FACTORS INFLUENCING INTENTION TO USE SMART MOBILE APPS AMONG LOCAL TRAVELLER IN EAST COAST

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EFA	Exploratory factor analysis
APPS	Mobile application
IU	Intention to use
SI	Social Influence
PE	Performance Expectancy
PV	Price Value

ABSTRACT

The current study examined how social influence, performance expectancy, and price value influence intention to use mobile apps among east coast residents. This study focuses on the ease of use that leads to the intention to use smart mobile apps among consumers. Therefore, this research has used quantitative methods to achieve its objective. Researchers will examine 30 questions related to variables that have been established where all variables have a significant relationship with intention to use smart mobile apps among east coast residents using a "Google Form" or questionnaire. All of the information gleaned from this study will aid smart mobile app developers in creating apps that are simple to use for consumers, particularly those on the east coast. In conclusion, all the data in this study can be used as a reference for strategic planning in order to use smart mobile apps on the east coast and especially in Malaysia.

Keywords: intention to use mobile apps, social influence, performance expectency price value.

ABSTRAK

Kajian semasa mengkaji bagaimana pengaruh Sosial, Jangkaan prestasi dan nilai harga akan mempengaruhi niat untuk menggunakan aplikasi mudah alih dalam kalangan penduduk pantai timur. Kajian ini memfokuskan kepada kemudahan penggunaan yang membawa kepada niat untuk menggunakan aplikasi mudah alih pintar dalam kalangan pengguna. Oleh itu, kajian ini telah menggunakan kaedah kuantitatif untuk mencapai objektif. Penyelidik akan menggunakan "google form" atau soal selidik untuk meneliti 30 soalan kepada pembolehubah yang telah ditetapkan di mana semua pembolehubah telah hubungan yang signifikan dengan niat untuk menggunakan aplikasi mudah alih pintar dalam kalangan penduduk pantai timur. Semua data yang akan ditemui dalam kajian ini akan memberi bantuan kepada pembangun aplikasi mudah alih pintar untuk membina aplikasi yang akan memberi kemudahan penggunaan

musuh pengguna terutamanya di penduduk pantai timur, Kesimpulannya, semua data dalam kajian ini boleh digunakan sebagai rujukan perancangan strategik agar dapat menggunakan aplikasi mudah alih pintar di pantai timur dan khususnya Malaysia.

Kata kunci: niat untuk menggunakan aplikasi mudah alih, pengaruh sosial, nilai harga jangkaan prestasi.

CHAPTER 1

INTRODUCTION

1.0 BACKGROUND OF THE STUDY

The travel and tourism industry is the notion of people traveling to other regions, whether locally or globally, for pleasure, social, or business purposes. The tourism sector is often known as the travel industry. It is closely related to the hotel, hospitality, and transportation industries, and most of it is focused on keeping visitors content, busy, and furnished with what they require while they are away from home.

Mobile applications (apps) or programs made specifically for mobile computing devices have recently seen an exponential expansion in the digital media sector. Despite its astounding degree of growth and distribution, little research has been done on the variables influencing the use intentions of mobile apps from the viewpoints of functional, contextual, and motivational communication. App developers, marketers, and academics may learn crucial details about how people make decisions regarding app use by understanding the variables impacting app use intention. The impacts of several mobile communication device types have been studied recently; however,the studies have only looked at the general usage of voice calling (Abu, 2010; Jin and Pea, 2010; Campbell and Kwak, 2010; LaRue et al., 2010; Vladar and Fife, 2010; Wang and Wang, 2010).

There are several categories of mobile commerce (m-commerce) apps, such as mobile entertainment and mobile advertising, as mentioned by Varshney and Vetter in 2002. Mobile applications are a different group of mobile commerce applications (Cohen, 2013). Numerous studies on m-commerce apps have also been conducted, including those on mobile TV, mobile payment, and mobile advertising (Parreo et al., 2013; Teo et al., 2015). (Wong et al., 2014).

Some research on mobile applications, such as (Bomhold, 2013), solely examined how often undergraduate students used mobile apps.To understand why people utilise mobile applications, (Kang, 2014) coupled the Unified Theory of Acceptance and Use of Technology (UTAUT) with the Uses and Gluttony Theory (Bowen, 2012). UTAUT, however, was created for organisational situations (Brasel, 2014).Taking into account the present issues, this study aims to identify the driving forces behind the intention to use mobile applications by using the UTAUT2 components. Due to its greater predictive potential, UTAUT2 is chosen (Chen, 2013). It was created using on the circumstances of the consumers (Venkatesh et al., 2012). This study is anticipated to help mobile app developers while also adding to the body of knowledge. (Doong, 2011).

The study on the elements that influence a person's behavioural intention to use a certain technology is inconsistent as well. In addition, various technologies are affected by acceptability in different ways (Gefen, Karahanna, & Straub, 2003). By testing the UTAUT 2 model in the context of various technologies and identifying additional pertinent factors, Venkatesh et al. (2012) have established the UTAUT 2 and support that future research can build on their study by making UTAUT 2 more applicable to a variety of consumer technology contexts.According to (Chang, 2012), future research should examine elements that impact the adoption of various technologies by including vendor-related aspects. It would also be intriguing to propose the study of these variables for contemporary sales media. The current literature gap will be filled in accordance with these suggestions for additional study, as researchers have not previously addressed the variables that influence behavioural intention to use mobile applications (Compeau, 2012). As a consequence, this study's findings will help close a gap in the literature, and they will also be useful for research into other mobile apps in the future

1.1 PROBLEM STATEMENT

The sector creating the fastest jobs and showing the most interest in developing nations is the travel industry. People are traveling everywhere in the world these days. As a result, efforts made by the travel industry become crucial for the country. The government has made significant financial contributions to encourage the travel industry to remember its true goal of luring more tourists to Malaysia. Most of the world was unprepared for the coronavirus's rapid spread. The tourism industry will be the first to feel the effects as nations close their borders to foreign travelers. And Malaysia is no different. Following the closing of our borders in March 2020, when COVID-19 was declared a pandemic by the World Health Organization, our foreign visitor visits saw a dramatic fall (WHO). The World Tourism Organization (UNWTO) predicts that the worldwide economy will expand by 4% in 2022 and 3.5% in 2023, following a 3.4% global recession in 2020 and a 5.5% recovery in 2021.

The research on the intention to use mobile apps for travel is important because, nowadays, in an economic recession, we know that many people of various ages want to save money, especially to travel. Before this, we knew that the internet was a search engine, but now it is everything, it can be our bank, our book, and our helper. The issue is that most residents of the east coast want to save money, but there are no other initiatives other than mobile apps. We find it difficult to compare pricing. Since there is no direct comparison when a pricing survey is conducted online, for instance, it takes a lot of time, effort, and other resources to complete.

Application requirements are crucial in helping consumers select the most useful application. This specification includes a lot of features, particularly for price, service, and intriguing picture comparisons. The majority of applications lack ideal criteria. For instance, the Agoda app's dashboard is less user-friendly due to its cluttered and chaotic design. Additionally, there are specifications that are incomplete or imperfect. Some people merely compare prices without comparing the services provided. Additionally, some advertise services but do not indicate what customers can receive if they book the accommodation, such as towels, television, and other amenities.

Lastly, prior to now, there was not many technology for things like hotel pricing surveys. They either have to take a risk by traveling to the location and staying at the hotel regardless of the cost, or they take their time by visiting just one hotel.The lack of this technology also makes it difficult for many people to manage their finances when they could save money by using apps that compare prices for hotels, rooms, homestays, and other services. Because they are unable to compare prices and predict their costs, many consumers go over their purchasing budget.

1.2 RESEARCH OBJECTIVE

The purposes of this research study are as follows:

i) To examine the relationship between social influence and Intention to use smart mobile travel apps among east coast resident.

ii) To examine the relationship between performance expectancy and Intention to use smart mobile travel apps among east coast resident.

iii) To examine the relationship between price value and Intention to use smart mobile travel apps among east coast resident.

1.3 RESEARCH QUESTIONS

1. What is the relationship between social influence and Intention to use smart mobile travel apps among east coast resident?
2. What is the relationship between performance expectancy and Intention to use smart mobile travel apps among east coast resident?
3. What is the relationship between price value and Intention to use smart mobile travel apps among east coast resident?

1.4 SCOPE OF THE STUDY

This study focuses on factors that influence the use of smart mobile applications for travel among east coast residents. Each resident has a different type of application in their phone because it may be different and can be influenced by many factors. In this study focused on every resident in the east coast area as a respondent. The location that will be chosen for this study is in the east coast area. Among the residents who are made respondents can consist of students, civil servants and adults. This choice is made because we can identify individual needs in understanding how to use the application. Resident respondent is a very important issue in facilitating all activities in the phone application so that they progress along with modern times. In this study, we can understand the importance of using simple applications in the phone to make it easier for us to travel to interesting places. Therefore, this study aims to examine factors influencing the use of mobile apps for travel among east coast residents.

1.5 SIGNIFICANCE OF THE STUDY

This study investigates the factors influencing the intention to use smart mobile phone apps among east coast residents. application or mobile phone apps developer can use this study to enhance their application that can lead to customer satisfaction especially to east coast resident.. To boost Malaysia's economy, we will need to use technology to make it easier for tourists to survey and less likely that they will be duped by locals. If they are knowledgeable enough to visit Malaysia, they will advocate for it in their home country. The study's conclusions can also be applied to the tourism sector's efforts to create fresh strategies for luring more domestic and foreign tourists.

1.6 DEFINITION OF TERMS

The terms contained in this research study are social influence, performance expectancy and price value. Below are definitions for each of those terms.

1.6.1 Social influence

Social influence can motivate the users to perform tasks that their peers think should be performed (Zhou et al., 2010). In general, the individuals tend to internalize these peer influences to mold behavior (Ho and Rajandram, 2016).

1.6.2 Performance Expectancy

Performance expectancy refers to the belief that the use of a particular technology or method will, to some extent, be advantageous or performance enhancing to the individual (Mahmood,2021).

1.6.3 Price Value

Price Value defined as smartphone user's perception about benefits (i.e., like price offers, discountson tickets purchased through the app) that he/she acquires on using mobile ticketing app. (Dodds et al., 1991).

1.7 SUMMARY

In these chapters, researchers give the overview of the study about factors influence to use mobile apps to travel among east coast residents. Meanwhile the researcher also explains the topics which are the background of the study, problem statement, research questions, and research objectives. Ultimately the scope of study also includes significant of study, and definition of terms also include.

CHAPTER 2

LITERATURE REVIEW

2.0 INTRODUCTION

The modern world has been made easier by the internet. Payments are made via smart gadgets. One of the biggest inventions of the twenty-first century is the electronic wallet (or "e-wallet"), a vital part of the electronic payment system. To make any transactions using a "ewallet," a sort of digital wallet, customers must link their debit or credit cards to their digital wallets (Digital Wallet, 2019). Electronic cards allow users to preserve the specifics of their physical cards and bank account information to perform certain payment activities in addition to debit or credit cards (Ray, 2017). It is mentioned that utilising an e-wallet instead of a traditional banking system to make payments is more time and cost effective (Blockchains, 2018). Mobile apps and the regularly utilised cellular-based payment system are both used to make payments. Because customers think this method is beneficial (Gokilavani et al., 2018). When making purchases anywhere and at any time, customers who pay with an electronic wallet enjoy comfort, speed, and security (Liébana-Cabanillas et al., 2014). An e-wallet can be used for quick, modest purchases (Punwatkar, et al., 2018). The swift development of information technology simplifies things by providing features unique to its own payment system. Due to the widespread use of e-payment technology, consumers are shifting from cashbased to cashless transactions, however it is difficult and already happening to change a noncash economy. Cashbased trading strategies are still widely used (Yaokumah, Kumah & Okai, 2017). However, a lot of factors contribute to the popularity of e-wallets in Malaysia, with quick cash transactions coming in top, followed by security and cost savings (Nizam, Hwang & Valaei, 2018). The most popular and commonly used six of the more than 42 e-wallets legally

authorised by Bank Negara Malaysia (BNM) in Malaysia are AEON Wallet, Boost, BigPay, GrabPay, WeChat pay, and Touch'n Go eWallet.

2.1 SMART MOBILE TRAVEL APPS

The tourism and hospitality industries are among those where the development and widespread adoption of smart travel apps is a trend (Lai, 2015). Smart travel apps are mobile programmes created to help users organise their travel-related activities (Anshari and Alas, 2015). Nowadays, tourists seek for tour activities, lodging, and aircraft reservations on their mobile devices, in addition to other well-known attractions. The use of travel applications by the tour operators in response to demand has helped them forge strong bonds with their customers and produce more engaging and memorable experiences (Lu, 2015). The use of mobile technology and its overall effects on travellers' pleasure with their journeys have been the subject of numerous studies (Cai, 2019). Furthermore, properly deploying the mobile apps in the tourism industry can help to improve the customer experience (Liebana-Cabanillas 2020).The purpose of this study is to identify the elements of e-service quality that have a big impact on how long customers utilise an application. The three factors that make up the eservice quality determinants are Social Influence, Performance Expectancy and Price Value.

2.1.1 E-wallet use

An e-wallet is a safe online platform or software for managing your money that enables you to send or transfer money, track rewards programs, and make on-site purchases with merchants. You have two payment options: prepaying in advance or connecting the e-wallet to your bank account. It's simpler than you might think to switch to a digital wallet from your physical wallet, which, let's face it, is primarily made up of old receipts and loose coins. All of your Summit credit and debit cards can be kept in your digital wallet on your phone using a payment app, ready for use online or at merchant locations where you see the pay wave icon. Similar to traditional transactions, mobile payments function. You only need to tap or wave your phone.

2.1.2 Agoda application

The Agoda app is Asia's largest and fastest growing online hotel booking platform. Many hotels work with Agoda; it is beneficial since it lets travelers locate the cheapest hotels everywhere in the globe. It has the most inexpensive prices and provides everything you need request. This program is simple to use and allows you to compare prices, hotel locations, and recommendations. You may view hotel rates in your desired location by switching to the map. Agoda provides comparative indications to avoid misleading information. This program is an example of an eco-system since passengers may use it to provide comments regarding their trip to the place. The feedback can be seen by the bookers to help them make their selection.

2.1.3 E-Service Quality

Electronic services, sometimes known as "E-services," are those that are delivered over electronic networks, including those that provide environments, goods, and distribution in any business model. Since electronic services are now widely used in business, individuals have come to understand how important it is to gauge and keep track of the calibre of electronic services provided online. The value of electronic services has emerged as a fascinating topic in the service sector. E-service quality is the provision of a service through a designated electronic channel without the involvement of a human to improve the customer's experience. Ease of use, application design, responsiveness, information quality, and assurance are the five characteristics that make up e-service and are used to measure and evaluate e-service quality (Tan, C. W., Benbasat, & Cenfetelli, 2013).

2.2 Social Influence

Social influence is "the amount to which consumers sense that significant persons (e.g., family and friends) believe they should utilise a specific technology," according to

Venkatesh et al. (2012, p. 159) According to (Wei et al. 2009), social influence falls into two categories: interpersonal influence and influence resulting from the media. Mass media impact includes publications like newspapers, scholarly journals, magazines, the internet, radio, and television, while interpersonal influence typically comes from social networks like classmates, friends, superiors, and so on (Park, et al.2007). Additionally, (Lu, et al. 2005) noted that social impact is only relevant in circumstances when it is required. In the research of m-commerce, Chong (2013) discovered that SI is a significant driver of BI. Mobile commerce customers' behavioural intentions are likely to be shaped by their friends, families, the media, and other mobile commerce users. According to Chong et al. (2012), social influence has a major impact on customers' intentions to adopt mobile commerce in both Malaysia and China. The aforementioned conclusion was also supported by Leong et al.

(2013b). Since using mobile apps is required and they are accessible to all user groups.

2.3 Performance Expectancy

Performance expectations refer to the degrees to which technology aids people in completing activities. According to this definition, tasks that have been finished with a customised itinerary are referred to as performance expectations in this study. Additionally, travel applications provide travel itineraries that aid app users in making good vacation plans. Previous research has shown that consumers utilise technology to learn about popular tourist sites. Additionally, the app's use is greatly influenced by the anticipated advantages of utilising it. Travelers might anticipate utilising travel itineraries produced by sophisticated travel planning software to plan their journeys. Their travel routine goes more smoothly now that they have the app. We hypothesise the following since this may encourage users of the programme to keep using it.The inclination to utilise a smart itinerary is positively influenced by the anticipated performance of travel applications

2.4 Price Value

The majority of mobile applications are available for free download since the developers want people to utilise them and buy their stuff (Yu, 2012). Internet, mobile device, and device maintenance fees are additional expenditures associated with utilising mobile apps (Thong, 2001). (Wei et al., 2009). The phrase "consumers' cognitive trade-offs between the perceived benefits of the applications and the monetary cost of utilising them" has been used to define price value (Valentine, and Powers, 2013). According to Hanafizadeh et al. (2014), one of the factors that customers would take into account while deciding whether or not to use mobile banking services is the cost. Venkatesh et al. (2012) also came to the conclusion that a favourable pricing value could influence behavioural intention favourably. Price value really follows the concept of perceived value, which also compares and evaluates perceptions of relative rewards obtained and associated costs incurred (Venkatesh et al., 2012). (Teo, Tan and Yew, 2015). Several studies have demonstrated the important impact of perceived value on intention (Tenenhaus, 2004). (Deng et al., 2014). If the perceived benefits surpass the costs incurred for using IT applications, this may affect how people use technology (Venkatesh et al., 2012). Therefore, a consumer would be motivated to purchase and utilise an app if they believe the advantages and benefits they will obtain from using it outweigh the cost.

2.7 THE RELATIONSHIP BETWEEN

According to studies the relationship between social influence and intention to use smart travel apps among local traveller in east coast. Next is the relationship between performance expectancy and intention to use smart travel apps among local traveller in east coast. Lastly the relationship between prive value and intention to use smart travel apps among local traveller in east coast.

2.8 CONCEPTUAL FRAMEWORK

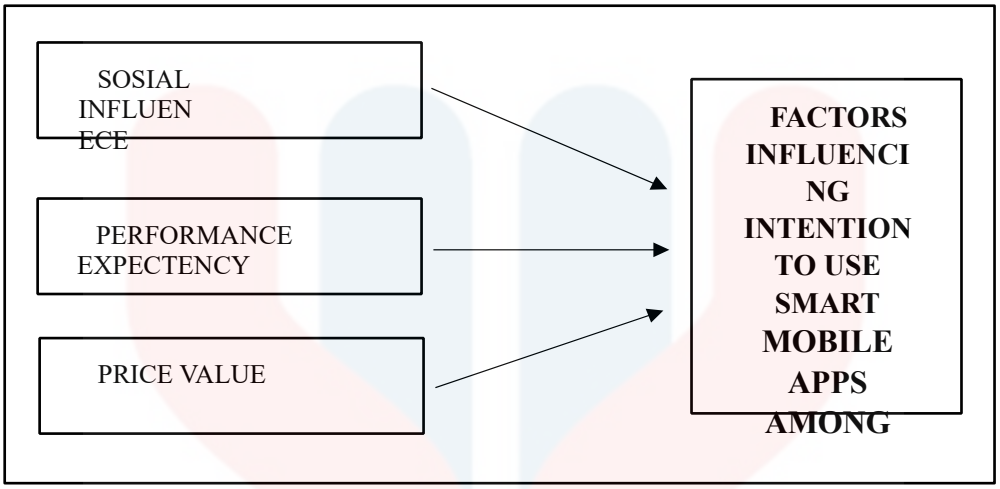

Figure2.1 : CONCEPTUAL FRAMEWORK

2.9 HYPOTHESIS

A hypothesis must be testable and realistic, taking current knowledge and methodologies into account. Furthermore, a hypothesis is defined as a forecast or explanation of a link between two variables. It suggests the existence of a structured link between two variables (one independent and one dependent). As a result, the study suggests:

H1: There is relationship between social influence and Intention to use smart mobile travel apps among east coast resident.

H2: There is relationship between performance expectancy and Intention to use smart mobile travel apps among east coast resident.

H3: There is relationship between price value and Intention to use smart mobile travel apps among east coast resident.

2.9 SUMMARY

Overall, this study was successful in identifying the variables influencing Malaysian consumers' behavioural intention to utilise mobile apps. The following responses were given to each of the two specified goals: Three variables performance expectancy, pricing value, and social influence were found to have a substantial impact on behavioural intention to use mobile apps when factors influencing that intention were examined.

CHAPTER 3

METHODOLOGY

3.0 INTRODUCTION

In this chapter,it will place special emphasis on the research's methods.The study design, target population, sample size, sampling strategy, data collection, research instrument and research instrument design, and data analysis are all covered in this chapter. It includes, in brief, of a synopsis of each step and the statistical techniques used to assess the hypotheses. The study will conduct a survey to acquire data and use analytical tools to identify patterns in the data in order to evaluate the research hypotheses. The best approach for gathering data will be determined in this chapter.

3.1 RESEARCH DESIGN

A research design is a project plan for a study that specifies the steps researchers must take to test their hypotheses or reach their study objectives (McDaniel and Gates, 1999).

Quantitative research is a quantifiable examination of numerical data obtained through broad inquiries using techniques like surveys and questionnaires. For the examination to have increasing factual power for hypotheses regarding the finds, an example size is necessary (Kumar, Talib, & Ramayah, 2013).

The study's goal is to identify the variables that affect Malaysian local tourists' travel consumer behaviour. The right technique is to develop an expressive research plan after evaluating the situational, societal, and personal factors. The investigation had used a quantitative research strategy.

3.2 TARGET POPULATION

The target population for a survey is defined by SAGE (2008) as the entire group of units from which survey findings will be inferred. As a result, the target population determines the

unit to which the survey results are meant to be generalised. The first stage in constructing a survey is establishing research objectives. The second phase should involve identifying the target population. To finish the study, a sample from the target population may be picked..

3.3 SAMPLE SIZE

The sample size to represent the responder in Malaysia, according to Krejcie & Morgan (1970), is 205.4 million domestic visits. As a result, 384 forms in total would be distributed to the target group.

Krejcie & Morgan (1970):

S = sample size

X

2 = the table value of chi-square for 1 degree of freedom at the desired confidence level

(3.841) N = the population size of domestic tourist in a year

P = the population proportion (assumed to be 0.5 since this would provide the maximum

sample size) d = the degree of accuracy expressed as a proportion (0.5) S = x 2NP(1 − P) d

2(N − 1) + (x

2P(1 − P))

S =

3.841(2054000000)(0.5)(1 − 0.5)

(0.05)

$2(2054000000 - 1) + 3.841(0.5)((1 - 0.5))$

S =

1972353500

5135000.958

S = 384.099

S = 384

3.4 SAMPLING METHOD

Sampling is a statistical analysis technique that involves selecting variables from a large population or a sample survey (Poonam, 2022). Depending on the type of study being undertaken, there are two different types of sampling techniques: probability sampling and non-probability sampling. In this inquiry, non-probability sampling approaches will be used. Convenience sampling will be used in this study since it is simple to use and reasonably priced. Non-probability convenience sampling was used to accomplish this study. Non- probability sampling is beneficial even if it has certain drawbacks, according to Etikan et al. (2016), especially when the population size is big. He did research. Additionally said, convenience sampling is simple, inexpensive, and the respondents are available to complete the survey. The questionnaire's data can be utilized for the study because it serves as our main source of data (Dudovskiy, 2018). As a result, this method can assist researchers in collecting more information from respondents who are easily accessible to participate.

3.5 DATA COLLECTION

In this study, data collection plays an important role in statistical analysis. A questionnaire was given to the respondents as the main method of data collection based on this study. Primary data is information gathered for the first time with the intention of solving

an issue. Surveys are important data sources that ask respondents a number of questions, with respondents marking the ones they believe are pertinent (Ajayi, 2017).

Each set of questionnaires will come with an accompanying cover letter. The content of the study aim for the responder will be included in the cover letter. Respondents will therefore be aware of the motivation behind and goal of the study. The respondents are required to mark numerous parts with their responses, and the responses are the information we gather to determine the study findings. The questionnaires were sent to local people.

3.6 RESEARCH INSTRUMENT

The most common method used by studies to accomplish their study goal is the research instrument. The tool is intended to gather information from responders for scientific reasons. According to Edekin (2012), there are several kinds of research tools, including tests of accomplishment, interviews, and surveys. For the purpose of this study, questionnaires were used as the assessment technique to gather data from participants. A questionnaire is a collection of questions from several areas (McLeod, 2018). The information from the survey is sometimes referred to as the research's primary data. This is because no referrals from outside sources were used; instead, data was collected directly from respondents.

The questionnaire is divided into three sections: Section A, Section B, and Section C. Section A comprises of demographic questions for respondents. Gigli (2018) claims that demographic components described the respondent's age, gender, religion, and race,income level, education level, and much significant information for the study. Nominal and ordinal scales, which required respondents to select an answer from a list, were also covered by Section A. For Section B, the study focuses more on the independent variables which are the three dimensions of social influence,performance expectancy,and price value.Then, Section C is factors influence to use mobile apps to travel among East Coast Malaysia social performance.The Likert Scale (non-comparative approaches) will be used as an interval scale

of measurement in Sections B and C of the research. There were five-point Likert scales, and each number indicated a distinct emotion. The scale runs from 1 to 5, with 1 being strongly disagree, 2 being disagree, 3 being neutral, 4 being agree, and 5 being strongly disagree.

1 **Strongly Disagree/** **Sangat tidak setuju**	**2** **Not agree/** **Tidak setuju**	**3** **Neutral**	**4** **Agree/** **Setuju**	**5** **Strongly Agree/** **Sangat setuju**

Table 3.1: Measurement of Likert Scale

3.6.1 Tourist Satisfaction

Dimension	**Survey Questions**
Social influence (SI)	People who influence my behaviour think that I should use mobile apps
	People who are important to me think I should use smart mobile apps for travel
	People who are important to me have been helpful in the use of mobile apps
	In general, the people who are important to me have supported the use of mobile apps
Performance Expectancy (PE)	I find mobile apps useful in my work
	Using mobile apps enables me to accomplish tasks more quickly
	Using mobile apps increases my productivity
	Using mobile apps increases my chances of getting a reward as a result
	Travel smart mobile apps are reasonably priced.

Price Value (PV)	Travel smart mobile apps are good value for the money
	At the current price, smart mobile apps provide good value

Intention to Use (IU)	I will give priority to using this app for information collection.
	I think using this app for collecting information is the right choice.
	I will increase the frequency with which I use this app.
	I will continue to use this app in the future.

Table 3.2: Item to measure east coast resident satisfaction

3.7 DATA ANALYSIS

Data analysis is a method of assessing information by carefully examining each item of the data while applying logical, scientific reasoning. There are several techniques to conduct exploratory testing, and this kind of study is simply one of them. A sort of result or conclusion is developed by compiling, analysing, and then decomposing data from several sources. Explicit information research may be done in many different ways, some of which include information mining, content analysis, business insight, and information perception. The Statistical Package for Social Sciences Version 24 will analyse the data acquired for this investigation (SPSS). A complete range of statistical tools, such as IBM SPSS version 24, may be used to analyse statistical data and provide different outputs to respond to objective studies.

3.7.1 Descriptive Statistic

In order to understand the replies and, consequently, the respondents' opinions about each questionnaire survey, the mean and standard deviation were calculated. The mea represents the data's central tendency, whereas a standard deviation measures the data's dispersion from the mean (Standard Deviation, 2022). A low standard deviation, in other words, denotes that a set of data is closely dispersed around or close to the mean.

The following formula is used to determine each item's level: (Likert scale, highest) (5-1) / 5 = 0.80, where 1-1.80 symbolises "extremely low," and the Likert scale's lowest point is divided by the quantity of levels employed. "Low," "Moderate," "High," and "Very High" are denoted by the ranges 1.81-2.60, 2.61-3.40, 3.41-4.20, and 4.21-5, respectively.

3.7.2 Reliability Test

Reliability is defined as the possibility that a product, system, or service will function as intended for a specified amount of time or will operate faultlessly in a particular environment. For evaluating the importance and caliber of the primary data, reliability is an essential measure.The ability to appropriately judge a questionnaire's consistency and stability is known as reliability. In fact, the researchers used measurements and tools that others with relevant interests had already developed and used.

3.7.3 Pearson Correlation Analysis

Gather data for this study, a quantitative approach is being used. Additionally, it uses the Social Science Statistical Package to obtain the Pearson Correlation in order to obtain the specifics of the data and information. According to DeCoster & Claypool (2004), there is a continuous or linear relationship between the two constant variables. The straight line in the statistic's picture can be used to determine the statistic's relationship. It will demonstrate that the data that was gathered will be related. The correlation lies in the range of -1.0 to 1.0. If it displays

a positive mark, the range will expand and the other element will follow suit. The smaller the range, the lower the range will be for the other element if it displays a negative mark. If the range is zero, there is a relationship between the variables.

Table 3.7.3: Rule of Thumb of Correlation Coefficient Size

Range of Correlation (r)	Strength of Correlation
0.90 to 1.00 (-0.90 to -1.00)	Very high (±) correlation
0.70 to 0.90 (-0.70 to -0.90)	High (±) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate (±) correlation
0.30 to 0.50 (-0.30 to -0.50)	Low (±) correlation
0.00 to 0.30 (-0.00 to -0.30)	Little if any correlation

Source: Hinkle, Wiersma, & Jurs (2003).

3.8 SUMMARY

In Chapter 3, we will discuss the research design and target population, the number of sample sizes that will be targeted, the sampling methods used to obtain data for the research, data collection, research instruments, data analysis, descriptive and reliability analysis, and the correlation coefficient. The correlation coefficient will aid in the verification of the relationship between the two variables, which are Factors Influence To Use Mobile Apps To Travel Among East Coast Resident.. In this study, the questionnaire method will be used to collect data from respondents that was East Coast Resident

CHAPTER 4

RESULTS AND DISCUSSION

4.1 INTRODUCTION

This chapter included reliability analysis, respondent demographics, descriptive analysis, and Pearson's coefficient analysis. The study's findings were acquired from 169 respondents. After collecting the data for this study, IBM SPSS Statistics version 24 was utilized to analyze it.

4.2 RELIABILITY ANALYSIS

The questionnaires' reliability was assessed using reliability analysis. Cronbach's Alpha analysis was used to confirm the information's trustworthiness and internal reliability. The table below shows the Cronbach's Alpha coefficient size Rules of Thumb according to Hair et al (2007).

Table 4.1: Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variable

Variable	Cronbach's Alpha	No of Item	N
Factors Influencing Intention To Use Smart Mobile Apps Among Local Traveller In East Coast	0.874	4	169
Social Influence	0.828	4	169
Performance Expectancy	0.847	4	169
Price Value	0.845	3	169
All Variable	0.935		169

Table 4.1: Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variable

Table 4.1 showed the overall value of Cronbach's Alpha Coefficient for the independent and dependent variable in this study. We may infer from the table that all the variables were above the value of

0.7 and that the total number of variables was 0.935. As a consequence, the outcome is credible and appropriate for this study.

Four questions were utilized to assess factors influencing intention to use smart mobile apps among local traveller in East Coast. Cronbach's alpha for this section's question was 0.874, according to Table 4.1. As a result, the coefficients derived for the questions in the factors influencing intention to use smart mobile apps among local traveller in East Coast variable were trustworthy.

Following that, four questions were asked to assess the social influence variables that factors influencing intention to use smart mobile apps among local traveller in East Coast. Cronbach's alpha coefficient in this section is 0.828. As a result, the coefficients derived for the questions in the social influence variable were trustworthy.

Furthermost, in measuring the situational variable that factors influencing intention to use smart mobile apps among local traveller in East Coast, four questions were used. The Cronbach's Alpha result for this section's question was 0.847. Therefore, the coefficient obtained for the questions in performance expectancy variable were reliable.

Lastly, in measuring the factors influencing intention to use smart mobile apps among local traveller in East Coast, three questions were used and the Cronbach's Alpha result for this section's question was 0.845. Therefore, the coefficient obtained for this questions in measuring the price value among local traveller in East Coast were also reliable.

Since, the Cronbach's Alpha charge for the variables had exceeded 0.9, it shows that questionnaires are highly reliable and can proceed with the study. All in all the reliability has proven that the respondent understood the questions provided well and this means the questionnaires has been accepted for this study.

4.3 DEMOGRAPHICS CHARACTERISTICS OF RESPONDENT

The frequency analysis was part of the study's fundamental analysis. The data from Section A of the questionnaire contained demographic questions about respondents' gender, age, race, status, income level, and occupation. The demographic characteristics of the respondents were given in the form of a table and a pie chart.

4.3.1 Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	92	54.4	54.4	54.4
Male	77	45.6	45.6	100.0
Total	169	100.0	100.0	

Table 4.2: Number of Respondents by Gender

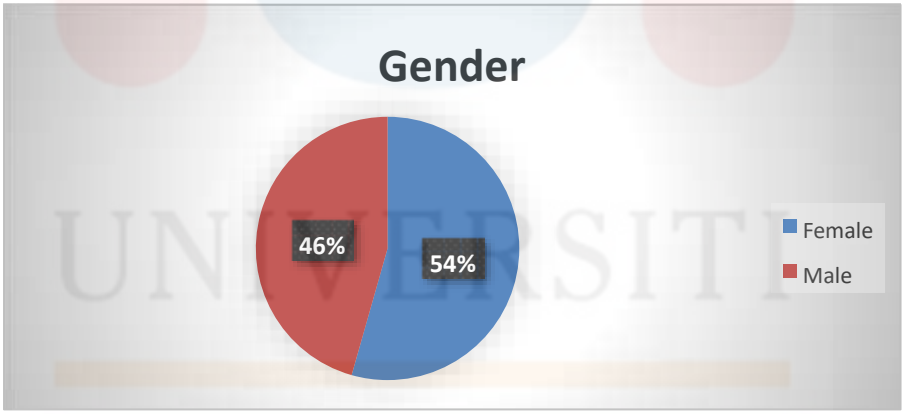

Figure 4.1: Percentage of Respondents by Gender

Table 4.2 and Figure 4.1 showed the gender of respondents. The total number of respondents for male was 77 respondents while the number of female was 92 respondents. Out of 169 respondents, 45.6% of total respondents were male and the remaining of 54.4% were female respondents who involved in this study.

4.3.2 Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	135	79.9	79.9	79.9
	26-35	14	8.3	8.3	88.2
	36-45	10	5.9	5.9	94.1
	46-55	4	2.4	2.4	96.4
	55 and above	6	3.6	3.6	100.0
	Total	169	100.0	100.0	

Table 4.3: Number of Respondents by Age

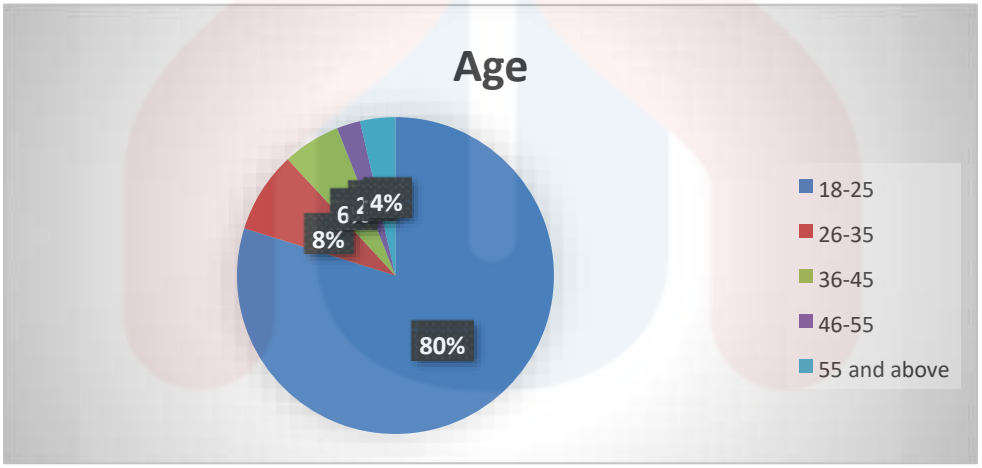

Figure 4.2: Percentage of Respondents by Age

Table 4.3 and Figure 4.2 showed the total respondents by age. There were 169 respondents who consist age from 18-25 (135 respondents), 26-35 (14 respondents), 36-45 (10 respondents), 46-45(4 respondents), and 50 and above (6 respondents) had responded to the questionnaire. Figure 4.2 showed the highest percentage of respondents was respondents who have range of age from 18-25 (79.9%) and followed by 26-35 which was (8.3%), 36-45 (5.9%), 55 and above (3.6%) and the lowest percentage respondents was 46-55 (2.4%).

4.3.3 Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bajau	1	.6	.6	.6
	BAJAU	1	.6	.6	1.2
	Bugis	1	.6	.6	1.8
	bumiputera	1	.6	.6	2.4
	Bumiputra	1	.6	.6	3.0
	Chinese	7	4.1	4.1	7.1
	IBAN	1	.6	.6	7.7
	Indian	14	8.3	8.3	16.0
	Malay	141	83.4	83.4	99.4
	Siamese	1	.6	.6	100.0
	Total	169	100.0	100.0	

Table 4.4: Number of Respondents by Ethnicity

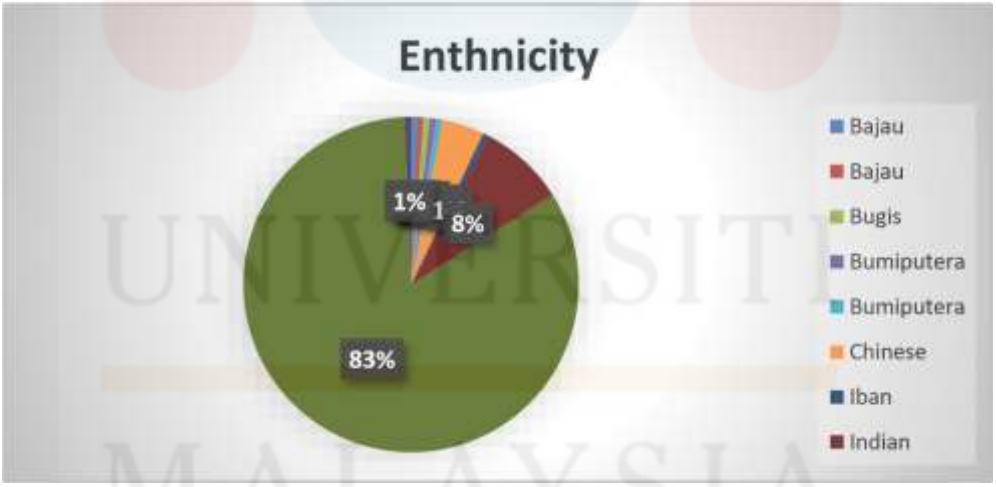

Figure 4.3: Percentage of Respondents by Enthnicity

Table 4.4 and Figure 4.3 showed the total respondents by race. There were 169 respondents who consist of Bajau (1 respondents), Bajau (1 respondents), Bugis (1 respondents), Bumiputera (1 respondents), Bumiputera (1 respondents), Chinese (7 respondents), Iban (1 respondents), Indian (14 respondents), Malay (141 respondents) and Siamese (1 respondents) had responded to the questionnaire. Figure 4.3 showed the highest percentage of respondents was Malay (83.4%) and followed by Indian which

was (8.3%), next is following by Chinese (4.1%) and the lowest percentage respondents was Bajau,Bajau,Bugis,Bumiputera,Bumiputera,Iban and Siamese(0.6%).

4.3.4 Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	23	13.6	13.6	13.6
	Unmarried	146	86.4	86.4	100.0
	Total	169	100.0	100.0	

Table 4.5: Number of Respondents by Marital Status

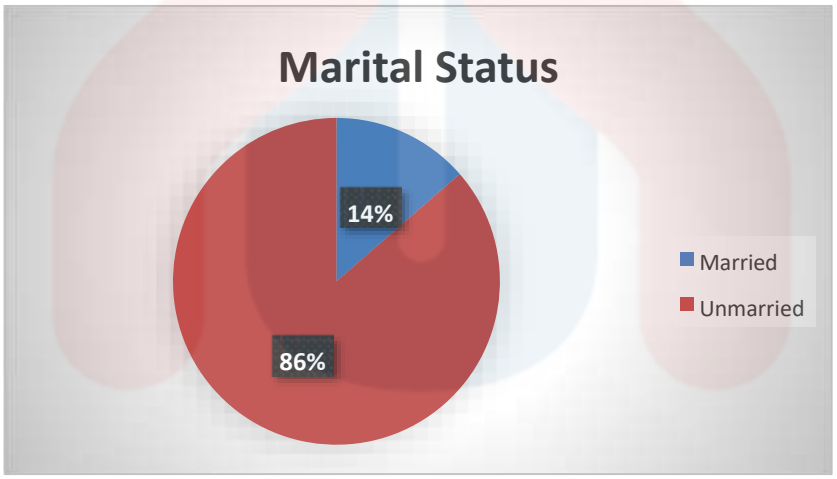

Figure 4.4: Percentage of Respondents by Marital Status

Table 4.5 and Figure 4.4 showed the total respondents for status. The total number of respondents for married was 23 respondents while the number of unmarried was 146 respondents. Out of 169 respondents, 13.6% of total respondents were married, 86.4% were unmarried.

4.3.5 Income Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lesa than RM 1,500 per month	83	49.1	49.1	49.1

	Less than RM 1,500 per month	5	3.0	3.0	52.1
	less than RM2,500 to RM4,849 per month	6	3.6	3.6	55.6
	No Income	18	10.7	10.7	66.3
	RM 1,500 to RM 3000 per month	25	14.8	14.8	81.1
	RM 3,000 to RM 5000 per month	19	11.2	11.2	92.3
	RM 5000 per month and above	13	7.7	7.7	100.0
	Total	169	100.0	100.0	

Table 4.6: Number of Respondents by Income Level

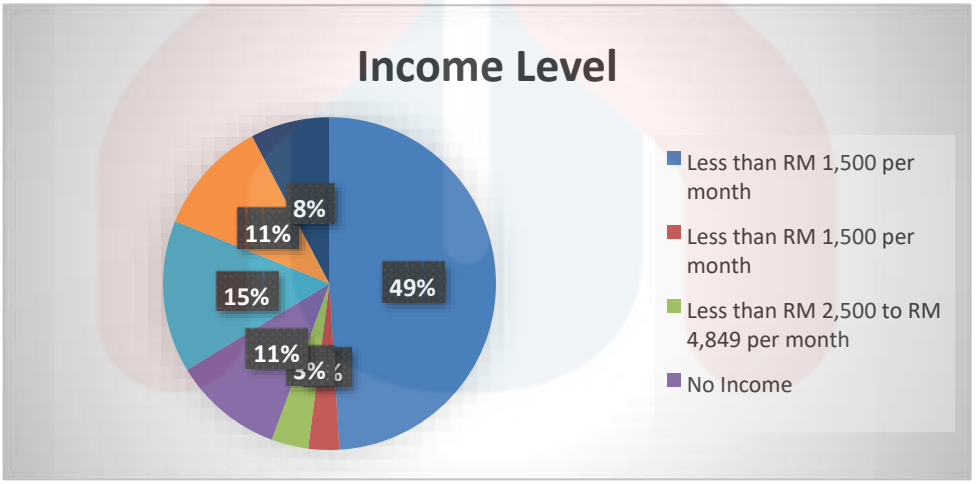

Figure 4.5: Percentage of Respondents by Income Level

Table 4.6 and Figure 4.5 showed the total respondents for income level. There were 3.6% (6 respondents) who had income level less than RM2,500 to RM4,849 per month had responded to the questionnaire, the highest were 49.1% (83 respondents) who had income level from less than RM 1,500 per month, and followed with 14.8% (25 respondents) who had income level RM 1,500 to RM 3000 per month,next income RM 3,000 to RM 5000 per month is 11.2%(19 respondents),next for no income 10.7%(18 respondents), for RM 5000 per month and above 7.7%(13 respondents) and the least of respondents were who had income level less than RM 1,500 per month which accounted 3.0% (5 respondents).

4.3.6 Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business owner	10	5.9	5.9	5.9
	Employee	15	8.9	8.9	14.8
	Goverment officer	9	5.3	5.3	20.1
	Housewife	2	1.2	1.2	21.3
	Student	133	78.7	78.7	100.0
	Total	169	100.0	100.0	

Table 4.7: Number of Respondents by Occupation

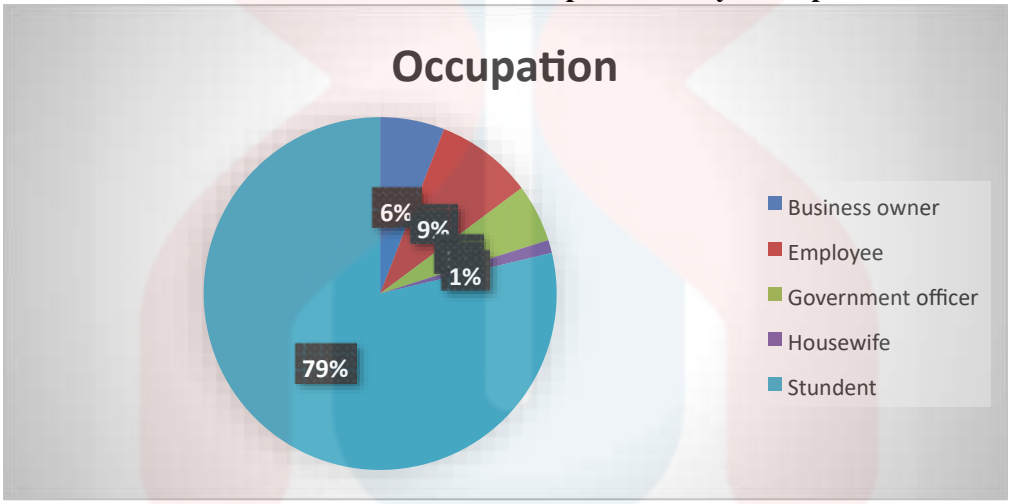

Figure 4.6: Percentage of Respondents by Occupation

Table 4.7 and Figure 4.6 showed the total respondents from different occupation. Majority of the respondents were from stundent with the percentage of 78.7% (133 respondents) and followed by employee 8.9% (15 respondents). There were 5.9% (10 respondents) from business owner, 5.3% (9 respondents) from respondents who working for government officer and the least were 1.2%(2 respondents) who already housewife.

4.3.7 Travel Frequencies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 times a year	99	58.6	58.6	58.6
	3-4 times a year	39	23.1	23.1	81.7
	more than 5 times a year	31	18.3	18.3	100.0
	Total	169	100.0	100.0	

Table 4.8: Number of Respondents by Travel Frequencies

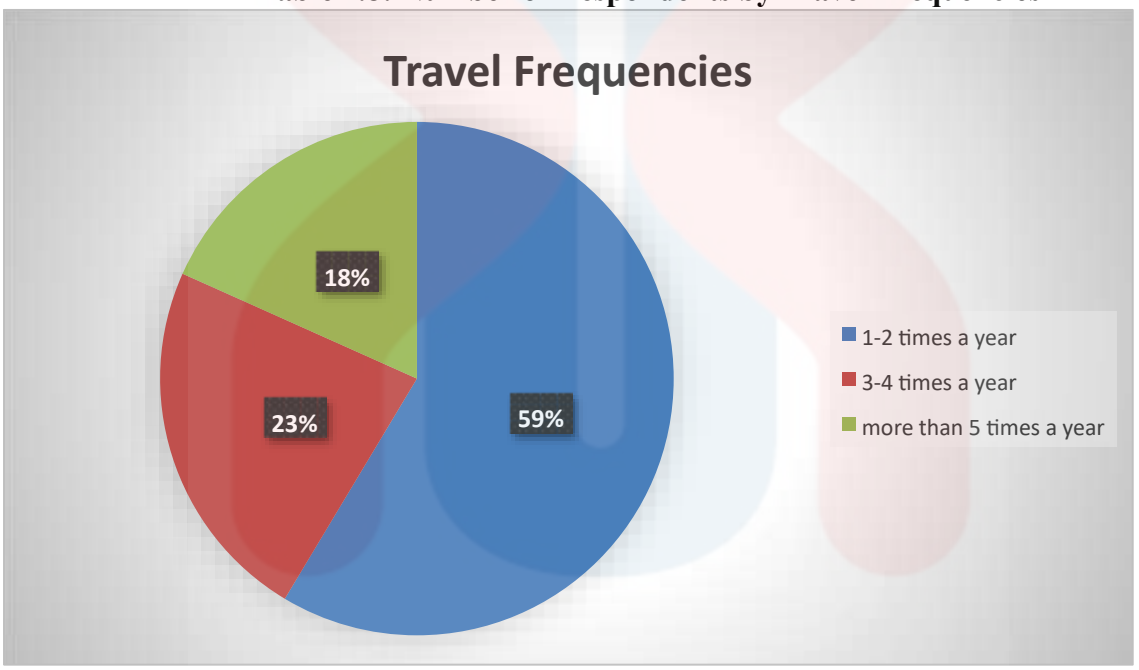

Figure 4.7: Percentage of Respondents by Travel Frequencies

Table 4.8 and Figure 4.7 showed the total respondents for travel frequencies. There were 58.4% (99 respondents) who had travel frequencies from 1-2 times and below had responded to the questionnaire, the were 23.1% (39 respondents) who had travel frequencies from 3-4 times, and the least of respondents were who had travel frequencies more than 5 times which accounted 18.3% (31 respondents).

4.4 DESCRIPTIVE ANALYSIS

This study has analyses the mean and standard deviation for section B, C, D and E of the questionnaires.

4.4.1 Independent Variable and Dependent Variable

DV: Factors Influencing Intention To Use Smart Mobile Apps Among Local Traveller In East Coast

	N	Minimum	Maximum	Mean	Std. Deviation
The use of smart mobile apps has influenced local travelers on the east coast to travel.	169	1	5	4.15	.974
Social influence has influenced local travelers on the east coast to travel.	169	1	5	4.29	.782
Performance expectancy has influenced local travelers on the east coast to travel.	169	1	5	4.19	.852
Price value has influenced local travelers on the east coast to travel.	168	1	5	4.23	.796
Valid N (listwise)	168				

Table 4.9: Descriptive Statistics

Table 4.9 showed the number of respondents, mean and standard deviation of independent variables and dependent variables. For the independent variables, the highest mean was social influence which is 4.29 and followed by price value which was 4.23 and performance expectancy was 4.19. The mean for dependent variable was 4.15.

4.4.2 Social Influence

	N	Minimum	Maximum	Mean	Std. Deviation
People who influence my behaviour think that I should use mobile apps	169	1	5	4.08	.876
People who are important to me think I should use smart mobile apps for travel	169	1	5	4.18	.819
People who are important to me have been helpful in the use of mobile apps	169	1	5	4.16	.766
In general, the people who are important to me have supported the use of mobile apps	169	1	5	4.27	.736
Valid N (listwise)	169				

Table 4.10 Descriptive statistic of social influence

Table 4.10 showed the mean and standard deviation analysis on the independent variable which was social influence. The highest mean value was item 4 which was 4.27, where respondents agreed that, the people who are important to me have supported the use of mobile apps. The lowest mean value was item 1 which was 4.08, where the respondent slightly agreed people who influence my behaviour think that i should use mobile apps. For the data set from 169 respondents with the standard deviation most of the value which lowest than 1, it indicated the values close to mean.

4.4.3 Performance Expectancy

	N	Minimum	Maximum	Mean	Std. Deviation
I find mobile apps useful in my work	169	1	5	4.27	.870
Using mobile apps enables me to accomplish tasks more quickly	169	1	5	4.24	.863
Using mobile apps increases my productivity	169	1	5	4.18	.868

Using mobile apps increases my chances of getting a reward as a result	169	1	5	4.20	.842
Valid N (listwise)	169				

Table 4.11 Descriptive statistic of performance expectancy

Table 4.11 showed the mean and standard deviation analysis of respondents on the independent variable which was performance expectancy. Item 1 score the highest mean value which was 4.27, where the respondents agreed find mobile apps useful in my work. The lowest mean item 3, with the mean value of 4.18, where the respondent somewhat agreed that using mobile apps increases my productivity. From the data set from 169 respondents with the standard deviation most of the value which lowest than 1, indicated the values close to mean while the standard deviation which greater than 1, it indicated the values were more dispersed.

4.4.4 Price Value

	N	Minimum	Maximum	Mean	Std. Deviation
Travel smart mobile apps are reasonably priced.	169	1	5	4.02	0.945
Travel smart mobile apps are good value for the money	169	1	5	4.18	0.766
At the current price, smart mobile apps provide good value	169	1	5	4.20	0.789
Valid N (listwise)	169				

Table 4.12 Descriptive statistic of price value

Table 4.12 showed the mean and standard deviation analysis of respondents on the independent variable which was price value. Item 3 score the highest mean value, which was 4.20, where the respondents agreed at the current price, smart mobile apps provide good value. The lowest mean item 1, with the mean value of 4.02, where the respondent somewhat agreed travel smart mobile apps are reasonably priced. From the data set from 169 respondents with the standard deviation most of the values which lowest than 1, indicated the values close to mean while the standard deviation which greater than 1, it indicated the values were more dispersed.

4.5 PEARSON CORRELATION COEFFICIENT

The Pearson's correlation analysis was one of the important analyses that measured the linear relationship between the two variables. The objective of this analysis was to determine whether there are correlations between independent variables (social influence,performance expectancy and price value) and the dependent variable (factors influencing intention to use smart mobile apps among local traveller in East Coast). If the relationship is significant, researchers must decide whether the level of strength of the association is acceptable.

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

Source: Abgunbiade and Ogunyika (2013)

Table 4.13: Strength Interval of Correlation Coefficient

Hypothesis 1: Social Influence

H1: There is a significant relationship between social influence and factors influencing intention to use smart mobile apps among local traveller in east coast.

		IV1	DV
IV1	Pearson Correlation	1	.587**
	Sig. (2-tailed)		.000
	N	169	169
DV	Pearson Correlation	0.587**	1
	Sig. (2-tailed)	0.000	
	N	169	169

Table 4.14: Correlation coefficient for social influence and factors influencing intention to use smart mobile apps among local traveller in east coast

Table 4.14 illustrated Pearson correlation coefficient, significant value and the number of cases which was 169. The p-value was 0.000, which was less than significant level of 0.01. The correlation

coefficient of 0.587 suggested a moderate positive correlation between social influence and factors influencing intention to use smart mobile apps among local traveller in east coast.

Hypothesis 2: Performance Expectancy

H2: There is a significant relationship between performance expectancy and factors influencing intention to use smart mobile apps among local traveller in east coast.

		IV2	DV
IV2	Pearson Correlation	1	.619**
	Sig. (2-tailed)		.000
	N	169	169
DV	Pearson Correlation	0.619**	1
	Sig. (2-tailed)	0.000	
	N	169	169

Table 4.15: Correlation coefficient for performance expectancy and factors influencing intention to use smart mobile apps among local traveller in east coast.

Table 4.15 illustrated Pearson correlation coefficient, significant value and the number of cases which was 169. The p-value was 0.000, which was less than significant level of 0.01. The correlation coefficient of 0.619 suggested a moderate positive correlation between social and tourism consumer behaviour.

Hypothesis 3: Price Value

H3: There is a significant relationship between price value and factors influencing intention to use smart mobile apps among local traveller in east coast.

		IV3	DV
IV3	Pearson Correlation	1	.585**
	Sig. (2-tailed)		.000
	N	169	169
DV	Pearson Correlation	0.585**	1
	Sig. (2-tailed)	0.000	
	N	169	169

Table 4.16: Correlation coefficient for price value and factors influencing intention to use smart mobile apps among local traveller in east coast.

Table 4.16 illustrated Pearson correlation coefficient, significant value and the number of cases which was 169. The p-value was 0.000, which was less than significant level of 0.01. The correlation coefficient of 0.585 suggested a moderate positive correlation between price value and factors influencing intention to use smart mobile apps among local traveller in east coast.

4.6 FRAMEWORK ANALYSIS

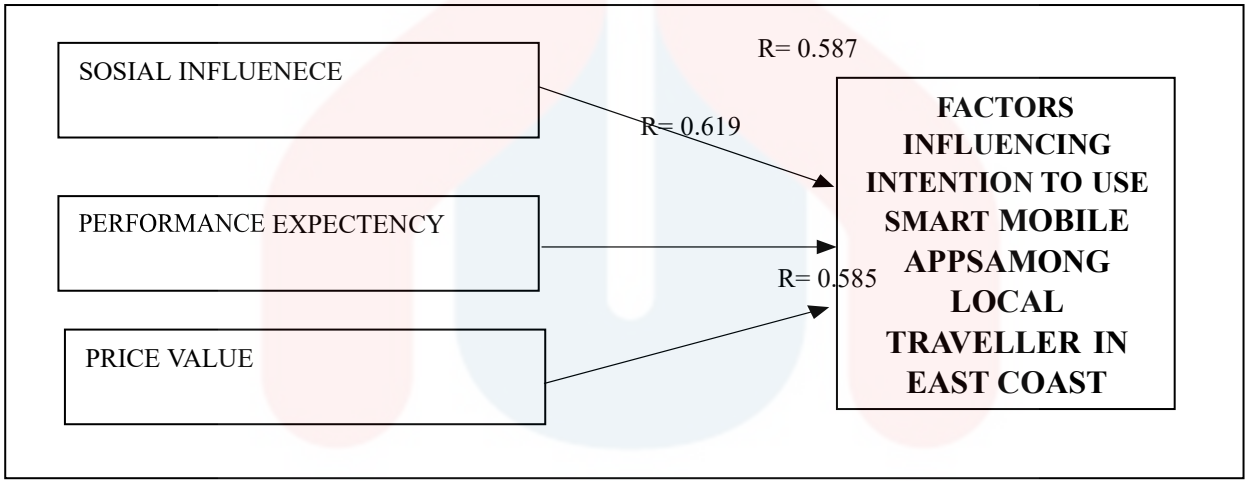

Figure 4.8: Correlation between Social Influence,Performance Expectency,Price Value and Factors Influencing Intention To Use Smart Mobile Apps Among Local Traveller In East Coast.

The figure 4.8 showed the framework with the data value for the significant independent variables to the dependent variables. There were three independent variables (social influence,performance expectancy and price value) had the significant relationship to the dependent variable (factors influencing intention to use smart mobile apps among local traveller in East Coast). The highest Pearson correlation value is between performance expectency and factors influencing intention to use smart mobile apps among local traveller in east coast which is 0.619. Meanwhile the lowest Pearson correlation value is between the social influence between factors influencing intention to use smart mobile apps among local traveller in East Coast which is 0.587. The Pearson correlation for situational factors influencing intention to use smart mobile apps among local traveller in east coast is 0.585. Therefore, there was only three independent variables included social influence,performance

expectancy, price value and factors influencing intention to use smart mobile apps among local traveller in East Coast

4.7 SUMMARY

In conclusion, all the relationship among the variable, the study found that the three hypothesis in this study are accepted. All the independent variables show different correlation coefficient with the dependent value which are 0.587 for social influence, 0.619 for performance expectancy and 0.585 for price value. It result showed a moderate positive correlation between all the independent variables and dependent variable. It also answer the research questions whether is there any relationship between social influence and factors influencing intention to use smart mobile apps among local traveller in East Coast, between performance expectency and factors influencing intention to use smart mobile apps among local traveller in East Coast and between price value and factors influencing intention to use smart mobile apps among local traveller in East Coast. To conclude, there is a significant relationship between social influence, performance expectency and price value with factors influencing intention to use smart mobile apps among local traveller in East Coast.

Chapter 5

CONCLUSION

5.1 Introduction

This chapter discusses the recapitulation of the study, findings and discussion about the relationship between social influence, performance expectations, value and price desire to use smart mobile travel applications among residents of the east coast. In addition to this chapter also discuss the limitations of the study and suggest some recommendations for future studies.

5.2 Recapitulation of study

The study was conducted to determine the relationship between social influence, performance expectancy, price value and Intention to use smart mobile travel apps among east coast resident. The focus point of this study is to know the relationship between social influence, performance expectancy and price value towards Intention to use smart mobile travel apps among east coast resident. In this case, primary data was undertaken which a set of questionnaires were used to get feedback from respondents. The sample of respondent is 384 selected based on the table that was developed by Krejcie 61 and Morgan (1970). This study also analysed the relationship between social influence, performance expectancy, price value and Intention to use smart mobile travel apps among east coast resident.

The dependent variables in this study were important to examine the Intention to use smart mobile travel apps among east coast resident. Whereas, a set of independent variables which consists of social influence, performance expectancy and price value influence Intention to use smart mobile travel apps among east coast resident. The process through which people modify their opinions, update their convictions, or alter their behaviour as a result of social contacts with other people is known as social influence (Mehdi Mossad,2013). Performance expectation is the idea that using a certain technology or practise will, in some way, benefit the person or improve their performance (John F. Cohen,2013). What we pay for something is its price, and we pay it in cash, baby. Value, however, is more challenging to quantify. It is based on how valuable or significant something is to the individual (Jessica Sier,2022).

The sampling frame of this study is among tourists in the east coast area. The data is collected from the east coast resident. A total of 384 questionnaires was sent and feedback from 169 was usable and could be analyzed. Analyze this data including reliability analysis, descriptive analysis and Pearson's correlation coefficient. Reliability tests were conducted on independent variables to check internals consistency of measurement tools. Cronbach's alpha for all variable scales is in the range of 0.935 to 0.935. They far exceed the minimum acceptable reliability by 0.6, as suggested by Sekaran (2006). Performance expectancy are considered the most reliable with Cronbach's alpha of 0.847. It shows that social most users mobile travel application. Price value and Social infulence are considered reliable by Cronbach Alpha 0.845 and 0.828 conclude that the variables are reliable and all variables are kept for further analysis.

The Pearson's correlation was used in this study is to describe the relationship of the two variables in term of direction and strength of the relationship. This result indicated that for social influence there strong, positive correlation between intention to use smart mobile travel apps among east coast resident ($r=0.587$, $n=169$, $p<0.01$) and for performance expectancy ($r=0.619$, $n=169$, $p<0.01$) suggested a moderate to good correlation between performance expectancy and intention to use smart mobile travel apps among east coast resident . Not only that, price value ($r=0.585$, $n=169$, $p<0.01$) was also suggested a moderated positive correlation between price value and intention to use smart mobile travel apps among east coast resident

5.2.1 Research Question 1: What is the relationship between social influence and Intention to use smart mobile travel apps among east coast resident?

Tourism has various social advantages that show it has favourable social effects. The preservation of local culture and heritage, building up of communities, the delivery of social services, the commercialization of culture and art, the revitalization of customs and art forms, and the preservation of

heritage are a few examples of these (Dr Hanley Stainton,2023). Social media contains thoughts and experiences of people who have travelled there, influencing the decision-making process. Social media provides information for travellers on the destination and the touristic enterprises located at such place (Lulia Elena Varga,2021). . Based on the analysis done, it was found that the mooderate of the relationship between social influence and intention to use smart mobile travel apps among east coast resident is at highest level factor ($r=0.587$, $n=169$, $p<0.01$) . The finding revealed there was a positive and significant relationship between social influence and intention to use smart mobile travel apps among east coast resident. Therefore, it can be seen that social influence is the factor that play and important roles in effecting the intention to use smart mobile travel apps among east coast resident. This finding seems close to a previous study which only the cognitive component of a personal factor is considered.

5.2.2 Research Question 2: What is the relationship between performance expectancy and Intention to use smart mobile travel apps among east coast resident?

In this study, the result indicated that the strength of the relationship between performance expectancy and intention to use smart mobile travel apps among east coast resident is at highest level ($r=0.619$,$n=169$, $p<0.01$). The findings imply that there was a positive and significant relationship between performance expectancy and intention to use smart mobile travel apps among east coast resident. Travellers can now use their mobile devices to make hotel reservations, buy tickets, and receive instructions. This has greatly simplified and improved the process of planning a trip. Additionally, tourists may now get information about their destination while they are on the road thanks to mobile technology (aelogy,2022).

5.2.3 Research Question 3: What is the relationship between price value and Intention to use smart mobile travel apps among east coast resident?

In this study, the result indicate that the strength of the price value towards Intention to use smart mobile travel apps among east coast resident is at lowest level ($r=0.585$, $n=169$, $p<0.01$). The findings imply that there was a positive and significant relationship between price value and Intention to use smart mobile travel apps among east coast resident. Apps that are simple to use, make travelling more

convenient, and enable direct communication with the business. These three value propositions make using travel apps really pleasurable, lessen travel related stress, and ultimately boost company loyalty.

5.3 Finding and discussion

The Reliability Test was conducted to 30 respondents before it was distributed to 169 respondents using the online survey method. It was tested by the Cronbach's Alpha Coefficient indicating the range from 0.828 to 0.847 and it showed that the result was good and closed to very good where performance expectancy variable scored the highest Cronbach's Alpha value of 0.847, price value had the second highest Cronbach's Alpha value which was 0.845, followed by social influence (0.658). Thus, all variables had met the 65 minimum requirement of reliability, since all Cronbach's alpha coefficients of all variables were greater than 0.9.

In the Descriptive Analysis for the independent variables, the highest mean value was social linfluence variable which was 4.29 and followed by price value variabfuthle (4.23). The lowest mean value for the independent variables was performance expectancy influences 4.19. The mean value for dependent variable was 4.15. It could conclude that social influence was the most influence local travelers on the east coast to travel.

In order to measure the linear relationship between the two variables identified as the objectives of this study, the researchers carried out the Correlation Analysis. Table 5.1 showed the summary of Correlation Analysis, there were moderate positive relationship between social influence, performance expectancy, price value and Intention to use smart mobile travel apps among east coast resident.

Hypothesis	Significant value	Conclusion	Correlation value	conclusion
1	0.000	Accepted	0.587	Moderate Positive Correlation
2	0.000	Accepted	0.619	Moderate Positive Correlation
3	0.000	Accepted	0.585	Moderate Positive Correlation

Table 5.1: Summary of Correlation Analysis

5.4 Limitation

This study, like many studies, had its own restrictions that made it difficult for the researchers to finish it. This study had some drawbacks, one of which being the number of responders. Not all local tourists in Malaysia who participated in this study were willing to complete a questionnaire or provide an answer to any questions. There were also respondents who felt that it would be a waste of their time to answer the researchers' questions. Some visitors from the area might not want the researcher to invade their privacy or even be interested in participating in the survey.

An attitude similar to that of a small number of visitors will make it more difficult for researchers to finish the study as quickly as feasible since they will have to wait longer to get data from respondents. To distribute the questionnaire and collect respondents' responses, it will take the researchers close to a month. Because the action or response of the targeted responder cannot be predicted, the researchers must have a great deal of patience and know how to communicate with them. However, the process of

obtaining their response runs smoothly because many tourists make their commitment in a kind manner. Variable is the following study restriction. Only three independent variables social impact, performance expectancy, and pricing value and one dependent variable eastern residents' intentions to utilise smart mobile travel apps are the subject of this study. The intention of east coast residents to utilise smart mobile travel apps is influenced by a variety of circumstances, much like the tourism industry as a whole. There is a relationship between the other criteria and this study as well.

This was brought on by the dearth of sources and references available to researchers who wanted to base their work on other independent variables.

Another one of this study's limitations is the way the data was collected. Only an online survey was used in this study's data collection process. This is due to the fact that the study's research participants are local visitors in Malaysia, making it impossible for the researcher to gather data through interviews. The difficulties of using an online survey are that the researcher cannot verify if the data provided by the respondents is accurate or not. Additionally, employing an online survey will make it difficult for respondents to respond quickly, which may cause a delay in the data collection process.

The final drawback of this study is that it is a quantitative study. There is no growth of the research because this study primarily focuses on quantitative research. When there is no more research on this study, particularly qualitative research, the other researcher is unable to learn more about the factors that influence local travellers' intentions to use smart mobile apps in the East Coast. The findings of this study are not well understood by the competing researchers.

5.5 Recommendation

Since this study solely focused on residents of the east coast, it suggests that additional research on foreign tourists visiting Malaysia can be done to determine whether the results are similar. If the study is applied to international tourists visiting Malaysia, the results may alter. As a result, other tourists were asked to respond to the questionnaires rather than just residents of the east coast.

Additionally, the current study only concentrates on three variables that affect East Coast local travellers' intentions to utilise smart mobile apps. However, this study may overlook other crucial

elements that have a substantial impact on local travellers in the East Coast's intention to utilise smart mobile apps. Therefore, in order to carry out new findings in their research, academics can recommend other variables in the future, such as economic factors.

Finally, rather than having respondents fill out an online questionnaire that asks them to rate items, use an interview method or construct some open-ended questions. Researchers can receive a high response rate using the interview method, and any questions that remain unanswered can be followed up on right afterwards. As a result, this strategy can minimise misunderstandings and improve research outcomes.

5.6 Conclusion

At the end of this chapter, the researcher must present the study's goals in relation to the problem. The relationship between social influence, performance expectancy, and price value that affect local travellers' intentions to use smart mobile apps on the East Coast is investigated in this study. A research framework is created based on 69 pieces of read literature. The researcher intended to look into how each component of the independent variables related to the dependent variables.

169 people participated in this study via the online survey method. Based on correlation analysis, reliability analysis, and descriptive statistics, the data were gathered and examined using SPSS software version 24. The reliability analysis's conclusion showed that the total variables were 0.935. As a result, the outcome is credible and appropriate for this study.

The research is to know the relationship between social influence, performance expectancy and price value that influence intention to use smart mobile apps among local traveller in East Coast. The result of the research objectives which is examine the relationship between social influence, performance expectancy and price value that influence intention to use smart mobile apps among local traveller in East Coast is accepted. Meanwhile, such results can be foretold about the social influence, performance expectancy and price value are influence the intention to use smart mobile apps among local traveller in East Coast.

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