negative Correlation

The magnitude of the positive correlation coefficient is between 0 and 1.00. Table 3.3 illustrates that if the coefficient of correlation size is 1.00, the strength of the relation between the variables is entirely positive. A high association exists when the coefficient value is between 0.50 and 1.00. When the scale is at 0.50, it indicates a somewhat good outcome, whereas numbers between 0 and 1 show a negative result. The number 0 implies that there is no correlation. When the dimensions are between 0 and -0.50 in terms of the strength of the link, it indicates that there is a weakly indirect correlation. Absolute -0.50 might be considered a moderate negative correlational statistic. If the coefficient value is between -0.50 and -1.00, the connection between the variable highly negative correlation and the -1.00 parametric statistic sizes indicates that it is perfectly negatively correlated (Weir, J. P., 2005).

3.8.3 RELIABILITY ANALYSIS

This reliability analysis was determined by obtaining the proportion of systematic variation in the scale provided. The scale shown will evaluate the relationship between the scores obtained from the administration of different scales. This reliability analysis was also used to test the extent to which these assessment tools produced were stable and consistent. To identify the reliability of this instrument, this study used Cronbach's Alpha in trying internal consistency and reliability scale measurements. Based on the table, (a) also the number of sensitive items in this test: (Mohsen Tavakol & Reg Dennick, 2011).

The primary purpose of this reliability test is to confirm the reliability of the data and the research is reliable as it influences the goals for the analysis (Chok, N. S, 2010). Cronbach's alpha introduces a standard measure in reliability testing. The reliability test has 3 phases. The first is to perform a pilot test, the second is to evaluate the pilot test results (alpha value), and the third is to look at the correlated items so that all items can be considered. Consistent in the final analysis.

Table 3.7: Rules of Thumb about Cronbach's Alpha

Cronbach's Alpha Coefficient	The Strength of Association
< 0.6	Poor
0.6 to <0.7	Moderate
0.7 to <0.8	Good
0.8 to < 0.9	Very good
0.9	Excellent

Since a strong connection and positive correlation are necessary for success, Cronbach's alpha is an appropriate statistic (Bohlmeijer et al., 2016). The study's exceptional internal consistency and dependability must be directly related to number one, and the conclusion research study makes use of both. If Cronbach's alpha is less than 0.60, it is insufficient. A dependability of 0.60 is regarded as subpar, whereas a reliability of 0.70 is ideal and suitable for measurement. High dependability is defined as a Cronbach's alpha that is frequently more than or better than 0.80. Furthermore, according to a different dependability test, a score of 0.80 or above is regarded as exceptional.

3.9 SUMMARY

This chapter discussed the research methodology that was used in the research. It has highlighted the research design, the source of data, research framework, sampling plan, data collection method, research instruments, testing of the research instruments and the statistical analyses used to test the hypotheses. In summary, this chapter has provided some guidance on the flow of the study that enhances the understanding of the study.

Researchers used a non-probability sampling research method to conduct this study. The primary reason for the researcher's use of this method is that it is easier to implement and provides more accurate answers to the researcher's objectives. Furthermore, to implement the non-probability sampling research method, the researchers have prepared several questionnaires that will be distributed via the online survey Google Form. Finally, the information gathered from the questionnaires distributed to respondents will be analysed with the IBM Statistical Package for the Social Sciences (SPSS). The results will be presented using frequency and percentage. The summary for data analysis is as described in Table 3.5 below.

Table 3.8: Data Analysis Summary.

RESEARCH QUESTION	ANALYSIS
RQ1: What is the relationship between escapism experience and satisfaction in bundle event?	Spearman correlation: - Descriptive statistics - Independent Sample T-test - Multiple linear regression analysis

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RQ2: What is the relationship between aesthetic experience and satisfaction in bundle event?	Spearman correlation: - Descriptive statistics - Independent Sample T-test - Multiple linear regression analysis
RQ3: What is the relationship between entertainment experience and satisfaction in bundle event?	Spearman correlation: - Descriptive statistics - Independent Sample T-test - Multiple linear regression analysis
RQ4: What is the relationship between education experience and satisfaction in bundle event?	Spearman correlation: - Descriptive statistics - Independent Sample T-test - Multiple linear evaluate The regression analysis

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CHAPTER 4

RESULT AND DISCUSSION

4.1   INTRODUCTION

This chapter focuses on the data analysis, including the descriptive analysis, Cronbach's alpha reliability analysis, and Spearmen's correlation tests. Every inquiry will decipher and resolute the research questions, while the descriptive analysis will portray the respondents' demographic profile. Validity and reliability are essential to assess whether the samples gathered are legitimate and predictable. Hence, the Cronbach's alpha method will be utilized for the reliability test. Spearman's correlation test will be used for additionally analyses and explore the relationship between the variables.

4.2   RESPONSE RATE

A whole amount of 353 questionnaires was distributed online. From 353 questionnaires collected from the targeted respondents, there remained only 234 refunded questionnaires that were useable. There all amount 234 useable questionnaires collected from online.

The research survey was founded on a sample relatively, a survey can give well response rates, and better accuracy is less clear. The response rate, which is, the

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proportion of the number of survey respondents to the quality tested, is often occupied as

an amount of how well the survey consequences can be widespread.

Table 4.1: Total Number of Questionnaire

Number of questionnaires distributed	**353**
Questionnaires returned and useable to be analysis	234
Response rate	66.3%
Questionnaire used for analysis	234

Source: Fieldwork Study (2023)

4.3 RESPONDENT DEMOGRAPHIC

There were 234 sets of questionnaires overall that were given out by the internet

platform. The respondents' contextual profiles were present in this segment. This section

discusses the respondent demographic, including their gender, age, religion, race, status,

education background, and monthly income.

Table 4.2: Respondent Demographic Profile – Gender

Respondent's profile	**Frequency** **N = 234**	**Percentage**
Male	63	26.9%
Female	171	73.1%
Total	234	100.0%

Source: Fieldwork Study (2023)

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PERCENTAGES OF RESPONDENT'S GENDER

GENDER
234 responses
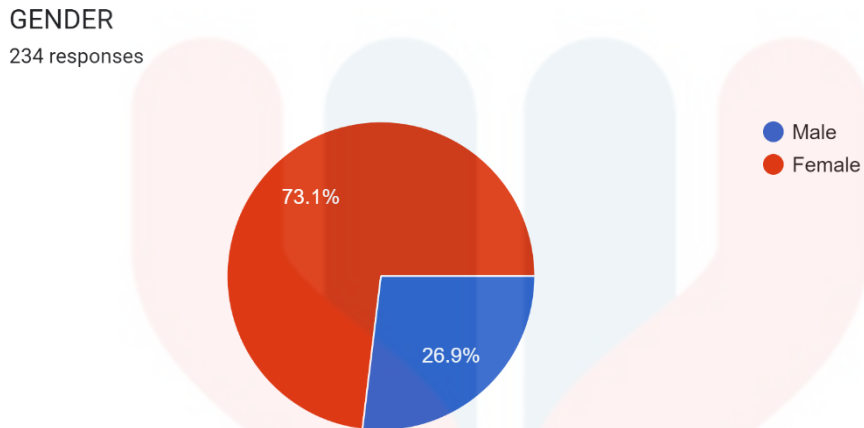
Figure 2: Percentage of Respondent's Gender

Table 4.2 shows common of the respondents are male with 26.9% (n=234) relate to 73.1% (n=234) are female.

Table 4.3: Respondent's Demographic Profile – Age

Respondent's Age	Frequency N = 234	Percentage (%)
<20	38	16.2%
21-30	146	62.4%
31-40	41	17.5%
41-50	6	2.6%
51 and above	3	1.3%
Total	234	100%

Sources: Fieldwork Study (2023)

PERCENTAGE OF RESPONDENT'S AGE

AGE
234 responses
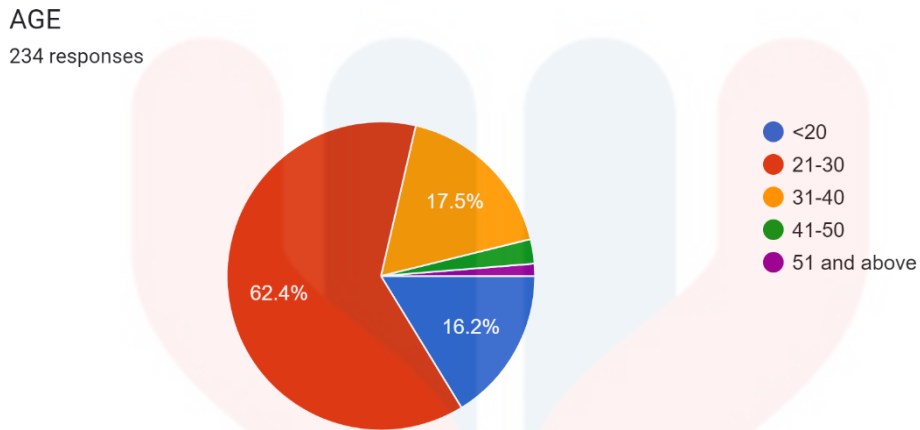
Figure 3: Percentage of Respondent's Age

In table 4.3, respondents who responded to this survey are speciously aged 21-30 years old with the frequency of 146 respondent (62.4%). This is tracked by 31-40 years old with 41 respondents (17.5%) and followed by aged <20 years old with 38 respondents (16.2%), 41-50 years old with 6 respondents (2.6%) and aged 51 and above with 3 respondents (1.3%).

Table 4.4: Respondent's Demographic Profile – Status

Respondent's Status	Frequency N = 234	Percentages (%)
Single	182	77.8%
Married	52	22.2%
Total	234	100.0%

Source: Fieldwork Study (2023)

PERCENTAGE OF RESPONDENT'S STATUS

STATUS
234 responses
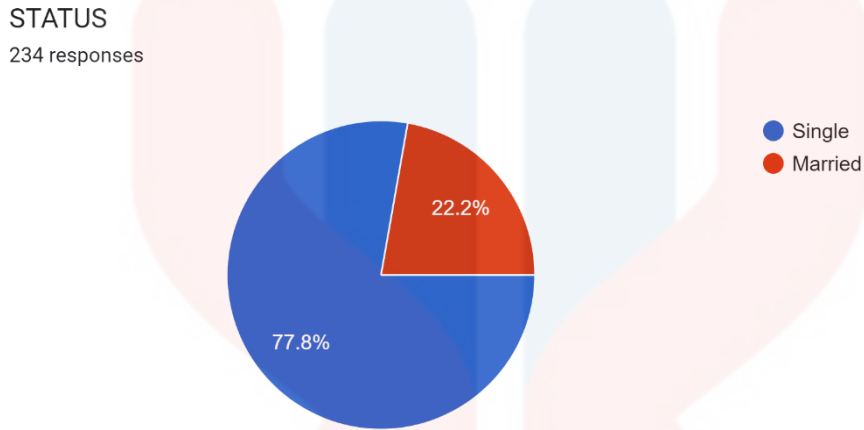
Figure 4: Percentage of Respondent's Status

Based on table 4.4, most of the respondent who answered this survey were single with 182 respondents (77.8%) while the married have 52 respondents (22.2%) who answered this survey.

Table 4.5: Respondent's Demographic Profile – Religion

Respondent's religion	Frequency	Percentages
	N = 234	
Islam	209	89.3%
Christian	12	5.1%
Hindu	6	2.6%
Buddha	7	3.0%
Total	234	100%

Source: Fieldwork Study (2023)

PERCENTAGE OF RESPONDENT'S RELIGION
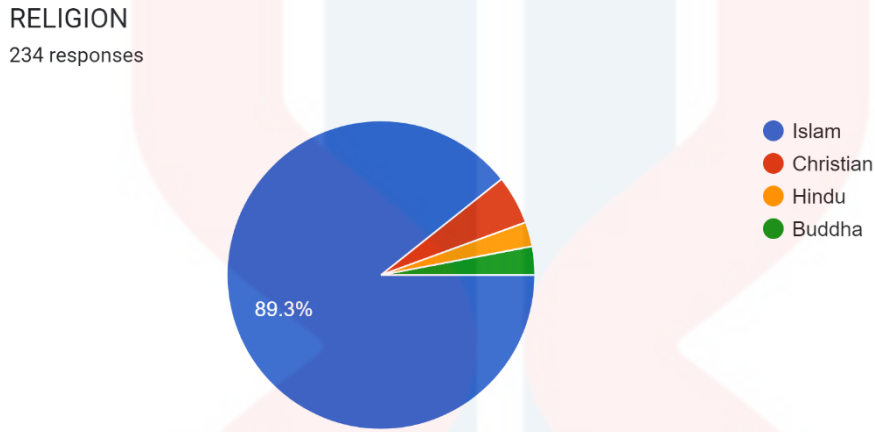
Figure 5: Percentages of Respondent's Religion

Table 4.5 showed most of the respondents in the religion are Islam with 209 respondents (89.3%). Followed by Cristian with 12 respondent (5.1%), respondents from Buddha religion who answered this survey are 7 respondents (3.0%) and religion from Hindu with 6 respondents (2.6%).

Table 4.6: Respondent's Demographic Profile – Race

Respondent's Race	Frequency N = 234	Percentage (%)
Malay	197	84.2%
Chinese	11	4.7%
Hindu	6	2.6%
Buddha	1	0.4%
British	1	0.4%

Siamese	5	2.1%
Bumiputera Sabah	3	1.3%
Bumiputera Sarawak	3	1.3%
Dusun	4	1.7%
Bajau	2	0.9%
Negro	1	0.4%
Total	234	100%

Source: Fieldwork Study (2023)

PERCENTAGE OF RESPONDENT'S RACE
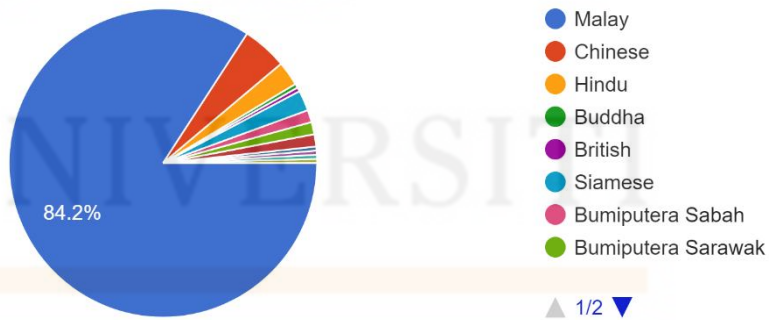
Figure 6: Percentage of Respondent's Race

The table showed most of the respondents in the race are 197 respondents (84.2%), followed by Chinese with 11 respondents (4.7%). Race from Hindu has 6 respondents

(2.6%) followed by Siamese with a total of 5 respondents (2.1%). The number of respondents for the Dusun is one less than Siamese which is 4 respondents (1.7%) while the total number of respondents for Bumiputera Sabah and Bumiputera Sarawak each recorded 3 respondents (1.3%) followed by Bajau with 2 respondents (0.9%) and the number of races for Buddha, British and Negro is that each recorded only 1 respondent (0.4%).

Table 4.7: Respondent's Demographic Profile – Education Background

Respondent's Education Background	Frequency N = 234	Percentages (%)
SPM	45	19.2%
Diploma	37	15.8%
Degree	101	43.2%
Postgraduates	15	6.4%
Master	6	2.6%
PhD	4	1.7%
STPM	24	10.3%
Sijil Kemahiran Malaysia 3	2	0.9

Total	234	100.0%

Source: Fieldwork Study (2023)

PERCENTAGE OF RESPONDENT'S EDUCATION BACKGROUND
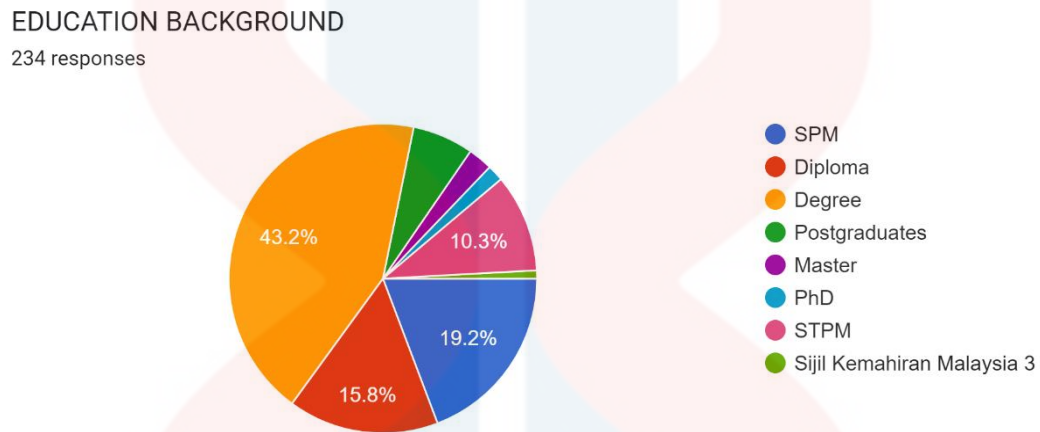
Figure 7: Percentage of Respondent's Education Background

Additionally, table 4.6 show that most respondents have a degree with 101 respondents (43.2%). This followed by other education background of SPM with 45 respondents (19.2%), 37 respondents (15.8%) have Diploma and 24 respondents (10.3%) has STPM. For postgraduates, there only have 15 respondents (6.4%) while 6 respondents (2.6%) have Master for their education background. Followed by PhD with 4 respondent (1.7%) and the balance 2 respondents (0.9%) has Sijil Kemahiran Malaysia 3.

Table 4.8: Respondent's Demographic Profile – Monthly Income

Respondent's Monthly Income	Frequency N = 234	Percentages (%)
<RM1000	126	53.8%

RM1001- RM2000	49	20.9%
RM2001-RM3000	35	15%
RM3001-RM4000	20	8.5%
RM4000 and above	4	1.7%
Total	234	100.0%

Source: Fieldwork Study (2023)

PERCENTAGE OF RESPONDENT'S MONTHLY INCOME
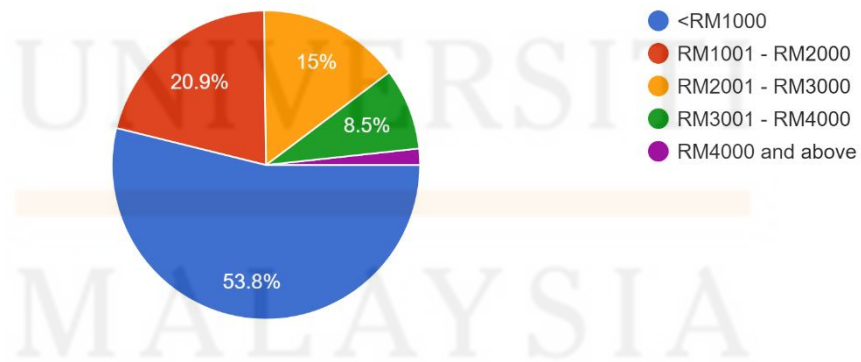
Figure 8: Percentage of Respondent's Monthly Income

In table 4.7, respondents who has monthly income <RM1000 with 126 respondents (53.8%), followed by monthly income RM1001-RM2000 with 49

respondents (20.9%). There are 35 respondents (15%) who has monthly income RM2001-RM3000 and 20 respondents (8.5%) who has RM3001-RM4000 monthly income. And the rest 4 respondents (1.7%) have monthly income RM4000 and above.

4.4   RELIABILITY TEST

The test's reliability denotes how non-biassed (error-free) it is and thus guarantees accuracy in calculation over time and across different sections of the instrument (Kumar, 2013). Measurements are accurate to the extent that they produce predictable results. Although reliability is an important component of validity, it is not an adequate requirement. A simple example of a weighing instrument can be used to demonstrate the relationship between reliability and validity. If the weighting system determines the weight accurately, it is both accurate and valid. If the apparatus occasionally calculates incorrectly, it is not correct and cannot be accurate.The reliability of the calculation is an indicator of the stability and precision of which the instrument calculates the definition and thereby helps achieve the measure's goodness. The sum of these values is close to the value of the value.

Cronbach Alpha (Cronbach, 1951).

Table 4.7 Rules of Thumb Cronbach's Alpha coefficient size

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

Source: Hair et al. (2007)

Table 4.8 Result of Reliability Coefficient Alpha for the Independent Variable and Dependant Variable

Variable	Number of items	Reliability Cronbach's Alpha	Comment
Escapism	4	0.728	Good
Aesthetic	5	0.850	Very Good
Entertainment	4	0.840	Very Good
Education	4	0.862	Very Good
Visitor satisfaction	3	0.825	Very Good

Table 4.8 of the SPSS findings revealed the importance of both independent and dependent variables in this analysis. According to Table 4.8, all variables were over 0.700. The questionnaire was approved, and four questions were used to assess the escapism for visitor satisfaction in Mek Awe Bundle Event. The Cronbach Alpha result is 0.728 and has been proven to be good. The coefficient obtained for escapism questions was also accurate. Then, in measuring the aesthetic for visitor satisfaction in Mek Awe Bundle Event, five questions were used, and the Cronbach's Alpha result is 0.850 which indicated as very good. Hence, the coefficient obtained for these questions in the aesthetic variable were reliable.

Then, five questions were used to calculate the entertainment variable for visitor satisfaction in Mek Awe Bundle Event., and the Cronbach Alpha outcome is also 0.840, which was also indicated as very good. The coefficient obtained in the entertainment variable for this variable was accurate.

Three questions were used to calculate the education for the visitor satisfaction in Mek Awe Bundle Event, four questions were posed, and the Cronbach Alpha outcome was 0.862, which was very good. The coefficient obtained for this variable of involvement was thus accurate.

Finally, five questions were used to calculate the visitor satisfaction in Mek Awe Bundle Event., and the Cronbach Alpha outcome was 0.852, which was indicated as very good. The coefficient obtained for these questions in the visitor satisfaction variable was thus accurate.

4.5   DESCRIPTIVE ANALYSIS

According to Will Kenton (2019), the descriptive statistic is a short descriptive coefficient that summarizes a given data set, which can represent a population or a sample population. Descriptive statistic divided into measures of central tendency and measures of variability (expansion). Measures of central tendency include meaning, median, and mode, while variability measures include standard deviation, variance, minimum and maximum variables, and kurtosis and skewness.

4.5.1   Overall Mean Score for Variables

This segment information showed the mean score attained as descriptive analysis. Overall mean score and standard deviation of variables and sub-variables were designed based on 7 points Likert scale (1= strongly disagree, 2= disagree, 3= Moderately Disagree , 4= Neutral, 5 = Moderately Agree, 6 = Agree and 7= strongly agree). The overall mean

(M) and standard deviation (SD) for each variable and measurement are exposed, as indicated in Table 4.6.

Table 4.9 showed that independent variables verified moderate mean score (M=5.2938, SD=0.96642). Altogether the dimension variables also scored a moderate mean score where escapism M=5.2938, (SD=0.96642), aesthetics M=5.5395, (SD=0.95552), Entertaiment M= 5.7201,(SD=0.97730). Besides, the dependent variable verified middle mean score (M=5.8034, SD=0.98068) where the sub variable named a education.

Table 4.9: The Overall Mean Score on Each Variable and Dimension

SECTION	DIMENSION	N	M	SD
PART 1	Escapism	234	5.2938	0.96642
PART 2	Aesthetics	234	5.5395	0.95552
PART 3	Entertainment	234	5.7201	0.97730
PART 4	Education	234	5.8034	0.98068

Source: Fieldwork study (2023

4.5.2   Descriptive Analysis for Independent Variable (IV) for visitor satisfaction in Bundle Events.(A case of bundle in pasar Mek Awe).

Table 4.10: Descriptive Analysis for Independent Variables – Escapism

Escapism	N	Mean	SD
When I attended the Mek Awe bundle event, I felt like I was in a different place.	234	5. 3590	1.28017
The experiences let me imagine being someone else.	234	5.3932	1.18254
I completely escaped from reality.	234	5.2821	1.25910
I totally forgot about my daily rountine.	234	5.1410	1.47125

Source: Fieldwork study (2023)

Based on Table 4.10, escapism makes up of four (4) questions. The mean score of the five (5) questions in social capital ranges from 5.1410 to 5.3932. The query with the highest 'The experiences let me imagine being someone else.' (M=5.3932, SD=1.18254) followed by 'When I attended the Mek Awe bundle event, I felt like I was in different place.' (M=5.3590, SD=1.28017), 'I completely escaped from reality.' (M=5.2821, SD=1.25910), and 'I totally forgot my daily routine.' (M=5.1410, SD=1.47125).

Table 4.11: Descriptive Analysis for Independent Variables – Aesthetics

Aesthetics	N	Mean	SD
I felt a real sense of harmony at the Mek Awe bundle event.	234	5.4060	1.30439

	234	5.5197	1.17197
Just being here in Mek Awe Event was very pleasant	234	5.5197	1.17197
Mek Awe bundle event space layouts were fancy.	234	5.4744	1.16889
Mek Awe bundle event's atmosphere design was very new and attractive.	234	5.6709	1.17496
Mek Awe bundle event's venue provide pleasure to my senses.	234	5.6368	1.23976

Source: Fieldwork study (2023)

According to Table 4.11, aethetics has five (5) questions. The mean score of the five (5) questions in aethetics range from 5.4060 to 5.6709. The highest to lowest score was reported as 'Mek Awe bundle event's atmosphere design was very new and attractive.' (M= 5.6709, SD=1.17496), 'Mek Awe bundle event's venue provide pleasure to my senses.' (M=5.6368, SD=1.23976), 'Just being here in Mek Awe event was very pleasant'.(M = 5.5197, SD= 1.17197), 'Mek Awe bundle event space layouts were fancy'. (M = 5.4744, SD= 1.16889), and 'I felt a real sense of harmony at the Mek Awe bundle event'. (M=5.4060, SD=1.30439). It assumes that the bundle event is well received by the respondents and gives more benefits to themselves.

Table 4.12: Descriptive Analysis for Independent Variables – Entertainment

Entertaiment	N	Mean	SD
Participation in the event was captivating.	234	5.5641	1.17473
I really enjoyed what I was doing in Mek Awe bundle event.	234	5.8120	1.18959

Activities and performances were fun to watch.	234	5.7821	1. 21487
Event bundle program itself was very entertaining.	234	5.7222	1.17730

Source: Fieldwork study (2023)

There are four (4) items for entertainment , located in part 3 in the questionnaire section B. The mean score of the four (4) substances ranges from 5.5641 to 5.8120. The highest to lowest score was stated as 'I really enjoyed what I was doing in Mek Awe bundle event'. (M=5.8120, SD=1.18959), 'Activities and performances were fun to watch'. (M=5.7821, SD=1.21487), 'Event bundle program itself was very entertaining' (M=5.7222, SD=1.17730), and the last one is 'Participation in the event was captivating. (M=5.5641, SD=1.17473).

Table 4.13: Descriptive Analysis for Independent Variables - Education

Education	N	Mean	SD
Being here in Mek Awe bundle event stimulated my curiosity to learn new things.	234	5.6239	1.19890
My experiences here has made me more knowledgeable.	234	5.8077	1.19890
I learned a lot on how to 'selam bundle'.	234	5.9017	1.15855

I learned a lot about how to find a quality bundle product.	234	5.8803	1.15838

Source: Fieldwork study (2023)

Referring to Table 4.13, there are four (4) items under education. The most highly rated outcome was 'I learned a lot on how to 'selam bundle'.(M=5.9017, SD=1.15855) followed by 'I learned a lot about how to find a quality bundle product' (M=5.8803, SD=1.15838). 'My experience here has made me more knowledgeable'. (M=5.8077, SD=1.19890). and 'Being here in Mek Awe bundle event stimulated my curiosity to learn new things'. (M=5.6239, SD=1.19890) . This indicates that most respondents consider that education is hoping that there will be calm down with bundle event.

4.6 PEARSON CORRELATION COEFFICIENT

The Pearson's correlation analysis was one of the important analyses that measured the linear relationship between the two variables. The objective of this analysis was to determine whether there is correlation between independent variables escapism, aesthetics, entertainment, and education and the dependent variable is visitor's satisfaction. If the relationship is significant, researchers must decide whether the level of strength of the association is acceptable.

Table 4.15 Strength Interval of Correlation Coefficient

Cronbach's Alpha Coefficient	The Strength of Association
< 0.6	Poor
0.6 to <0.7	Moderate
0.7 to <0.8	Good
0.8 to < 0.9	Very good
0.9	Excellent

4.5.1 Pearson Correlation Analysis

Hypothesis 1:

Escapism experience positively affects visitor's satisfaction attraction in bundle event.

Escapism experience intention are the independent and dependent variables in this hypothesis, respectively. Table 4.16 shows the results of the association between these two factors.

Table 4.16: Correlation between Escapism and Visitor's Satisfaction

Correlations

		escapism	satisfaction
escapism	Pearson Correlation	1	.512[**]
	Sig. (2-tailed)		.000
	N	234	234
satisfaction	Pearson Correlation	.512[**]	1
	Sig. (2-tailed)	.000	
	N	234	234

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According to the table 4.17 the connection between escapism and visitors' satisfaction is 0.512. The existence of the relationship between the variables is revealed by this result. The positive value of Pearson Correlation 0.512 shows that significant relationship between positive level. This shows that 51.2% dependant variable (affects visitor's satisfaction attraction in bundle event) is influenced by independent variable (Escapism). H1 which was created to evaluate the relationship between escapism and satisfaction intention, is acceptable.

Result: There was relationship between Escapism effects visitor's satisfaction attraction in bundle event.

Hypothesis 2:

Aesthetic experience positively affects visitor's satisfaction attraction in bundle event.

Aesthetic experience intention are the independent and dependent variables in this hypothesis, respectively. Table 4.17 shows the results of the association between these two factors.

Table 4.17: Correlation between Aesthetic and Visitor's Satisfaction

Correlations

		aesthetic	satisfaction
aesthetic	Pearson Correlation	1	.616**
	Sig. (2-tailed)		.000
	N	234	234

satisfaction	Pearson Correlation	.616**	1
	Sig. (2-tailed)	.000	
	N	234	234

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

According to the table 4.17 the connection between aesthetic and visitors' satisfaction is 0.616. The existence of the relationship between the variables is revealed by this result. The positive value of Pearson Correlation 0.616 shows that significant relationship between positive level. This shows that 61.6% dependant variable (affects visitor's satisfaction attraction in bundle event) is influenced by independent variable (Aesthetic). H2 which was created to evaluate the relationship between aesthetic and satisfaction intention, is acceptable.

Result: There was relationship between Aesthetic effects visitor's satisfaction attraction in bundle event.

Hypothesis 3:

Entertainment experience positively affects visitor's satisfaction attraction in bundle event.

Entertainment experience intention are the independent and dependent variables in this hypothesis, respectively. Table 4.18 shows the results of the association between these two factors.

Table 4.18: Correlation between Entertainment and Visitor's Satisfaction

Correlations

	entertainment	satisfaction

entertainment	Pearson Correlation	1	.610**
	Sig. (2-tailed)		.000
	N	234	234
satisfaction	Pearson Correlation	.610**	1
	Sig. (2-tailed)	.000	
	N	234	234

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

According to the table 4.18 the connection between aesthetic and visitors' satisfaction is 0.610. The existence of the relationship between the variables is revealed by this result. The positive value of Pearson Correlation 0.610 shows that significant relationship between positive level. This shows that 61.0% dependant variable (affects visitor's satisfaction attraction in bundle event) is influenced by independent variable (Entertainment). H2 which was created to evaluate the relationship between Entertainment and satisfaction intention, is acceptable.

Result: There was relationship between Entertainment effects visitor's satisfaction attraction in bundle event.

Hypothesis 4:

Education experience positively affects visitor's satisfaction attraction in bundle event.

Education experience intention are the independent and dependent variables in this hypothesis, respectively. Table 4.19 shows the results of the association between these two factors.

Table 4.19: Correlation between Education and Visitor's Satisfaction

Correlations

		education	satisfaction
education	Pearson Correlation	1	.612**
	Sig. (2-tailed)		.000
	N	234	234
satisfaction	Pearson Correlation	.612**	1
	Sig. (2-tailed)	.000	
	N	234	234

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

According to the table 4.19 the connection between education and visitors' satisfaction is 0.612. The existence of the relationship between the variables is revealed by this result. The positive value of Pearson Correlation 0.612 shows that significant relationship between positive level. This shows that 61.2% dependant variable (affects visitor's satisfaction attraction in bundle event) is influenced by independent variable (Education). H4 which was created to evaluate the relationship between Education and satisfaction intention, is acceptable.

Result: There was relationship between Education effects visitor's satisfaction attraction in bundle event.

This section included four (4) hypotheses. The first hypothesis reveals a positive correlation between Escapism and visitors' satisfaction. The second hypothesis examines the positive correlation between Aesthetic and visitors' satisfaction. The third hypothesis examines the positive correlation between Entertainment and visitors' satisfaction. Finally, the fourth hypothesis reveals a positive correlation between tourist Education and visitors' satisfaction.

4.7 SUMMARY

Women made up 73.1% of the respondents who provided detailed responses to the study's questions. The age range of 21 to 30 was among the age group that responded most frequently with percentage of 62.4%. Most respondents who responded to the research question 77.2% were single. Malay respondents account up most responses, with 84.2%. Muslims provided the highest percentage of responses 89.3% to the research question. Educational background most responders 43.2% were degree graduates. the monthly income of those who responded to the research question with the highest percentage, which is a monthly wage of RM1000 or less.

Table 4.20 summarises the study's findings. The following hypotheses will be developed further for this study. Hypothesis 1 (H1) proposed that escapism has a very strong positive link with visitors' satisfaction. The education recorded value of Spearmen Correlation Coefficient, which is $r = 0.512$, $p = 0.000$, according to the findings provided in Table 4.16. As a result, the finding supports hypothesis 1 (H1), which states escapism is positively associated with visitor's satisfaction attraction in bundle event.

Hypothesis 2 (H2) proposed that aesthetic has a very strong positive link with visitor's satisfaction. The education recorded value of Spearmen Correlation Coefficient, which is $r = 0.616$, $p = 0.000$, according to the findings provided in Table 4.17. As a result, the

finding supports hypothesis 2 (H2), which states aesthetic is positively associated with visitor's satisfaction attraction in bundle event.

Hypothesis 3 (H3) proposed that entertainment has a very strong positive link with visitor's satisfaction. The education recorded value of Spearmen Correlation Coefficient, which is r = 0.610, p = 0.000, according to the findings provided in Table 4.18. As a result, the finding supports hypothesis 3 (H3), which states entertainment is positively associated with visitor's satisfaction attraction in bundle event.

Hypothesis 4 (H4) proposed that education has a very strong positive link with visitor's satisfaction. The education recorded value of Spearmen Correlation Coefficient, which is r = 0.612, p = 0.000, according to the findings provided in Table 4.19. As a result, the finding supports hypothesis 4 (H4), which states education is positively associated with visitor's satisfaction attraction in bundle event.

Table 4.20 Summary result of Spearmen Correlation Coefficient.

Hypothesis	Result	Finding of Data Analysis
H1: Escapism experience positively affects visitor's satisfaction attraction in bundle event.	r = 0. 512, p = 0. 000 Positive	**H1:** Accepted
H2: Aesthetic experience positively affects visitor's satisfaction attraction in bundle event.	r = 0. 616, p = 0. 000 Positive	**H2:** Accepted

H3: Entertainment experience positively affects visitor's satisfaction attraction in bundle event.	r = 0. 610, p = 0. 000 Positive	H3: Accepted
H4: Education experience positively affects visitor's satisfaction attraction in bundle event.	r = 0. 612, p = 0. 000 Positive	H4: Accepted

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This chapter covers the three components of the quantitative study of the findings in chapter four. The first section investigates and highlights the findings that support the primary purpose of the analysis.

1. To examine relationship between escapism experience in bundle events towards visitor satisfaction

2. To examine relationship between aesthetic experience in bundle events towards visitor satisfaction

3. To examine relationship between entertainment experience in bundle events towards visitor satisfaction.

4. To examine relationship between education experience in bundle events towards visitor satisfaction

The following questions will be prepared to achieve the researcher's study objectives:

1. What is the relationship between escapism experience and satisfaction in bundle event?

2 What is the relationship between aesthetic experience and satisfaction in bundle event?

3. What is the relationship between entertainment experience and satisfaction in bundle event?

4. What is the relationship between education experience and satisfaction in bundle event?

The second section offers details about bundle event experience investigation and visitor satisfaction. the researcher will summarise the study at the end of this chapter.

5.2   RECAPITULATION OF THE FINDINGS

This chapter abbreviates the main findings of the research. In the previous chapter, it has already mentioned the aim of this study. The recapitulation of the outcomes based on the research objectives is as state below:

5.2.1   DISCUSSION ON OBJECTIVE 1

Research objective 1	To examine relationship between escapism experience in bundle events towards visitor satisfaction.
Research question 1	What is the relationship between escapism experience and satisfaction in bundle event?
Hypothesis 1	Escapism experience positively affects visitor's satisfaction attraction in bundle event.

Table 5.1: Discussion on objective 1 (Escapism Experience)

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It is stated in Chapter 1 that the first objective of this study to examine relationship between escapism experiences in bundle events towards visitor satisfaction. Based on the data collected and output in Chapter 4, it shows that there is a significant relationship between escapism and visitors satisfaction. It shows that H1 reflects the relationship between the independent variable and the dependent variable. Most respondents felt like they could be someone else while in the bundle event and avoid interacting with others. Most participants felt when being in the bundle Mek Awe like was in a different place and felt excited to be in the bundle event. When visitors feel that they are fully immersed in an attraction and can escape from their daily lives, they are more likely to feel satisfied with the experience. Escapism experience can enhance visitors' emotional connections to the event, leading to a more memorable and enjoyable experience (Anon , 2022) . Moreover, One of the researcher said escapism in the form of self-suppression is motivated by the desire to avoid painful ideas, self-perceptions, and feelings, while self-expansion is motivated by the desire to obtain good experiences and discover new sides of oneself (Anon, 2022). In contrast to enjoyable experiences, escapism involves absolute absorption and active engagement in events (Pine & Gilmore, 2011). Researches that found a positively relationship between escapism experience and visitor satisfaction.

5.2.2   DISCUSSION ON OBJECTIVE 2

Research objective 2	To examine relationship between aesthetic experience in bundle events towards visitor satisfaction.
Research question 2	What is the relationship between aesthetic experience and satisfaction in bundle event?
Hypothesis 2	Aesthetic experience positively affects visitor's satisfaction attraction in bundle event.

Table 5.2: Discussion on objective 2 (Aesthetics Experience)

The second research objective focuses to examine relationship between aesthetic experience in bundle events towards visitor satisfaction.. From the data collected and the outcomes in Chapter 4, it is clear that aesthetical experience has a relationship with visitor's satisfaction attraction in bundle event.. H2 reflects the result of the relationship between the independent variable and the dependent variable. Most respondents agree Mek Awe bundle event's atmosphere design was very new and attractive.They feel excited by the bundle atmosphere that is always interesting and the theme of the bundle event is always changing and they are very excited to come every week. Respondents also agree that Mek Awe bundle event's venue provide pleasure to their senses. They feel It's fun to get a bundle with various interesting items (Duignan, 2019) show in their research it is related to not only the essence and value of art, but also the reaction to natural objects expressed in beautiful and ugly language .This is consistent with previous researcher (Kurosu and Kashimura's, 2022) who stated that when visitors are exposed to visually appealing and aesthetically pleasing attractions, they are more likely to feel satisfied with the experience. Aesthetic experience can enhance visitors' emotional connections to the event, leading to a more memorable and enjoyable experience.Research that found a significant relationship between aesthetic experience and visitor satisfaction in bundle event.

5.2.3   DISCUSSION ON OBJECTIVE 3

Research objective 3	To examine relationship between entertainment experience in bundle events towards visitor satisfaction.
Research question 3	What is the relationship between entertainment experience and satisfaction in bundle event ?

Hypothesis 3	Entertainment experience positively affects visitor's satisfaction attraction in bundle event.

Table 5.3: Discussion on objective 3 (Entertainment Experience)

The study's third objective is to examine relationship between entertainment experience in bundle events towards visitor satisfaction. Based on the data analysis outcomes in Chapter 4, there is a positive relation between entertainmnent experience andvisitor's satisfction. It shows that H3 reflects the relationship between the independent variable and the dependent variable. Most respondents felt like they really enjoyed what they was doing in Mek Awe bundle event.They feel It's really fun to be at the bundle event because the entertainment is very interesting and they don't get bored being at the bundle event. Most participants feel like Activities and performances were fun to watch. Jenny, Manning, Keiper, & Olrich,(2017) said in their research that the entertaiment experience majority visitor's that visit the bundle event is to bring back their nostalgia fashion and vibes, this is because bundle Pasar Mek Awe always present their trademark as an old school theme and play raggae and classical music at the event. The idea of the competitive environment also has boosted the enthusiasm in participating this kind of event as it brings entertainment not only for the visitors but also the observer. Ayob, Wahid, and Omar (2011) in event experience context, agreed that entertainment has a significant influence on the overall experience, leading to visitor's satisfaction attraction. that indicates that entertainment experience significantly influences the visitor's satisfaction.

5.2.4 DISCUSSION ON OBJECTIVE 4

Research objective 4	To examine relationship between education experience in bundle events towards visitor satisfaction.

Research question 4	What is the relationship between education experience and satisfaction in bundle event ?
Hypothesis 4	Education experience positively affects satisfaction in bundle event

Table 5.4: Discussion on objective 4 (Education Experience)

The study's fourth objective is to examine relationship between education experience in bundle events towards visitor satisfaction. From the data collected and the outcomes in Chapter 4, it is clear that education experience has a positively relationship with visitor's satisfaction. In conclusion, all three research objective has been achieved. H4 reflects the result of the relationship between the independent variable and the dependent variable. Most respondents agree they learned a lot on how to 'selam bundle' in event. They enjoy being able to 'selam bundle' and learn about 'selam bundle'. Respondents also agree that they learned a lot about how to find a quality bundle product. Forhan (2020) show in their research that to achieve the event's goals, careful advance planning and strong leadership are still needed for success. Here shows the experience in education is very important in creating a good experience in bundle events and visitor satisfaction. People can learn several things when shopping at bundle event such as bargain hunting skills as shopping at second-hand stores requires an eye for good deals and the ability to haggle for a lower price. People can learn how to identify valuable items and negotiate a better price through this type of shopping experience. (Lindsey Peacock, 2021) Moreover, people can also learn about Sustainability and environmental consciousness: Second-hand shopping promotes sustainability and environmental consciousness by reducing the amount of waste and resources used to produce new goods (Panaprium,2023) . People can learn about the importance of reducing waste and the impact of consumerism on the environment through this type of shopping (Shaw and

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Riach, 2011). Lastly, Second-hand items can inspire people to be creative and learn DIY skills. For example, people may purchase an old piece of furniture and learn how to refurbish it or repurpose it for a new use (Kat Brancato 2021). Ayob, Wahid, & Omar, (2011) in event experience context, agreed that education has a significant influence on the overall experience, leading to visitor's satisfaction attraction. researches that found a relationship between education experience and visitor's satisfaction.

5.3   LIMITATION

The researcher acknowledges that their study had several limitations. The first limitation is related to sample size. The relatively small sample size of this study confines respondents who frequently or have attended Pasar Mek Awe bundle event in Kelantan but not the entire bundle event in Malaysia.

For the second limitation, the researcher solely considers walk-ins to the events and Kelantan respondents from Google Forms. This is due to the fact that the survey will be conducted from Thursday through Saturday, for a few days. We assumed that visitors to Bundle Pasar Mek Awe might quickly contact a large number of our target responses and deliver reliable information. Most researchers could complete the questionnaire with a sample size of between 20 and 250 components.

The author's use of Soyoung Boo & James A. Busser (2018) as the sole method of experience measurement is the third shortcoming. Future research may assess experience using other experience variables, such as Ayob, N., Wahid, N. & Omar, A. (2011) A measurement model of visitor's event experience within festivals and special events or those of other researchers.

5.4 RECOMMENDATION

Based on the previous chapter, there are some recommendations to improving the research for future study. Researchers can expand the study area from one state to another state around Malaysia especially Pulau Pinang who have die-hard bundle fans to get a higher number of respondents based on the bundle event. This will provide a higher number of respondents allowing the results to increase. Even the number of questions in each section can also be improved by comparing places that are journalized elsewhere according to demographics.

Beside that, researchers need to cover the whole a state in Malaysia who have bundle event such as like Serba Serbi, Bundle Expo, Tapau Fest, Club Bundle Street (CBS) and so on. With this way, they will get more experience about bundle event and its will help them to do this study. With that too, they can easily understand what they need to tell in their studies and increase more knowledge types of bundle.

The next recommendation is they also can change the method from quantitative to qualitative. It's make them easily get data when they need to go to interview the owner or the event organizer. Moreover, reasearchers can improve their skill in communicate with other people. It's also help them become brave and more confidence to present the study to examiners.

Last but not least, maybe for next time this study provide in long-term study. For example for one year or more. So that researchers can take time to make a report, to collect more data about their topic of study or can help them to understand more about what they need to do to give the best for their study.

5.5 SUMMARY

This study has used a framework from Pine and Gilmore's Experience Economic Theory Realms (1998) to inspect the relationship between the four independent variables: education experience, entertainment experience, escapism experience, and aesthetic experience with the dependent variable which is investigation of bundle event experience and visitor satisfaction. The outcome gives an outline of the influence level of independent variables on the dependent variable. According to the study's findings, results show that four independent variables affect participants' intention to re-participate in the running event. event experience and visitors' satisfaction bundle.

The overall goal of this research, responsible knowledge summarization, has been answered. Almost all respondents said they plan to return to the event bundle in the future because of the information, entertainment, aesthetics, and escapism they gained. This study also will provide significant theoretical and managerial contributions to academicians and event bundles. This study may add to Malaysian academic understanding and event research literature. The insights can help event practitioners better their business in today's dynamic and competitive business climate.

This study is a valuable resource for postgraduate students because journals must verify their sources through links and citations. This study adds significantly to the literature on memorable shopping and event tourist experiences and also help researchers draw good conclusions from theories, hypotheses, and studies. Its will help the public grasp the event's difficulties and develop a habit of reading, analysing, thinking, and learning. This study will help people understand event tourism's challenges. Event tourism can be measured using a proxy scale for overall tourist satisfaction. It also helps understand Kelantan's "Mek Awe" market complex shoppers' needs. This will allow the organiser create events and packages to entertain participants besides running and
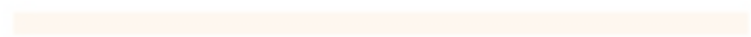
finishing. They enjoy fun and are thrilled when they can go to the Mek Awe bundle event and have a good time there.
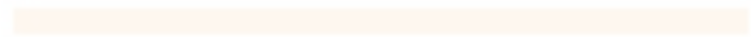
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