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FACTORS INFLUENCING TOURIST SATISFACTION WHILE TRAVELING AMONG STUDENTS AT UNIVERSITI MALAYSIA KELANTAN

By

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A report submitted in partial fulfilment of the requirements for the degree of

Bachelor of Entrepreneurship (Tourism) with Honours

Faculty of Hospitality, Tourism and Wellness

UNIVERSITI MALAYSIA KELANTAN

2022

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ACKNOWLEDGEMENT

First of all, I want to thank our supervisor, Dr. Siti Salina Binti Saidin, for assisting us in finishing Tourism Research Project 1. (PPTA). He was our saviour in trying times, giving us vital direction and assistance. His zeal and help were essential in making sure the project was finished successfully.

We also want to express our gratitude to University Malaysia Kelantan for giving us the chance to work on this project and for their support throughout. By ensuring that we had effective communications throughout the study process, it improved our knowledge and ability to forge a solid connection.

Last but not least, we want to thank everyone who helped and supported us during this process, especially our buddy who has been a huge help. Thank you for your time and work. We appreciate the efforts of everyone who participated, especially our group.

Then again, we really appreciate for everything and hoping to all of you the best wishes. Thank you.

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LIST OF SYMBOLS AND ABBREVIATIONS

| | |
|-------|---|
| UMK | University Malaysia Kelantan |
| FMRI | Functional magnetic resonance imaging |
| IV | Independent variable |
| DV | Dependent variable |
| UNWTO | World Tourism Organization |
| SPSS | Statistical Package for Social Sciences |



ABSTRAC

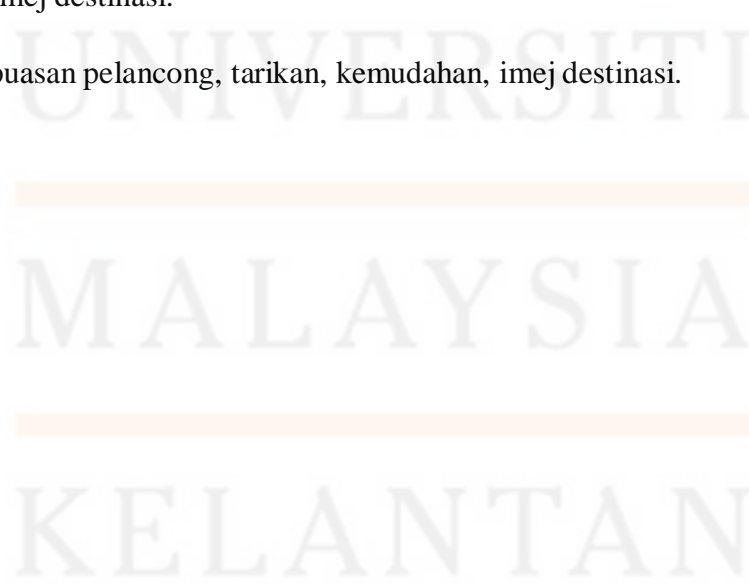
This study's main goal is to investigate factors that influence tourists' satisfaction while travelling among students at University Malaysia Kelantan. This study is required to give us a better understanding of the various aspects of student travellers from University Malaysia Kelantan's satisfaction as tourists. The tourist destination marketer can develop strategic marketing plans by identifying the influencing elements that contribute to the satisfaction of tourist satisfaction among University Malaysia Kelantan students. According to the data, tourist satisfaction among students at University Malaysia Kelantan is positively correlated with attractions, facilities, and destination image.

Keywords: Tourist satisfaction, attraction, facilities, destination image.

ABSTRAK

Matlamat utama kajian ini adalah untuk menyiasat faktor-faktor yang mempengaruhi kepuasan pelancong semasa melancong dalam kalangan pelajar di Universiti Malaysia Kelantan. Kajian ini diperlukan untuk memberi pemahaman yang lebih baik kepada kita tentang pelbagai aspek kepuasan pelancong pelajar Universiti Malaysia Kelantan sebagai pelancong. Pemasar destinasi pelancongan boleh membangunkan plan pemasaran strategik dengan mengenal pasti faktor-faktor yang menyumbang kepada kepuasan pelancong dalam kalangan pelajar Universiti Malaysia Kelantan. Menurut data, kepuasan pelancong dalam kalangan pelajar di Universiti Malaysia Kelantan mempunyai korelasi positif dengan tarikan, kemudahan dan imej destinasi.

Kata kunci: Kepuasan pelancong, tarikan, kemudahan, imej destinasi.



CHAPTER 1

1.1 INTRODUCTION

Chapter 1 contains the study's background, problem statement, research aims, research questions, the importance of the study, definitions of words, and a summary. The study's background includes the topic or issue's theories, concepts, vocabulary, and ideas. The problem statement is a succinct and unambiguous description of the symptoms of the specific issue that the researchers seek to study. The research objectives are statements of intent or planned activities that might be expressed as actions to reply to the supplied questions. The research question is the most important broad question, and it can be complemented with exploratory questions. In addition, the study's significance might be defined as the extent to which the researchers contributed to changing a belief, enhancing knowledge, or establishing a new theory in a certain field of study. In the definition of the word, the independent variables and dependent variables are briefly defined.

1.2 BACKGROUND OF THE STUDY

This background analysis examines the satisfaction of tourists to find important information to contribute to private and public policy in a service and tourist destination. This study describes a model of tourist satisfaction to the destination and to explore the antecedents (destination image, perceived quality and expectations to tourists) of this tourist satisfaction using Guilin to study this background. The modelling results for this structural equation support the model for destination image, perceived quality and tourism satisfaction which have a negative impact on tourism complaints and there is a positive impact on tourist loyalty. Satisfaction management is taken from the recommendations and studies given work for the future. The results obtained from the empirical application contain a non-homogeneous scale response from all tourists from different countries and the difference from the scale can lead to a more accurate assessment of tourist satisfaction in order to facilitate an improvement in the destination policy at the tourism operator.

1.3 PROBLEM STATEMENT

Most of the studies consider delivering attraction as an essential strategy for success and survival for any organization. Attraction tourism can have numerous disadvantages that can make it difficult to invest in, and even more challenging to have sustained visitation (McKercher & Cros, 2007). The primary disadvantages are high guest costs, which can deter even potential guests, a short time to culture, meaning visitors may not have enough time to appreciate a place fully, privacy concerns, as visitors may compromise the privacy of locals, small heritage communities, which can be challenged to accommodate for tourist needs, weak infrastructure, which can be a result of underspending in the industry, and low quality services, as competition can drive down standards (Goodwin, 2016). Attraction tourism can cause negative consequences on tourism growth, visitation, investment, and returns. These disadvantages can lead to a decline in visitor satisfaction, as well as an increase in cultural sensitivity. For example, when tourists visit attractions that hold cultural significance, they may not understand or respect the associated values and customs (Ktoridou, Manthou, & Jenatsch, 2017). Additionally, attraction tourism can lead to lost tourists and more expensive guest ratios (Bianco & France, 2019).

The term "place facilities" refers to particular features like restaurants, lodging, shops, and tourist attractions (O'Fallon, 1994). Facilities may be broadly categorised into three basic types: location facilities, tourist facilities, and tourism experiences. The five main components of the tourism facilities are the large plant, hospitality, service, freedom of choice, and engagement (S. L. J. Smith, 1994). In Malaysia's tourism industry, there is very little conversation about maintaining public infrastructure, particularly when it comes to urban tourism. In earlier studies, user satisfaction with the available infrastructure was the only topic that was covered. However, reports from various media outlets and articles claim that there are numerous difficulties and problems with maintaining public tourism infrastructure, including a financial burden, damage that impairs the infrastructure's functionality, and underuse of the infrastructure.

The Destination Image problem statement is an important issue when considering how to optimize the search engine experience. The aim is to produce attractive, high quality destination images with consistent format and easily identifiable context that can be found quickly online (Kumar, 2017). Generally, achieving this goal requires the right combination of key elements such

as color, texture, structure, clarity, and contrast (Nguyen et al., 2019). The destination image problem statement is a common issue confronted by the digital marketing industry. In the era of the omniscient consumer and evolving economies, destination images must be engaging and of a high-quality if marketers wish to attract customers to their product or service. It is up to digital marketers to “realize that timely, illustrative, and engaging visuals are your path to capturing consumer attention” (Martens). The media has a powerful role in how people perceive and experience travel destinations. Through a process called 'destination image', different media forms establish the expectations for what a certain destination will be like (Smyth, 2017). When negative images associated with a destination are formed, it creates a problem for the destination's reputation, resulting in a drop in potential visitors. It is thus vital to understand how youth perceive different destinations as it has a direct impact on tourism growth and vibrancy.

1.4 RESEARCH OBJECTIVE

Specifically, this research aims to achieve the following objectives:

- a) To examine the relationship between attraction factor and tourist satisfaction among UMK students.
- b) To examine the relationship between facilities factor and tourist satisfaction among UMK students.
- c) To examine the relationship between destination image factor and tourist satisfaction among UMK students.

1.4 RESEARCH QUESTION

There are important questions that have been posed towards the finding and direction in carrying out the research.

This question asked in this research are as follow:

- a) What is the relationship between the attraction factor and tourist satisfaction among UMK students?

b) What is the relationship between the facilities factor and tourist satisfaction among UMK students?

c) What is the relationship between the destination image factor and tourist satisfaction among UMK students?

1.6 SCOPE OF THE STUDY

This study focuses on tourists' satisfaction with the local tourism sector in Malaysia. Tourists who show satisfaction with different tourist facilities and places that influence many factors. Respondents to this study were either residents of Malaysia or foreign tourists. The study is being conducted in Malaysia. Local tourists and the general public as respondents can be any Malaysian state. This choice was made since knowing several components enables us to identify specific requirements. Tourism-related items must be promoted and sold, and all marketing campaigns must consider how satisfied visitors are with their experience. In this study, we can understand the behaviour of tourists in terms of their attitudes, actions and decisions regarding the choice, purchase and use of tourism products or services and also after eating reactions. The goal of this study is to compare the tourist amenities used by local visitors to those in Malaysia.

1.7 SIGNIFICANCE OF THE STUDY

The purpose of this study is to analyse the relationship and innovative work behaviour towards satisfaction, among them, organizational citizenship behaviour towards tourist satisfaction and innovative work behaviour towards work performance. Researchers have analysed tourism satisfaction in various dimensions for tourist trips. The main goal of this study is to identify factors to satisfaction with elements of pre-tourism products. This study uses a quantitative method which is to test to prove the hypothesis that has been made in various data processing tests. Next, the results for this study show that a large number of tourists from all major groups of countries rate the quality of service in tourism satisfaction as satisfactory.

1.8 DEFINITION OF TERMS

The terms included in this research study are tourist satisfaction, services quality, facilities and destination image. Below is the definition of each of the terms.

1.8.1 Tourist satisfaction

Tourist satisfaction is also a traveller's evaluation to promote addition to the travel experience (Xu & Li, 2016). The result will determine if a visitor's travel experience at their location meets or exceeds their prior expectations.

1.8.2 Attraction

Referring to Wanhill, S. Interpreting the Development of the Visitor Attraction Product (2008) attraction means the core of tourism. They are sometimes referred to as "tourism attractions" because of how regularly they draw tourists. Attractions, which include locations, people, events, and objects that catch their attention, are what entice tourists to a destination.

1.8.3 Facilities

Facilities can be defined as a facility from a support service perspective, stating that facility management is a method used by organizations to ensure that their buildings, procedures, and services fulfil their essential purposes and aid in the achievement of their strategic objectives Alexander (1996). (1996).

1.8.4 Destination image

Destination Image can be defined as "the formation of mind and behaviour consisting of mental statements (beliefs) and individual feelings towards the object or destination" (Baloglu & McCleary, 1999, p.870). Human behaviour in self-discipline for tourism activities can improve destination image.

1.9 SUMMARY

In conclusion, this chapter looked at the factors that influenced the components that were researched. The proposed conceptual framework will indeed be built to review the literature. The researchers intend to investigate the relationships between all of the independent and dependent variables.

CHAPTER 2

2.1 INTRODUCTION

The underlying theory, visitor satisfaction antecedents, attractions, amenities, and destination image are all included in Chapter 2. The underlying theory is a set of objectives, options, and presumptions that directs how we view the world and identify issues. The person himself and personal determinants are examples of antecedents because they come before and contribute to engagement. The first independent variable in this study is an attractor, whose strength may be increased to lower the pace at which visitor contentment evaporates. Accessibility to tourism-related infrastructure, goods, and services need to be a key component of any ethical and sustainable tourism strategy. Tourist satisfaction is the evaluation of the surprise included in the product's purchase as well as a usage experience. Simply expressed, contentment is the psychological state that an individual has as a result of emotions around expectations being connected to prior sentiments the user had over the usage experience (Hermawan et al., 2019; Tilaki et al., 2017).

2.2 TOURIST SATISFACTION

Tourist satisfaction is often defined as travellers' favourable evaluations of their travel experiences, whereas travellers' irritation with their travel experiences is conveyed in negative reviews (Xu & Li, 2016). The outcome of a tourist's trip experiences at the destination is whether or not they met or exceeded their pre-trip expectations. In a similar vein, Chiu, Zeng, and Cheng (2016) asserted that the term "tourist satisfaction" relates to how visitors evaluate their prior views and expectations. When a visitor's impression surpasses their initial expectations, they feel satisfied.

The characteristics of each component are used to gauge visitor satisfaction, which refers to a sustained connection with the tourist satisfaction (Dmitrovic et al., 2009). Tourist satisfaction is correlated with both initial impressions of the tourists and evaluations of the destination based on the tourists' engagement with the location (Nguyen Viet, Dang, Nguyen, & Management, 2020; Trung & Khalifa, 2019). By merely visiting, tourists contribute to the overall satisfaction of the place (Salleh, Omar, Yaakop, & Mahmmud, 2013). Additionally, according to del Bosque and San Martn (2008), emotional as well as cognitive factors contribute to consumer and tourist satisfaction. Numerous studies in the tourism industry have also shown that visitor pleasure affects visitors' future behavior intentions (Ramseook-Munhurrun, Seebaluck, & Naidoo, 2015). According to Assaker, Vinzi, and O'Connor (2011), several researchers investigated the impact of traveller satisfaction on future travel intentions. Thus, three elements that influence tourist satisfaction while traveling among students at Universiti Malaysia Kelantan were looked at in relation to this article.

2.3 Determinants Factor Influencing Tourist Satisfaction While Traveling Among Students at Universiti Malaysia Kelantan.

2.3.1 Attraction

An attraction is anything or anything that draws tourists to a certain area (Suanmali, 2014). Tourist attractions include things like natural attractions, cultural attractions, and leisure activities. Lascu et al. (2018) claim that attractions determine how well-liked a site is in the eyes of visitors. These attractions include elements found in nature, such as beautiful mountain and valley vistas, as well as stunning rivers, parks, motorways, and subterranean formations and tunnels. Entertainment and events, such as Western musicals, plays, exhibits, cultural events, and festivals, as well as nightlife and entertainment, are another kind of attraction. Historical landmarks like historic, heritage, and antique structures may also fall under this category (Rajesh, 2014).

Without tourist attractions, which are considered to be the main determinants of desirability, tourism would not be possible (Haneef et al., 2019). Every resort that caters to tourists sees its attractions as a vital tool and competitive advantage (Nahar et al., 2015). Additionally, Manhas et al. (2016) pointed out that the growth of the tourist destination as well as the general economic development of any country are both positively impacted by tourism attractions.

Attractions are essential elements of both hospitality and tourism (Handayani, 2016). Kirom and Putra's (2018) research model demonstrates how tourism attractions affect customer satisfaction. According to their research, while deciding how satisfied they were, aspects including cultural attractions, marketing, distinctiveness, hospitality, and the cost of establishing a tourist attraction were taken into account (Kirom and Putra, 2018). Similar to this, Hassan and Shahnewaz (2014) highlighted how attractions and recreational facilities affect visitor satisfaction. In addition to these, Philemon's (2015) study exaggerated the significance of tourism attractions in determining passengers' satisfaction and perception. Sereetrakul (2012) pointed to attractions as a key aspect of passengers' satisfaction with how the Bangkok tourism industry operates. Hamimi (2020), who asserted that there is a strong correlation between attractiveness and tourist pleasure, lends weight to the aforementioned hypothesis.

2.3.2 Facilities

The term "tourism infrastructure" refers to the wide range of components in a destination that support and facilitate the growth of the tourism industry (Swarbrooke and Horner, 2001). In the literature, several perspectives on the meaning of infrastructure, tourism infrastructure, and recreational facilities have been emphasized. Similar to Mera (1973), Hansen (1965) sees infrastructure as a combination of economic and social overhead capital. Social capital, as opposed to economic capital, focuses on building human capital, especially through publicly funded social services. Economic capital supports productive activities such as roads, roads, bridges, etc. Using education and public health as examples. According to Lohmann and Netto (2017), it broadly refers to all the services that tourists use prior to, during, and after their trips. But in reality, the local populace uses the great bulk of the tourism infrastructure constantly (Fourie and Santana-Gallego, 2011, Hadzik and Gabbana 2014).

Infrastructure and recreational amenities both contribute to the rise of tourism (Heath, 1992; UNWTO, 2007; Sharpley, 2009). The infrastructural and urban rehabilitation projects in the area provide an indicator of the level of development there (Getz, 1992; Formica and Uysal, 1996; Garay and Canovas, 2011). As a result, there are various requirements and expectations for tourism infrastructure, depending on the location of the destination. According to the life cycle model, effective tourist management is necessary to encourage a fair relationship between the costs and

benefits of tourism, smooth out cyclical variations, and reduce fluctuations (Van der Borg, 1991). Amenities and customer happiness are strongly and significantly correlated in double-decker buses (M. Rifki Bakhtiar and Puji Setya Sunarka, 2020).

2.3.3 Destination image

Echtner and Ritchie (1991) point out that the literature's definition of the destination picture is confusing, insufficient, or non-existent completely, which led them to the conclusion that it is unclear which part of the image is being examined in specific studies. They are aware that the bulk of studies conceptualize pictures as lists of destination attributes, or cognitive components. They conclude that analysing an image just in terms of attribute lists would not accurately capture the idea's multidimensionality, and they recommend understanding an image as made up of components from three categories: attribute/holistic, functional/psychological, and common/unique.

Numerous destination image studies have been conducted since Echtner and Ritchie's assessment, and scientists have proposed numerous definitions for the same construct. As a consequence, some have included new image components and produced a more thorough build. For instance, Baloglu and Brinberg (1997) use a wide term from a number of authors: An image is made up of people's thoughts, ideas, and impressions of a place or trip destination. Additionally, they appropriate the emotional, biased, and creative traits of others. Dann (1996) employs visual specification of an abstract idea that takes into account effects from prior promotion, reputation, and peer evaluation of alternatives, much like Gensch (1978). He also incorporates social psychology ideas from other academics, who postulate that a picture acts as a person's action manual and transforms into a dynamic, subjective reflection or representation of sensory or conceptual information based on past experience.

The fact that there are several meanings of the destination image is not unexpected. The explanation for this is that each of the specifications listed above really defines a specific component of the final image. They are not complete definitions that assign equal weight to every aspect of a picture. For instance, Gartner's definition from 1986 focuses on characteristics that are frequently examined in studies of destination image. This concept places an emphasis on cognition and straightforward evaluation of the traits that are expected to exist within a destination.

Crompton's (1979) formulation includes aspects of the emotive component in addition to cognitive awareness and simple appraisal.

2.4 The Relationship Between Attraction, Facilities, Destination Image And Tourist Satisfaction

The product attitude, which Roest and Pieters defined as an aggregated but non-relativistic construct encompassing a readiness to act, may change into or have an impact on satisfaction, they said. Yi (1990) said that earlier experiences with service performance and expectations are two factors that have an impact on customer satisfaction. But according to Fornell (1992), over time, expectations are brought into line with actual performance and that customer happiness has a direct influence on an organization's success. A happy customer is more likely to stick to their usual shopping habits and buy comparable goods and services. Thus, in the future, customer happiness will be a key indicator of both quality and income (Andreassen, 1994).

Basically, the relationship between the independent and dependent variable will be the overall factors that can affect tourist satisfaction among youth. The independent variable which is a factor has a direct impact on the independent variable among youth. Therefore, there is a strong connection between them.

An attraction is anything or anything that draws visitors to a certain place (Suanmali, 2014). Tourist attractions include things like natural attractions, cultural attractions, and leisure activities. The charms of a place are what determine how inviting it seems to travellers. based on Lascu et al (2018). Without tourist attractions, which are the main determinants of appeal, tourism would not exist (Haneef et al., 2019). Every vacation spot sees its attractions as a vital tool and competitive advantage (Nahar et al., 2015). Additionally, Manhas et al. (2016) pointed out that the growth of the tourist destination as well as the overall economic development of any country are both positively impacted by the development of tourist attractions. Attractions are essential elements of both hospitality and tourism (Handayani, 2016). Cultural attractions, marketing, distinctiveness, hospitality, and the cost of creating a tourist attraction were all taken into account to determine the level of satisfaction (Kirom and Putra, 2018). Similar to this, Hassan and Shahnewaz (2014) underlined the influence of recreational amenities and attractions on tourist satisfaction. Additionally, the importance of tourist attractions in affecting tourists' satisfaction and perception

was overestimated in Philemon's (2015) study.

The study of tourism has recently included the concept of the destination image (Abu Ali and Howaidee, 2012). Since what sets one location apart from another is crucial to its success, the image is a major component in the promotion of tourism destinations (Carballo et al., 2015). According to Chi and Qu (2008), a favourable perception of the place will increase visitor pleasure and have an impact on their behavioural intentions. The idea put out by Yu and Dean (2001) that feelings of satisfaction may be a more accurate predictor of behaviour than perceptual evaluation was reinforced by this perspective (destination image). Tourism satisfaction, according to Baker and Crompton (2000), is the emotional state that visitors have after being exposed to the opportunity or experience. Understanding how a place affects visitor happiness is crucial for developing a favourable brand image, which will boost a location's appeal and, consequently, its capacity to draw tourists and promote economic growth (Hankinson, 2004; Hwang and Lee, 2019). According to Oban, the destination image is comprised of the results of the emotions and cognitive evaluations of the destination itself (2012). The six components of cognitive imagery include basic amenities, diversity and economic variables, touristy substructures and access, touristy traditions, natural environment, and cultural attractions.

Before a service is provided to clients, facilities are needed to ensure their contentment (Tjiptono, 2012). A destination's wide variety of elements that support and enable the expansion of the tourist sector are collectively referred to as "tourism infrastructure" (Swarbrooke and Horner, 2001). In this approach, a variety of infrastructural elements and leisure facilities may be seen as parts of the infrastructure supporting tourism.

2.5 RESEARCH FRAMEWORK

The framework for this research is seen in Figure 2.1. The three factors that make up the independent variable that will be proposed are attraction factor, accessibility factor and destination image factor is a factor influencing tourist satisfaction while traveling among students at Universiti Malaysia Kelantan.

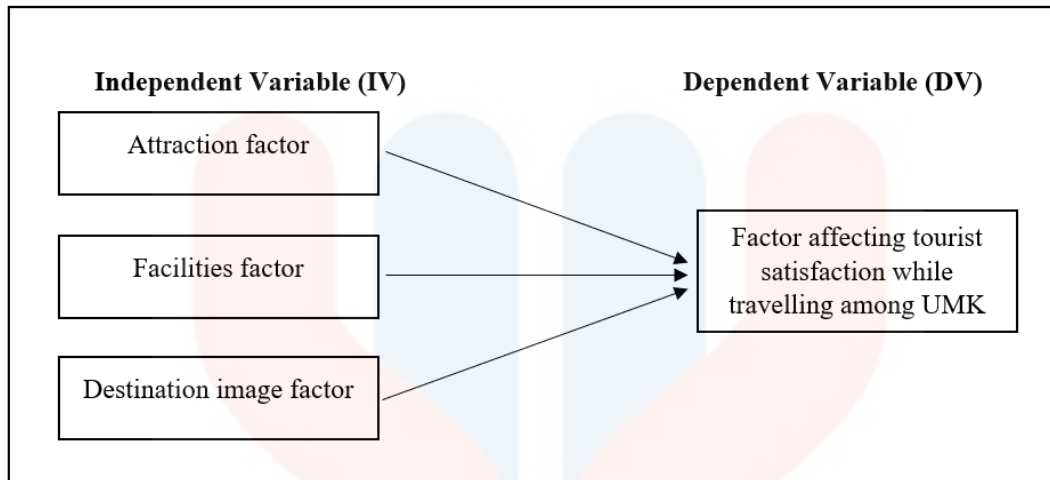


Figure 2.1: Conceptual framework

2.6 HYPOTHESIS

A specific prediction made as a hypothesis. It provides a concrete explanation of what we expect the study to reveal, as opposed to a purely theoretical one. Not every study has a hypothesis. There may be times when an investigational study is planned (see inductive research). There isn't a formal hypothesis, and it's possible that the study's aim is to thoroughly explore a particular subject in order to come up with a specific hypothesis or prediction that can be confirmed in subsequent investigations. One investigation may contain one or more hypotheses. The hypothesis of this research:

H1 : There is a relationship between attraction and the tourist satisfaction among student at University Malaysia Kelantan

H2 : There is a relationship between facilities and the tourist satisfaction among student at University Malaysia Kelantan

H3 : There is a relationship between destination image and the tourist satisfaction among student at University Malaysia Kelantan

2.7 SUMMARY

In conclusion, this chapter looked at the factors that influenced the components that were researched. The proposed conceptual framework will indeed be built to review the literature. The researchers intend to investigate the relationships between all of the independent and dependent variables.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

Methodology gives the meaning of science or the study of methods, especially in the scientific field. There is a definition that it is as knowledge of research in administering something to achieve a planned goal. The method of analysis in this chapter is described. The main components involved in the analytical methodology are the research process, data collection methods, sampling strategies, and the work presented. Therefore, methodology is the knowledge of how to study and research a study. It is a systematic and objective effort with the intention of obtaining or collecting accurate and effective data, from the above descriptions, it can be concluded that what carries the meaning of research. Methodology is the procedure of studying and researching a study systematically and objectively.

3.2 RESEARCH DESIGN

Design in research is a project design that offers a specification of the process that has been followed from research to test hypotheses formulated to obtain the objectives of the study (McDaniel and Gates, 1999).

This quantitative research can be measured through the investigation of the overall picture of numerical information and using strategies. For example, doing survey questions to ensure satisfaction in tourism to collect data. Exams also require examples and sizes to have progressive power facts for discoveries in speculation (Kumar, talib & Ramayah, 2013).

This study uses several research models to propose a conceptual model that can fully explain the perception of quality destinations in tourism satisfaction. In addition, the important thing to consider is that between gender and the frequency of visits will have an impact on the relationship and these factors.

3.3 TARGET POPULATION

A population is a collection of people, things, or events that share the same characteristics as the thing being examined. Each person or thing in a population may differ in a variety of ways, but it must share at least one trait, according to Rohana Yusof (2004:105). One of the study's target populations is travellers to Malaysia. In addition to the 205.4 million domestic visitors, Malaysia welcomed 25.9 million international visitors in 2017. (Tourism Malaysia, 2018; Department of Statistics Malaysia, 2018). The states of Malaysia are the focus of this study because they have the potential to draw visitors for a variety of reasons. The study's intended audience consists of local tourists in Malaysia. One of the key factors contributing to this situation is the vague definitions and notions of adventure tourism, ecotourism, outdoor leisure, and nature tourism (Weaver 1998, Fennell 1999, Manning 1999, Buckley 2000, Newsome et al. 2002). The research methodology utilised in this study was non-probability sampling, which is the selecting of individuals from the population to represent the population. The research's broad target demographic consists of 6,763 students at UMK Campus Kota.

The term "population" refers to both the whole human population and any significant issue that the ruling class must handle (Sekaran and Bougie 2009). The population is the total number of survey participants that will be used to gather data. All individuals are referred to as the "population," and the "sample" is a subset of that population.

| Category | Population in UMK |
|----------|-------------------|
| Student | 6,500 |

| | |
|-------|-------|
| Total | 6,500 |
|-------|-------|

Table 3.1: Total population at UMK Campus Kota, “2022”

3.4 SAMPLE SIZE

The sample size used to show the responder in Malaysia is 205.4 million domestic visitors, according to Krejcie & Morgan (1970). So, the target demographic would receive a total of 361 forms.

By Krejcie and Morgan in 1970:

S = sample size

X^2 = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.611)

N = the population size of domestic tourists in a year

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

d= degree of accuracy expressed as a proportion (0.5)

$$S = \frac{x^2 NP(1 - P)}{d^2(N - 1) + (X^2 P(1 - P))}$$

$$S = \frac{3.611(6500)(0.5)(1 - 0.5)}{(0.05)^2(6500 - 1) + 3.611(0.5)(1 - 0.5)}$$

$$S = \frac{5867875}{17150.25}$$

$$S = 342$$

3.5 SAMPLING METHOD

The procedure of taking a sample from the population is referred to as this sampling method (Alvi, 2016). This sample is used to draw generalizations from pre-existing ideas or draw conclusions about the population (Hamed, 2016). The population's information is gathered to take part in research projects using this random sampling technique (Sekaran, 2009). Therefore, a large sample size that includes every person is obtained by random sampling. In this investigation, sampling was done using a random sample technique.

Alvi (2016) claims that when a population contains a natural group, group sampling will be applied. The total population will then be separated into groups, from which a random sample will be taken. This study examines the degree to which emotional engagement mediates the association between visitor pleasure and destination qualities by simulating the relationship between visitor satisfaction and destination attributes. Studies have examined the antecedents of the consequences of tourists' satisfaction with their chosen destination. In addition, existing industrial tourist literature focuses on the socio-demographic characteristics of industrial tourism and the industry can be developed successfully in the western context.

3.6 DATA COLLECTION

The information collected by the researchers was processed and used in the study. There are various sources that have been used to gather all the data. The process of obtaining, modelling, and analysing data to provide insights that may be used to decision-making is known as data analysis. In order to gain insights, provide recommendations, and aid in decision-making, researchers also employ this method (Hamerman et al., 2018). SPSS or also known as The Statistical Package for Social Science will be used to analyse the data that researchers collect in this study. Therefore, researchers from a variety of fields utilise the IBM SPSS Version 24 software for quantitative analysis of complex data. These statistical tools can be used in processing statistical data and it also can be used to provide the answer for the purpose of this study.

The research study will collect data using primary data, which is information gathered directly from sources by researchers via an online survey. In this study, primary data was collected

using questionnaires, which were distributed to respondents. The questionnaire will be distributed via an online survey, also known as an online questionnaire.

An online form is a series of questions designed specifically to collect information from employees in the hotel industry of audiences or groups of people who are conducted online. The interviewees can easily complete the form by accessing it via a web connection. This type of form can be used to solicit feedback on a few products or services or to collect data for analysis via an internet survey platform (Bhat & Villegas, 2020).

The purpose of this analysis was stated in the covering letter included with the form that was distributed to the respondents. As a result, respondents can understand the motivation and purpose of this study, allowing them to generate more accurate data. The questionnaire was distributed to 100-350 respondents of job satisfaction factors in the hotel industry.

3.7 RESEARCH INSTRUMENT

A survey is a technique for obtaining uniform data from participants using a questionnaire. Personal interviews, mail surveys, telephone surveys, and online surveys are the four types of surveys that can be used in this study's research methodology. Study instruments are the equipment used to collect data from research subjects for analysis by researchers. Using surveys and interviews as examples. In order to learn more about the specifics of the variables influencing UMK students' levels of tourist satisfaction when travelling, questionnaire data were used in this study.

These responders must reply to this three-part questionnaire (A, B, and C). While the B part looks at respondents' intentions to use technology, the A portion looks at respondents' information quality, system quality, and suggestions. The selection of responses to the questions in sections A and B is based on a likert scale. A Likert scale with 1 strongly disagree, 2 disagree, 3 neutral, 4 agree, and 5 strongly agree was used to evaluate five propositions. The sociodemographic features of the respondents, such as age and gender, are examined in the C section.

A likert scale and multiple choice questions will also be included in the survey for the participant. In contrast to multiple choice questions, which require the responder to select an answer from a list of possibilities, likert measures information on a scale of one to 10 for strong

disagreement and strongly agreement, respectively. There were five sections to the questionnaire, each with a likert scale from 1 to 5.

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

Table 3.2: Measurement of Likert Scale

3.7.1 Tourist Satisfaction

| NO. | STATEMENT |
|-----|--|
| 1 | I think there are alot tourism places around Malaysia. |
| 2 | I think the price of traveling is cheap for me. |
| 3 | I prefer to use my time in good way like traveling. |
| 4 | I travel because want to release stress and tension. |
| 5 | Information from mouth-to- words influences travel for me. |

Table 3.3: Item to measure tourist satisfaction

3.7.2 Attraction

| NO. | STATEMENT |
|-----|--|
| 1 | Promoting attraction via social media such as Instagram, Twitter and WhatsApp. |
| 2 | Cultural differences make me want to know them and visit them. |
| 3 | I choose the destination because of the high quality of the universe, which seems to be a big attraction for visitors when choosing a vacation spot. |

| | |
|---|--|
| 4 | I travel because i am attracted to historical places. |
| 5 | I think food is one of the factors I prefer to travel. |

Table 3.4: Item to measure tourist satisfaction in attraction

3.7.3 Facilities

| NO. | STATEMENT |
|-----|--|
| 1 | There are many good facilities for traveling. |
| 2 | I did a survey for convenience in social media before traveling. |
| 3 | Facilities are important for comfort when on vacation. |
| 4 | I think a comfortable facility is one factor while traveling. |
| 5 | Various facilities make me attractive to travel. |

Table 3.5: Item to measure tourist satisfaction in facilities

3.7.4 Destination Image

| NO. | STATEMENT |
|-----|---|
| 1 | What are you overall impressions of destination |
| 2 | How likely are you to recommend destination as a travel destination to a friend or family member. |
| 3 | What are the main reasons that make you choose destinations as a travel destination. |
| 4 | What are your perceptions of the natural and cultural heritage of destination. |
| 5 | What are your perceptions of the accessibility and mobility options in destination. |

Table 3.6: Item to measure tourist satisfaction in destination image

3.8 DATA ANALYSIS

This study simulated the factor affecting tourist satisfaction while travelling among UMK students. The findings revealed that attraction factor, accessibility and destination image factor influenced tourist satisfaction directly and indirectly.

3.8.1 Descriptive Statistic

Brief descriptive statistics are compiled into a data set that represents the complete population or a sample in descriptive statistics. The primary objective is to present an overview of the samples and measurements made throughout a research. Descriptive statistics play a vital role in every quantitative data analysis when paired with various visual analyses. In contrast to inferential statistics, descriptive statistics concentrate on describing the data that is shown. On the other hand, inferential statistics deals with extracting a conclusion from previously collected data. The main purpose of descriptive statistics is to explain the behaviour of a sample data set. It is employed to demonstrate a quantitative examination of a set of data. Descriptive statistics are used to distil this vast quantity of data to its most basic form because there are many variables to be assessed in a study. Both central tendency and variability measures can be used to evaluate descriptive statistics. In these two measures, tables, graphs, or broad talks are utilised to aid in understanding the precise significance of the investigated data. Now, there are several methods to characterise the data.

3.8.2 Reliability Test

According to Wikipedia, the term "customer satisfaction" is frequently used in marketing. It assesses whether a company's products and services meet or surpass the expectations of its clients. The number of consumers, or proportion of all customers, whose reported experience surpasses the given satisfaction targets (ratings) is referred to as the customer reported experience with a firm, its goods, or its services. Customers play a big part in maintaining the value of a product or service, thus it is in the business' best interest to guarantee customer happiness and promote client loyalty. The factors impacting young traveler satisfaction among UMK students are being studied more and more by researchers.

Analysing functional magnetic resonance imaging (fMRI) data presents a number of challenges, one of which is quantifying the statistical reliability of an estimated activation map. While comparing identified active zones visually between replications of an experiment might occasionally be instructive, it is typically challenging to come to solid conclusions from visual inspection since noise and complicated patterns in the estimated map make it simple to be misled. This study develops many statistical models of increasing complexity to define and measure "test-retest" dependability. The technique generates global reliability metrics that consistently apply to a predetermined collection of brain voxels. These models allow for the comparison of statistical approaches, the establishment of thresholds for the detection of activation, and the optimization of the number of photos using the estimations of these reliability measures and their related errors.

3.8.3 Pearson Correlation

In this non-experimental portion of the study, the dependent variable and the independent variable are both assessed, and correlation analysis is also utilised to examine the statistical relationship between the two variables. For evaluating the strength of the linear relationship between the independent variable (IV) and the dependent variable (DV), the Pearson Correlation Analysis is a crucial tool. The strength of the association between the dependent variable and the independent variable must be ascertained by the researcher. For two reasons, statistical correlations between variables are frequently of interest to researchers; yet, correlation studies are frequently preferred over trials. They also don't take into account statistical relevance as a factor since, according to another argument, researchers prefer regression tests over experiments because they don't involve manipulating the variables, which would be immoral and difficult to accomplish while performing research.

3.7 SUMMARY

The current chapter presents the research methodology used in the study. At the same time, it makes the researcher clear about some aspects related to the study conducted from the beginning to the end, such as data collection methods and sampling strategies. A self-administered survey questionnaire was selected, helping the researcher also understand as an appropriate approach for quantitative research in compiling all the details and samples of the study.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 INTRODUCTION

The reliability analysis, demographic information about the respondents, descriptive analysis, and Pearson's coefficient analysis were all covered in this chapter. 155 respondents provided the research's data, which were then collected. Following the data collection from respondents, IBM SPSS Statistics version 25 was utilized to analyses the data in this study.

4.2 RELIABILITY ANALYSIS

The dependability of the surveys was evaluated using reliability analysis. To validate the accuracy and internal consistency of the data, Cronbach's Alpha analysis was used. According to Hair et al. (2007), the table below displays the Rules of Thumb for Cronbach's Alpha coefficient size.

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Table 4.1: Rules of Thumb of Cronbach's Alpha coefficient size

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

Source: Hair et al. (2007)

Table 4.2: Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variable

| Variable | Cronbach's Alpha | No of Item | N |
|----------------------|------------------|------------|-----|
| Tourist Satisfaction | 0.828 | 5 | 155 |
| Attraction | 0.908 | 5 | 155 |
| Facilities | 0.906 | 5 | 155 |
| Destination Image | 0.893 | 5 | 155 |
| All Variable | 0.937 | | 155 |

4.3 DEMOGRAPHICS CHARACTERISTICS OF RESPONDENT

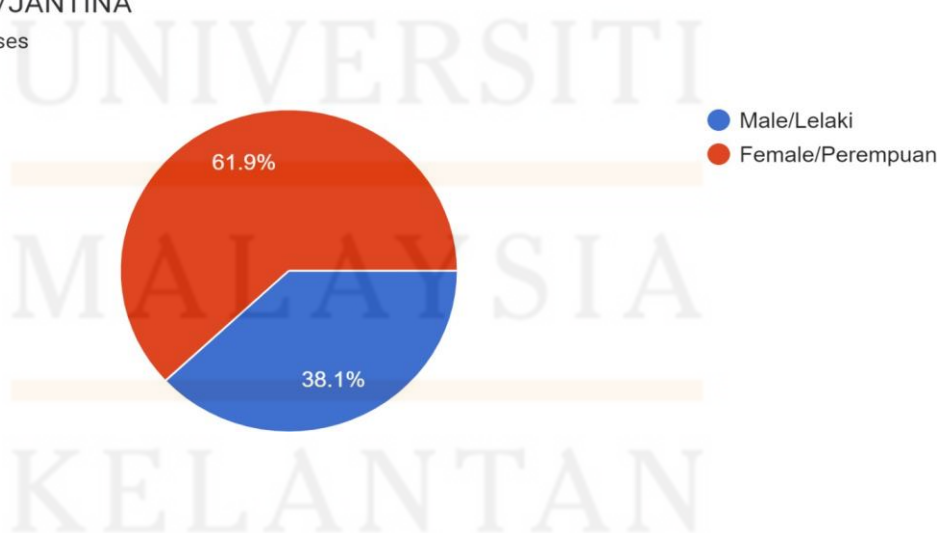
The frequency analysis was part of the study's fundamental analysis. Data from Section A of the survey covered inquiries on the respondents' gender, race, age, marital status, and level of education, among other demographic factors. The demographic characteristics of the respondents were displayed as a table and pie chart.

4.3.1 Gender

GENDER/JANTINA

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------|------------|--------------|---------------|--------------------|
| Valid | Female/Perempuan | 96 | 61.9 | 61.9 | 61.9 |
| | Male/Lelaki | 59 | 38.1 | 38.1 | 100.0 |
| | Total | 155 | 100.0 | 100.0 | |

GENDER/JANTINA
155 responses



The respondents' gender was shown in the table and figure. Male respondents made up 59 of the total respondents, while female respondents made up 96. A total of 155 respondents, or 38.1% of them men, and a further 61.9% of respondents, all women, took part in this survey.

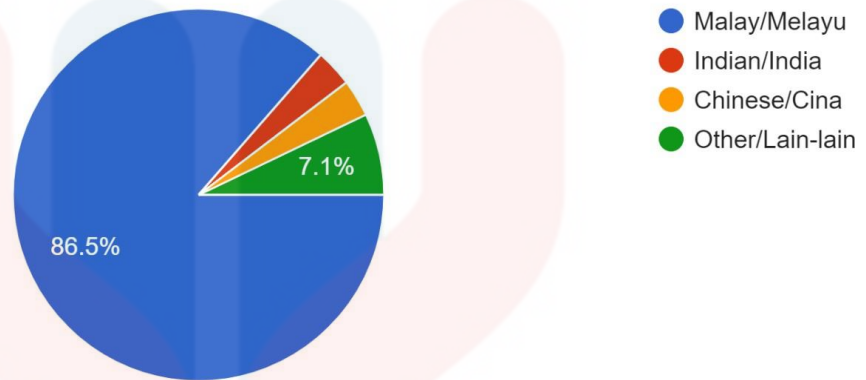
4.3.2 Race

| | | RACE/BANGSA | | | |
|--------------|------------------------|--------------------|----------------|----------------------|---------------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Chinese/Cina | 5 | 3.2 | 3.2 | 3.2 |
| | Indian/India | 5 | 3.2 | 3.2 | 6.5 |
| | Malay/Melay | 134 | 86.5 | 86.5 | 92.9 |
| | Other/Lain-lain | 11 | 7.1 | 7.1 | 100.0 |
| | Total | 155 | 100.0 | 100.0 | |



RACE/BANGSA

155 responses



The total responses were shown by race in the table and figure. There were 155 respondents overall, of whom 134 were Malay, five were Chinese, five were Indian, and the other 11 were other replies. Figure 4.3 revealed that Malay respondents made up the majority of respondents (86.5%), followed by Chinese respondents (3.2%), Indian respondents (3.2%), and respondents of other religions (7.16%).

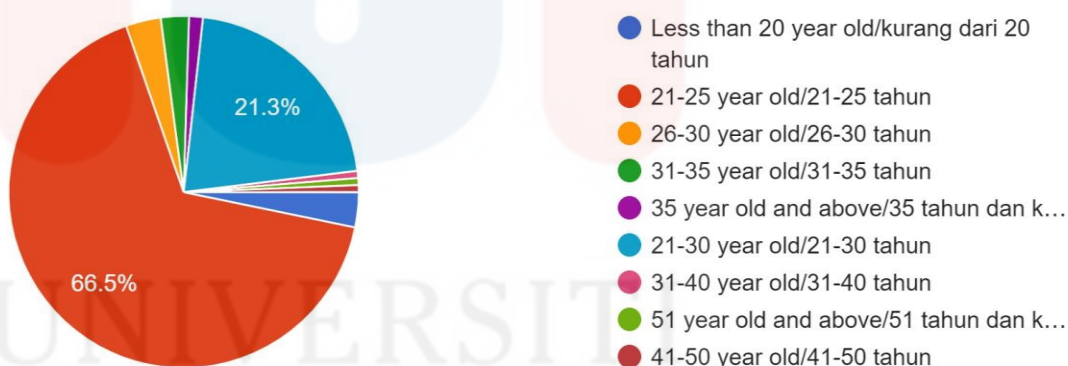
4.3.1 Age

AGE/UMUR

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------------------|-----------|---------|---------------|--------------------|
| Valid | 21-25 year old/21-25 tahun | 103 | 66.5 | 66.5 | 66.5 |
| | 21-30 year old | 35 | 22.6 | 22.6 | 89.0 |
| | 26-30 year old | 5 | 3.2 | 3.2 | 92.3 |

| | | | | |
|------------------------------|------------|--------------|--------------|--------------|
| 31-35 year old | 4 | 2.6 | 2.6 | 94.8 |
| 31-40 year old | 1 | .6 | .6 | 95.5 |
| 35 year old and above | 2 | 1.3 | 1.3 | 96.8 |
| Less than 20 year old | 5 | 3.2 | 3.2 | 100.0 |
| Total | 155 | 100.0 | 100.0 | |

AGE/UMUR
155 responses



The total responses were shown by age in the table and figure. There were 155 respondents, including 5 under the age of 20, 103 between the ages of 21 and 25, 5 between the ages of 26 and 30, 4 between the ages of 31 and 35, 2 over the age of 35, 33 between the ages of 21 and 30, 1 between the ages of 31 and 40, 1 over the age of 51, and 1 between the ages of 41 and 50.

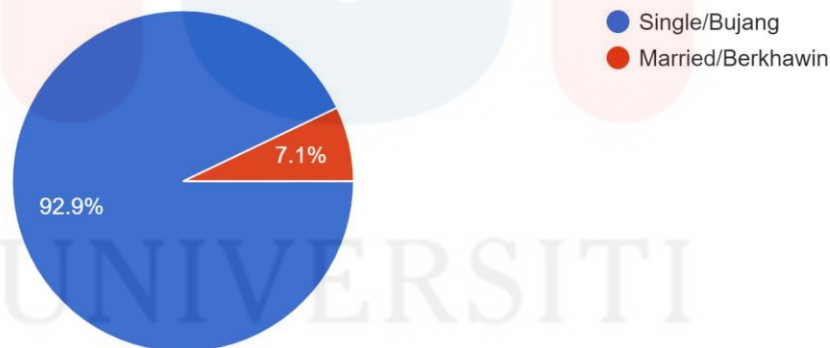
4.3.2 Marital status

MARITAL STATUS/STATUS PERKHAWINAN

| | | Freque ncy | Percent | Valid Percent | Cumulative Percent |
|--------------|-------------------------------|---------------|--------------|------------------|-----------------------|
| Valid | Married/Berkhaw in | 11 | 7.1 | 7.1 | 7.1 |
| | Single/Bujang | 144 | 92.9 | 92.9 | 100.0 |
| | Total | 155 | 100.0 | 100.0 | |

MARITAL STATUS/STATUS PERKHAWINAN

155 responses



The total responders for status were shown in the table and figure. There were 144 respondents that identified as single overall, compared to 11 married respondents. 92.9% of the 155 respondents were single, while 7.1% were married.

4.3.3 Educational level

EDUCATIONAL LEVEL/PERINGKAT PENDIDIKAN

| | | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------------------------|--|------------|--------------|---------------|--------------------|
| Valid | Bachelor of Degree/Sarjana Muda | | 133 | 85.8 | 85.8 | 85.8 |
| | Diploma | | 15 | 9.7 | 9.7 | 95.5 |
| | Doctor of Philosophy/Doktor Falsafah | | 9 | 3.2 | 3.2 | 98.7 |
| | Total | | 155 | 100.0 | 100.0 | |

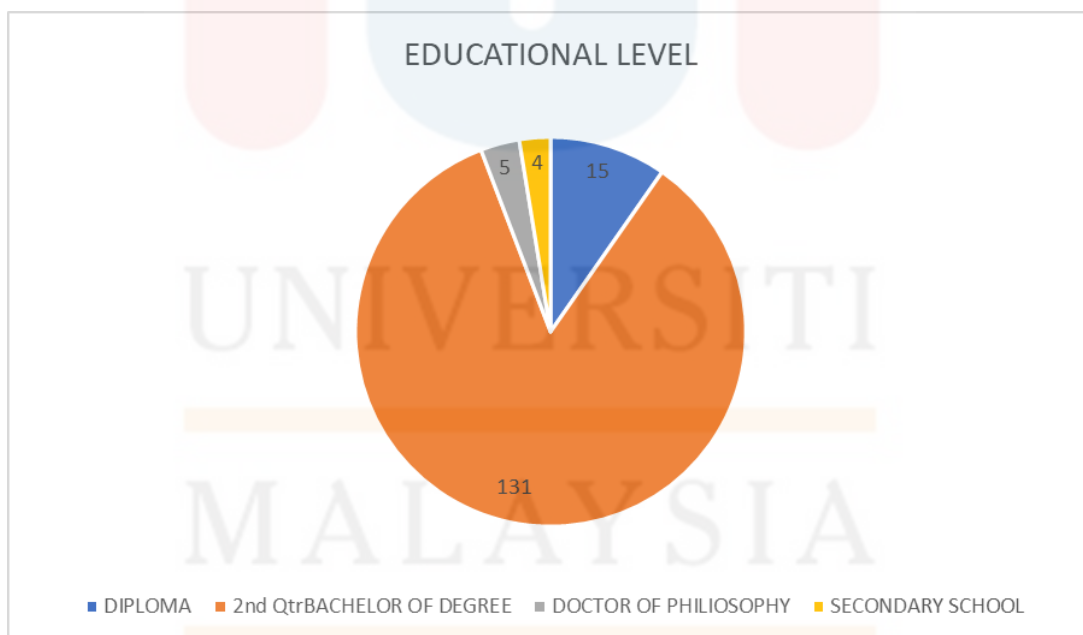


Table and Figure showed the total respondents by educational level. There were 155 respondents who consisted of diploma (15 respondents), Bachelor of Degree (131 respondents), and Doctor

of Philosophy (9 respondents) had responded to the questionnaire. Figure 4.3 showed the highest percentage of respondents was Bachelor of Degree (84.5%) and followed by Diploma which was 9.7%, and the last was Doctor of Philosophy (5.8%).



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4.4 DESCRIPTIVE ANALYSIS

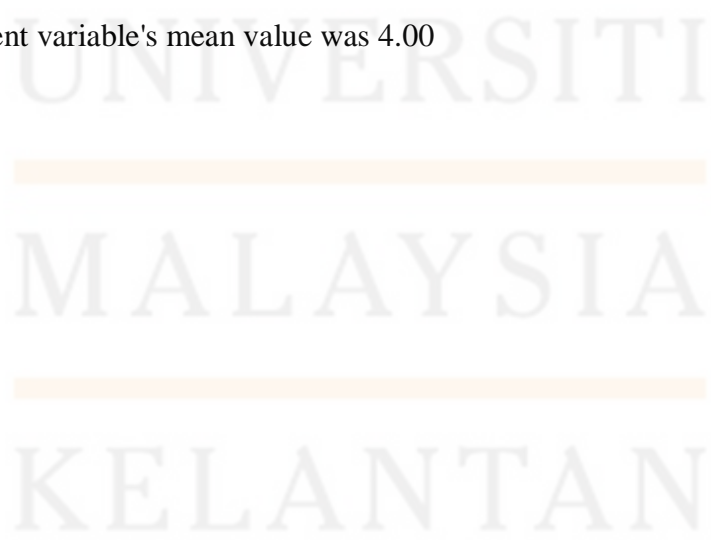
The mean and standard deviation for the questionnaire sections B, C, D, and E have been examined in this study.

4.4.1 Independent Variable and Dependent Variable

Descriptive Statistics

| | N | Mean | Std. Deviation |
|-----------------------------|----------|-------------|-----------------------|
| Tourist satisfaction | 155 | 4.0013 | .76532 |
| Attraction | 155 | 4.2619 | .79071 |
| Facilities | 155 | 4.3187 | .77918 |
| Destination image | 155 | 4.2310 | .76622 |

The number of respondents, mean, and standard deviation for independent and dependent variables were displayed in a table. Facilities had the greatest mean for the independent variables, followed by Attractions with a mean of 4.2619 and Destination Image with a mean of 4.2310. The dependent variable's mean value was 4.00



4.4.2 Tourist Satisfaction

| Descriptive Statistics | | | | | |
|---|------------|---------|---------|------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| I think there are a lot of tourism places around Malaysia | 155 | 1 | 5 | 4.45 | .968 |
| I think the price of traveling is cheap for me | 155 | 1 | 5 | 3.37 | 1.038 |
| I prefer to use my time in good way like traveling | 155 | 1 | 5 | 4.05 | .963 |
| I travel because want to release stress | 155 | 1 | 5 | 4.20 | .929 |
| Information from mouth-to-words influences travel for me | 155 | 1 | 5 | 3.94 | 1.064 |
| Valid N (listwise) | 155 | | | | |

The respondents' means and standard deviations for the dependent variable, visitor satisfaction, were displayed in the table. The answers to item 1, which had a mean score of 4.45, agreed that there are many tourist destinations in Malaysia. The respondent somewhat agreed that they believe the cost of travelling is low for me in the lowest mean item 2, with a mean value of 3.37. The majority of the values from the 155 respondents' data set with standard

deviations under one suggested values that were near to the mean, while values with standard deviations above one showed values that were more distributed.

4.4.2 Attraction

| | Descriptive Statistics | | | | |
|---|------------------------|---------|---------|------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| Promoting attraction via social media such as Instagram, Twitter and WhatsApp attract me to travel | 155 | 1 | 5 | 4.43 | .868 |
| Cultural differences make me want to know them and visit them | 155 | 1 | 5 | 4.27 | .892 |
| I choose the destination because of the high quality of the universe, which seems to be a big attraction for visitors when choosing a vacation spot | 155 | 1 | 5 | 4.28 | .930 |

| | | | | | |
|--|------------|----------|----------|-------------|-------------|
| I travel because i am attracted to historical places | 155 | 1 | 5 | 4.03 | .980 |
| I think food is one of the factors I prefer to travel | 155 | 1 | 5 | 4.31 | .951 |
| Valid N (listwise) | 155 | | | | |

On the independent variable, attraction, the table displayed the mean and standard deviation analysis. The respondents who agreed that I am drawn to travel by advertisements on social media platforms like Instagram, Twitter, and WhatsApp gave item 1 the highest mean score, 4.43. The responder just marginally agreed that I travel because I am drawn to historical locations, giving item 4 a mean value of 4.03, the lowest of all the items. The data set from 155 respondents showed values that were near to the mean when the standard deviation was most frequently less than 1.

4.4.3 Facilities

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---|------------|----------------|----------------|-------------|-----------------------|
| There are many good facilities for traveling | 155 | 1 | 5 | 4.04 | .973 |
| I did a survey for convenience in | 155 | 1 | 5 | 4.26 | .933 |

| | | | | | | |
|---|------------|----------|----------|-------------|-------------|--|
| social media before traveling | | | | | | |
| Facilities are important for comfort when on vacation | 155 | 1 | 5 | 4.45 | .913 | |
| I think a comfortable facility is one factor while traveling | 155 | 1 | 5 | 4.43 | .918 | |
| Various facilities make me attractive to travel | 155 | 1 | 5 | 4.42 | .829 | |
| Valid N (listwise) | 155 | | | | | |

The table displayed the mean and standard deviation analysis of the respondents for the facilities component, an independent variable. The responders to item 3, which had a mean score of 4.45, agreed that amenities are crucial for comfort while travelling. The respondent partially agreed that there are many excellent facilities for travelling, as seen by the lowest mean item 1, with a mean score of 4.04. Most of the values from the data set of 155 respondents with the standard deviation are lower than 1.

4..4.4 Destination image

| Descriptive Statistics | | | | | |
|---|------------|----------------|----------------|-------------|-----------------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| I would be proud to tell other people about Malaysia | 155 | 1 | 5 | 4.52 | .792 |
| In general, i have a great perception of the value of my holiday in Malaysia | 155 | 1 | 5 | 4.34 | .877 |
| Malaysia has clean and organized beaches | 155 | 1 | 5 | 3.94 | 1.017 |
| Malaysia has fresh and oxygen-rich air | 155 | 1 | 5 | 4.08 | .993 |
| Good variety of plant and animals | 155 | 1 | 5 | 4.28 | .881 |
| Valid N (listwise) | 155 | | | | |

Table showed the mean and standard deviation analysis of respondents on the independent variable which was the destination image. Item 1 scored the highest mean value which was 4.52, where the respondents agreed they would be proud to tell other people about Malaysia. The

lowest mean item 3, with the mean value of 3.94, where the respondent slightly agreed that Malaysia has clean and organized beaches. From the data set from 155 respondents with the standard deviation most of the values which were lower than 1, indicated the values close to mean while the standard deviation which was greater than 1, indicated the values were more dispersed.

4.4 PEARSON CORRELATION COEFFICIENT

One of the crucial investigations that determined the linear link between the two variables was Pearson's correlation study. The goal of this study was to find any relationships between the dependent variable (tourist consumer behaviour) and the independent variables (personal, social, and environmental aspects). Researchers must assess if the association's strength is acceptable if the link is substantial.

Table 4.14: Strength Interval of Correlation Coefficient

| 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 |

Hypothesis 1: Attraction

H1: There is a significant relationship between attraction and tourist satisfaction.

| | | Correlations | |
|----------------------|---------------------|--------------|----------------------|
| | | Attraction | Tourist Satisfaction |
| Attraction | Pearson Correlation | 1 | .652** |
| | Sig. (2-tailed) | | .000 |
| | N | 155 | 155 |
| Tourist Satisfaction | Pearson Correlation | .652** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 155 | 155 |

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

The table showed the 155 instances, the significant value, and the Pearson correlation coefficient. The p-value was 0.000, which was below the 0.05 level of significance. The somewhat favorable association between attractiveness and visitor pleasure was indicated by the correlation value of 0.652.

Hypothesis 2: Facilities

H2: There is a significant relationship between facilities and tourist satisfaction.

| | | Correlations | |
|----------------------|---------------------|---------------------|----------------------|
| | | Facilities | Tourist Satisfaction |
| Facilities | Pearson Correlation | 1 | .629** |
| | Sig. (2-tailed) | | .000 |
| | N | 155 | 155 |
| Tourist Satisfaction | Pearson Correlation | .629** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 155 | 155 |

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

The table showed the 155 instances, the significant value, and the Pearson correlation coefficient. The p-value was 0.000, which was below the 0.05 level of significance. The somewhat favorable link between facilities and visitor pleasure was indicated by the correlation value of 0.629.

Hypothesis 3: Destination image

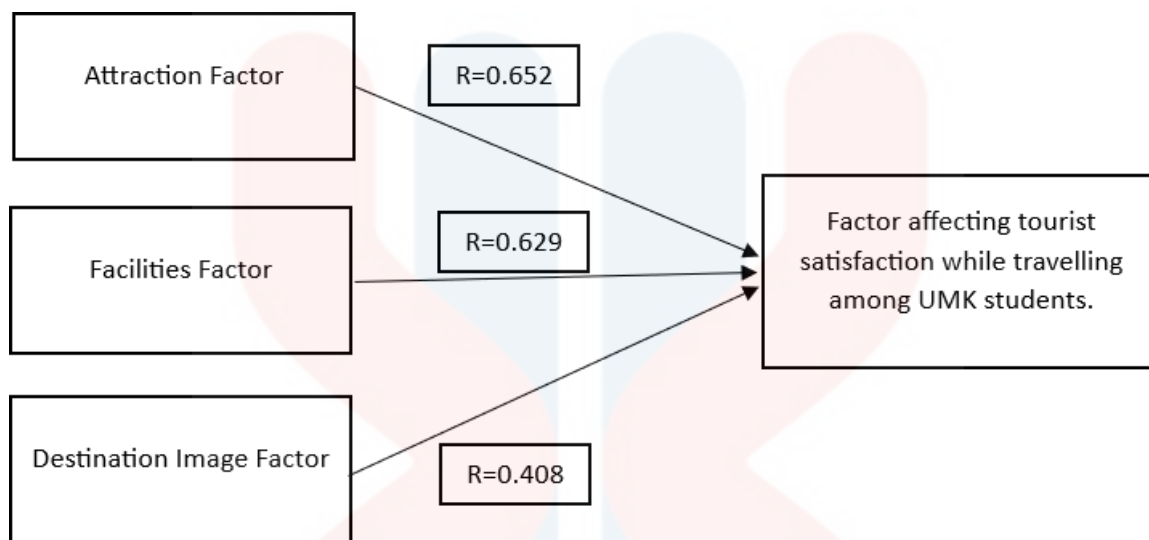
H3: There is a significant relationship between destination image and tourist satisfaction.

| | | Correlations | |
|----------------------|---------------------|---------------------|----------------------|
| | | Destination Image | Tourist Satisfaction |
| Destination Image | Pearson Correlation | 1 | .408** |
| | Sig. (2-tailed) | | .000 |
| | N | 155 | 155 |
| Tourist satisfaction | Pearson Correlation | .408** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 155 | 155 |

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

The table showed the 155 instances, the significant value, and the Pearson correlation coefficient. The p-value was 0.000, below the threshold of significance of 0.01. The 0.408 correlation value indicated a weakly positive relationship between visitor satisfaction and destination image.

4.5 FRAMEWORK ANALYSIS



4.6 SUMMARY

The three hypotheses in this study are accepted, according to all the correlations between the variables. With the dependent value of 0.652 for attractions, 0.629 for facilities, and 0.408 for destination image, each independent variable exhibits a unique correlation coefficient. Its findings revealed a modest positive correlation and a moderately positive correlation between all the independent and dependent variables. Additionally, it provides a response to the study topic of whether there is a connection between visitor pleasure and an attraction, a facility, or a destination's image. In conclusion, there is a strong correlation between visitor satisfaction and amenities and attractions.

5.1 INTRODUCTION

The debate and resolution are the chapter's main points. First, there will be an introduction, a summary of the research results, a discussion of the chapter's weaknesses, recommendations, and a conclusion. This chapter discusses the conclusions from Chapter 4. Additionally, this chapter offers ideas that might be used to this study in the future. The researchers will report their results in reference to this inquiry at the conclusion of this chapter.

5.2 RECAPITULATION OF STUDY

The purpose of the study was to gauge visitor satisfaction. The focus of this study is on how attractions, amenities, and destination perception affect visitor pleasure. A series of questions were utilized to collect primary data and solicit comments from respondents. Based on the created table, 155 respondents were chosen as the sample. This study examined the relationship between visitor satisfaction with attractions, amenities, and destination image.

The dependent variables in this study were crucial for analyzing Malaysian tourist satisfaction. The attraction, amenities, and destination image for visitor satisfaction in Malaysia are a group of independent factors. An individual's decision-making abilities are characterized by their particular habits and areas of interest. Outdoor attractions include magnificent mountain ranges and valleys, landscapes and natural marvels, gardens and springs, scenic roads, parks, lakes, rivers, animals, caves, and subterranean formations are included in this list of attractions. Other forms of attractions include nightlife and entertainment, historical attractions like old, heritage, and historical structures, and entertainment and events like plays, concerts, festivals, musical performances in the West, and nightlife. However, according to Susskind et al. (2000), tourism infrastructure is crucial to ensuring that visitors are satisfied with their trip. In today's fiercely competitive global market, where locations compete fiercely for travelers' dollars, a destination's image has become crucial to standing out (Qu, Kim, & Im, 2011).

This study's sampling frame included Malaysian tourists who reported being satisfied. After the information was gathered from respondents, 25 of the 155 questionnaires that were given out resulted in answers were used to analyze the data. Reliability analysis, descriptive analysis, and Pearson's correlation coefficient were all used to analyses the data. To examine the measuring instrument's internal consistency, the reliability test was run on independent variables.

All variable scales had Cronbach's Alpha values between 0.937 and 0.937. According to Sekaran (2006), they were all over the minimum permissible value of 0.8. With a Cronbach's Alpha of 0.908, attraction is seen as being quite dependable. It demonstrates how important this attraction was to visitors' pleasure. Facilities and destination images were considered reliable with Cronbach's Alpha 0.906 and 0.893 concluded that variables were reliable and all variables were kept further for analysis.

In this study, two associations between the two variables were described in terms of their direction and strength using Pearson's correlation. These findings demonstrated a somewhat favorable connection between facilities and visitor satisfaction for facilities ($r=0.629$, $n=155$, $p0.00$) and a positive correlation between attraction and visitor satisfaction for attractions ($r=0.652$, $n=155$, $p0.00$). Furthermore, there was also evidence of a weak positive association between visitor happiness and destination image ($r=0.408$, $n=155$, $p0.00$).

5.2.1 RESEARCH QUESTION 1 : What is the relationship between attraction and tourist satisfaction while travelling among UMK students ?

In this study, attractions with entertainment and events were highlighted, including plays, concerts, festivals, Western musical productions, and nightlife and entertainment. Historical attractions, such as old, heritage, and historical structures, were also highlighted (Rajesh, 2014). Natural attractions, cultural attractions, and leisure pursuits are also included in the category of tourist attractions. Attractions are the determinant of the destination image that impacts traveller pleasure, according to Lascu et al. (2018). Based on the investigation, it was shown that there is a stronger correlation between visitor satisfaction and attraction ($r=0.652$, $n=155$, $p0.00$). The results showed a strong and positive correlation between tourist satisfaction and attraction. This result appears to be consistent with a recent study that found that just the cognitive aspect of attraction.

5.2.2 RESEARCH QUESTION 2 : What is the relationship between facilities and tourist satisfaction while traveling among UMK students ?

The findings of this study showed a moderately strong link ($r=0.629$, $n=155$, $p<0.00$) between amenities and visitor pleasure. The results suggest that there was a strong and positive correlation between visitor pleasure and amenities. The presence at the moment of the relative's buying choice along the travel defines the facility. Facilities Susskind et al. (2000) assert that a strong tourism infrastructure is necessary to ensure that tourists enjoy their trip. In today's fiercely competitive global market, where locations compete for travelers' cash, a destination's image has become crucial to distinguishing out (Qu, Kim, & Im, 2011). Visitors who stay at privately owned homestay facilities represent a significant growth market, have helped to advance local culture, and can support the seasonal and geographical diversification of tourism (Richards, 2011).

5.2.3 RESEARCH QUESTION 3: What is the relationship between destination image and factor affecting tourist satisfaction while traveling among UMK students ?

The findings of this study show that among UMK students, the strength of the destination image in terms of visitor satisfaction while travelling is low ($r=0.408$, $n=155$, $p<0.00$). The results suggest that tourist satisfaction and destination image have a favourable and substantial link. shadow, reflection, and image. pictures that have been recorded on film or photo paper but have not been developed and are therefore invisible. According to Gallarza, Gil-Saura, and Garca (2002), the Travel Destination Image (TDI) has gained widespread acceptance as a significant factor that will affect individual choices on the best tourist destination relative to other tourist destinations.

5.3 FINDING AND DISCUSSION

The facilities variable had the highest mean value in the descriptive analysis for the independent variables, at 4.3187, followed by the attractiveness variable at 4.2619. Destination image had the lowest mean value of the independent factors at 4.2310. The dependent variable's mean value was 4.0013. It was possible to draw the conclusion that amenities had an impact on travellers' satisfaction among UMK students.

The researchers used the Correlation Analysis to gauge the linear relationship between the two variables designated as the study's goals. According to Table 5.1's summary of the correlation analysis, the association between attractions and facilities was somewhat favorable. While travelling among UMK students, tourists' satisfaction with the destination was low.

| Hypothesis | Significant value | conclusion | Correlation value | Conclusion |
|------------|-------------------|------------|-------------------|-------------------|
| 1 | 0.000 | Accepted | 0.652 | Moderate Positive |
| 2 | 0.000 | Accepted | 0.629 | Moderate Positive |
| 3 | 0.000 | Accepted | 0.408 | Low Positive |



5.4 LIMITATION

Like every study, this one has its unique constraints that made it difficult for the researcher to finish it. This study has a number of drawbacks, one of which is the respondent. Not all UMK students are willing to participate in this study by answering questions or receiving questionnaires from researchers. There are also responders who believe that the researchers will waste their time by responding to their questions. Some students could believe that they have no interest in participating in the study as a respondent because it is not their duty or responsibility to do so. Because they had to wait longer to get information from respondents due to some students' attitude, it will present a small challenge for researchers to finish the study as quickly as feasible. As a result, it will take the researchers around a month or longer to disseminate the questionnaire and collect comments from respondents. Since targeted respondents' behavior or reactions cannot be foreseen, the researchers need to comprehend them and know how to interact with them.

However, the process of getting a response from them went smoothly because a some of the students gave excellent dedication. The factors are the study's next drawback. This study only examines the attraction factor, facility factor, destination image factor, and one of the three independent factors. The tourist satisfaction metric is the dependent variable. Similar to the tourism industry, there are numerous elements that affect or interact with the actions of Malaysian tourists. In this study, additional factors are related as well. Due to a lack of resources and references, it is difficult for researchers to conduct studies using additional independent variables.

An additional drawback of the study pertains to the data collection methodology employed. The researcher solely relied on an online survey to gather data for this investigation. This choice was driven by the fact that the study's participants were UMK students in Kelantan, which made online data collection more convenient. However, utilizing an online survey poses challenges as the researcher cannot ascertain the accuracy or reliability of the information provided by the respondents. Additionally, online surveys can be time-consuming for participants, leading to potential delays in the data gathering process.

The final drawback of this study is that it is a quantitative study. There is no research development because this study primarily concentrates on quantitative research. Since this study

has not been followed up on, particularly in qualitative investigations, subsequent researchers have been unable to learn more about the variables that affect the tourism-related behaviour of UMK students.

5.5 RECOMMENDATION

Since the main focus of this study is on UMK students, it suggests the need for broader research involving typical tourists who visit Malaysia to determine if there are any similarities or differences in the findings. It is acknowledged that if the study were applied to international visitors, the results might vary. Hence, instead of solely concentrating on UMK students, it is important to include other tourists who can provide insights into the inquiry.

Furthermore, the current study only examines three variables that influence the travel consumer behavior of Malaysian visitors. However, there may be other significant factors that were not considered but have a substantial impact on Malaysian tourists' travel behavior. Thus, future researchers can propose additional variables, such as economic factors, to incorporate fresh findings into their research.

Moreover, the study's sample size is relatively small, consisting of only 155 participants, which may be considered limited in scope. According to Krejcie and Morgan (1970), a larger sample size would be more suitable and representative, given the millions of domestic visitors in Malaysia. Therefore, future researchers should aim for larger sample sizes to enhance the accuracy and reliability of the study.

Lastly, instead of relying solely on online scale questionnaires, it is recommended to utilize the interview method or incorporate open-ended questions. By employing the interview method, researchers can achieve a higher response rate, clarify any ambiguities, and follow up on incomplete responses. This approach can minimize misunderstandings and ultimately yield more effective research outcomes.

5.6 CONCLUSION

In conclusion, this research has been carried out to explore factors influencing tourist satisfaction while traveling among students at Universiti Malaysia Kelantan. The tourist satisfaction (dependent variable) among students at Universiti Malaysia Kelantan is influenced by the important factors (independent variables), which are attractions, facilities, and destination image. As described in Chapter 3, 155 students responded to the questionnaires that researchers using Google Form administered to students who had traveled. The quantitative approach is also used by the researcher to gather all facts and information. The researcher additionally employs Google Form as a channel for communication with the respondents at Universiti Malaysia Kelantan. This is because by using this Google form it is easier for respondents to answer all questionnaires and help the researcher to save time and save costs.

The outcomes of the questionnaire survey were examined using a variety of techniques, including frequency analysis, descriptive analysis, reliability analysis, and correlation analysis. Then, all of the data from the questionnaire as well as the outcomes from the previous chapter were examined using the statistical software package SPSS 25. The researchers choose this programmed because it makes it easy to obtain all the information. Finally, depending on the data analysis, a summary and recommendation. All of the H1 and H2 stated hypotheses are accepted for this study, with the exception of H3, which claims that there is a low association between that variable and independent factors.

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