THE EFFECT OF DESTINATION ATTRIBUTES ON TOURIST LOYALTY AFTERMATH OF THE CRISIS.

By

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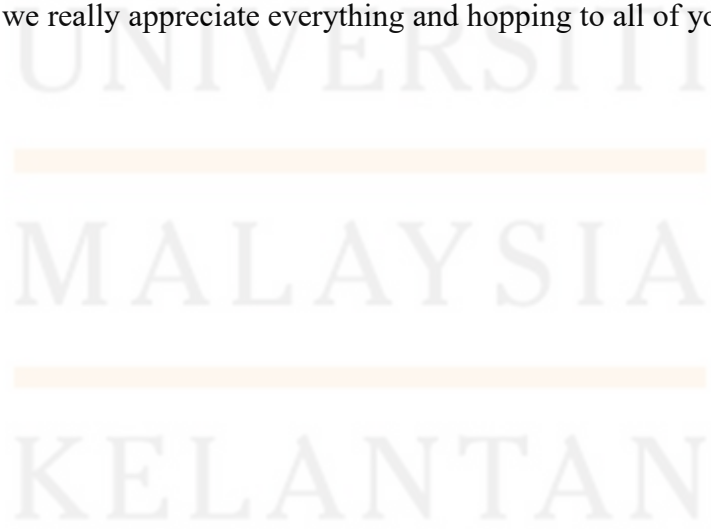
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Abbreviations

TL	Tourist Loyalty
BCoF	Basic Comfort of Facilities
TA	Tourist Attraction
EoF	Economical of Factor
SaS	Safety and Security
DAC	During Aftermath Crisis

ABSTRACT

In the current global economic situation afthermath of crisis, tourist loyalty, as a critical component in assessing travel experiences, remains a focus of destination marketing organizations to succeed in an increasingly competitive tourism industry. This research aimed to determine the effect of destination attributes on tourist loyalty in Malaysia. This research used a quantitative approach. The collected data were obtained through a questionnaire distributed to 304 respondents. The research results showed that the destination attributes significantly influenced tourist loyalty. Results showed that the effect of destination attributes will be reduced during a crisis, allowing tourist destinations to attract tourists.

KEYWORDS: Crisis, Tourist loyalty, Destination attributes, Quantitatve, Malaysia.

ABSTRACT

Dalam situasi ekonomi global semasa selepas krisis, kesetiaan pelancong, sebagai komponen penting dalam menilai pengalaman perjalanan, kekal menjadi tumpuan organisasi pemasaran destinasi untuk berjaya dalam industri pelancongan yang semakin kompetitif. Kajian ini bertujuan untuk mengetahui kesan atribut destinasi terhadap kesetiaan pelancong di Malaysia. Penyelidikan ini menggunakan pendekatan kuantitatif. Data yang dikumpul diperolehi melalui borang soal selidik yang diedarkan kepada 304 orang responden. Hasil kajian menunjukkan bahawa atribut destinasi mempengaruhi kesetiaan pelancong secara signifikan. Keputusan menunjukkan bahawa kesan atribut destinasi akan dikurangkan semasa krisis, membolehkan destinasi pelancongan menarik pelancong.

KATA KUNCI: Krisis, Kesetiaan Pelancong, Atribut destinasi, Kuantitatif, Malaysia.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter will have started with an introduction and the background of the study on the effect of destination attribute and tourist loyalty. Then it will follow by the problem statement. This chapter also included the research objectives, research questions, and the significance of this study. Followed by the definition of the key terms and will end this chapter with a summary of the chapter.

1.2 BACKGROUND OF THE STUDY.

The COVID-19 pandemic is one of the crises that fully affected global tourism. During an unprecedented downturn faced by the global tourism industry, tourism destinations are currently preparing themselves for the next wave of international visitors once travel becomes safe and less restricted (Gössling et al., 2020; Zenker & Kock, 2020). Tourism is an industry that had a significant impact on the economy that was developed. Domestic companies have experience in the development of domestic tourism in other regions. The tourism industry has fully felt the negative impact of the crisis such as the pandemic, flood, and others (Nurov, 2021). Among the types of domestic tourism have a very special place where a source was income. The investment supported the policy in the long term. The demand for domestic tourism is about the service that was formed by the production required.

According to Matiza (2021) and Yeh (2021), one key pillar in post-crisis tourism

recovery is a strategy to ensure that tourists' loyalty to visit the tourism destination. Given the contemporary global tourism environment, tourism marketing has become critical to re-igniting tourism demand. Bastiaansen et al. (2020) conclude that destination marketing in tourism aims to enhance the affective component of the destination image, which in turn affects the destination decision of tourists. The destination attributes are to describe the place that the tourist destination has a travel attribute while traveling and the image of the destination that will be going (Mazlina Mahdzar, 2018). As a result, the destination attributes will impact the tourist destination in that they have their own choice and will be satisfied with the sales behavior (Gani, 2018). The destination will impact the segment of the market that must be significant to the tourist that is going through the tourism market (Gani M. M., 2018). These destination attributes will have many of the compromises that were tangible or intangible cultural of the element, that was to give a good service to attract the people to the destination (AKOVA, 2021).

The destination component is the most important how to investigate the cognitive of the component destination image that has been more the alternative (Andronikidis). Moreover, the explanation of tourism is about how the destination of the image will be the multi-attribute of the component that must have its own component (Ksenija Lekovic, 2020). The cognitive component will guide the effectiveness because the tourist will be a side of the positive or negative of the destination component that we have (curcic, 2020). According to the role it plays in maintaining profitability (Yoo & Bai, 2013) and in the destination's future growth and development, loyalty to the destination is crucial.

Loyalty is regarded as the most accurate indicator of future behavior and a source of market advantage and success (Gursoy, Chen, & Chi, 2014). Tourist loyalty is about the trust of the concept that it was variously the number of the utilized that had a different context. It has trust that can be established that the belief was honestly on the different side (Suttipun, 2021).

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Tourist loyalty is an important goal for every tourist destination to make tourists loyal. The tourist concept of loyalty is measured by the traveler's intention to revisit a particular destination and recommend that place to others. According to Kim (2015) a destination can also be seen as a special product that consists of future, artificial attractions, and landscape resources, and tourists' expectations to revisit a place are much lower than other product types, regardless of destination. In other words, visitors seem to be looking for a new destination to fulfill their desire to feel the excitement in a new place. At the same time, when tourists have a positive memory of a certain destination, it will make them tend to visit the place again, even if they will recommend to their friends and relatives to visit the destination. Therefore, the destination attributes of the place will influence the level of tourists' loyalty to the place.

However, destination loyalty becomes especially more fragile in times of crisis due to the travelers' aroused fears, massive competition, and the emergence of safer places as new touristic destination brands (Gössling et al., 2020; Stylidis et al., 2020). To that end, this study is focusing on the factors of destination attributes that influence tourist loyalty during and aftermath of the crises. Therefore, the crisis will be affected to the tourism industry in Malaysia.

1.3 PROBLEM STATEMENT

Tourism is an essential driving force for regional economic development since it contributes to employment generation and the enrichment of many related industries (San Martin & Rodriguez del Bosque, 2018). According to Gitelson & Crompton (2020) the tourism sector is very important in the community to contribute to the local economy. This is because the tourist sector is able to help a community to obtain financial resources. Therefore, the community should strive to attract more repeat visitors as the global market becomes increasingly competitive. In an increasingly competitive international tourism market with emerging new destinations, mature destinations can gain a competitive advantage through repeat visitation.

Tourist sensitivities to risk and risk perceptions in travel and tourism imply that information asymmetry due to inadequate communication during and after the crisis may result in the development of a long-lasting of tourism industry and that may negatively impact the images of countries (how they are perceived) and the subsequent tourist loyalty (Avraham and Ketter, 2017; Xie et al., 2021). In addition, repeat visitors are a stable market for a destination, and they provide costless advertisement through word-of-mouth recommendations to their family and friends (Reid & Reid, 2020).

According to Jones, Mothersbaugh & Benaty (2018), a tourist destination that takes care of its brand equity, quality, value, and destination image can, directly and indirectly, influence the traveler's willingness to visit the destination on a recurring basis. This is because the destination that has all the amenities in terms of transportation and accommodation as well as guaranteed safety will encourage tourists to visit the destination on a repeat basis. The availability of destination information from visitors is more important to convince visitors that the destination visited can meet all their needs. Therefore, the destination attribute is very important to tourists

to maintain their loyalty to the destination. Destinations that cannot meet all the needs and needs of visitors will easily lose customers as they cannot compete with other places.

To date, little research has been done on factors that generate loyalty to tourism destinations in the aftermath of the crises (Nam et al., 2020). The research on tourist satisfaction has been extensive. However, loyalty has recently attracted more attention than satisfaction has because many tourism destinations need to understand that a database of loyal tourists can greatly increase profits and attract revisit tourists to come again, especially aftermath of the crises happened.

1.4 RESEARCH QUESTION

In order to achieve the aim of this study, the specific research questions which are;

1. What is the relationship between basic comfort facilities and tourist loyalty?

2. What is the relationship between the variety of tourist attractions and tourist loyalty?

3. What is the relationship between economic factors and tourist loyalty?

4. What is the relationship between safety and security and tourist loyalty?

1.5 RESEARCH OBJECTIVE

The aim of this study is to investigate the factors of destination attributes that influence tourist loyalty during and aftermath of the crises. The specific objectives of this study, are;

1. To identify the basic comfort facilities factors and tourist loyalty

2. To determine tourist attraction factors and tourist loyalty.

3. To examine the economic factors and tourist loyalty.

4. To examine safety and security and tourist loyalty.

1. 6 SIGNIFICANCES OF THE STUDY.

The significance of the study will benefit knowledge in terms of:

Awareness of destination attributes.

The demand-side perspective on the phenomenon of tourism destination development has been the subject of many studies. The tourist area needs to be researched first before starting the study to make sure the area is good or not. Community awareness in the destination is either a lot or not. The researcher needs to ensure that the design chosen for the study is suitable according to the desired purpose.

Increase domestic tourism.

Domestic tourism destinations need to be added to attract tourists to travel within the state. The improvement of abandoned tourist areas by beautifying the area so that it is livelier and becomes an attraction for national tourists to come and travel to this area of the state. Each state needs to plan to think about how to improve tourism destinations in their respective states.

Covid-19 impact.

This is a study of the crisis before covid 19 and after covid 19. The study was made to see the changes that happened after and before covid 19 whether it changed for the better or worse. The right destination will not be the cause of the economy or declining attributes if everyone is good at maintaining and cleaning the area. Accurate control needs to be done to prevent the spread of covid-19 from continuing to increase. For example, the parties involved need to

conduct an inspection before accepting tourists from abroad and self-quarantine to prevent the tourist area from spreading with covid 19 cases. That way, tourists who come to the destination will be spared from covid 19 and the area will progress.

1.7 DEFINITION OF THE KEY TERMS

1.7.1 TOURIST LOYALTY

Tourist loyalty can be divided into the attitude level and behavioral level that was referred to the tourist that can participate with others in the activities that was given. The tourist can be more loyal to the destination of tourism. (Haihong Wang, 2022). Moreover, the tourist loyalty of concept is about tourism marketing in that the loyalty is in the service that the area has to trust each other. If we study loyalty that used the loyalty intention or intensive devotion is to buy the product or the service that was received (Brien, 2019).

1.7.2 BASIC COMFORT OF FACILITIES

The basic comfort of facilities is like the amenities as the study of the amenities is the basis of the facilities and service that can make the tourist feel comfortable during the holiday. The basic comforts such as transportation, a place to stay and the accommodation that we know. If the facilities are complete, it can make the trip more comfortable. It also has an option if we want to make an online booking for the transport and the hotel accommodation that was being served. In addition, it can allow travelers to have an experience through the travel service. (Elefteria Rapti, 2022).

1.7.3   TOURIST ATTRACTION

Tourist attraction refers to the physical or cultural characteristics of a place that tourists or travelers consider to be able to meet all their needs while spending time in that place (Atypon, The World Tourism Organization, 2022). A place that people visit when they have free time for the purpose of fun and interest. This place is the focus of the public because of the natural or cultural value, and historical value exhibited by the place. In addition, the activities carried out by the community are also the focus of the public because the activities carried out by the local community can be witnessed by visitors who visit the place.

1.7.4   ECONOMICAL OF FACTOR

Economic factors are factors that affect the economy and include interest rates, tax rates, laws, policies, wages, and government activities. Economic factors are factors that affect the economy and include interest rates, tax rates, laws, policies, wages, and government activities.

1.7.5   SAFETY AND SECURITY

Safety can be defined as the state of being free from harm or danger. It comprises the steps taken to safeguard individuals from mishaps, harm, and exposure to dangerous situations. Safety in terms of Security can be defined as the state of being protected from crime, violence, or other harm. It also covers the steps taken to safeguard citizens from dangers such as terrorism,

vandalism, and theft. Security is frequently done by putting security policies and processes in place.

1.8 SUMMARY

This chapter identified the destination attributes in the hotel and the tourist loyalty of the tourism during the crisis. It was focused to the tourist that they had a loyalty during the crisis. It is because the goal of the analysis is about how the local people in Malaysia loyalty at the destination attributes aftermath of crisis that the research question and the research objective will be helping to produce the information of the study that we will have the meaningful outcome in the end of the study.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

In this chapter, the researcher will present a previous study that has been carried out by the researcher before about the characteristics of the destination on the loyalty of tourists to the goals that have been visited. A survey of previous studies found that several destination attribute factors can influence tourists to decide to visit the destination repeatedly during and after the crisis.

2.2 THE CONCEPT OF CRISIS

The crisis is about an incident that was a natural disaster, human disaster and it is also an industrial accident that the other crisis will be impact to the other of organization that was function for the industry tourism and can be survival (Hu, 2009). As we know the crisis it was been impact on the management of the organization. That it is the combination of the natural disaster and human disaster it can make the resources to become greater other the organization that have a level of the focus in the accountability that they were create (Hu, 2009). According to Richie (2004) the crisis that happened has a strategic that it can developed the situation and the other can been analyzed the crisis that was been effect to the tourism industry. The crisis is represented about the effect before and after the crisis happened.

The literature that has studied is they have an accommodation that had a different view from the other person that that they have a way how the organization can be represented to the effect that happened to them and the strategies that the crisis is not to be effective to the demographic. According to Clark (2009), four major issues can be affected to the organization, (1) the type of crisis that happened, (2) the phase that can go through during the crisis, (3) the system factor that can be affect to the crisis and (4) if the crisis is been happened the stakeholder in the organization it will be involved.

Crisis management in the tourism industry has evidence that it can be growing sensitive, and we can be aware that the crisis has happened the tourism industry it can be increased to the number of the publication that dealing with the organization that had crisis management (Pfor, 2006). Regarding Pforr (2006) the common measure that was been received the management it have been included with the government of the package such as the accommodation and the transport sector that will be effective to the management and it can make the promotion of the tourism to become a new product that it can be developed to the new form that was been a sustainable tourism or the ecosystem tourism.

Crisis episodes tend to have a surprising effect on tourists' psyches and their behaviour toward and within the system. A crisis affects tourist behaviour and normal tourist trends in many ways, starting from their travelling decisions to their activities (Floyd, Gibson, Pennington-Gray, & Thapa, 2004). The literature has presented the connection both to the crisis and tourism in recent years, particularly regarding the risk around specific destinations. For instance, past literature has covered tourism in the Gambia after Ebola (Novelli, Gussing, Jones and Ritchie, 2018); Swine flu and the UK tourism (Page, Song, & Wu, 2011); and SARS-affected countries (Kuo et al., 2008). COVID-19 is expected to have a significant impact on the commercial behaviour of tourists. It is revealed that once the pandemic crisis ends,

tourists would not feel comfortable travelling to tourism destinations as compared to before this pandemic (Gursoy & Chi, 2020). Several studies (e.g. Kim et al., 2017; Cahyanto et al., 2016) reported that some factors affected tourists' behaviour after the pandemic, such as fear of infections, lack of trust, hygiene, and perceived risk. At the same time, Özdemir & Yildiz (2020) noted that the outcome of a COVID-19 outbreak negatively influences tourist decisions in Turkey. The results showed feelings of insecurity, fear, anger, lack of confidence and unpleasantness in a tourist destination. Ivanova et al. (2020) noted that most of the respondents in Bulgaria were willing to travel within two months of travelling in the region. The result also observed new influences when tourists made their travel decisions, such as domestic travel with the family, focusing on sanitation, infection control, and a reliable health care system. However, this study focuses on the type of crisis that will affect the organization that can be influenced the loyalty to go the holiday.

2.3 THE CONCEPT OF DESTINATION ATTRIBUTES

Destination attributes items were adapted and modified from Kim (2014). The destination attributes consist of six dimensions identified as physiography, activities & events, cost or value, safety or security, hospitality, and superstructure. According to Dann (2018), destination attributes such as destination price, climate, culture, and more have influenced tourists' decisions about "where to travel." The destination attribute is treated as an extrinsic motivator, and different destinations have different properties. Individuals are not the only ones motivated to travel by unique intrinsic motivators, they are also attracted to the destination based on the nature of the experience. Destination attributes can attract one to several tourism supply components such as attractions or destinations. The features or attributes of the destination itself have no

inherent meaning to tourists. Travel attributes represent a set of destination features that describe a place to a tourist.

Kim et al. (2003) have studied the push-pull factors and their effects on tourists and found 12 pull items are grouped into three dimensions, which are key tourist resources, information and convenience of facilities, and accessibility and transportation. They compared the push and pull factors to the tourists' demographic characteristics. The pull factors differed according to the visitors' age, occupation, and gender. Demographic characteristics play an important role because older planners with fewer adventures before will have more destination loyalty than others as they will visit the same place on a recurring basis (Hombrugh & Giering, 2001).

Although Dwyer (2004) has studied destination competitiveness, in their study Crouch and Ritchie (2020) destination competitiveness is classified into eight headings with which core resources are one of them. This core resource is regarded as the destination attribute which attracts tourists. Regarding this, Dwyer (2004) has grouped the competitiveness indicators into 12 dimensions. Although they studied the competitiveness indicators, most of the factors can be treated as destination attributes.

Other than that, Çakıcı and Harman (2007) studied six dimensions of attraction, accessibility, facilities, available packages, activities, and ancillary services suitable for obtaining results. Mohammad and Som (2010) investigated the motivations of tourists to visit Jordan as an overseas destination for their sampling group. They used 26 factors of attraction in eight dimensions namely events and activities, easy and affordable access, history and culture, diverse pursuits, adventure, natural resources, heritage sites, and sightseeing. They state that the most important attraction is Petra, one of the new seven wonders of the world and listed in the World

UNESCO Heritage Site. Zabkar (2010) has evaluated the perception of the quality of a destination through destination attributes. They use six attributes in one dimension among which are, easy to reach, cleanliness, variety of attractions, accommodation, and friendly hospitality of similar locals (Buhalis, 2019).

However, from all previous studies, there were four main destination attributes highlighted in this study on the influence of tourist loyalty during and aftermath of crises. These attributes are.

2.3.1 The basic comfort of facilities

According to Dzia-Uddin & Zakaria (2018), destination facilities are very important for the tourism sector. It not only has interesting places to visit, but it also has needs and facilities that can meet all the needs and wishes of tourists. Among the examples of basic facilities that must be provided by the destination are accommodation, transportation, and interesting activities to ensure that tourists (visitors) enjoy their days in that place. Destinations equipped with facilities or infrastructure can satisfy tourists and attract tourists to visit the destination repeatedly.

2.3.2 Variety of tourist attraction

Oram, (2022) has been researching the attraction for tourists that was different other than the place, they were founded that the attraction of the nature of the behaviors pattern and the population it can be a famous place. It is because the activities that were been there can have the budget and the time of the cated for the tourist is very flexible. Other than that, the food is can

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also be an attraction to the tourist it is because the majority of the food at the different destinations has its own of traditions of food that can attract the tourist to come to the place. It is because the tourist must have their own expectation about the food traditions in the different places that have different tastes that the tourist has their own attraction to taste the food. The culinary is most popular other than the activity in the tourist destination (Aveli, 2004).

2.3.3 Economic factors

Yusoff (2017) based on the search, the tourism sector is an important sector in generating income and growing the national economy. The topography of an area is an important factor in making the area a tourist area. Every business that is done will take into account economic factors such as tax rates, exchange rates, inflation, labor, demand or supply, wages, laws and policies, government activities, and recession. These factors need to be focused on to improve the country's economy. In addition, economic activity is also very important in creating job opportunities. Various economic activities can provide job opportunities causing the unemployment rate in Malaysia to decrease. This is so because it can not only provide better comfort to their lives but they can learn new skills and add experience in a certain field. So, in the tourism sector, economic factors are emphasized to improve the economy of the country or certain companies.

2.3.4 **Safety and security**

Battour et al. (2011) have researched destination attributes for tourists in terms of safety and cleanliness, they found that the safety of tourists is very important to influence decision- making. This being the case, a destination that has strong security is able to influence the arrival of outside visitors to visit the place. According to Albayrak & Caber (2013), destinations that do not have any crime such as robbery will be the focus of tourists because they feel safe and not threatened when visiting the place. In addition, destinations that are clean from pollution such as garbage also become the focus of visitors because tourists are more attracted to destinations that are clean and have comfortable air (Sirince & Caferli, 2010)**.**

2.4 THE TOURIST LOYALTY

Loyalty is the intention of the tourist to repeat the visit to the travel destination, which is characterized by positive word of mouth and the feeling of satisfaction for the positive experience they had (Tanford & Jun, 2017). From this aspect, loyalty can be established by observing direct buying attitude and buying frequency or by focusing on the selling number of a product or service as well as measuring the attitude to buy it once again indirectly (Prayag 2008). While destination loyalty is a key element in marketing strategies in so far as it is the best predictor of post-visit behavior (Chen & Chen, 2010). By exceeding their expectations, offering distinctive experiences, and assuming a commitment with the visitors, businesses may win their loyalty. They must be treated as unique clients in addition to respecting their ideas and making it easier to resolve any issues that develop during the partnership (McGarry, 1995). The response of these travelers is evident in their positive wish to return to the location and in their willingness to provide pleasant references about it in their immediate vicinity (Mohamad, Ali, & Ghani, 2011). The desire to return to the destination is regarded as a crucial element of loyalty, and several writers have studied this idea in depth to identify the variables that permit achieving high values in the likelihood of recurrence (Backman & Crompton, 1991; Cronin, Brady, & Hult, 2000; Petrick, Morais, & Norman, 2001). Numerous studies in the tourist industry have included this statistic as a metric for customer loyalty (Kim, Eves, & Scarles, 2009; Petrick, 2004; Qu, Kim, & Im, 2011)

2.5 CONCEPTUAL FRAMEWORK.

The researcher has proposed a framework for the study about the effect of destination attributes on tourist loyalty during and aftermath of the crisis, based on the preview literature review. Hence, as soon below the structure:

INDEPENDENT VARIABLE   DEPENDANT VARIABLE
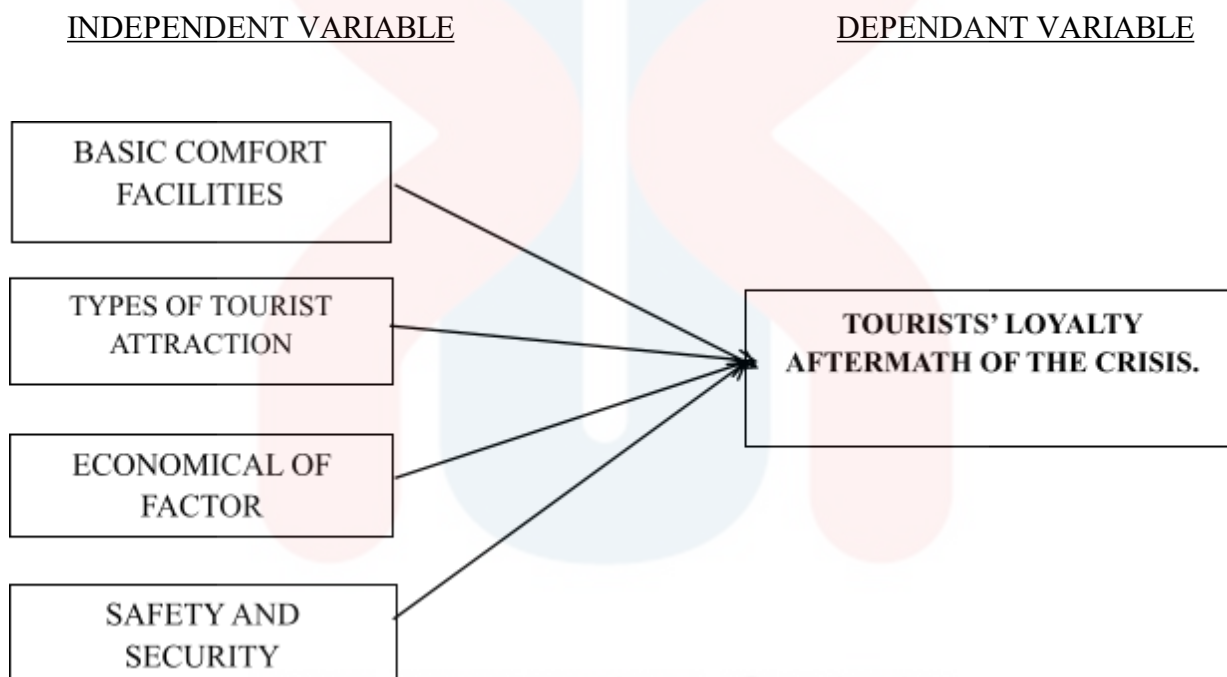
Figure 1: The conceptual framework for the relationship between destination attributes and tourist loyalty.

2.6 RESEARCH HYPOTHESES.

The hypothesis of the research was made based on the effect such as a destination attributes and tourist loyalty that be affect the destination attributes and tourist loyalty aftermath of crisis. Based on the study, there are four hypotheses, which are:

2.6.1 Relationship between basic comfort of facilities and tourist loyalty.

The literature emphasizes that the basic comfort of facilities has a positive effect on tourists' loyalty to the destination (Dziatul Nadiah Dzia-Uddin & Nur Syazleen Zakaria, 2018). With complete basic facilities, tourists will feel comfortable and comfortable visiting the destination again because of the essential comfort of full facilities. According to McCleary et al. (2016), the availability of basic amenities influences the impact of tourist satisfaction on the propensity to revisit and the likelihood of recommending a destination to the public. Nonangular Et al. (2012) have studied whether the conditions of buildings and facilities have any significant impact on the improvement of customer satisfaction, particularly for tenants and visitors. Service facilities are tangible attributes such as tourist sites, major buildings, and popular places which offer customers access to facilities in that destination. They include accommodation units, food and beverage services, transportation, telecommunications, shopping malls, sports centers, travel agencies, information centers, etc. These facilities also appear as key factors in travelers' destination selection. It could be argued that a tourist will revisit a destination when they are pleased with the quality of the facilities and services, also indicating the role of destination facilities, including all related activities such as restaurants, gift shops, and tour guides. Moreover, throughout destination facilities, service quality directly impacted tourist satisfaction and loyalty. Therefore, this study concludes with hypothesis basic comfort facilities between

tourist loyalty, which is

H1: There is a positive relationship between basic comfort of facilities and tourist loyalty.

2.6.2 **Relationship between tourist attraction and tourist loyalty**.

Tourist attractions important in tourism it is because focusing on tourist loyalty and find all stages to visit the destination. According to Yuwen Zhang (2020), the design of management and operation of the tourist attractions will make the tourist have their own loyalty. This was concerned to capture the customers' attention to go on the holiday. Furthermore, the part of the marine park must have their own tourism permit system that it will be impact and increase the tourist to become loyalty Madin and Fenton (2004). The tourist attraction will generate employment and income in the tourist industry. Moreover, this will give a positive impact of tourism is improvement in the infrastructure. That will make tourists have loyalty to our industry. According to the Hermawan (2019), loyalty was limited to the tourist that was been attraction into the place to visit. It will increase the number of tourists visiting the tourist destination that was have many factor Basiya & Rozak (2014). So, every tourist attraction will produce a positive experience for them during they visit the tourist destination. Therefore, this study concludes with hyphotesis tourist attraction between tourist loyalty, which is

H2: There is a positive relationship between tourist attraction and tourist loyalty.

2.6.3 Relationship between economical of factor and tourist loyalty

Tourism has grown further and has become a more powerful industry in the world, which greatly affects the economy of a country. In addition, it is linked to several other sectors, such as advertising, endorsement, product placement, sponsorship, and commercial organization Kanwel (2019). With advertising on social media, tourists will be able to find out everything that is available and special in the destination. In addition, festivals provide economic, social and cultural benefits to the communities where they occur and contribute to event tourism and destination marketing Sarah Tanford (2017). Every tourist will think about the benefits or what will happen if this economic factor decreases. Furthermore, by increasing the number of footprints into a country, the tourism sector also increases other industries. So, every tourist will be able to enjoy more facilities if the economy in the field of tourism increases. Tourists will also be more comfortable. Therefore, this study concludes with a hypothesis on the economical factor between tourist loyalty, which is

H3: There is a positive relationship between economic factors and tourist loyalty.

2.6.4 Relationship between safety and security and tourist loyalty.

Concerns about safety are assumed to become another consideration for a tourist to visit the destination. The security of a place is one of the most significant deterrents to traveling there. A good tourism site must, among other things, provide assurances of safety and security (Hadiwijoyoin Prabowo et al., 2016). People take risks when they perform, even when they only want to enjoy themselves (Yudistira & Susanto, 2012). A customer's loyalty may be seen as their resolve to repeatedly subscribe to or purchase a certain item or service (Hurriyati, 2005; Selang, 2013). Visitors will think about going to a place that provides a high level of security. Tourist dissatisfaction will result from a tourist destination's lack of dedication to providing security assurance for its guests since tourists will worry about their safety. A tourist site loses its competitive edge in the tourism sector if it does not provide sufficient assurance of safety. By working to raise the caliber of tourist attractions, one may win over repeat visitors. Therefore, this study concludes with a hypothesis on safety and security between tourist loyalty, which is

H4: There is a positive relationship between safety and security and tourist loyalty.

2.7 SUMMARY

In this chapter, the literature review has been explained related to the place where the study will be conducted, which is in Malaysia. In addition, an explanation of attribute crises, the concept of attribute destination, the facilities around the study area and the available attractions as well as the economic factors involved in this study have also been explained. Furthermore, in this chapter, we will also be able to know the research framework and research hypothesis involved in this study. Each hypothesis displayed will make it easier to carry out research. So, this will make it easier for our future research results.

CHAPTER 3

RESEARCH METHDOLOGY

3.1 INRRODUCTION.

This chapter describes the methodology used in this study. The target population and sample size of this study in the aspect of whom, where, and how to be studied were explained. Then, further explanations of what types of sampling methods will be used and how data collection was conducted. This study also describes how and where the questionnaires were distributed. Lastly, data analysis is also highlighted.

3.2 RESEARCH DESIGN.

In general, a research design refers to a structure to plan and perform a certain design. Once a decision is made to proceed with the research, a plan to gather the data needed to be carried out to address the research objectives (Aaker, Kumar, & George, 2000). In this study, **quantitative research experimental design** was used as the research design.

Quantitative research refers to a structured way to collect and analyze the data collected from various sources. Quantitative research includes the use of mathematical, statistical, and computational tools to obtain results. Therefore, it can be defined as a structured cause-and-effect relationship between the problems and factors. A large-scale survey of research helps in generate

statistics in quantitative research using method through a questionnaire or structured interviews (SIS International Market Research, 2018).

In this study, the relationship between basic comfort of facilities, types of tourist attraction, economical of factor and safety and the security as an independent variable and the tourist loyalty aftermath of the crisis as a dependent variable was examined in this research.

3.3 POPULATION.

According to Rafeedalic (2017), a population is a group of people or artifacts that share one or more features from which data can be obtained and analyzed. The common characteristics of the groups distinguish them from other individuals, organizations, objects, and so forth. It is possible to refer to any value defined or determined by the characteristics of the entire population as a parameter. The method of conducting a survey to collect information from the entire population is known as a census (Rafeedalic, 2018). The target population of this study was the tourist who has attributes on tourist loyalty aftermath of the crisis.

The attributes on tourist loyalty aftermath of the crisis and responded to a series of simple selection criteria. In this study, researchers aimed to identify tourists who have attributes on tourist loyalty aftermath of the crisis. The researchers decided to capture this population as the researcher believes that this population would be able to provide the information required in answering the research question objectives of the study. Moreover, the population were seen as the potential respondent of the study as this group of people were aware of tourist loyalty in the aftermath of the crisis.

3.4 SAMPLE SIZE.

The sample is the part of the population that allows one to draw population inferences. It is not achievable to collect research on full population data because it would be costly and time-consuming. This study determined sample sizes using Roscoe's rule of thumb. Roscoe (1975) offers the 'rule of thumb' for deciding sample size according to Critical Academic English (2017); as it is stated that for most studies, a sample size greater than 30 and smaller than 500 is acceptable. It is not recommended to use statistical analysis of samples of less than 10. In most laboratory studies, samples of 30 or more are recommended. In behavioral research, sample sizes of less than 30 or greater than 500 are seldom justified. Within these limits (30 to 500), the use of a sample of about 10% size of the parent population is recommended (Rahman & Bhawal, 2017). Therefore, this study has decided to use 300 respondents in this research.

3.5 SAMPLING METHOD.

Sampling is selecting a group of subjects to study and representing a large group of individuals who have been selected Reinhard (2010). This study is using a non-probability sampling technique that is convenient sampling. Sampling is a procedure used in statistical research where a predetermined number of perceptions are taken from a larger population. The general approach to sampling, which is non-probability sampling, was used in the research. In this research, non-probability sampling such as the convenience sampling technique was used. This sampling technique is useful because this study requires descriptive reviews. When distributing questionnaires to respondents' targets, the convenience sampling method is easy to use in this study (Research Methods for the Social Sciences, 2018).

According to Lund Research Ltd (2012) convenience sampling is influenced by the collection of data from a few the population that is readily accessible to join in the study. Convenience sampling with few rules governing how the sample should be obtained is very easy to do. In contrast to probability sampling methods, the relative cost and time needed for a convenience sample are minimal. This enables the researchers to achieve the sample size they need in a relatively easy and inexpensive manner. Researchers can use the convenience sample to gather valuable information and data that would not have been possible using probability sampling approaches that require more formal access to population lists. Researchers have prepared random questionnaires for tourists who come to visit Malaysia. Next, researchers' study about the loyalty of tourists to the destination visited.

3.6 DATA COLLECTION.

Data collection is the process of accumulating useful information carefully to ensure that the analysis will provide logical answers (Sapsford & Jupp, 2006). For the purposes of this study, primary data and secondary data collection methods were used. Primary data collection involves data collection directly from subjects by the researcher or taught data collector. Quantitative data are gathered to arrange and portray the characteristics, and behaviors of populations (Parahoo, 2006). As claimed by Robson (2007), a researcher should utilize the least complex way of gathering information and finding the answers to the research questions and is supposed to collect more extensive information than required. Among the primary data collection methods, the survey method was chosen for this study. Researchers also had chosen a questionnaire as data collection instrument to achieve the objectives of this study.

An online method to collect primary data was used which is we focused on distributing questionnaires through social media such as Facebook travel pages in Malaysia to get respondents. This method is used to give opportunities to all tourists in Malaysia. The questionnaires were created using a google form, the reason why we chose this method was the data that we received was easier to analyses and more accurate by using this method. The cover letter was shown first to the respondent's amplification the reason and the importance of this study. In addition, the subjects of the covering should be succinct, rapid the importance of the study, the willingness to share the results, the names of the respondents will be kept trustworthy, the acknowledgment to be responded honestly, retained, reinforced by the research supervisor, and committed with the questionnaire. Next, the survey questions were given out to the target respondents. Respondents who have experience in virtual tourism and respondents who have intentions of using virtual tourism to gain an accurate response that is useful for the study were randomly selected. The questionnaires were handed out for 24 hours for the respondent to respond and close after 24 hours. Finally, the gathered data was analyzed with the selected method.

Meanwhile, secondary data was collected from accessible sources that had been accumulated. Secondary data were utilized to support findings and analysis. The secondary data utilized in this study were literature, journal reports, articles, books and the World Wide Web (www).

3.7 RESEARCH INSTRUMENT.

To achieve the objective in this study, a research instrument was used. Research instruments could influence the general idea to conclude the study in the end. This study used a **questionnaire** to collect data and information from the respondent. The questionnaire consisted

of two parts, which were Part A and Part B in response to the research objectives. The questionnaire was distributed online in various virtual reality forums, travel forums, and virtual reality and travel Facebook groups by **Google Forms**. The questionnaire was designed based on the instruments published by Holzmann, Schwarz, and Audretsch (2020), Chayomchai (2020), Chua, Rezaei, Man- Li, Oh, and Manimekalai (2018) and Reyes-Mercado (2018). Each of the components were abridged in table 3.1 and further clarification of each segment is in the accompanying segments.

Part A was designed to identify the respondents' demographic profiles. This part contained five demographic elements such as gender, age, nationality, location, and occupation. Furthermore, Part A was measured by nominal scale. Meanwhile, in Part B, there were four sections measured by five-point Likert scale from "strongly disagree" pointed as 1 until "strongly agree" pointed as 5. Most of the researchers on the previous studies used the five-point Likert scale. Therefore, researchers decided to apply the same instrument in this study.

Table 3.1 Questionnaire Design

PART	ITEMS	NUMBER OF ITEMS	SUPPORTING REFERENCES
PART A	Demographic data	5	Amin (2007)
PART B	**Section 1:** Tourist loyalty	6	Haihong Wang (2022)
	Section 2: Basic comfort of facilities	6	Elefteria Rapti (2022)
	Section 3: Tourist attraction	6	Atypon (2022)
	Section 4: Economical of	6	Reyes-Mercado (2018)

	factor		
	Section 5:	6	Arpaci et al. (2015)
	Safety and security		

Table 3.2 Likert scale

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

To respond to the research questions, this study used questionnaires to gather information. The questionnaire is a technique of data collection that offers written or oral answers to a series of written questions by the respondents of the interview (Parahoo, 2014). According to Babin and Zikmund (2015), the questionnaire is a method that pleasantly gathers social affair information mainly when it is simple and brisk from many respondents in a brief period. The researcher is able to collect a wide variety of data by integrating multiple questioning methods within the questionnaire (Wilson, 2014). It is an accurate, cost-effective, and reliable method of gathering relevant data (Wilson, 2014). In this study, standardized written questionnaires used quantitative self-report approaches, as portrayed by Polit and Beck (2009), to collect data.

3.8 DATA ANALYSIS.

Data analysis was steered after processing gather the data. Data analysis is a systematic process using statistical and technical logic to explain, illustrate and evaluate the data obtained. Shamoo and Resnik (2003) stated that there are several analytical procedures that provide a method of drawing inductive conclusions from the information and recognizing the signs of the sounds present in the data. The researchers were using a computer program called the Statistical Package for Social Science (SPSS) to analyze closed questions**. Data was evaluated by using statistical descriptive, reliability test and Spearman correlation analysis.**

3.8.1 Descriptive Analysis

The data collected was supported by descriptive statistical analysis. Descriptive statistics outline the whole esteem that makes up the component and explains it into a descriptive message (Eiselen, Uys, & Porgieter, 2005). Frequency distribution, rate distribution and calculating mean are some trivial inquiries utilized by the researcher. The outcomes were shown in table form in our research.

3.8.2 Reliability Test

Reliability test alludes to how much a test is steady and stable in estimating what it is proposed to gauge. The purpose of the leading reliability test is to search for the research data's constancy and immovability (Malhotra & Peterson, 2006). Reliability analysis is determined by

attaining intentional variations in scale, which may be conceivable by dividing the scores attained from various scale administrators. In this way, if the association in the reliability analysis is high, the scale can create predictable and reliable results. Concerning analysis of the reliability, we utilized Cronbach's Alpha Coefficient as estimation instrument. Matkar (2012) stated the principles of Cronbach's Alpha Coefficient as table underneath.

Table 3.3: Rule of Thumb Cronbach's Alpha

Cronbach's Alpha	Internal Consistency
$0.9 \leq \alpha$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Source: Matkar (2012)

3.8.3 Spearman Correlation

The researchers chose the Spearman Correlation to analyse the data that have been obtained. Spearman's correlation can be definite as nonparametric tests to measure the level of difference between two variables (Bonett, 2008). Spearman's rank correlation test does not bring any potential about data distribution and is an appropriate correlation analysis when variables are measured at least in an ordinal scale. In terms of relationship strength, the value of the correlation coefficient varies between 1 and -1.

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According to Chen and Popovich (2002), the statement of data must be at least ordinal and the score on one variable must be monotonic with other variables. An approach to assessment whether the detected value ρ is dissimilar from zero (r will always maintain $-1 \leq r \leq 1$) is to compute the probability that it will be grander or equal to the detected r, given the null hypothesis, using the test version (Lehman, 2005). One advantage of this approach is that it spontaneously takes into account the number of data-bound values in the sample, and how they are pickled in computation of rank correlations. In this research, Spearman's Correlation was chosen to find out the significant relationship and validity between IV and DV.

Table 3.4: Rule of Thumb of Correlation Coefficient Size

Coefficient Range (r)	Strength of Correlation
± 0.90 until ± 1.0	Very high positive/negative correlation
± 0.70 until ± 0.90	High positive/negative correlation
± 0.50 until ± 0.70	Moderate positive/negative correlation
± 0.30 until ± 0.50	Low positive/negative correlation
± 0.00 until ± 0.30	Negligible correlation

Source: Bonnet (2008)

Table 3.5: Summarize of Data Analysis

Research Objective	Question	Scale	Statistic
To identify the basic comfort facilities factors and tourist loyalty.	What is the relationship between basic comfort facilities and tourist loyalty?	Likert Scale	Correlation
To determine tourist attraction factors and tourist loyalty.	What is the relationship between the variety of tourist attractions and tourist loyalty?	Likert Scale	Correlation
To examine the economic factors and tourist loyalty.	What is the relationship between economic factors and tourist loyalty?	Likert Scale	Correlation
To examine safety and security and tourist loyalty.	What is the relationship between safety and security and tourist loyalty?	Likert Scale	Correlation/ multiple linear regreasion

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3.9 SUMMARY.

In conclusion, this chapter explains how many research methodologies for the research by hand over the method of accumulating the data used. Researchers have defined research methodologies, including population, samples, and data collection instruments used in the study, and strategies used to ensure ethical standards and reliability in this study. The target population for this research was tourists who use or have the intention of using virtual tourism. The researchers of this study have decided to choose 300 tourists as respondents to collect the data. In this study, non-probability sampling such as convenience sampling technique was used to edge data assortment researchers. The data were gathered as the key data compilation of two parts by surveys using questionnaires. Descriptive statistics, reliability tests, and Spearman correlation analysis was used in the next chapter after data collection to analyze the collected data. Following are a summary of research questions and data analysis that were used in the study.

CHAPTER 4

RESULTS AND DISCUSSION.

4.1 INTRODUCTION

This chapter describes the results and the finding of the data that was conducted on the data collected from the survey in this study. That the data analyzed to examine or identify the effect of destination attributes on the tourist loyalty aftermath of the crisis. Furthermore, the researcher was able to test the hypothesis and answer the research objective of this study. The data was analyzed by the Statistical Package for the Social Science (SPSS) and the last results of the statistical analysis will be presented in the last chapter.

4.2 RESULT OF DESCRIPTIVE ANALYSIS.

The descriptive analysis was been used to explain the demographic of profile in a section A of the questionnaire, as well as the mean and the average mean of the dependant variable and independent variable that was listed in a section B and section C. It is possible to create a basic of quantitative summary of the data set that has been obtained with the summarized. The data will be placed into the context and turned into usable information that was allowing the research.

4.2.1 DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS.

Frequency analysis was used in the basic observation of the researcher. The data from Part A of the questionnaire is from the different demographic variables of the respondent such

as gender, age ,race, location, education, travel and frequency travel. This demographic was presented in table and pie chart structure.

Table 4.1: Number of Respondent by Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
		Gender (0,1)			
Valid	Male	121	39.8	39.8	39.8
	Female	183	60.2	60.2	100.0
	Total	304	100.0	100.0	
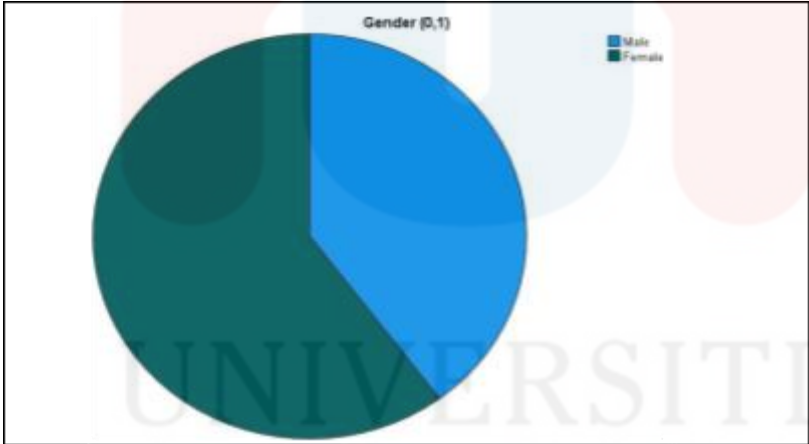
Figure   4.1: Percentage of Respondent by Gender

According to the table that was above it had 304 respondents for gender that the female was to become a majority respondent that answered the questionnaire, 60.2% that is 183 respondents. Meanwhile, the second is a male respondent that was 39.8% of 121 respondents.

Table 4.2: Number of Respondents by Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 years	214	70.4	70.4	70.4
	25-30 years	63	20.7	20.7	91.1
	30 years old and above	27	8.9	8.9	100.0
	Total	304	100.0	100.0	
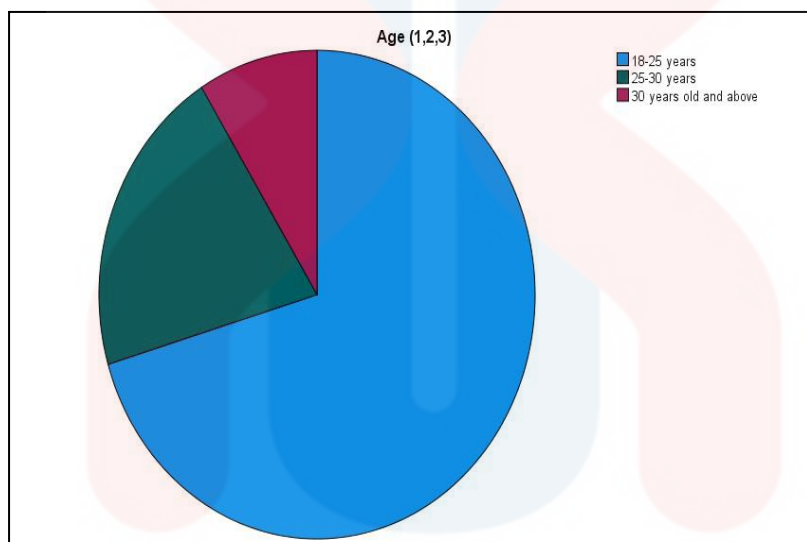
Figure 4.2: Percentage of Respondent by Age

At the 304 of respondents for age, the most respondent is 18-25 years old that the percentage is 70.4% that it was 214 respondent.While the second of most respondents is 25-30 years old that the percentage is 20.7% that is 63 respondent. Thirdly, 30 years old and above that the percentage is 8.9% that 27 respondents answered the questionnaire.

Table 4.3: Number of Respondent by Race

Race (1,2,3,4)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	197	64.8	64.8	64.8
	Chinese	10	3.3	3.3	68.1
	Indian	2	.7	.7	68.8
	Other	95	31.3	31.3	100.0
	Total	304	100.0	100.0	
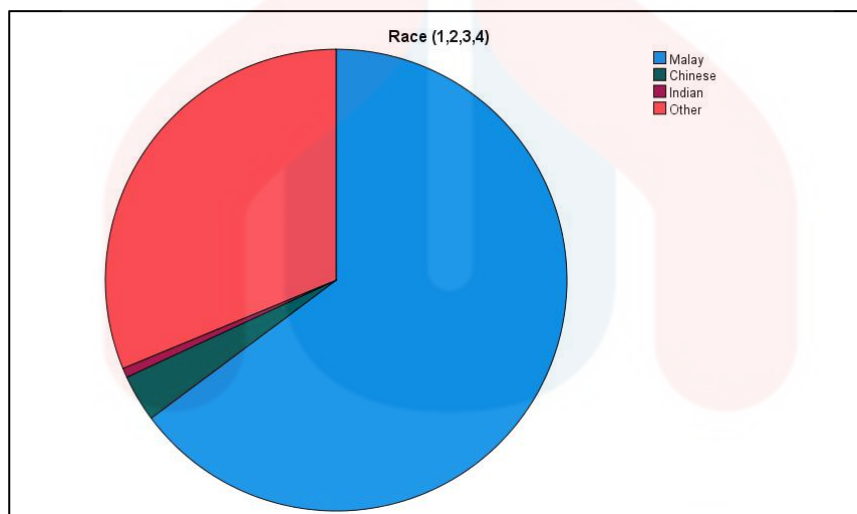
Figure 4.3: Percentage of Respondent by Race.

For race, the Malay race showed the highest percentage of 64.8% or 197 respondents who answered this questionnaire. Meanwhile, 31.3% or 95 respondents of other nationalities answered this question. Next, the Chinese show that there are 3.3% or 10 people who answered. The rest of the Indian race, which is 7% or 2 respondents who responded to this question.

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Table 4.4: Number of Respondent by Education.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Asasi	102	33.6	33.6	33.6
	Degree	141	46.4	46.4	79.9
	Master	10	3.3	3.3	83.2
	Other	51	16.8	16.8	100.0
	Total	304	100.0	100.0	
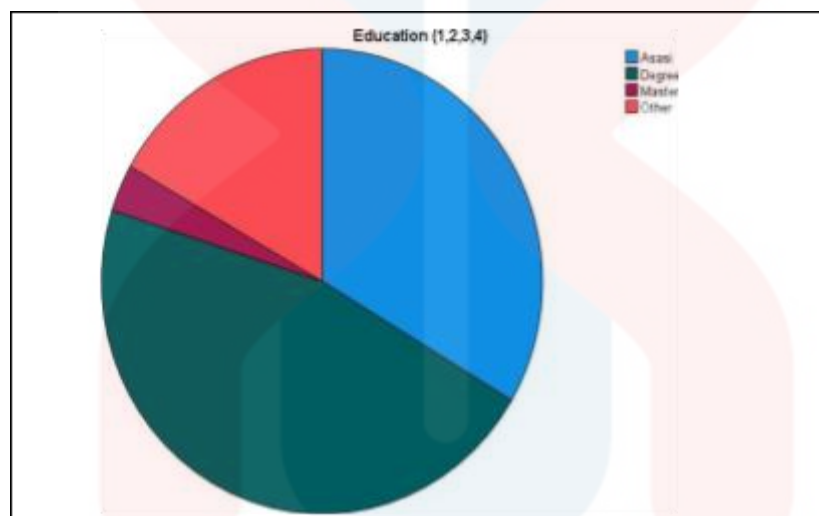
Figure 4.4:Percentage of Respondent by Education

For education, Degree is a high level of education, to answer this question is Degree 46.4% which is 102 respondents. While the second most respondent is Asasi 33.6% which is 33.6 respondents. Third, Others 16.8% which is 51 respondents. Respondents with the lowest education are Master's 3.3% which is a total of 10 respondents.

Table 4.5: Number of Respondents by Location.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Johor	22	7.2	7.2	7.2
	Melaka	8	2.6	2.6	9.9
	Negeri Sembilan	12	3.9	3.9	13.8
	Wilayah Persekutuan	10	3.3	3.3	17.1
	Selangor	19	6.3	6.3	23.4
	Perak	48	15.8	15.8	39.1
	Pahang	12	3.9	3.9	43.1
	Kedah	10	3.3	3.3	46.4
	Kelantan	48	15.8	15.8	62.2
	Terengganu	10	3.3	3.3	65.5
	Pulau Pinang	9	3.0	3.0	68.4
	Perlis	3	1.0	1.0	69.4
	Sabah	82	27.0	27.0	96.4
	Sarawak	11	3.6	3.6	100.0
	Total	304	100.0	100.0	
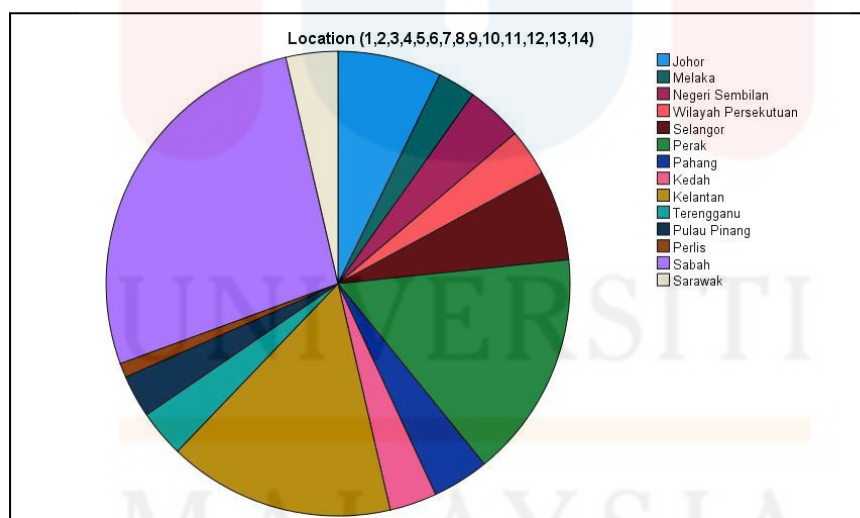
Figure 4.5: Percentage of Respondent by Location.

Regarding location, Sabah is the highest state with 27% or 82 respondents. The second highest is the states of Perak and Kelantan which are 15.8% or 48 respondents. After that, the state of Johor is 7.2% or 22 respondents. Thirdly, the state of Selangor is 6.3% or 19

respondents. Next, Negeri Sembilan and Pahan have the same respondents which is 3.9% or 12 respondents from the states. The Federal Territory has 3.3% or 10 respondents, followed by the state of Penang which is 3% or 9 respondents. Next, the state of Melaka with 2.6% or 8 respondents. The location with the lowest number of respondents is the state of Perlis which is 1% or 3 respondents.

Table 4.6: Number of Respondent by Travel.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ever	183	60.2	60.2	60.2
	Never	75	24.7	24.7	84.9
	Not sure	46	15.1	15.1	100.0
	Total	304	100.0	100.0	
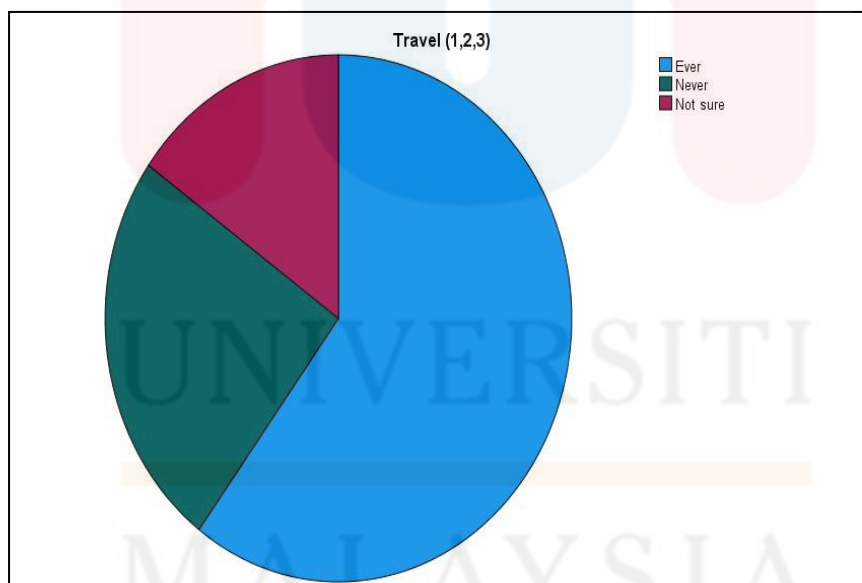
Figure 4.6: Percentage of Respondent by Travel

For respondents traveling, the highest number is 60.2% or 183 respondents. Second, never 24.7% or 75 respondents chose this. The lowest was not sure 15.1% or 46 respondents.

Table 4.7: Number of Respondent by Frequency.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	**Very often**	**35**	**11.5**	**11.5**	**11.5**
	Sometimes	139	45.7	45.7	57.2
	Not often	78	25.7	25.7	82.9
	Very not often	52	17.1	17.1	100.0
	Total	304	100.0	100.0	
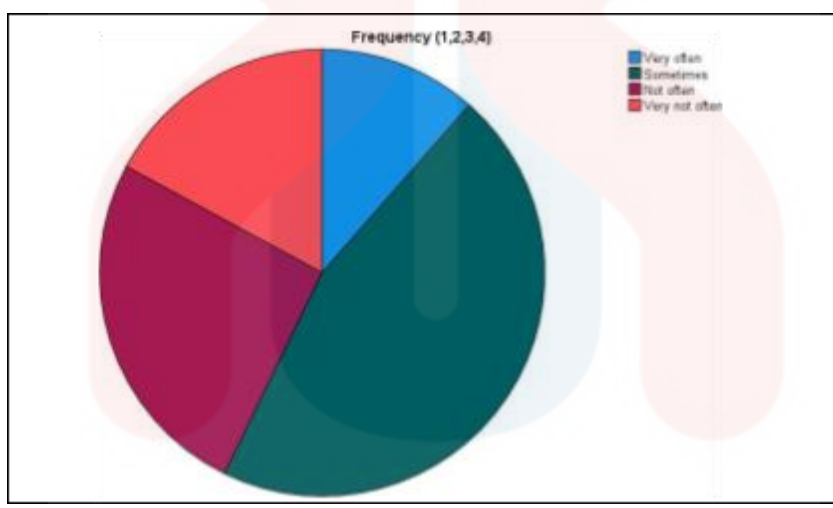
Figure 4.7: Percentage of Respondent by Frequency.

For the frequency of visiting the location is sometimes very high which is 45.7% or 139 respondents visiting the location. Second, not often 25.7% or 78 respondents' frequency. Third, very not often is 17.1% or 52 frequency respondents. The lowest frequency is very often 11.5% or 35 respondents.

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4.3 RESULT OF DESCRIPTIVE ANALYSIS.

This research has analyzed the mean and the standard deviation for the section B and C of the questionnaire to find out the factors of tourist loyalty in a destination that attributes this decision making aftermath of the crisis. Based on the analysis result, the researcher compared the mean between an independent variable and dependent variable for every item in the questionnaire. The responses by using the 5- Likert Scale which is 1 represented as "Strongly Disagree", 2 as "Disagree",3 as "Neutral" , 4 as "Agree" and 5 as "Strongly Agree". The results of the analysis that was shown in the table.

4.3.1 Independent Variable and Dependent Variable.

Variables	N	Mean	Standard Deviation
Tourist Loyalty	304	3.27	0.849
Basic Comfort of Facilities	304	3.71	0.889
Tourist Attraction	304	3.84	0.909
Economical of Factor	304	3.79	0.915
Safety and Security	304	3.42	1.125

Table 4.8: Descriptive Analysis

Based on table 4.8, it shows that the dependent variable will be a verified mean score (M= 3.27, SD= 0.849). Furthermore, the independent variable scored mean is, where the basic comfort of facilities(M=3.71,SD=0.889), tourist attraction (M=3.84,SD=0.909), economical of factor (M=3.79,SD=0.915) and safety and security (M=3.42,SD=1.125).

4.3.2:TOURIST LOYALTY

In terms of tourist loyalty, there were six items that were measured by using the Likert -scale. The mean score of six questions ranges from 3.60 to 3.77. The tourist loyalty can be defined as the loyalty of the tourist to come visit Malaysia in the aftermath of the crisis. This is to measure how many people are still going through the holiday aftermath crisis.

Table 4.9 : Descriptive Statistics of Tourist Loyalty.

Variables	Items	Mean	Std. Deviation	Ranks
TL1	If the service quality will be affected by the tourist loyalty after the crisis like Covid-19?	3.60	0.892	4
TL2	Does the budget for travel influence tourists to travel after the crisis?	3.77	0.967	1
TL3	Can an event or program run in a destination be able to maintain tourist loyalty after the outbreak of Covid-19?	3.65	0.899	5
TL4	Do we still need the services of tour guides after the crisis in the destination?	1.31	0.464	6
TL5	Food service in restaurants maintain tourist loyalty despite the crisis?	3.67	0.910	3
TL6	After the occurrence of a network crisis complete information will be provided along with new rules. Do we as tourists agree or disagree?	3.62	0.964	2

According to table 4.9, the query with the highest score is ' Does the budget for travel influence tourists to travel after the crisis?' (M= 3.77, SD = 0.967) followed by 'Food service in restaurants can maintain tourist loyalty despite the crisis?' (M = 3.67, SD = 0.910), 'Can an event or program run in a destination be able to maintain tourist loyalty after the outbreak of Covid-19?' (M = 3.65, SD = 0.899) , ' After the occurrence of a network crisis complete

information will be provided along with new rules. Do we as tourist agree or disagree?'
M = 3.62. SD = 0.964) ,' If the service quality is will be affected to the tourist loyalty after
the crisis like Covid-19?' (M = 3.60, SD = 0.892), and ' Do we still need the services of tour
guides after the crisis in the destination?' (M=1.31, SD = 0.464). This concludes that tourist
loyalty influences decision making.

4.3.3: BASIC COMFORT OF FACILITIES.

In terms of basic comfort of facilities, there were six items that were measured by using
the Likert -scale. The mean score of six questions ranges from 3.42 to 3.88. The basic comfort
of facilities is like the amenities as the study of the amenities is the basis of the facilities and
service that can make the tourist feel comfortable during the holiday.

Table 4.10 : Descriptive Statistic of Basic Comfort of Facilities.

Variables	Items	Mean	Std. Deviation	Ranks
BC1	Transportation readily available and safe to use after crisis?	3.42	0.923	2
BC2	Tourist are more concerned about cleanliness to eat at restaurant after a crisis?	3.86	0.915	3
BC3	Are the infrastructure facilities provided by the hotel after the crisis complete and satisfactory?	3.74	0.854	5
BC4	A readily available source of food after a crisis?	3.66	0.861	4
BC5	A mall that's easy to find after the crisis?	3.70	0.813	6
BC6	Do you think that tourist location should provided more infrastructure facilities?	3.88	0.970	1

Based on the table 4.10, the highest score was reported as ' Do you think that tourist location should provided more infrastructure facilities?' (M=3.88, SD=0.970), followed by ' Tourist are more concerned about cleanliness to eat at restaurant after a crisis?' (M=3.86, SD=0.915) , 'Are the infrastructure facilities provided by the hotel after the crisis complete and satisfactory?' (M=3.74, SD=0.854), ' A mall that's easy to find after the crisis?' (M=3.70, SD=0.813), 'A readily available source of food after a crisis?' (M=3.66, SD=0.861) and 'Transportation readily available and safe to use after crisis?' (M=3.42 SD=0.923). This suggests that most respondents consider that basic comfort of facilities is a very important thing to do to attract tourists.

4.3.4: TOURIST ATTRACTION.

In terms of tourist attraction, there were six items that were measured by using the Likert -scale. The mean score of six questions ranges from 3.56 to 3.95. Tourist attraction refers to the physical or cultural characteristics of a place that tourists or travelers consider to be able to meet all their needs while spending time in that place.

Table 4.11 : Descriptive Statistic of Tourist Attraction.

Variables	Items	Mean	Std. Deviation	Ranks
TA1	Are you willing to pay more to improve or add infrastructure facilities?	3.56	0.873	6
TA2	Cheap vacation cost can attract tourist?	3.95	0.902	4
TA3	Guaranteed safety and cleanliness able to attract tourist to travel to tourist destinations?	3.90	0.947	1
TA4	Can the promotion be conducted to attract tourist from abroad or tourist from within the country?	3.89	0.929	2

TA5	The unique facilities can reach the taste of tourists?	3.92	0.898	5
TA6	The activities provided by the company that runs the tourism business can attract tourists from abroad after crisis?	3.84	0.907	3

Based on table 4.11, the query with the highest score is ' Cheap vacation cost can attract tourist?' (M=3.95, SD=0.902) followed by 'The unique facilities can reach the taste of tourists?' (M=3,92, SD=0.898), 'Guaranteed safety and cleanliness able to attract tourist to travel to tourist destinations?' (M=3.90, SD=0947), 'Can the promotion be conducted to attract tourist from abroad or tourist from within the country?' (M=3.89, SD=0.929), 'The activities provided by the company that runs the tourism business can attract tourists from abroad after crisis?' (M=3.84, SD=0.907), and ' Are you willing to pay more to improve or add infrastructure facilities?' (M=3.56, SD=0.873). It assumes that respondents are aware of tourist attractions.

4.4.5: ECONOMICAL OF FACTOR.

In terms of economical factors, there are six questions under quality measured using the Likert-scale. The mean score of the six questions ranges from 3,67 to 3.85. Economic factors are factors that affect the economy and include interest rates, tax rates, laws, policies, wages, and government activities.

Table 4.12 : Descriptive Statistic of Economical of Factor.

Variables	Items	Mean	Std. Deviation	Ranks
EF1	Can a treasured place be said to be a tourist attraction after a crisis?	3.74	0.945	1

EF2	A balanced economy can give benefits and good benefits to tourists after a crisis?	3.82	0.932	3
EF3	Factors that affect economic activity in Malaysia are the shape of the earth interesting?	3.85	0.858	6
EF4	In terms of sales, the prices offered to tourists are according to the regulations that have been set?	3.67	0.896	5
EF5	Promotion and advertising will be able to attract tourists to come to Malaysia?	3.83	0.915	4
EF6	If the economy is stable, the tourism sector will develop and the number of tourists will increase?	3.84	0.944	2

Based on the table 4.12, the highest score was reported as 'Factors that affect economic activity in Malaysia are the shape of the earth interesting?' (M=3.85, SD=0.858) followed by 'If the economy is stable, the tourism sector will develop and the number of tourists will increase?' (M=3.84, SD=0.944), 'Promotion and advertising will be able to attract tourists to come to Malaysia?' (M=3.83, SD=0.915), 'A balanced economy can give benefits and good benefits to tourist after a crisis?(M=3.82, Sd= 0.932). can a treasured place be said to be a tourist attraction after a crisis?'(M=3.74, SD= 0.945), and In term of sales, the prices offered to tourist are according to the regulations that have been set?'(M= 3.67, Sd= 0.945). this shows that the economic factor is an important element to attract tourist.

4.3.6: SAFETY AND SECURITY.

In terms of safety and security, there are six questions under quality measured using the Likert-scale. The mean score of the six questions from 3.09 to 3.83. Safety and security is about the state of being free from harm or danger.

Table 4.13 : Descriptive Statistics of Safety and Security.

Variables	Items	Mean	Std. Deviation	Ranks
SS1	Is safety a priority for tourists after a crisis?	3.83	0.975	5
SS2	Have you ever been involved in any bad incident while traveling to a destination?	3.19	1.195	3
SS3	Did you do any research or gather information about safety in that area from any relevant website?	3.80	0.906	6
SS4	Do you ever feel unsafe at the destination or any part of the activity you have been through?	3.36	1.123	4
SS5	After a crisis would you recommend the destination to others when you have felt threatened or unsafe?	3.23	1.235	2
SS6	Are you willing to visit a destination that has a bad reputation such as high crime rates after a crisis?	3.09	1.317	1

Table 4.13 showed that the query with the highest score is 'Is safety a priority for tourists after a crisis? (M=3.83, SD=0.975) followed by 'Did you do any research or gather information about safety in that area from any relevant website? (M=3.80, SD=0.906), ' Do you ever feel unsafe at the destination or any part of the activity you have been through?' (M=3.36, SD=1.23), ' After a crisis would you recommend the destination to others when you have felt threatened or unsafe?' (M=3.23, SD=1.235), ' Have you ever been involved in any bad incident while traveling to a destination?' (M=3.19, SD=1.195), and ' Are you willing to visit a destination that has a bad reputation such as high crime rates after a crisis?' (M=3.09, SD=1.317). This shows that the safety and security in a tourist place also needs to be known by every tourist.

4.4 RESULTS OF RELIABILITY TEST

The term of the reliability test was to make sure that the measurement of a certain spectacle was steady to produce the reliability of finding. Moreover, it was linked to the occurrence of repeatability. If the measurement is consistent with the variable that it will provide the same of finding, test, or the research of the dependable. The Cronbach alpha was utilized to assess the study of the reliability. Cronbach's alpha will be utilized to access the study's of reliability. That the range of the numerical measure of the internal constant ranges from 0 to 1. the validity and reliability of the study questionnaire that has been used.

Table 4.14 : Rule of Thumb Cronbach's Alpha

Cronbach's Alpha	Internal Consistency
$0.9 \leq \alpha$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Source: Matkar (2012)

Table 4.15 :Overall Result for Reliability Analysis

Reliability Statistics

Cronbach's Alpha	N of Items
.907	24

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The following table shows that the total of the reliability analysis of the variable, which is it includes both independent and dependent variables. The variables of Cronbach alpha coefficient value is 0.901. as we know the amount is considered good in terms of the consistency. As a result, the questionnaire in the research is true and the data is gleaned that may be utilized.

Table 4.16:The Result of Cronbach Alpha

Variable	Number of Item	Cronbach alpha coefficient	Strength of Association
Basic Comfort of facilities	6	0.918	Excellent
Tourist attraction	6	0.918	Excellent
Economical of Factor	6	0.917	Excellent
Safety and Security	6	0.922	Excellent

Table 4.16 showed that the cronbach alpha coefficient for the variable of basic comfort facilities (0.918), tourist attraction (0.918), economical if factor (0.197), and safety and security (0.922) by showing the strength of each association is excellent.

4.5 RESULT OF INFERENTIAL ANALYSIS (CORRELATION ANALYSIS)

In this analysis, the Spearman Correlation was used by the researcher. Spearman correlation is to measure the two variable of the correlation, that it was have a relationship between two variable is one in which is the value of one variable is either positive or negative that it have value in 1 or 0, then the value of the other variable or 2 as the value 1 variable increases, the other variable value decreases which is dependant variable as a tourist loyalty and dependent variable is basic comfort of facilities, tourist attraction, economical of factor and

safety and security. In this term, of the relationship strength, the value of the correlation coefficient various between 1 and -1.

Table 4.17: Rule of Thumb of Correlation Coefficient Size

Coefficient Range (r)	Strength of Correlation
± 0.90 until ± 1.0	Very high positive/negative correlation
± 0.70 until ± 0.90	High positive/negative correlation
± 0.50 until ± 0.70	Moderate positive/negative correlation
± 0.30 until ± 0.50	Low positive/negative correlation
± 0.00 until ± 0.30	Negligible correlation

Source: Bonnet (2008)

4.5.1 Hypothesis 1: Basic Comfort of Facilities.

H1: There is a positive relationship between basic comfort of facilities and tourist loyalty. aftermath of the crisis.

Table 4.18: Correlation coefficient for basic comfort of facilities and tourist loyalty.

Correlations			Basic Comfort of Facilities	Tourist Loyalty
Spearman's rho	Basic Comfort of Facilities	Correlation Coefficient	1.000	0.746**
		Sig.(2-tailed)		0.000
	Tourist Loyalty	Correlation Coefficient	0.746**	1.000
		Sig.(2-tailed)	0.000	
**.Correlation is significant at the 0.01 level (2-tailed)				

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Table 4.18 shows the outcome of Spearman Correlation, which was run to determine the relationship between basic comfort of facilities and tourist loyalty in the aftermath of the crisis. Significant value and the number of cases which was 304. The p-value was 0.000, which was less than the significant level of 0.01. The correlation coefficient of basic comfort of facilities is 0.746 suggested high positive correlation between tourist loyalty aftermath of the crisis.

4.5.2 Hypothesis 2:Tourist Attraction

H2: There is a positive relationship between tourist attraction and tourist loyalty in the aftermath of the crisis.

Table 4.19: Correlation coefficient for tourist attraction and tourist loyalty.

Correlations				
			Tourist Attraction	Tourist Loyalty
Spearman's rho	**Tourist Attraction**	Correlation Coefficient	1.000	0.734**
		Sig.(2-tailed)		0.000
	Tourit Loyalty	Correlation Coefficient	0.734**	1.000
		Sig.(2-tailed)	0.000	
**.Correlation is significant at the 0.01 level (2-tailed)				

Table 4.19 shows the outcome of Spearman Correlation, which was run to determine the relationship between basic comfort of tourist attraction and tourist loyalty in the aftermath of the crisis. Significant value and the number of cases which was 304. The p-value was 0.000, which was less than the significant level of 0.01. The correlation coefficient of basic comfort of facilities is 0.734 suggested high positive correlation between tourist loyalty aftermath of the crisis.

4.5.3 Hypothesis 3:Economical of Factor

H3: There is a positive relationship between economical factors and tourist loyalty in the aftermath of the crisis.

Table 4.20: Correlation coefficient for economical factor and tourist loyalty.

Correlations				
			Economical of Factor	Tourist Loyalty
Spearman's rho	Economical of Factor	Correlation Coefficient	1.000	0.712**
		Sig.(2-tailed)		0.000
	Tourit Loyalty	Correlation Coefficient	0.712**	1.000
		Sig.(2-tailed)	0.000	
**.Correlation is significant at the 0.01 level (2-tailed)				

Table 4.20 shows the outcome of Spearman Correlation, which was run to determine the relationship between basic comfort of economical factors and tourist loyalty in the aftermath of the crisis. Significant value and the number of cases which was 304. The p-value was 0.000, which was less than the significant level of 0.01. The correlation coefficient of economical factors is 0.712 suggested high positive correlation between tourist loyalty aftermath of the crisis.

4.5.4 hypothesis 4:Safety and Security.

H4: There is negligible relationship between safety and security and tourist loyalty aftermath of the crisis.

Table 4.21: Correlation coefficient for safety and security and tourist loyalty.

Correlations				
			Safety and Security.	Tourist Loyalty
Spearman's rho	Safety and Security.	Correlation Coefficient	1.000	0.181**
		Sig.(2-tailed)		0.002
	Tourit Loyalty	Correlation Coefficient	0.181**	1.000
		Sig.(2-tailed)	0.002	
**.Correlation is significant at the 0.01 level (2-tailed)				

Table 4.21 shows the outcome of Spearman Correlation, which was run to determine the relationship between basic comfort of safety and security and tourist loyalty in the aftermath of the crisis. Significant value and the number of cases which was 304. The p-value was 0.002, which was less than the significant level of 0.01. The correlation coefficient of safety and security is 0.181 suggested negligible correlation between tourist loyalty aftermath of the crisis.

4.6 DISCUSSION BASED ON RESEARCH.

The purpose of the discussion is to describe the result of the data analysis from the previous chapter. That it developed a better understanding of the research problems. Furthermore, the discussion area was related to all chapters and the research question that was presented in chapter 1. Beside that, the findings of this research will also be discussed briefly about the correlation test between the four independent variables and dependent variables.

Based on the results of correlation analysis that was presented in this report, it shows a significant relationship that exists between both variables. As we know, the tourist loyalty is highly positively correlated with a basic comfort of facilities and they moderate the relationship with 0.746 or 72%. Since the significant levels of both variables show 0.000 that highly significant. H1 has been proven and they were accepted and the research objective has been supported. This result is supported from the previous study that found whether there is any correlation or the relationship between the dependent variables and independent variables.

4.7 SUMMARY.

This chapter was about the demographic, descriptive analysis, reliability test and a spearman correlation. This study was founded by using SPSS and it explained all the hypotheses that it was accepted. It is because all the items are significant. To conclude, there is a significant relationship between the basic comfort facilities, tourist attraction, economical factors and safety security with the tourist loyalty aftermath of the crisis.

CHAPTER 5

CONCLUSION AND RECOMMENDATION.

5.1 INTRODUCTION.

This chapter will discuss the three parts of the statistical analysis from the results in chapter 4. The first part discusses and highlights the result that will support the main objective of the study. Secondly, the will includes a recommendation for the stakeholder to make some improvement to the destination attributes that will make the tourist have their own self tourist loyalty aftermath of the crisis. For the last, this chapter will make a summary of the research.

5.2 RECAPITULATION OF THE FINDING.

This chapter summarizes the study key findings. The study goal was mentioned in the previous chapter. The results summarized all of the below in accordance with a study of an objective.

5.2.1 DISCUSSION ON OBJECTIVE 1.

Table 5.1: Discussion on objective 1.

Objective 1:	To identify the basic comfort facilities factors and tourist loyalty.

Research question 1:	What is the relationship between basic comfort facilities and tourist loyalty?
Hypothesis 1:	There is a positive relationship between basic comfort of facilities and tourist loyalty. aftermath of the crisis.

The objective of the first study is to identify the basic comfort facilities factors and tourist loyalty after covid 19. According to the mean in the descriptive statistics, regular cleaning is one of the most effective things for every tourist to choose a comfortable place such as a restaurant for them to eat and the mean of 3.86 shows that many respondents answered the question regarding the matter and care about cleanliness. From the Spearman Correlation results, it shows a moderate correlation between basic comfort facilities and tourist loyalty after the covid 19 crisis which is r=0.746, which makes the first objective moderately accepted and supported in this study. The results show that basic comfort facilities are the main reasons for loyal tourists to each destination. Previous research has highlighted the importance of facilities' basic comfort in influencing visitors' commitment to a location (Dziatul Nadiah Dzia-Uddin & Nur Syazleen Zakaria, 2018). Due to the basic comfort of having complete facilities, travelers would feel comfortable and comfortable returning to the destination. According to McCleary et al. (2016), the accessibility of basic amenities affects how satisfied tourists are likely to be with their trip and how likely they are to return or suggest it to others.

5.2.2 DISCUSSION ON OBJECTIVE 2.

Table 5.2: Discussion on objective 2.

Objective 2:	To determine tourist attraction factors and tourist loyalty.
Research question 2:	What is the relationship between the variety of tourist attractions and tourist loyalty?
Hypothesis 2:	There is a positive relationship between tourist attraction and tourist loyalty in the aftermath of the crisis.

The objective of the second study is to determine tourist attraction factors and tourist loyalty aftermath of covid-19. Based on the results of the data that have been analyzed in Chapter 4, tourist attraction has a significant relationship with an important factor for tourist loyalty in finding the facilities available in the destination after the covid-19 crisis with a result of SD=0.873 and this makes hypothesis 2 accepted. The result on the relationship between the independent variable and the dependent variable is reflected by hypothesis 2. Most of the respondents agreed that the many facilities will be able to attract tourists to the tourist destination and this will be able to increase the number of tourists after the pandemic covid-19 crisis. It is related to the location where people go for entertainment and curiosity when they have free time. People's attention is drawn to this location because of the natural, cultural and historical significance it exhibits. The attraction for tourists that was different from the location was studied by Oram (2022), and it was discovered that the attractiveness of the nature of the behaviors pattern and the population makes it a famous destination. The reason for this is that the activities that were conducted there might be highly flexible in terms of both price and schedule for tourists.

5.2.3 DISCUSSION ON OBJECTIVE 3.

Table 5.3: Discussion on objective 3.

Objective 3:	To examine the economic factors and tourist loyalty.
Research question 3:	What is the relationship between economic factors and tourist loyalty?
Hypothesis 3:	There is a positive relationship between economical factors and tourist loyalty in the aftermath of the crisis.

The third research objective is related to economic factors, which is to examine the economic factors and tourist loyalty after the pandemic covid-19 crisis. According to the mean in descriptive statistics, respondents agree that if the economy is stable, the tourism sector will grow and the number of tourists will increase after the crisis and the mean is 3.84. The results of the Spearman Correlation show a moderate correlation (r=0.712) where it means that there is a significant positive relationship between economic factors and tourist loyalty after the crisis. The correlation in table 4.20 is significant at the 0.000 level (<0.01). Therefore, the third objective is accepted in moderation and supported in this study. (2017) Yusoff According to the search, the tourism industry plays an important role in bringing in money and growing the country's economy. Economic issues including tax rates, exchange rates, inflation, labor, demand or supply, wages, laws and regulations, government activities, and recessions will be factored into every business decision. To improve the economy of a country or a particular business, economic considerations are highlighted in the tourism sector.

5.2.4 DISCUSSION ON OBJECTIVE 4.

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Table 5.4: Discussion on objective 4.

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Objective 4:	To examine safety and security and tourist loyalty.
Research question 4:	What is the relationship between safety and security and tourist loyalty?
Hypothesis 4:	There is negligible relationship between safety and security and tourist loyalty aftermath of the crisis.

The fourth objective is to examine safety and security and tourist loyalty after the pandemic covid-19 crisis. According to the mean in descriptive statistics, respondents are also concerned about safety as a priority for tourists after the crisis to go to tourist destinations and a total of 304 respondents have agreed to answer questions related to safety and security and the mean is 3.83. Spearman's Correlation results show a moderate correlation (r=0.181) where it means there is a significant relationship between safety and security among tourists after the crisis. The correlation in table 4.21 is significant at the 0.000 level (<0.01) and the correlation is negligible between tourist loyalty after the crisis. Hence, the fourth objective is moderately accepted and supported in this study. One of the most important factors that keeps people from visiting an area is its security. According to Hadiwijoyoin Prabowo and colleagues (2016), among other requirements for a quality tourism site are promises of safety and security. Even when they only want to have fun, performers take risks (Yudistira & Susanto, 2012). Customer loyalty can be defined as the willingness to consistently subscribe to or buy a particular good or service (Hurriyati, 2005; Selang, 2013).

5.3 LIMITATIONS.

The study's three limitations were pointed out by the researcher. The first limitation is related to sample size. The study's extremely limited sample restricts how far the findings may be applied. Future related research will need to expand the sample size and completely evaluate this research model to overcome this constraint and produce more precise study results.

Another limitation is that the researcher only uses social media platforms such as WhatsApp to interact with respondents in Malaysia. Due to slow response times throughout the online survey, the researcher was unable to gauge the respondents' understanding of the research.

In order to address the third constraint, the researcher was probably forced to restrict the scope of the study analysis and the size of the research sample. Limitation data collecting to international tourists may be due to less information about international tourists. Future studies should use an approach that is more global in scope to give a more accurate picture of the possible in terms of service improvements.

5.4 RECOMMENDATION.

Based on the study, safety and security is very low in influencing the rate of tourists' loyalty to the destination after the crisis. This is because, places that are interesting and have a variety of activities become the focus of tourists to visit the destination. However, the basic comfort of facilities, tourist attraction, and economy factory available in the destination has become one of the factors that encourage the presence of tourists, because without road facilities or transport and accommodation tourists will not know about the existence of the place.

Every place or tourist destination must provide complete infrastructure facilities and activities that are attractive to tourists to maintain the loyalty of tourists to the destination.

In addition, the researcher needs to provide souvenirs for the respondents to attract their interest in answering the questionnaire. This is because, while the researcher was collecting data, the researcher experienced difficulties in finding respondents. By giving souvenirs or gifts to respondents, the researcher will easily get respondents to answer this google form.

Next, use various types of social media to spread the google form. This is because the researcher only focused on one social media platform to distribute the google form ie WhatsApp. The researcher's ability to use social media has made it difficult for the researcher to get many respondents. Therefore, researchers should use platforms such as Instagram, Facebook, TikTok and many other social media to find respondents.

Lastly, the researcher can open this question to international tourists to facilitate collecting data about the loyalty of foreign tourists to domestic destinations. With the collection of data from international tourists, the destination can be updated in terms of service improvements. This is because international tourists are one of the contributors to the economic progress of the country.

5.5 SUMMARY.

In conclusion, the research was aimed to examine the tourist loyalty on a destination's attributes that will be affected in the aftermath of the crisis. The result will show the factor that it will be influenced by tourist loyalty, which is: (i) basic comfort of facilities (ii) tourist attraction (iii) economical of factor and (iv) safety and security. Despite the contribution of the study, several of the limitations should be highlighted in the term of the time that we have studied the sample of the method that was used to make some data collection. The crisis that

was happening in Malaysia sometime drastically made the way of the destination attributes decrease. It has some bad effects and it will show how the tourist loyalty in the tourism industries. This decision can make quick changes in this tourism industry. There relationship between the four independent variables, such as basic comfort of facilities, tourist attractions, economical factor and safety and security that it was related with dependent variable which is tourist loyalty in the Malaysia that was aftermath of the crisis. The tourist loyalty between the destinations attributes all have an accepted result.

This study also shows the researcher has designed the various elements to make this report to become more attractive. Furthermore, among the researchers will use a research method that has accuracy data that will test it. In addition, this study was supported by Malaysian tourists who chose domestic tourism as a target in the population. Moreover , the researcher divided the questionnaire to the more than 300 of respondents which represented the

sample size to collect the data into the publ8c view in the study. Each of the questions has been highlighted to form a little bit of quality of the study in the future that was happening in the tourism industry.

Lastly, if we go through the study of the effect of destination attributes on tourist loyalty in the aftermath of the crisis, the result will show that the dependent variable and independent variable have a relationship between them that can give some result. Moreover, in this era as an example is aftermath of the crisis like Covid-19 that the destination attributes it must to take more action to avoid the tourist to face some problem then it can shows the tourist loyalty after the crisis.If we can see it the personal view and the public view was closely choose a good destinations attributes. Every detail that it shows of data from the past studies as well as it was a primary source that proved that all the data was accurate and very clear.

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