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FYP FHPK

# **LOCAL COMMUNITY PERCEPTION TOWARDS MYTHS AND LEGENDS, AND SHOPPING CULTURE**

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## APPENDIX B: DECLARATION

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## LIST OF SYMBOLS AND ABBREVIATIONS

### Abbreviations

LIMA	Langkawi International Aerospace
LID	Langkawi International Dialogue
LADA	Langkawi Development Authority
UNESCO	United Nations Educational Scientific and Cultural Organization
UMK	University Malaysia Kelantan
US	United State
WTO	World Organization for Tourism
SPSS	Statistical kit for Social Science



## ABSTRACT

This research is about the myths and legends and shopping culture influences the local community's perception in Pulau Langkawi. The research objective is to identify the relationship between myths and legends toward local community's perception and to examine the relationship between shopping culture towards local community's perception. Quantitative methods such as questionnaires were used to conduct this research. A total of 250 respondents answered the questionnaire through online survey. The final results of this study show the myths and legends and shopping culture has influence the perceptions of the local community to travel. The most influential factor in shopping culture is "the service accessibility that exists within the place like basic amenities, choice, crowds, ambiance and parking considered as a good atmospheric qualities" with mean 4.54. It shows that local community strongly agree shopping in places that provide basic amenities to convenience them. Next, the most influential factor in myths and legend is "Langkawi as a tourist destination, this place is filled with interesting myths and legends which feature ogres and gigantic birds and fairy princesses, battles and romance" with mean 4.34. It shows that, local community strongly agree that heritage place influences their perception to travel while gains a knowledge about the culture or myths and legend in Langkawi.

**Keywords:** Local community perception, Heritage, Myths and Legends, Shopping, Culture

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 INTRODUCTION**

This chapter will discuss about the background of study, problem statement, research objectives, research questions, significance of study, definition of terms and closed by the summary of this chapter. A short description of the independent variables and dependent variables is included in the word definition.

#### **1.2 BACKGROUND OF STUDY**

Tourism is the term given to the activity that occurs when tourists travel. In addition, tourism industry plays an important role in a developing country because it contributes to the exchange earning. One of the major attractions offered to visitors by the tourism industry in Malaysia is heritage tourism. Malaysia has a multitude of intangible artifacts, or known as living heritage, in addition to physical and constructed heritage, such as musical arts, indigenous dances, ceremonies, customs and sacred stories.

Today, tourism has become a well-known industry on the Pulau Langkawi, which has contributed significantly to the growth of local communities, particularly in order to provide

the nation with greater economic benefits. In line with this growth, similar to Phuket, Thailand and Bali, Indonesia, Pulau Langkawi is increasingly involved in promoting itself to be eminently recognized as a world-class tourist destination. For famous sports activities such as Langkawi International Maritime and Aerospace (LIMA), Le Tour de Langkawi, Langkawi International Regatta, Langkawi Ironman Triathlon, and Langkawi International Dialogues, Pulau Langkawi is also recognised as a popular destination (LID).

Pulau Langkawi growth as a tourist destination began with the status of a Duty-Free Zone in 1987, followed by the creation of the Langkawi Development Authority (LADA) in 1990 and was one of the agendas in the Sixth Malaysia Plan (1991-1995). These acknowledgments have contributed to the Pulau Langkawi's more organised growth and have converted Langkawi into a modern tourist island destination. UNESCO's identification of Pulau Langkawi as the first Major Geopark in Malaysia in June 2007 finally drew more tourists, scholars and nature enthusiasts. One of the major attractions offered to visitors by the tourism industry in Malaysia is heritage tourism. Malaysia has a multitude of intangible artefacts, also known as living heritage, in addition to physical and constructed heritage, such as musical arts, indigenous dances, ceremonies, customs and sacred stories. Despite the contemporary tagline of Pulau Langkawi as "Naturally Langkawi" and "The Jewel Island" by national and local authorities. "This island of Kedah" is still commonly recognised as "The Island of Legends," especially among locals. Indeed, since a long time ago, this island has been covered with mythological tales and supernatural elements.

It is assumed that folktale represents the wisdom and values of its people, hence the introduction of local. In folktale tourism, wisdom is an important element as it is reflected in the folktale at site for tourism. Culture is changing quickly, though, and so are its people. As Miller (2017) states, community is complex, resilient and adaptive. Culture is resilient because it continuously responds to the shifting demands of time, is versatile because of its capacity to

meet challenges over time, and adapts as it adapts to evolving progress (Miller, 2017, p. 36 - 37). Often, it is an unwitting fact that folktales are seldom thoroughly evaluated to determine if the ideals found in them are to be used as a safe mode of edutainment for children, still important (Citraningtyas, 2017). If culture is evolving, its beliefs are also changing. Thus, to keep up with the developments, the messages found in such folktales should also be analysed.

A study which explores myths and legends from the curse of Mahsuri, Dayang Bunting and Mat Chincang and Mat Raya from the Langkawi legendary stories. Pulau Langkawi is closely related to legends and myths and it is inevitable to talk of mythological and mythical tales when depicting this island. In addition, numerous natural and cultural sites on the island, including the capital city of Kuah, mountains, beaches, hot springs, waterfalls and caves, are synonymous with enticing local myths.

With the development of the dark tourism segment in which contemporary visitors may be much more involved in myths and legends synonymous with death, curse and supernatural tales related to different natural sites such as those found on Pulau Langkawi, the study of myths and legends can be considered as timely. Pulau Langkawi can be viewed as an exotic island from a geographical point of view, situated comparatively far away from any of the manufacturing markets. The use of myths and legends will also establish a magical appearance and give something special for future visitors to visit. It is important to examine, in addition to marketing, the creation of tourism products associated with myths and legends in Langkawi, such as it is not sufficient to encourage photographs related to mythological and mythical tales to draw visitors attracted by these qualities. Tourist goods and attractions inspired by myths and legends can accompany this endeavour.

Even though there have been various studies on Pulau Langkawi as a tourism destination, studies on tourists' perception about folktale tourism in Langkawi are still lacking.

This research was therefore undertaken to examine the impressions of tourists on Pulau Langkawi in order to promote it as a destination for world tourism. First of all, it is important to consider the views of Langkawi by tourists as it plays a key role in the more efficient planning of activities by the tourism authority. With respect to personal values and demographic influences, the production of interpreted representations can differ. In order to ensure long-term viability, it is important to analyse tourist profiles, expectations, priorities and interactions, according to Munien et al. (2019), to enhance planning and management of these destinations. Therefore, it would allow Langkawi destination marketers and planners to gain insight into the growth and marketing phase of tourism by researching why individuals participate in travelling. In addition, the information can provide Pulau Langkawi officials, advertisers and service providers with a clearer understanding of the activities and acts of tourists.

### **1.3 PROBLEM STATEMENT**

Every destination places in Malaysia has its own attraction, story, uniqueness, culture and etc especially things that related to building which is full of unique and hereditary stories. In this study, focusing on a heritage related to myth and a legend in Pulau Langkawi, it has three most popular myth and legend which is Mahsuri Curse, Tasik Dayang Bunting, and Mat Chincang and Mat Raya. Next, the importance of this study is to provide exposure to tourists about the origins as well as hereditary stories on Pulau Langkawi. In addition, the importance of this study is also to cultivate a new generation that is still raw in the world of tourism not to forget these traditional stories despite the development of many other moderns visitor attractions such as theme parks, and the water parks. So, this study might help to delve into the

heritage associated with myth and legend so that this heritage is not forgotten and remains a heritage. Next, Pulau Langkawi known as very popular place with shopping culture because Pulau Langkawi is one of the duty-free areas in Malaysia. So, in this study will reveal it is true about Pulau Langkawi as one of the popular places with shopping cultural or only to a handful of groups.

#### **1.4 RESEARCH QUESTION**

1. Is there any relationship between shopping culture towards local community perception in Pulau Langkawi?
2. Is there any relationship between the myths and legends towards local community's perception in Pulau Langkawi?

#### **1.5 RESEARCH OBJECTIVES**

1. To identify the relationship between shopping culture towards local community's perception in Pulau Langkawi.
2. To study the relationship between myths and legend towards local community's perception in Pulau Langkawi.

#### **1.6 SCOPE OF STUDY**

The research field is the sample community based on local populations such as students, citizens, local residents and elderly people since the questionnaire used by the researcher is publicly intended for individuals to learn more about myths and legends and shopping tourism in the view of local communities in Langkawi. The researcher collected questionnaires and findings for the first source. This thesis depends only on quantitative studies since quantitative research focuses jointly on a statistical analysis of numerical results by using approaches such as questionnaires to use detailed survey research.

A series of questionnaires will be sent to the researchers, and their input will be evaluated in order to draw conclusions. A few local communities were interviewed by the researcher to learn more about the role of myths and legend and shopping tourism in the understanding of local communities in Langkawi. Additional polls, such as interviews to achieve reliable data collection, can, however, be undertaken. The second source is that the analysis methodology in books, journals and other internet knowledge are the use of the writer. Finally, to find the relationship between two variables that are dependent variables and independent variables, the researcher also used a cross-sectional analysis. Data is estimated to be collected over several weeks to allow researchers to answer research questions.



## 1.7 SIGNIFICANCE OF STUDY

This research is vital to provide a better understanding of shopping culture and myths and legends influences local community's perception in Pulau Langkawi, Kedah, Malaysia. The prospective of this research is to beneficial group of people such as government, the locals, tourists and other industries as well. This is especially useful for the locals in Pulau Langkawi as it provides a theoretical understanding of what are the factors that can influences and attracts many tourists. In addition, by understanding the important factors, locals and all parties can keep improving the quality and services provided in order to give more attraction as well as increase their profitability.

Besides, this research assists in providing valuable information for government to recognize the areas in Pulau Langkawi that gives big potential to growth in tourism industry. For example, hotels and tourism operators in growing and developing their business. Moreover, the information could also assist the government to improve the tourism attraction by promoting the shopping activities and folktales in order to generate more revenues as it plays an important role in the economy of Malaysia.

This illustrates that heritage is compromised by different issues of myths and legends. It is an important forum for visitors to come and travel as a historical spot, understanding the past that took place in the nineties, such as rituals, ceremonies and religious tales. In Langkawi, myths and legends have many stories which attract tourists to travel there such as Makam Mahsuri, Dayang Bunting Lake, Mount Mat Chincang and Mat Raya and many more.



The method of shopping when travelling in Langkawi is to provide visitors with the ability to get to know a historical location there, including the service offering scheme, the service usage system, and the communication network where historical sites are marketed so that there are more people coming to visit. The study issue is the views of the local people in Pulau Langkawi regarding myths and legends and shopping tourism.

Furthermore, the relation between dependent variables and independent variables will be studied. The dependent variable is the view of local neighbourhoods and the independent variable are myths and legends and tourism for shopping. If myths and traditions remain, historical sites will exist and from inside and outside the world will be a tourist destination. Since the creation of the faithful client base, one of almost all corporations' significant dreams has been. Usually, customer retention and manufacturer loyalty are included. Often engaging with clients and starting a relationship with them is necessary. Today, social media not only introduces goods, it is also a big forum for promoting historical sites and it is important to respond to local communities' views of Langkawi myths and legends and shopping tourism.

## **1.8 DEFINITION OF TERMS**

### **1.8.1 Local Community's Perception**

A local community has been defined as a group of interacting people living in a common location. The perception of the locals is important, since it could determine the extent of their support for tourism development (Asyraf Afthanorhan, 2017). In addition, previous research has found that male residents are more supportive towards tourism development. According to Martin (2017), tourism is an important economic

sector in the island, so the knowledge of the local community' perception seems to be a priority as the perception does not only influence the attitude towards tourism but also tourists.

### **1.8.2 Shopping Culture**

Shopping can be defined as the act of travelling from one community to another larger community due to the unavailability of product diversity, the prices offered are too high or their needs are not being fulfilled by their local market (Azila Azmi et. al., 2017). In other study also conclude that, shopping as a tourist activity has been acknowledged and highlighted in most tourism research (Jin, Moscardo & Murphy, 2017). Shopping that related to tourism heritage could attract many tourists as they can travel while fulfilled their needs and wants including find out more about the history that takes place.

### **1.8.3 Myths and Legends**

A myth is a traditional story that explains the beliefs of a people about the natural and human world while a legend is a traditional story about the past. According to Norhanim Abdul Razak & Johan Afendi Ibrahim (2017), exploring myths and legends in the context of Pulau Langkawi is significant as it is famously branded as "Island of Legends" and there is no other place in Malaysia with an abundant of traditional tales as Langkawi. In terms of tourism growth, there are many attractions

which have been constructed based on popular myths and legends can be found on Pulau Langkawi, including Mahsuri Curse, Mahsuri Tomb, Tasik Dayang Bunting, Mat Chincang and Mat Raya, Legends Park and Air Hangat Village.

#### **1.8.4 Mahsuri Curse**

Mahsuri is a beautiful and very charming village girl. Her parents named Pandak Maya and Mek Andak Alang came from Phuket and earned a living as farmers. Mahsuri was accused of cheating by his own sister-in-law, Wan Mahora wife to Dato Pekerma Jaya Wan Yahya. Mahsuri cursed that Langkawi will not be peaceful for seven generations. Langkawi was attacked by Siam, and all food supplies and crops have been destroyed. The tragic tale of Mahsuri is clearly inseparable from the historical and cultural identity of people of Langkawi, and continues to be appropriated for its commercial tourism potential, an intangible cultural legacy imparted to the millions of visitors to the island (Sharifah Aishah Osman, 2018).

#### **1.8.5 Tasik Dayang Bunting**

Every beautiful place seems to have a legend behind, which makes it more interesting and memorable. Literally, the name of the island means "Island of the Pregnant Maiden". It tells the story of the marriage of a princess from the sky with a prince of the earth. Children born as a result of their marriage had died just after he was born. As the princess was very sad and disappointed by the incident, she has graced her

child into the lake water. At the same time, she blessed all the children and infertile women to be conceivable after bathing themselves in the lake.

#### **1.8.6 Mat Chincang and Mat Raya**

This legends story is about the two-great mountain in Pulau Langkawi, where one named Gunung Mat Chincang and the other is Gunung Raya. According to the legend, both mountains were actually a giant and a guardian of the Pulau Langkawi. Their legends started when Mat Raya noticed that Mat Chincang's son committed an adultery with another virgin girl. This incident has arisen anger Mat Raya. The fighting was so great and all the utensil that was used for cooking were thrown all over including pot. The place where the pot crash is called now Belanga Pecah (Crashing Pot). The gravy that was in the pot gushing out and flow out and became now Sungai Kuah (Gravy River). Mat Raya took the beautiful wedding ring from his daughter hand and throw it far away and the place now called Tanjung Cincin.

## 1.9 SUMMARY

This chapter presents the summary structure of research background of the perception of local community towards shopping history and the myths and legend. At this section also, we could explain the background of the study that related to our research and outlines the problem statement which is the issues arise in our dependent and independent variable. Next, identify the research objective and question and significance of the study. The definition of terms also has been elaborate in terms of dependent variable and independent variable.



## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 INTRODUCTION

This chapter will discuss the review of literature and the definition related about this study specifically. It consists with two variables in this study which is independent variable (IV) and dependent variable (DV). It is heritage as independent variable and tourist perception when visit Pulau Langkawi as dependent variable. After all, in this chapter also consists with context tourism sector, myths and legend, study setting, conceptual framework, hypothesis and summary as closing to this chapter.

#### 2.2 CONTEXT OF TOURISM INDUSTRY

##### 2.2.1 Defining of Tourism

The existence of tourism activities is increasingly active due to several factors that support individuals to travel outside from home. Among the reasons individuals travel is because of vacation, leisure, medical, religion, study and also visiting a family. According to Camilleri (2018), tourism is an individual who voluntarily visits places

other than residence with the intention of vacation, work, study and also religious purposes. This can be divided into two types tourists; it is tourists who visit more than 24 hours are categorized as traveling but tourists who are less than 24 hours are categorized as temporary tourists. In other words, tourism involves all individual or group of people movements with a specific purpose. Tourism sector became the largest contributor to the economy and is a major factor in Malaysia being recognized by whole world.

### **2.2.2 Tourism Industry**

According to Chiu and Yeh (2017), they stated that the tourism industry, with its competitive advantage, could sustain overall economic growth. On the other hand, the growth of the tourism sector will not lead to economic growth if the industry has a competitive disadvantage. They also concluded that further visitor revenues and arrivals could not actually contribute to higher economic growth if the tourism sector is faced with a trade imbalance and a competitive disadvantage. This may be the reason why tourism revenues do not contribute to economic development in certain countries. The tourism industry can give employment opportunities either directly, indirectly and also placement due to the recruitment of workers in this field. The industry also continues to be a major source of foreign exchange, investment and employment. Then, it is proposed that the development of sustainable tourism metrics could serve as a stepping stone for local companies to bring sustainability values into motion (Agyeiwaah, 2017).

### 2.2.3 Pulau Langkawi History

Pulau Langkawi is one of the islands located in the state of Kedah, Darul Aman and become a tourist attraction from within and outside the country. Pulau Langkawi not only has many interesting beaches and islands, Langkawi also has various legendary stories that surround it. Its rich in geological, ecological, biological and cultural resources contribute to local socioeconomic and sustainable development. Despite the contemporary tagline of Pulau Langkawi by national and local authorities as “Naturally Langkawi” and “the Jewel of Kedah”, this island is still widely known as “Island of Legends” especially among locals. In fact, this island has been shrouded with mythological stories and mystical elements since a long time ago (Norhanim Abdul Razak & Johan Afendi Ibrahim, 2017).

In terms of tourism resources, Pulau Langkawi has been blessed with numerous natural and cultural resources suitable for tourism growth. It is well-known with exotic beaches, islands, mountains, hills, caves and cultural heritage attractions. Pulau Langkawi can be internationally promoted based on the values it possessed because its known as a welcoming destination to the tourists (Nurhazani Mohd Shariff & Azlan Zainol Abidin, 2020). In addition, from tourists perception, Pulau Langkawi is an authentic destination and a historical destination and Langkawi can be valued as nostalgic and invigorating destination.



### **2.3 LOCAL COMMUNITY'S PERCEPTION**

A local community has been described as an interactive group of people living in a common place. The understanding of the locals is significant as it could decide the degree of their support for the growth of survey. In addition, previous study has shown that male communities are more tolerant of the growth of survey. Next, perception of a destination's image as a preferred choice for local community is crucial. Perception may be defined as the complex process by which people select, organise, and interpret sensory stimulation into a meaningful and coherent picture of the world (Senija Causevic & Mark Neal, 2019). According to Maghsoodi (2017), the shaping of local community perceptions involves the accumulated experience, knowledge, expectations of the people, and prior and emerging discourses and narratives among fellow they concluded that examining the local community perceptions and behaviours would provide better understanding of the most influential factors in realizing people's satisfaction. They also highlighted in their study that destination image and culture heritage is also influenced the people's experiences and perceptions (Farsani, 2019).

### **2.4 SHOPPING**

The shopping method when tourists travel in Langkawi is for the support system in giving tourists the opportunity to get to know the historical places there including service delivery system, service usage system, and communication network where it is to promote historical places so many visitors come visit and travel there. There are many sellers in the historic area of Langkawi that offer items that can give the most beautiful memories to tourists who visit there because these items can be used as decorative items.

In addition, Pulau Langkawi is the largest tourist-free shopping complex in Pantai Cenang. The all-white building is located next to Underwater World Langkawi, with free parking and taxis available for tourists boarding. Tourists who come to Langkawi will automatically buy a lot of things because the price of the goods is very cheap. They will also find a variety of items there including chocolates, souvenirs, watches and more at cheaper prices than regular retail prices. There are places where the duty-free outlet zone in Langkawi is Perniagaan Haji Ismail Group Sdn. Bhd, Saga Shopping Centre, Coco Valley Langkawi, Teow Soon Huat Duty-Free Shopping and The Zone Shopping Paradise. Here tourists will be random because there are many beautiful items and the price is cheap compared to the regular market.

## **2.5 MYTHS AND LEGEND**

A myth is described as a conventional story by the Oxford English Dictionary, usually involving supernatural entities or powers that represent and offer an interpretation, aetiology which means reason or cause, or rationale for anything such as a society's early history, religious belief or practise, or a natural phenomenon. Myth is specifically isolated by some scholars from allegory and mythology, although it is sometimes used interchangeably with these words in common use.

A legend is an unverifiable or non-historical tale that is popularly regarded as real and historical and has been passed down by tradition. Legend is a folklore genre that consists of a plot that features human behaviour considered or assumed to have existed in human history by both tellers and listeners. In this genre, narratives may reveal human values and hold certain attributes that offer verisimilitude to the story. Legend does not include events that are in the realm of 'possibility' between its active and inactive members, but does include miracles. In

order to keep them fresh, vital, and realistic, legends can be transformed over time. In the domain of confusion, several stories work, never being completely accepted by the participants, but still never being resolutely doubted.

In tourism, myths and legends may play many roles. In the colonial era and the 90s era there are myths and legends in Langkawi that are left behind. In exploring myths and legends in the context of Pulau Langkawi is very important because it is known as "Legendary Island" and this island is not found anywhere else in Malaysia with many traditional stories like Langkawi (Norhanim Abdul Razak & Johan Afendi Ibrahim 2017). Increasing visitor visits and being used in marketing campaigns will result in the relation of tourist sites and attractions with the myths of locations. It is argued that urban myths and legends can be used as a branding tactic to separate attractions and places from rivals in the tourism industry. Among the qualities that may play a part in accentuating the uniqueness of historic buildings are legends. In particular, these scholars proposed that the restoration of heritage buildings should take into account oral tradition and legends.

Researchers can see that components of myths and legends can still be a tourist attraction and asset in Malaysia. This is because of its beauty in numerous areas that range from one storey to the next. It will certainly attract interest from tourists to the sites in the books to see and experience them. The Visit Malaysia Year, the latest report from the Ministry of Tourism, Arts and Culture's Astro AWANI news portal (Bernama 2019), targets as many as 30 million domestic tourists and international tourists in 2020. There are a range of techniques and strategies that have been formulated and planned to meet the goal. In fact, an initial allocation of as much as RM50 million has been planned for that purpose. The nation continues to focus on eco-tourism and cultural tourism as part of this programme, in addition to other tourism sectors. Indeed, this nation's history and values have played a major role in contributing to economic growth.

In addition, there is something very interesting to find in Langkawi about the legends and myths of the past Malaysia is home to many exotic islands that have stunning beaches. Outside of beautiful natural landscapes, mangrove forests rich in flora and fauna are ancient legends embedded in its history. To attract tourists to Langkawi is the existence of ancient myths and legends. So many stories are told about Langkawi about the existence of myths and legends including the story of Mahsuri, the burning fields in Padang Matsirat, Tasik Dayang Bunting and many more.

### **2.5.1 Mahsuri Curse**

One of the main attractions offered to tourists by the tourism industry in Malaysia is heritage tourism. The legend of Mahsuri is inseparable from the historical and cultural identity of the people in Langkawi, Kedah. The history of Mahsuri in the context of tourism development in Pulau Langkawi as the curse associated with her is the most cited tale and she was a well-known historical figure in Langkawi and Malaysia as well.

According to Norhanim & Johan (2017), Mahsuri's story occurred approximately two hundred years ago during the administration of Sultan Abdullah Mukarram Shah who governed the state of Kedah from 1762 to 1800. Mahsuri was the daughter of Muslim immigrants Siam. Mahsuri was accused cheating by his own sister-in-law. Her sister-in-law envied the beauty and honour that belongs to the Mahsuri. As a result, Mahsuri was sentenced to death. On the day of punishment, sacred dagger belongs to Mahsuri's family used to kill her and curious thing happened where the blood out of the Mahsuri's body is white and prove that the accusations thrown at her

is a slander. Mahsuri has cursed that Langkawi will not be peaceful for seven generations. After seven days of Mahsuri's death Langkawi was attacked by Siam, and all food supplies and crops have been destroyed.

These historical events include aspects of myths and legends especially connected to traditional beliefs (Mohd Yusof, 2018). He further explains that evidence from a historical perspective can be seen in Langkawi and Phuket. For example, her grave, the place she was tortured and sites of destruction from the attack by the Siamese army are evident until today. According to locals in Langkawi, the tale of Mahsuri can be linked to the first prime minister of Malaysia who stumbled into an unnamed grave while working as a district officer on the island. After he heard the sad story from local people about Mahsuri's fate, he asked the grave to be properly treated as a Muslim burial site.

### **2.5.2 Tasik Dayang Bunting**

According to Tanot Unjah and Sharina Abdul Halim (2017) Tasik Dayang Bunting or Lake of the Pregnant Maiden is based on the popular legend of the ill-fated love tale of Mambang Sari, the beautiful woman's spirit, and Mat Teja, the male djinn and some of the source said he is prince. Mambang Sari and her maid love to play at Teluk Lawak's cove. One day, as he walked by, Mat Teja caught a glimpse of Mambang Sari and was fascinated by her beauty that immediately fell passionately in love with her. One day, when Mat Teja doing his routine following Mambang Sari, he came across Tok Diang in the middle of the road, then Tok Diang asked where he wanted to go. Then Mat Teja stated that he wanted to meet a girl who had made him fall in love

and also stated he fearing that his affection would not be reciprocated. Based on article write in Malaysian Vacation Guide (2018), getting advice from a wise old man, Mat Teja finally managed to win the heart of Mambang Sari and living happily on earth. However, their happy moment did not last any longer as their baby died after a short while and Mambang Sari decided to lay her child to rest in peace in the lake.

After strictly following the instruction, Mat Teja preceded the love of his life, and when Mambang Sari saw him, she immediately fell in love, and before long they were happily married. During her birth, Mambang Sari lived at a serene lake known as Tasik Dayang Bunting. It was soon time for Mambang Sari to give birth, but the baby died seven days later. In profound mourning, she lay the body in a deep lake to recover. The baby is thought to have transformed into a mythical white crocodile. Since then, villagers also connected the lake with sorcery or healing abilities. They claimed that the water of the lake had the magical ability to cure barren women. It is said that Mambang Sari, filled with maternal love and saddened by such fortitude, blessed the waters that any woman who is unable to conceive will be awarded a child if they drink or bath with the water from the lake.

Next, the shape of the land in this region consists of rainwater and flowing water. Dissolving on the rock with limestone. The entire landscape is a typical do-line feature created by the collapsing cave cover on the top of the lake due to the dissolving limestone wall. The remains of the crater left by the collapse begin to be eroded by rainwater to create a towering hill with a rounded top called a mogote, with a slight cone, and others with a pointed point called a pinnacle. A mixture of rounded, cone-like, and sharp peaks of this white limestone with a small plant on the top, produces the iconic profile of a lying pregnant woman synonymous with the legend of a pregnant maiden when seen from afar.



### 2.5.3 Mat Chincang and Mat Raya

Apart from its neighbour, Gunung Mat Raya, Gunung Mat Chincang is potentially Langkawi's most prominent peak. It is the second highest peak in Langkawi at 850m high and has some pretty stunning views of the island. It is home to the iconic cable car that brings passengers to the apex at 709 metres above sea level. In addition to enjoying the breath-taking views of Gunung Mat Chincang forested and craggy slopes, people can see all the way to the mainland and southwest Thailand on a clear day. Added to the two and showed up. A hill called Bukit Sawar is intended to distinguish them. These two mountains, along with Bukit Sawar (Sawar Hill), a smaller peak, were, according to legend, all human beings with the respective names of Mat Raya, Mat Chincang and Mat Sawar at one time. According to residents of Langkawi Island, they became such close friends that they all shared the same 'guru' in martial arts.

Mat Chincang's daughter, as the storey goes, was engaged to the son of Mat Raya. With this, Mat Raya arranged a great feast to celebrate the dedication of his daughter's son, Mat Chincang. The young man, sadly, was spotted flirting at the party with another maiden, an indiscretion that led to a blazing war between the two childhood friends. Everyone got aggressive during the battle, and pots and pans were thrown at each other. It broke a large pot of gravy and poured the contents onto the ground.

The location where the spilled gravy is known as Kuah, Kisap (or 'to seep in') became the name of the village where the gravy swept across the land and where the pot was destroyed, as Belanga Pecah became known (broken pot). A hot water cauldron

was also poured on the field and the spot is referred to as Air Hangat Village (Hot Water Village). It is known as 'Tanjung Cincin' or Cape of the Ring when the engagement ring was thrown. This strait now divides Langkawi from Thailand's Terutau Island.

The struggle between the two families went on before Mat Sawar intervened. Who was finally willing to avoid fighting, Mat Raya and Mat Chincang also apologised for the harm that was caused, they preferred to be made into cliffs, immobile and benevolent in shame? Mat Sawar quickly followed suit. Today, if people look at the two mountains, they'll find the little Mat Sawar Hill is wedged in between, presumably to save the two from battling again. The union turned out to be a fruitful one, because the son of Mat Raya turned the leaf over and became a committed husband.

Researchers can see that elements of myths and legends in Malaysia can also be a tourist draw and commodity. This is due to its uniqueness in various locations that vary from one storey to the next. This would undoubtedly draw attention from visitors to see and explore the locations in the books. In 2020, the Visit Malaysia Year, the latest study from the Astro AWANI news portal (Bernama 2019), the Ministry of Tourism, Arts and Culture, targets the number of domestic tourists and foreign tourists to as many as 30 million. To accomplish the goal, there are a number of approaches and methods have been created and prepared. In fact, for that reason, an initial allocation of as much as RM50 million has been prepared. In addition to other tourism industries, the nation continues to concentrate on eco-tourism and cultural tourism as part of this policy. Indeed, the history and traditions of this nation have played a significant role in contributing to economic development.



## **2.6 RELATIONSHIP AND HYPOTHESIS OF LOCAL COMMUNITY'S PERCEPTION TOWARDS SHOPPING ACTIVITIES AND THE MYTHS AND LEGENDS.**

The relationship and hypothesis between dependent and independent variable need to be justify and identify clearly on what the perceptions and views of the local community about shopping and the myths and legends on the Pulau Langkawi. Do these shopping and folk tales influence them to travel or because of other factors? Here, an explanation of the relationship between the local community's perception towards shopping activities and the myths and legends in Pulau Langkawi.

Firstly, the local community's perception toward shopping activities in Pulau Langkawi. Pulau Langkawi is the most popular and famous destination which has a duty-free zone for tourists to come and shopping because shopping is a common and enjoyable activity for the tourists while travelling. The United Nation of World Tourism Organization (UNTWO) defined shopping tourism as a contemporary form of tourism fostered by individuals for whom purchasing goods outside of their usual environment is a determining factor in their decision to travel. According to Azila Azmi et. al. (2017), shopping is also one of the motivating factors for people to travel. Most of tourists travel itineraries nowadays are considered incomplete without the shopping activities (Jin, Moscardo, & Murphy, 2017). Moreover, most of them thinks that shopping can gives them satisfaction and as one of the recreational activities as tourists bought souvenirs that remind them about their visits as they will normally recall the experiences they gained during their travel (Azrul Abdullah et. al., 2020). In addition, shopping activities continue to flourish in the tourism industry and gives a significant impact to the economic, psychological and social conditions (Jin, Moscardo & Murply, 2017).

**H1: There is a relationship between local community's perception towards shopping activities in Pulau Langkawi.**

Secondly, the local community's perception toward myths and legends in Pulau Langkawi. The myths and legends are all about the cultural heritage that happened within the place. Of the many popular folktales and legends from Malaysia, the Legend of Mahsuri and the Island of Pregnant Maiden, must surely count as one of the most controversial and gruesome in the collection (Sharifah Aishah Osman, 2018). Timothy (2018) clearly stipulates heritage as an inheritance from the past that is valued and utilized today, and what we hope to pass on to future generations. The World Organization for Tourism (WTO) describes cultural tourism as a segment of the tourism industry that primarily emphasizes cultural attractions such as rituals, folklore activities, shows, plays, and others can be found in the folktale attractions. This is also possibly attributed to the fact that Pulau Langkawi has been marketed as a unique island full of legends and myths (Nurhazani Mohd Shariff & Azlan Zainol Abidin, 2020) and majority of visitors visits Pulau Langkawi to discover the island's natural resources and historical sites. That is why, heritage tourism is defined as the presence of tourists because they want to see and feel the atmosphere of the historic environment (Farsani et. al., 2019). Furthermore, there are many tourists assume that experiencing different environment cultural could enriches experiences, broadens horizons and increase insight and appreciation for different approaches to living (Pantano, 2017).

**H2: There is a relationship between local community's perception towards myths and legends in Pulau Langkawi.**

## 2.7 STUDY SETTING

Langkawi is a modern tourist destination but there is a combination of old relics and modern influences used on wood measurements and other tourist attractions. In addition, Langkawi has a location with many myths and legends because there is a history told by the ancients. Therefore, tourists can explore and learn the unique history and culture found on the island. However, Langkawi is also famous for its duty-free zone and there are beaches, very beautiful mountains such as Mat Chincang and Mat Raya which are now a tourist attraction that is Sky Bridge Langkawi which has a height of 661 meters above sea level and it can accommodate 250 people in one time. This mountain was formed because there are myths and legends about friendship and there are arguments that led to the formation of Pekan Kuah and Gunung Raya. Finally, Langkawi is a very famous place for legends such as Mahsuri curse, Tasik Dayang Bunting, Burnt Rice and the legend of Gunung Mat Chincang and Mat Raya.

## 2.8 CONCEPTUAL FRAMEWORK

A conceptual framework refers to represents the researcher's synthesis of literature on how to explain a phenomenon. It maps out the actions required in the course of the study given his previous knowledge of other researchers' point of view and his observations on the subject of research. In other words, the conceptual framework is the researchers' understanding of how the particular variables in his study connect with each other.

The conceptual framework was originally developed by Joseph Novak and was a first way to understand how several paradigms of this study were integrated to reflect influences involving the independent variable. Instead of this conceptual framework, there are others

framework that researcher can use to do a research. Its inadequacy as a descriptive model of choice under risk has inspired the development of other theories, such as protection motivation theory (Rogers, 1975), catastrophe theory (Svyantek, Deshon, Siler, 1991), information integration theory (Anderson 1981, 1982) and prospect theory (Kahneman and Tversky, 1979).

A conceptual framework can be formulated by these four steps. There are cite the conceptual framework or paradigm, identify the variables, point out the dependent and independent variables and show the direction of the study.

A conceptual framework of this study:

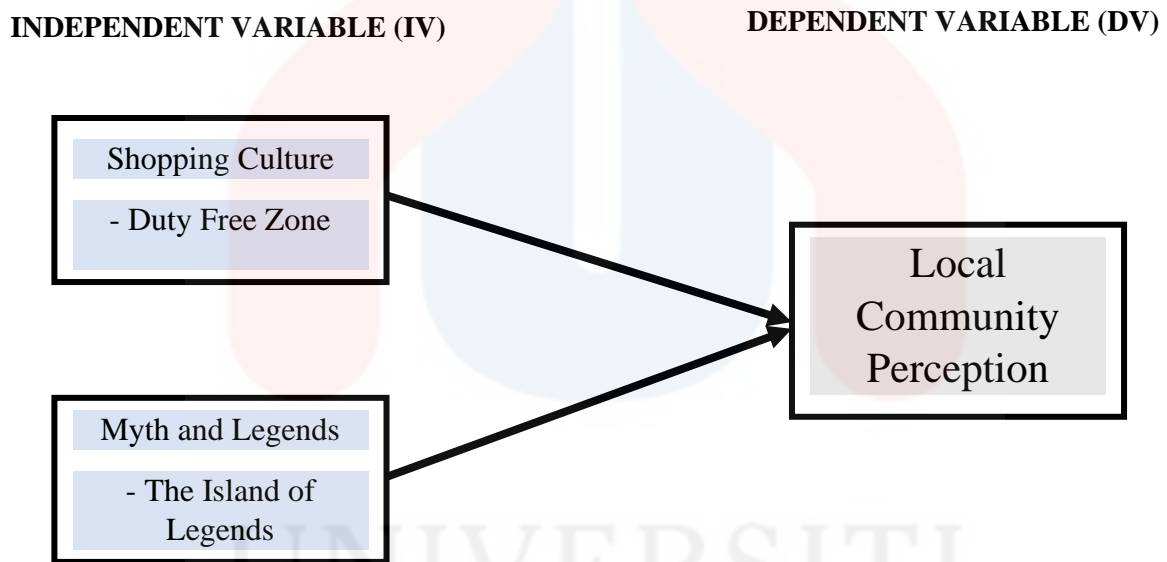


Figure 2.1: Conceptual Framework: Shopping Culture and Myths and Legends Influences Local Community's Perception

The figure 2.1 shows the Conceptual Framework about the shopping culture and myths and legends influences local community's perception. A conceptual framework is the operationalization of the theory showing the relationships of the different constructs in a research study. In the diagram above shows which the dependent variable and independent variables is.

There are two different Independent Variable (IV) in this framework which is shopping culture and myths and legends. This Independent Variable (IV) was chosen because of shopping culture is the famous activities carried out not only by tourists but also local community in Pulau Langkawi. This shopping activities usually happened in the duty-free zone in Pulau Langkawi. The second Independent Variable (IV) is myths and legends that gives different perception of local community. This is because, folktales also could increase profitability by promoting and introduce the place that related to the myths and legends. Next, the Dependent Variable (DV) in this framework is local community's perception. This Dependent Variable (DV) was chosen because to identify more specific about what local community's perception to shopping activities and folktales in Pulau Langkawi.

As basically, the Dependent Variable (DV) and two Independent Variable (IV) definitely can give different perception when travelling. Furthermore, shopping culture and folktales is one of important things related to environmental heritage which, being protected because of its social, aesthetic, economic, historical and environmental values. Environmental heritage is defined as places, buildings, works, relics, moving objects and areas of State or local heritage interest. This includes natural and built heritage, places and cultural heritage such as stories, traditions and events inherited from the past in Langkawi.

## 2.9 SUMMARY

This chapter presented a literature review, focusing to understand the definition of term and definition of Dependent Variable (DV) and Independent Variable (IV) based on previous study. In this study, researcher was exploring the most popular myths and legends on the Pulau Langkawi such as Mahsuri Curse, myth of Tasik Dayang Bunting and Mat Chincang and Mat Raya. Next, discussing about the relationship and hypothesis of shopping culture and myths and legends influences local community's perception in Pulau Langkawi. Lastly, study setting and conceptual framework also have been elaborated in this chapter.

## CHAPTER 3

### METHODOLOGY

#### 3.1 INTRODUCTION

This chapter is about research methodology. This chapter obviously defines the research methods used to complete the study. The researchers explain how the required data and information to deal with the research objectives and question was collected, presented and analyzed. In designing the research methodology, a research method refers to a big extent which includes the target of population and the difficulty of accessing it. The significance of decisions which will be derived from the study is one of the aspects which will affect the research method. The major parts of research methodology are research method, method of data collection, sampling plan, field work plan and analysis plan.

Research is an intellectual activity and as such the term must be used in an industrial sense. In short, this part clarifies the technique adopted by this research. This chapter will show the entire mechanism involved in conducting this study session. This chapter will discuss about the research design that being used to carry out this study, research design and strategy, sampling strategy, data collection method, data analysis and closed by the summary of this chapter.



### 3.2 RESEARCH DESIGN

The purpose of the study design is to confirm that the facts obtained allow the researcher to focus on the research problem efficiently. In research, data collection can be associated with research problems. Basically, it involves the kind of facts needed to investigate a theory, to interpret a phenomenon correctly to evaluate a program. Instead, researchers can begin their investigation earlier, before they critically figure out what information is needed to answer the research question. In the absence of these design problems, the conclusions drawn are at risk fragile and doubtful and, as a result, fail to address the overall research problem. (Kirshenblatt-Gimblett, 2018).

Research design is the process of supporting several research objectives in the purpose of research. That is very important in choosing the appropriate method that should be used in research. Once a person decides to continue research, a plan or blueprint to collect the data needed to achieve the purpose of the research must be made to identify the data according to Aaker et al., (2005). The function of research design is to ensure that evidence generated from such data can enable people answer research questions. Research design has 3 methods such as exploratory, descriptive and causal research. Exploratory methods are performed during a researcher who aims to explore something new or explain a problem that is not clear in a particular situation and alternative causes for a particular problem-solving option. This problem arises when there is little information about the problem situation and sometimes the information is not acceptable because it has been exaggerated by others.



In the design of this research's, we choose descriptive research methods because descriptive research can solve problems and can be improved through observation, analysis, and description and to gather information without changing the environment. Common ones in this method include questionnaires, normative surveys, telephone surveys and personal surveys. Descriptive methods are more suitable for quantitative research because quantitative research is usually done on a larger scale of interviews.

This study can be done in questionnaire questions such as google form to facilitate students who answer it. Thereafter, descriptive studies can be classified as cross-sectional or longitudinal to the data collection process. The data to be collected is a more appropriate cross-section because the data collection process is cheaper and this process can be minimized so that respondents are on certain websites to answer this question, this is easier to approach but requires data to be collected in a period of days such as days, weeks and the moon. For longitudinal studies, data can collect two or more points in time. It takes longer as well as may be more expensive due to complete data.

### 3.3 POPULATION AND SAMPLE SIZE

Population refers to the entire group of people, events or things of interest that researcher wishes to investigate. In other words, population also known as people living in a one location or place, and this remains their predominant sense and so, the population has gained a technical sense. In statistics, it refers to the current or hypothetical totality of items or entities under consideration, the statistical characteristics of which can be estimated from the analysis of a sample or samples obtained from it. Other opinion, the population is often a group of animals, plants or humans, within which reproduction takes place as a share of certain properties, causing them to be classified together in populations (Will Kenton, 2020). Each member of the population is known as element. The total number of elements in the population is known as population size and it is denoted by “N”. In our study, the population is the residents of Langkawi.

Next, a sample size refers to the number of participants or findings that are relevant to this research which is the subset of the population and typically this number is expressed by  $n$ . The size of the sample affects two statistical properties, which are the accuracy of our predictions and the second is the capacity of the analysis to draw conclusions. Next, it also makes us without any alternative but to focus on a portion of the broader population. This may mean arbitrarily picking just 1,000 people for our research. In this case, the sample size, or  $n$ , is 1,000. In our study, the sample is the person who answered our questionnaire. This means, 200 respondents in Langkawi Island are our sample.

### 3.4 SAMPLING METHOD

According to Paul Behrens (2017), sampling is a method of selecting individual representatives or subsets of the population to draw statistical inferences from them and to approximate the characteristics of the population as a whole. Various screening techniques are commonly used by market research analysts so that they do not need to research the entire population in order to gain tangible insights. It is also a time-convenient and cost-effective approach and forms the basis for every design of the study.

Sampling methods may be used for optimal derivation of analysis survey software. In this research, we will use probability sampling as sampling method. Probability sampling is also known as 'random sampling,' a sampling that allows every single item in the universe to have an equal chance of presence in the sample. According to Etikan et. al., (2017), probability sampling consists of four type is simple random sampling, cluster sampling, systematic sampling and stratified random sampling. So, in this study, we're continuing to use simple random sampling. Simple random sampling referred to the acquisition of knowledge where each member of the population is selected randomly, only by chance. Each person has the same probability that he or she will be chosen to be a part of it survey. It is a fair method of sampling and, if applied appropriately, helps to reduce any bias involved compared to any other method of sampling involved. Since it involves a large sample frame, it is usually easy to select a smaller sample size from the existing larger population.

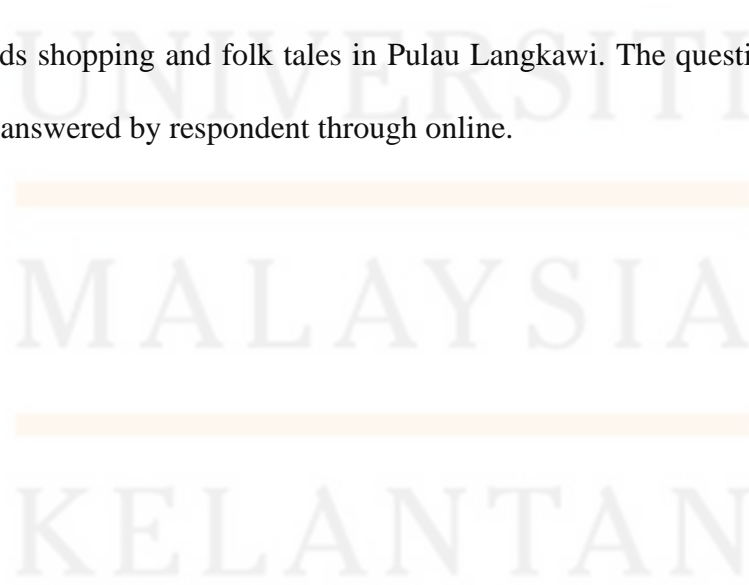
Lastly, simple random sampling can be measured with the exact results of the respondents we need to find information on the questions asked to the respondents about the local community that is about heritage and shopping in Langkawi.

### 3.5 DATA COLLECTION PROCEDURE

Data collection procedure is a systematic process of gathering data or technique in the process of choosing a sub-group from a population to participate in the study (Pritha Bhandari, 2020). In other words, the process of gathering and measuring information on variables that enables one to answer stated research questions, test hypothesis, and evaluate outcomes.

In our study, the data collected is quantitative data which means a data is expressed in numbers and graphs and analyzed through statistical methods (Pritha Bhandari, 2020). It is commonly used to study the events or levels of concurrence and is collected through a structured questionnaire. Furthermore, quantitative information is much sorted for statistical and mathematical analysis, making it possible to illustrate it in the form of charts and graphs.

The procedure to collect the data is online random sampling. Random sampling is one of the simplest forms of collecting data from the total population. A sample chosen randomly is meant to be an unbiased representation of the total population. In our study, researcher randomly selected 200 respondents to answer the questionnaire about the local community's perception towards shopping and folk tales in Pulau Langkawi. The questionnaire will be in google form and answered by respondent through online.



### 3.6 RESEARCH INSTRUMENT

Research instrument are tools developed by researcher to achieve their stated objectives when carrying out a research study. Research instrument also utilized a number of previously validated instruments and measures. In other words, research instruments are designed tolls that aid the collection of data for the purpose of analysis. In our study, there are several types of research instruments was used.

Firstly, we provide a questionnaire answered by 200 respondents. This is systematically prepared form or document with a set of questions deliberately designed to elicit responses from respondents or research informants for the purpose of collecting data or information. In the questionnaire, researcher provide multiple choice answer, linear scale, rating scale and so on (Roxana et. al., 2017). Our questionnaire consists a number of questions that are respondent has to answer in a set format. The type of our questionnaire is close-ended questions.

Secondly, in this study we also observed the variables that related to our study. This is because, observation is one of the very important methods for obtaining comprehensive data in quantitative research especially when a composite of both oral and visual data become vital to the research. An observation is use to understand something in its natural setting.

### 3.7 DATA ANALYSIS

To evaluate the data obtained at the end of the experiments, the researchers can use the Statistical Package for Social Sciences (SPSS). The Mathematical Package for Social Sciences is hardware developed for interactive, or batched, data processing (SPSS). This software is one of the most common mathematical programmes that can present very complicated data processing and testing with a single procedure. Meanwhile, it's a user-friendly technology. The Statistical Package for Social Sciences (SPSS) can collect virtually any kind of archive in order to generate tabulated reports such as maps and distribution graphs.

Pearson Correlation Coefficient analysis is used for the study of the collected observations. The Pearson Correlation Coefficient analysis is one of the relevant experiments that can determine the intensity of the linear relationship between the independent variables (IV) and the dependent variable (DV). This research is to establish if there are associations between the independent variables (IV) that are myths and legends and shopping tourism and dependent variables (DV), which is the understanding of local people in Langkawi about myths and legends and shopping tourism. When the interaction takes place, researchers must determine the frequency and direction of the relationship between the independent variables (IV) and the dependent variable (DV).

### 3.8 SUMMARY

The successful techniques for studying the level were addressed in this segment on the attitudes of local people towards myths and legends and shopping tourism in Langkawi. As the study design, target population, sample size, sampling process, data processing, research instrument and data analysis are determined, the researchers are clearer about the thesis in this chapter. From this report, the researcher will also learn how to use the research design in the thesis and practise, as well as other target population elements, sample size, sampling procedure, data collection, research methods, and data analysis. This section also explained how the questionnaire was done and how it was possible to apply this study to the questionnaire. The researchers also describe the substance of each question and the use of each question. All the components of this review will hopefully be used in subsequent research at the end of this chapter. In addition, by completing this section, the researchers started to prepare the study sample.



## CHAPTER 4

### RESULTS AND DISCUSSION

#### 4.1 INTRODUCTION

This chapter will go into the conclusions and outcomes of the questionnaire data collection. A total of 250 questionnaires were given to 250 people in the local group, and all were accurate. Descriptive, reliability, and inferential analysis are used to interpret the data obtained from the questionnaires. The data from the questionnaire was analyzed with the help of a software programmer called Statistical Package for the Social Sciences (SPSS). Until conducting the final questionnaire, a pilot test with a total of 30 respondents was conducted, and a reliability test was used to determine the variables' validity.

#### 4.2 RESULTS OF DESCRIPTIVE ANALYSIS

Descriptive analysis was used to define the demographic profile that was described in section A of the questionnaire, as well as the mean and overall mean of the dependent and independent variables that were stated in section B. The term "descriptive analysis" refers to a simple quantitative description of a collection of data that has been gathered. It aids researchers in comprehending the experiment or data submitted in depth and provides all necessary information to bring the data into context. The mean and standard deviation for section C, section D and section E of the questionnaires would be examined in this report.

#### 4.2.1 DEMOGRAPHIC PROFILE

Table 4.1: Gender Differences in the Number of Respondents

Gender	Frequency	Percent (%)	Cumulative Percentage (%)
Male	94	37.6	37.6
Female	156	62.4	100.0
<b>Total</b>	<b>250</b>	<b>100</b>	

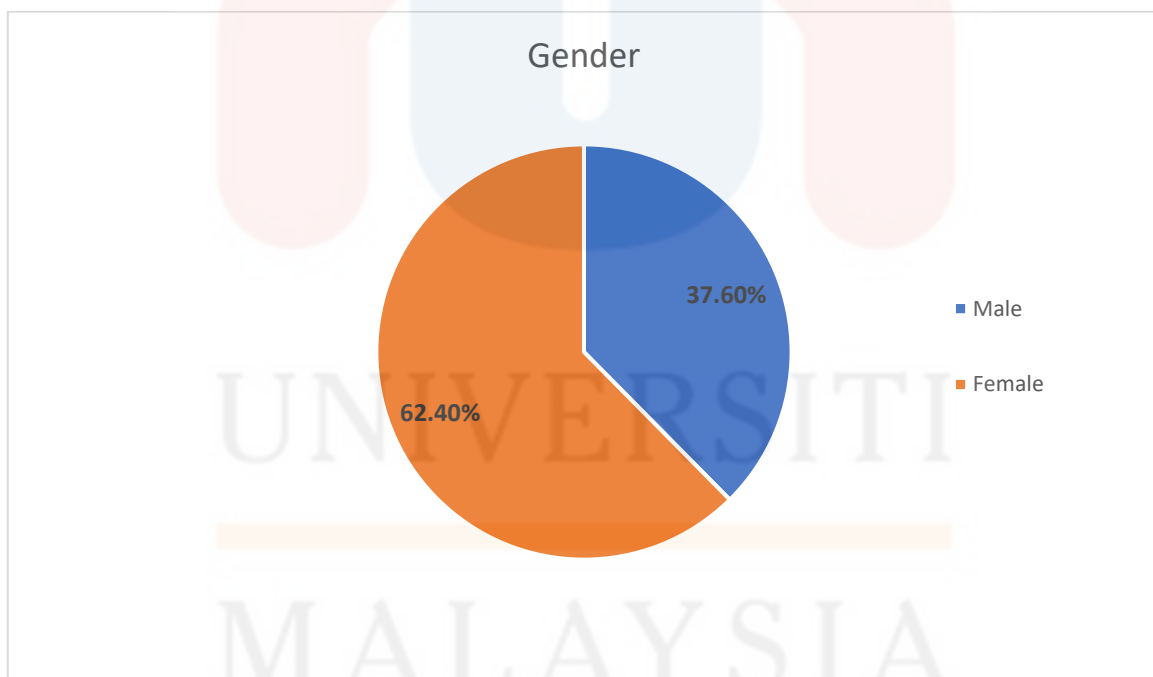


Figure 4.1: Gender Differences in the Percentage of Respondents

The gender of the respondents was displayed in Table 4.1 and Figure 4.1. Male respondents accounted for 94, while female respondents accounted for 156. Out of 250 respondents who participated in the survey, 37.6 percent were male and 62.4 percent were female.

Table 4.2: Age Differences in the Number of Respondents

Age	Frequency	Percent (%)	Cumulative Percentage (%)
18 - 20 years old	24	9.6	9.6
21 - 25 years old	167	66.8	76.4
26 - 30 years old	22	8.8	85.2
31 - 35 years old	20	8.0	93.2
over 36 years old	17	6.8	100.0
<b>Total</b>	<b>250</b>	<b>100.0</b>	

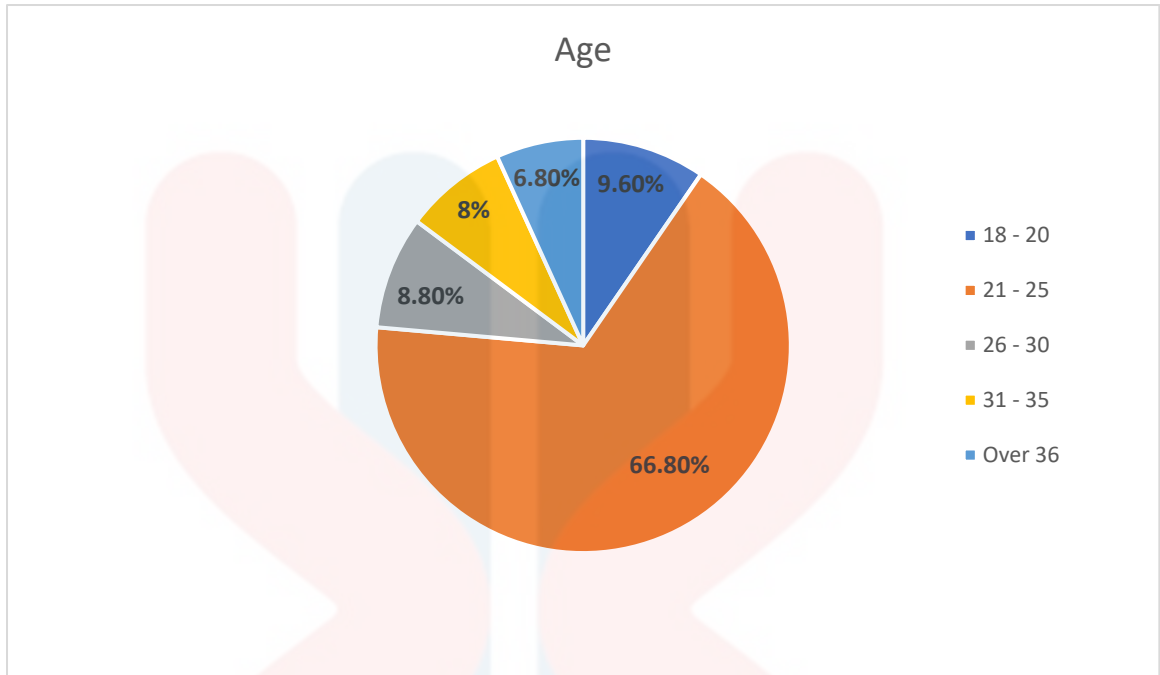


Figure 4.2: Age Differences in the Percentage of Respondents

The total by respondent age is seen in Figure 4.2 and Table 4.2. 250 respondents aged 18 to 20 years old (24 respondents / 9.6 percent), 21 to 25 years old (167 respondents / 66.8 percent), 26 to 30 years old (22 respondents / 8.8 percent), 31 to 35 years old (20 respondents / 8 percent), and over 36 years old (17 respondents / 6.8 percent) answered the questionnaire.

Table 4.3: Race Differences in the Number of Respondents

Race	Frequency	Percent (%)	Cumulative Percentage (%)
Malay	219	87.6	87.6
Chinese	8	3.2	90.8
Indian	10	4.0	94.8
Others	13	5.2	100.0
<b>Total</b>	<b>250</b>	<b>100.0</b>	

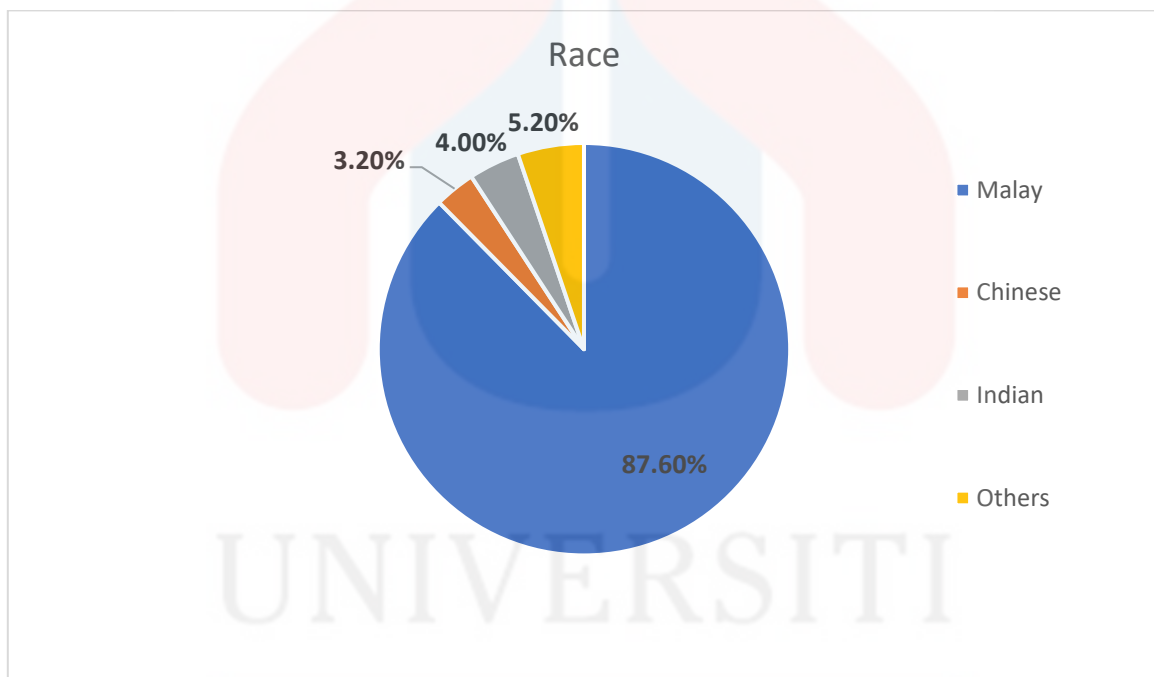


Figure 4.3: Race Differences in the Percentage of Respondents

Figure 4.3 and Table 4.3 indicate the overall number of respondents by ethnicity, who are divided into four categories. There were 250 respondents, with 219 Malays (87.6 percent), 8 Chinese (3.2 percent), 10 Indians (4 percent) and follow up by Others who have 13 respondents (5.2 percent) has responded to the questionnaire.

Table 4.4: Education Level Differences in the Number of Respondents

Education Level	Frequency	Percent (%)	Cumulative Percentage (%)
SPM	38	15.2	15.2
Skills Certificate	12	4.8	20.0
A-Level/STPM/STAM/Diploma	70	28.0	48.0
Bachelor's Degree	125	50.0	98.0
Master's Degree	4	1.6	99.6
PhD	1	0.4	100.0
<b>Total</b>	<b>250</b>	<b>100.0</b>	

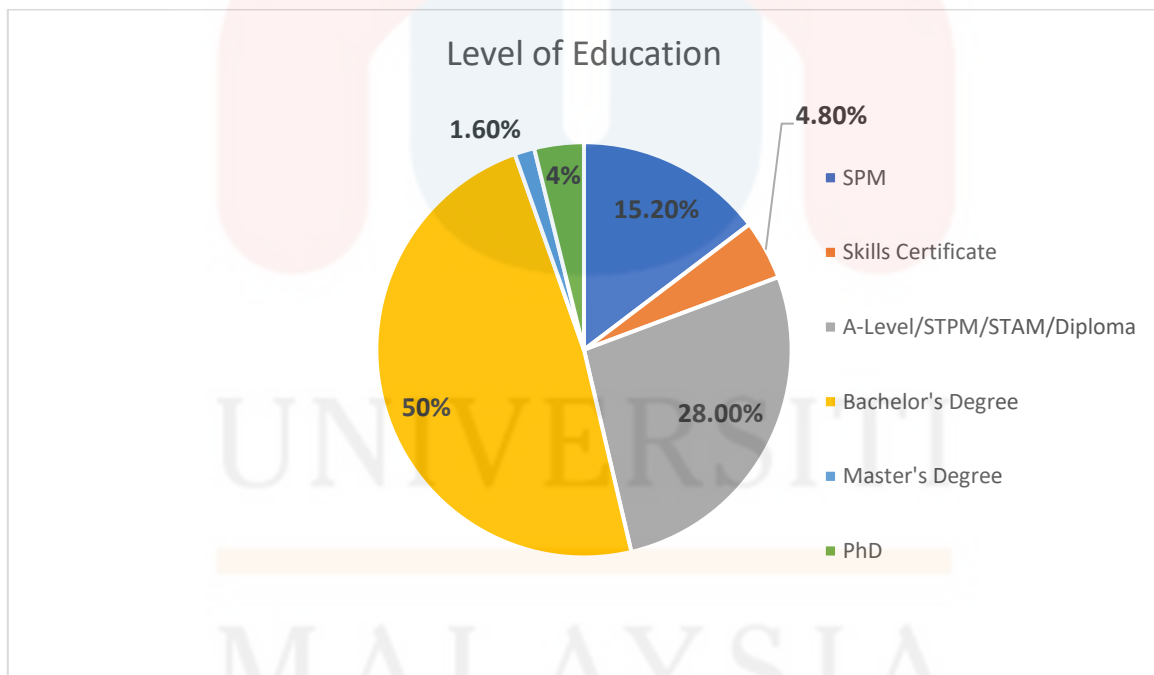


Figure 4.4: Education Level Differences in the Percentage of Respondents

The overall number of respondents was broken down by educational standard in Table 4.4 and Figure 4.4. Around 38 respondents (15.2 percent) have an SPM education, 12 respondents (4.8 percent) have a skills credential education, 70

respondents (28 percent) have an A-Level/STPM/STAM/Diploma education, and 125 respondents (50 percent) have a Bachelor's Degree. 4 people responded to a follow-up question on Master's Degree education (1.6 percent). Following that, approximately one respondent (4 percent) with a PhD education has responded to the survey.

Table 4.5: Occupation Differences in the Number of Respondents

Occupation	Frequency	Percent (%)	Cumulative Percentage (%)
Government Sector	24	9.6	9.6
Private Sector	48	19.2	28.8
Self-employment	35	14	42.8
Student	143	57.2	100.0
<b>Total</b>	<b>250</b>	<b>100.0</b>	

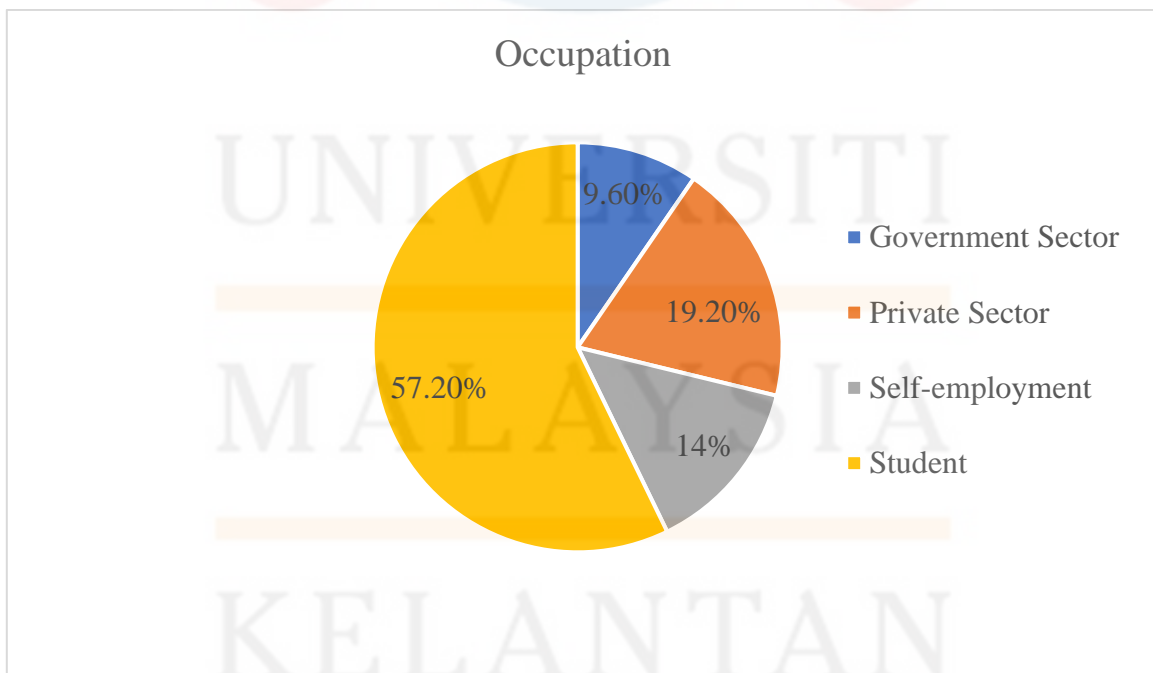


Figure 4.5: Occupation Differences in the Percentage of Respondents



The overall respondents are broken down into occupations in Table 4.5 and Figure 4.5. The questionnaire received 250 responses, with college (143 respondents / 57.20 percent), government (24 respondents / 9.6 percent), private (48 respondents / 19.2 percent), and self-employment (35 respondents / 14 percent) accounting for the majority of the responses.

#### **4.2.2 MEAN AND AVERAGE MEAN OF INDEPENDENT AND DEPENDENT VARIABLE**

The mean and average mean of each argument in the independent and dependent variables were defined using descriptive analysis. For each question, the researcher compared the mean of the dependent and independent variables based on the study. The mean and composite mean are used to determine the respondents' degree of agreement with the claims. The researcher would then determine which response the respondent strongly agreed with and which answer the respondent strongly disagreed with. The answers are scaled using the Likert Scale, with 1 = strongly disagree; 2 = disagree; 3 = neutral; 4 = agree; and 5 = strongly agree. The relationship between the distribution of mean and the frequency of approval is seen in Table 4.6.

Table 4.6: The Range of the Mean and the Level of Agree

The Range of the Mean	Level of Agree
4.01 – 5.00	Strongly Agree
3.01 – 4.00	Agree
2.01 – 3.00	Neutral
1.01 – 2.00	Disagree
0.00 – 1.00	Strongly Disagree

According to table 4.6, the range of mean for firmly disagree is between 0.00 - 0.01, whereas the range of mean for scale of disagree is between 1.01 - 2.00. The range of the mean is 2.01 - 3.00, which is considered neutral. The range of the mean is 3.01 - 4.00, which is in the agreeable range. The range of the mean between 4.01 - 5.00 is highly agreeable.

### 4.2.3 The Local Community Perception

Table 4.7: Statistic for Descriptive Analysis (The Local Community Perception)

Variables	N	Minimum	Maximum	Mean	Standard Deviation
1. Tourism in Langkawi has the potential to increase economic investment and spending	250	2	5	4.58	.667
2. Tourism in Langkawi could provide economic benefits to local people and small business	250	2	5	4.56	.645
3. It can create of new facilities, attractions and infrastructure in Langkawi	250	2	5	4.57	.644
4. It can increase a better understanding of the province as a tourist destination	250	3	5	4.56	.607
5. The traditional values and cultures in Langkawi are being strengthened	250	1	5	4.51	.678
6. It can create new facility development	250	2	5	4.54	.639
7. The infrastructure in the local communities can be improved	250	1	5	4.56	.663

Table 4.7 showed the number of respondents, mean and standard deviation of the dependent variable (DV) which is the local community perception towards myths and legend and shopping culture in Langkawi Island. Statement “Tourism in Langkawi has the potential to increase economic investment and spending” has the highest mean of 4.58 which is in the strongly agree level. The least number of people disagree, that is a minimum of 2 meanwhile for maximum 5, the number of people who choose strongly agree for that statement.

Next statement is “Tourism in Langkawi could provide economic benefits to local people and small business”, “It can increase a better understanding of the province as a tourist destination” and “The infrastructure in the local communities can be improved” have share the same amount of mean which is 4.56 and it is in the level of strongly agree. Statement “It can create of new facilities, attractions and infrastructure in Langkawi” has the mean of 4.57 which is in the strongly agree level. Other than that, “The traditional values and cultures in Langkawi are being strengthened” has the lowest mean 4.51 which but still in the level of strongly agree. The least number of people strongly disagree, that is a minimum of 1 meanwhile for maximum 5, the number of people who choose strongly agree for that statement. The last statement “It can create new facility development” has the mean 4.54 which is in the level of strongly agree.

In conclude, the average mean for the local community perception is 4.55. It shows that most respondents were strongly agree on how the local community's perception towards myth and legends and shopping culture is important among the local communities in Langkawi Island.

#### 4.2.4 Myths and Legend

Table 4.8: Statistic for Descriptive Analysis (Myths and Legend)

Variables	N	Minimum	Maximum	Mean	Standard Deviation
1. Pulau Langkawi formally and really has been boosted since the declaration of the island as a duty free in 1987	250	1	5	4.30	.778
2. Myth is important to the people of Langkawi, this square with a status of a giant bird was constructed to symbolize the name of island	250	1	5	4.28	.828
3. A legend found in Langkawi depicting a fight between a monster named Mat Chincang and Mat Raya in the year of their children marriage was created	250	1	5	3.94	.932

4. Beras Terbakar can be upgraded together with Kota Mahsuri especially as part of heritage in Pulau Langkawi	250	1	5	4.16	.850
5. Langkawi as a tourist destination, this place is filled with interesting myths and legends which 'feature ogres and gigantic birds and fairy princesses, battles and romance'	250	1	5	4.34	.766
<b>Average Mean</b>				<b>4.20</b>	

Table 4.8 showed the number of respondents, mean and standard deviation of the first independent variable (IV) which is myths and legend. Statement “Langkawi island formally and really has been boosted since the declaration of the island as a duty free in 1987” has the mean of 4.30 which is in the level of strongly agree. Next, “Myth is important to the people of Langkawi, this square with a status of a giant bird was constructed to symbolize the name of island” has the mean 4.28 which is in the level of strongly agree. Statement “A legend found in Langkawi depicting a fight between a monster named Mat Chincang and Mat Raya in the year of their children marriage was created” has the lowest mean 3.94 which is in the level of agree. Other than that, “Beras Terbakar can be upgraded together with Kota Mahsuri especially as part of heritage in Pulau Langkawi” has the mean 4.16 which is in the strongly agree level. Last statement “Langkawi as a tourist destination, this place is filled with interesting myths and

legends which ‘feature ogres and gigantic birds and fairy princesses, battles and romance’ has the highest mean 4.34 which is in the level of strongly agree. The least number of people strongly disagree, that is a minimum of 1 meanwhile for maximum 5, the number of people who choose strongly agree for all of the statement.

To summarize, the mean for myths and legends is 4.20. It indicates that the majority of respondents agreed that myths and legends had an effect on Langkawi Island's popularity as a tourist destination in Malaysia.

#### 4.2.5 Shopping Culture

Table 4.9: Statistic for Descriptive Analysis (Shopping Culture)

Variables	N	Minimum	Maximum	Mean	Standard Deviation
1. Shopping activities meet consumers' needs, desires, values and lifestyles	250	2	5	4.24	.781
2. The main attributes of shopping are price, quality, cleanliness, atmosphere and service	250	1	5	4.54	.646
3. Enjoyment and gratification are the factors that motivate	250	2	5	4.48	.712



	consumer to go to shopping in Langkawi					
4.	Sales promotion and discount attract consumer with gives monetary benefits and satisfaction	250	2	5	4.52	.678
5.	Location and accessibility are the most important factors that influences consumer to shopping.	250	3	5	4.50	.683
6.	Do promotional strategy to consumer for better consumer satisfaction and increasing loyalty to the product	250	2	5	4.50	.672
7.	The service accessibility that exists within the place like basic amenities, choice, crowds, ambiance and parking considered as a good atmospheric quality	250	2	5	4.54	.652
<b>Average Mean</b>					<b>4.47</b>	

Table 4.9 showed that the number of respondents, mean and standard deviation of the shopping culture, which is the second independent variable (IV). The statement

“Shopping activities meet consumers’ needs, desires, values and lifestyles” has the lowest of mean 4.24 but still in the level of strongly agree. Next statement is “The main attributes of shopping are price, quality, cleanliness, atmosphere and service” and “The service accessibility that exists within the place like basic amenities, choice, crowds, ambiance and parking considered as a good atmospheric quality” share the highest mean 4.54 which in the strongly agree level. Statement “Enjoyment and gratification are the factors that motivate consumer to go to shopping in Langkawi” has the mean 4.48 which is int strongly agree of level. Moreover, “Sales promotion and discount attract consumer with gives monetary benefits and satisfaction” has the mean 4.52 which is in the level of strongly agree. Last statement is “Location and accessibility are the most important factors that influences consumer to shopping” and “Do promotional strategy to consumer for better consumer satisfaction and increasing loyalty to the product” also share the same mean 4.50 which is in the level of strongly agree.

To sum up, the overall shopping culture score is 4.47. It indicates that the majority of respondents firmly agree on how shopping culture has influenced Pulau Langkawi as a Malaysian tourist attraction.

### 4.3 RESULTS OF RELIABILITY TEST

Reliability analysis provides an indication of the measure's stability and consistency without bias, and it guides in determining the measure's "goodness" (Sekaran, 2003). It is a measure of a report's internal consistency expressed as a number between 0 and 1. As a result, increasing the value of alpha indicates that the terms in the survey are more reliable to each other (Tavakol & Dennick, 2011). Researchers can define and determine whether our questionnaire was valid, reliable, and recognised by the respondents based on the value result.

Table 4.10: Cronbach's Alpha Coefficient Values

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

As shown in table 4.10, the Cronbach's alpha is closer to 1, with excellent internal consistency indicating that the items in a survey are more reliable. It will consider internal consistency unacceptable if the Cronbach's alpha is less than 0.5.

When the Cronbach's alpha was 0.7 or higher, it was considered an acceptable and good reliability coefficient.

Table 4.10.1: Interpretation of Result for Reliability Analysis

Cronbach's Alpha	No. of items
0.773	3

The interpretation of results for reliability analysis of variables, which include independent and dependent variables, is shown in table 4.3.1. The Cronbach's alpha coefficient value is 0.773, which is considered acceptable in terms of internal consistency by researchers. Furthermore, the study's questionnaire is reliable and useful.

Table 4.10.2: Result of Reliability Coefficient Alpha

Item description	N	No. of items	Reliability Cronbach's Alpha
Local Community	250	7	0.902
Shopping Culture	250	7	0.813
Myths and Legends	250	5	0.832

The table shows, the result of reliability coefficient alpha based on each dependent variable and independent variable. The first dependent variable is local community with 7 question that show the reliability Cronbach's Alpha value 0.902

which range as excellent of the internal consistency and Likert-Scale question is considered as more reliable.

Second, independent variable, shopping culture with 7 questions that show the Cronbach's Alpha value 0.813 which range as good and the Likert-Scale question is considered as more reliable.

Lastly, independent variable, myths and legends with 5 questions that show of the result Cronbach's Alpha value 0.832 which range as good in term of the coefficient and the question is considered as more reliable.

#### **4.3.1 PILOT TEST**

Before conducting the actual questionnaire, a pilot test was conducted to identify potential errors in the questionnaire, such as ambiguous questions. It allows researchers to identify and correct a wide range of potential problems that may arise during the preparation of the questionnaire before the actual questionnaire is administered.

A total of 30 questionnaires were distributed to the local community, and the feedback received was used to improve the clarity of the questions. Following the collection of the questionnaire, the reliability test was carried out using SPSS Version 22. Cronbach's Alpha is the most commonly used technique in reliability analysis to investigate the internal consistency of a scale. Cronbach's Alpha is the reliability coefficient average values that obtained from standardized items in particular research.

Cronbach's Alpha was used to test the reliability. The results of the pilot test are shown in Table 4.10.3.

Table 4.10.3: Shows the Result Pilot Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.773	3

#### 4.4 RESULTS OF INFERENCE ANALYSIS

Inferential analysis was used in this study to investigate the relationship between the dependent variable (local community) and the independent variable (shopping culture, myths and legends). Pearson correlation is a method of determining the strength of a relationship between an independent variable and a dependent variable based on the size of the correlation (Piaw, 2006). The table below shows a guideline coefficient correlation and strength of relationship that used by the researchers.

Table 4.11.1: Coefficient Correlation and Strength of Relationship

Correlation Coefficient (r)	Strength of Relationship
(.91 to 1.00) or (-.91 to 1.00)	Very Strong
(.71 to .90) or (-.71 to .90)	Strong
(.51 to .70) or (-.51 Or -.70)	Medium

(.31 to .50) or (-.31 to -.50) Weak  
 (.01 to .30) or (-.01 to -.30) Very Weak  
 .00 No Correlation

**Hypothesis 1**

H1: There is a relationship between local community perceptions towards shopping activities in Pulau Langkawi.

Table 4.11.2: Relationship between Local Community towards Shopping Culture

Correlations		Shopping culture	Local community perception
Shopping culture	Pearson	1	.578**
	Correlation		
	Sig. (2-tailed)		.000
	N	250	250
Local community perception	Pearson	.578**	1
	Correlation		
	Sig. (2-tailed)	.000	
	N	250	250

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



According to Table 4.11.2, the relationship between the local community and shopping culture is moderately positive, with a correlation coefficient of .578. This relationship between local community perceptions and shopping activities on Pulau Langkawi is moderated and positive. Knowledge on local community perception has a p value of .000, which is less than the highly significant level of .001. There is also a significant relationship between local community perception of shopping culture.

**Hypothesis 2**

H2: There is a relationship between local community perception towards myths and legends in Pulau Langkawi.

Table 4.11.3: Relationship Between Local Community Perception Towards Myths and Legends

<b>Correlations</b>		<b>Myths and Legend</b>	<b>Local Community Perception</b>
Myths and Legend	Pearson Correlation	1	.569**
	Sig. (2-Tailed)		.000
	N	250	250
Local Community Perception	Pearson Correlation	.569**	1
	Sig. (2-Tailed)	.000	
	N	250	250

\*\* . Correlation Is Significant at the 0.01 Level (2-Tailed).

According to Table 4.11.2, the relationship between the local community and shopping culture is moderately positive, with a correlation coefficient of .569. This relationship between local community perceptions and myths and legends on Pulau Langkawi is moderated and positive. Knowledge on local community perception has a p value of .000, which is less than the highly significant level of .001. Then, there is a positive correlation between local community perceptions of shopping culture.

Table 4.11.4: Overall of Relationship Between Local Community Perception Towards Shopping Culture, Myths and Legends

Correlations		Shopping culture	Local community perception
		Shopping culture	Pearson Correlation
	Sig. (2-tailed)		.000
	N	250	250
Local community perception	Pearson Correlation	.578**	1
	Sig. (2-tailed)	.000	
	N	250	250

Correlations		Myths and legend	Local community perception
		Myths and legend	Pearson Correlation
	Sig. (2-tailed)		.000
	N	250	250
Local community perception	Pearson Correlation	.569**	1
	Sig. (2-tailed)	.000	
	N	250	250

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

Table 4.11.4 captures the relationship between the dependent variable, local community perception, and the independent variables, shopping culture, myths, and legends. It demonstrates the relationship between shopping cultures and local community perception using a correlation coefficient of (.578). The relationship between the local community is also moderated positively in relation to myths and legends, with a correlation coefficient of (.569). Knowledge on local community perception, shopping culture, and myths and legends have a p-value of .000, which is less than the highly significant level of .001.

## 4.5 DISCUSSION BASED ON RESEARCH

### 4.5.1 Discussion on Shopping Culture in Pulau Langkawi

Table 4.12.1: The Mean and Standard Deviation of Independent Variable (Shopping Culture)

No.	Item Description	N	Mean	SD
1.	Shopping activities meet consumers' needs, desires, values and lifestyles.	250	4.24	0.781
2.	The main attributes of shopping are price, quality, cleanliness, atmosphere and service.	250	4.54	0.646
3.	Enjoyment and gratification are the factors that motivate consumer to go to shopping in Langkawi.	250	4.48	0.712
4.	Sales promotion and discount attract consumer with gives monetary benefits and satisfaction.	250	4.52	0.677
5.	Location and accessibility are the most important factors that influences consumer to shopping.	250	4.49	0.683
6.	Do promotional strategy to consumer for better consumer satisfaction and increasing loyalty to the product.	250	4.50	0.672

- |    |   |     |      |       |
|----|---|-----|------|-------|
| 7. | The service accessibility that exists within the place like basic amenities, choice, crowds, ambiance and parking considered as a good atmospheric quality. | 250 | 4.54 | 0.652 |
|----|---|-----|------|-------|

Table 4.12.1 shows the mean and standard deviation of independent variable which is shopping culture in Pulau Langkawi. The most highly rated was “The service accessibility that exists within the place like basic amenities, choice, crowds, ambiance and parking considered as a good atmospheric quality” with mean 4.54 and standard deviation 0.652. Local community prefer shopping in places that provide basic amenities to convenience them.

Next, the statement “The main attributes of shopping are price, quality, cleanliness, atmosphere and services” is the second highest with a mean value 4.54 and standard deviation 0.646. In shopping activities, price, quality, cleanliness, atmosphere and services are the main factors that attract local community to come and 157 respondents are strongly agree with this statement. This also can be proved by statement “Sales promotion and discount attract consumer with gives monetary benefits and satisfaction” with mean value 4.52 and standard deviation 0.677. Most of the perception of the local community is that Pulau Langkawi offers a lot of sales promotions and discounts due to its place duty free zone and as a result, it encourages shopping activities among the local community.

Besides that, the statement “Do promotional strategy to consumer to better consumer satisfaction and increasing the loyalty to the products” has a mean and standard deviation 4.50 and 0.672 respectively. Since, Pulau Langkawi is a duty-free

zone, then the promotional strategy done by the sellers will change the perception of the local community towards the satisfaction and indirectly increasing loyalty to the products. For the statement “Location and accessibility are the most important factors that influences consumers to shopping” has a mean value 4.49 and standard deviation 0.683. It shows that most of local community do not give more attention to the location as long as the price, quality and quantity meet their expectations.

Further, the statement “Enjoyment and gratification is the factors that motivate consumer to go to shopping in Langkawi” has a mean value 4.48 and standard deviation 0.712. It shows that, enjoyment and gratification are not the main motives of the local community to go shopping. Last but not least, the statement “Shopping activities meet consumers’ needs, desires, values and lifestyles” has a mean value and standard deviation, 4.24 and 0.781 respectively. This shows, shopping activities are not to fulfil local community’s desires and lifestyles but to be able to fulfil their needs and wants.

#### 4.5.2 Discussion on Myths and Legends in Pulau Langkawi

Table 4.13.1: The Mean and Standard Deviation of Independent Variable (Myths and Legends)

No.	Item Description	N	Mean	SD
1	Pulau Langkawi formally and really has been boosted since the declaration of the island as a duty free in 1987	250	4.30	0.778
2	Myth is important to the people of Langkawi, this square with a status of a giant eagle was constructed to symbolize the name of island	250	4.28	0.828
3	A legend found in Langkawi depicting a fight between a monster named Mat Chincang and Mat Raya in the year of their children marriage was created	250	3.94	0.932
4	Beras Terbakar can be upgraded together with Kota Mahsuri especially as part of heritage in Pulau Langkawi	250	4.16	0.850
5	Langkawi as a tourist destination, this place is filled with interesting myths and legends which 'feature ogres and gigantic birds and fairy princesses, battles and romance'	250	4.34	0.765



Table 4.13.1 shows the mean and standard deviation of independent variable which is myths and legends in Pulau Langkawi. this section contains 5 questions that were given to 250 respondents. through the answers given from the respondents, it was found that the respondents strongly agreed that "Langkawi as a tourist destination, this place is filled with interesting myths and legends which 'feature ogres and gigantic birds and fairy princesses, battles and romance'". the mean for the above statement is the highest agreed by the respondents which is 4.34 and the standard deviation of 0.765. This clearly proves that Pulau Langkawi provides an excellent and attractive image for tourists to visit.

Next, the second statement is " Pulau Langkawi formally and really has been boosted since the declaration of the island as a duty free in 1987" got a mean of 4.30 and a standard deviation of 0.778. Pulau Langkawi is known as one of the attractions for tourists who want to shop at low prices. Nevertheless, the limitation for each tourist to shopping has been set by the government. After that, the statement of "myth is important to the people of Langkawi, this square with a status of a giant eagle was constructed to symbolize the name of island" recorded a mean of 4.28 and a standard deviation of 0.828. This shows that the average respondent also agrees that the obedient construction of a giant eagle in Dataran Helang is symbolic to the myths and legends of Pulau Langkawi.

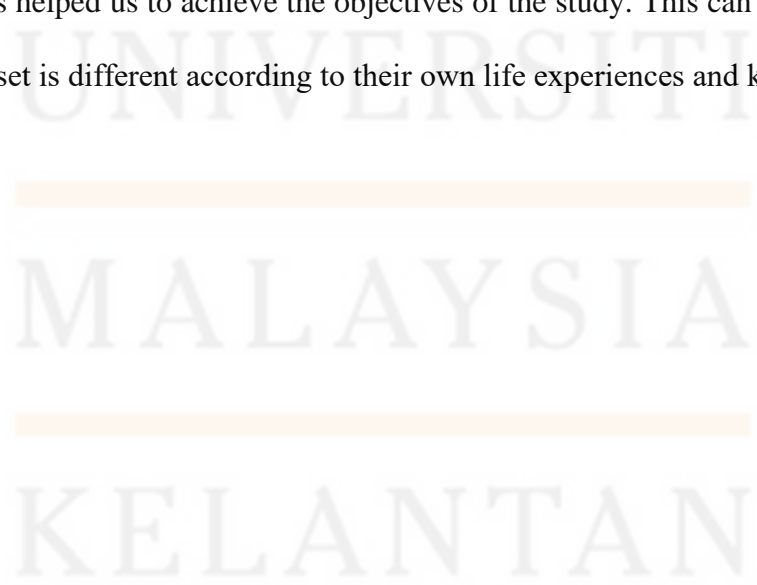
Then, statement of "Beras Terbakar can be upgraded together with Kota Mahsuri especially as part of heritage in Pulau Langkawi" has recorded a mean of 4.16 and a standard deviation of 0.850. Beras Terbakar and Kota Mahsuri is among the most important treasures on Pulau Langkawi for the locals there. Increasingly, the challenge of caring for the treasures of this country is getting more and more challenging, it

requires various technologies now to help the care of these treasures for future generations.

After that, the lowest mean which is 3.94 and standard deviation is 0.932 is the statement of “a legend found in Pulau Langkawi depicting a fight between a monster named Mat Chincang and Mat Raya in the year of their children marriage was created”. The story has different types of versions according to individual beliefs. however, the majority of the community thinks that Mat Chincang and Mat Raya quarrelled because of a misunderstanding between the families on their children wedding day.

#### **4.5 SUMMARY**

In conclusion, this section explains the findings and overall results of the survey that was made to 250 respondents. the majority of respondents were female and ranged in age from 21 to 25 years. Our respondents also came from a variety of educational and occupational backgrounds. this helped us to achieve the objectives of the study. This can also help because everyone’s mindset is different according to their own life experiences and knowledge.



## CHAPTER 5

### CONCLUSION

#### 5.1 INTRODUCTION

This chapter would include the recapitulation of the limitations, and recommendations, as well as the consequences of the analysis and the overall summary.

#### 5.2 RECAPITULATION

This study focuses on the myths and legends in Pulau Langkawi as well as the shopping culture in Pulau Langkawi. In addition, this study also focuses on the community's perception of myths and legends and Pulau Langkawi as one of the shopping places. The question in this study is there any relationship between shopping culture towards local community perception in Pulau Langkawi and is there any relationship between the myths and legends towards local community's perception in Pulau Langkawi.

The research objective set is to identify the relationship between shopping culture towards local community's perception in Pulau Langkawi and to study the relationship between myths and legends towards local community's perception in Pulau Langkawi. Shopping culture becomes an independent variable 1 and myths and legends become an independent variable 2. Meanwhile, community perception is a dependent variable in this study.

Pulau Langkawi has been declared a Duty-Free Zone by the government. Therefore, it has become one of the tourist attractions to visit Pulau Langkawi to shop for items such as crockery, cups, various types of local and foreign chocolates and various other items at low prices from the regular market. Next, Malaysia is rich in various myths and legends from ancient times and brought to the present. One of the places of this story is on Pulau Langkawi. Among the stories that are still myths and legends are Mahsuri Curse, Mat Chincang and Mat Raya and also the story about Tasik Dayang Bunting.

Furthermore, this study has targeted a total of 250 respondents from the local community consisting of various ages, educational backgrounds and tendencies to travel. The way to get these 250 respondents is to spread through social media such as WhatsApp, Facebook and Instagram. Among the ages of 250 respondents are 18 years to 45 years with the minimum educational background is SPM and the highest PHD. The tendency of respondents to travel within a year is once a year and twice a year. data analysis used is quantitative using a questionnaire. In addition, this study also uses the method of Pearson Correlation, Reliability Description and Descriptive Description Analysis.

### 5.3 LIMITATIONS

During the course of this investigation, a number of constraints were discovered. The statistical limitations of cross-sectional studies were critical to understand: "The main limitation of cross-sectional study design was that there was usually no proof of a temporal association between exposure and outcome due to concurrent measurement of exposure and outcome" (Carlson & Morrison, 2009). Without longitudinal data, it is impossible to establish a clear relationship between cause and effect.

Furthermore, this study has used a convenient method of sampling. Using this approach, it faced the challenge of generalise the study's conclusions. This is because it is impossible to draw conclusions simply through a biased survey. Legislation or rules could not be formulated, but patterns could be identified.

One limitation was the possibility of bias in data collection. This method can elicit the views of a specific group of people rather than the entire population. As a result, if certain populations were over-represented or under-represented, the reliability of the data collected could be influenced.

The composition of the survey in English and Malay dialect checked during the inspection. The questionnaires are in this study written in Malay and English. As a result, some people, for example, the elderly or people of different races who are not fluent in a second language, may find it difficult to understand the questions posed.

Next, one of the difficulties encountered while conducting research is limited estimation. This is because it allows us to contact respondents via Google forms rather than handing out letters to respondents in Malaysia. Respondents via Google forms may not adhere

to our specifications. If we have an estimate for our research, we can go to the state and meet with our respondents directly based on the research needs.

Moreover, most of the respondents are from all over Malaysia and many of the respondents are public students. Respondent behaviour was influenced by their thinking about historical knowledge in Langkawi and the results may not be predictable if the results of the sample are outside the limits of respondents' thinking. This limitation can lead to the finding of respondents of the same mentality group and the result may be biased towards the mentality of other respondents.

According to the study, respondents considered a small number of independent variables for shopping culture and legendary myths in Langkawi for Data, and this study only showed for education level and knowledge enhancement only. Finally, this study focuses on the perceptions of the local Langkawi Malaysia community, shopping culture, and myths and legends. As a result, the inclusion of local community outcomes as one of the variables in this study increased the reliability of this research.

#### 5.4 RECOMMENDATION

The first recommendation in this study is held a tour to promote the myths and legends in Pulau Langkawi. Langkawi's legends are often spoken of to visitors such as part of the allure of the island is the mystery and fantastic tales spun around different places. Ironically, it was these beliefs that seemed to have held back Langkawi's economic growth for some time. Therefore, the tour must be included a knowledge about the myths and legends of the Pulau Langkawi. This aims to give an in-depth exposure to the local community to know the myths and legends that occur in some place that attract their interest to travel and know more about the culture and folktales in Pulau Langkawi. The most popular myths and legends on the island of Langkawi are the curse of Mahsuri, Mahsuri tomb, Dayang bunting lake, Mat Chincang and Mat Raya, Telaga Tujuh Waterfall and etc. Learning about these myths and legends is not only for general knowledge but can also attract foreign tourists. For example, share these myths and legends on a website or offer yourself as a tour guide who tells about these myths and legends to visitors. As mentioned by Majlis Perbandaran Langkawi (MPL), living standards of local people have improved, and it is remarkable to note how much the island has changed by becoming a successful commercial centre. It clearly shows that, these myths and legends provide a touch of flavour and colour to Langkawi's culture and image as a premier tourist destination. Year after year, visitors from all around the world impressed at these tales while enjoying their holidays.

Secondly, the recommendation in this study is improve satisfaction and experiences of shopping culture in Pulau Langkawi. The satisfaction and experiences of visitors can be fulfilled by provide a service accessibility within the shopping place. As stated in our questionnaires that many of respondent has agree that services accessibility is the important



factors that could attract visitors to shopping in Pulau Langkawi. The services accessibility that can be provided by shopping place in Pulau Langkawi is basic amenities such as parking space, various products offer with good quality and price, values, atmosphere and etc. The pinnacle of the transformation occurred when the island was granted duty-free status, attracting tourists and locals alike to cheap goods such as cigarettes, liquor and chocolates to luggage, sports shoes, perfumes, and cooking utensils, Langkawi is undoubtedly a shopper's paradise. After that, shopping activities has become a trend as Langkawi hotels and restaurants started popping up as the tourism industry began to boom, and the island took a giant leap towards the 20th Century.

## **5.5 SUMMARY**

The key goal of this study is to see how the association between myths and legends and shopping culture affects the experience of the local population. Myths and legends, as well as shopping culture, are influential variables (independent variables) that influence the view of the local population (dependent variables). As stated in Chapter 3, a total of 250 questionnaires were distributed to 250 respondents in the Pulau Langkawi, Kedah district, and all of them were found to be correct.

In addition, results from the questionnaire sample are analyzed using descriptive and inferential analysis in Chapter 4. The data from the questionnaire was analyzed with the help of software program called Statistical Package for the Social Sciences (SPSS). The final result revealed that myths and legends, as well as shopping society, have a huge impact on the view of the local population in Pulau Langkawi, Kedah. Shopping culture is the most dominant aspect, with an overall mean of 4.47 indicating agreement. This is attributed to the fact that

many people go to Langkawi to shop because of the duty-free tax. Aside from that, myths and legends have an overall mean of 4.20, indicating agreement. This is due to the fact that few people visit Langkawi for the folklore.

Finally, in Chapter 5, there is a section on summarizing final findings based on data interpretation. As a result, it was these views that seemed to have stifled Langkawi's economic development for a long time. The government has designated Pulau Langkawi as a Duty-Free Zone. It faced the task of generalising the study's findings using this method. This research focuses on Pulau Langkawi 's myths and legends, as well as the shopping culture in Pulau Langkawi. As a result, using local group results as one of the study's variables improved the research's reliability. Finally, this research reflects on the local Langkawi Malaysia community's perceptions, shopping culture, and myths and legends.

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## APPENDICES





UNIVERSITI  
MALAYSIA  
KELANTAN

**LANGKAWI BRANDING: THE CURSE OF  
MAHSURI |**

DAI

By

**NURUL AIN BINTI ISA (H18A0466)  
NURUL SYAFIQAH BINTI ALIAS (H18A0508)  
SITI NUR FATIHAH BT AMIR RASID (H18A0591)  
WAN NORHAFIKAH BINTI WAN ROSDY (H18A0664)**

**Bachelor of Entrepreneurship (Tourism Entrepreneurship)**

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

**Bachelor of Entrepreneurship (Tourism Entrepreneurship) |**

DAI

**Faculty of Hospitality, Tourism and Wellness  
UNIVERSITI MALAYSIA KELANTAN**

2020

## 1.0 INTRODUCTION [1.1]

Malaysia is very famous for its cultural diversity and has the uniqueness of different races. In fact, the stories of legends and myths of a place are also widespread for Malaysians because of the beliefs of older people. However, according to Hassan and Mohd Isa (2014), the use of myths and legends as tourism products is relatively new. As a nation located in the Oriental region, there are numerous mythological stories passed down from a generation to another generation in Malaysia. Such factors encourage Malaysia to become a tourist attraction from abroad and even local tourists. Despite residing in their own country, Malaysians love the arts and stories of dislodged heritage from ancestors. The richness of nature makes Malaysia have its own uniqueness. [1.1]

Next, Langkawi Island, located in Kedah, is well-known ~~very famous~~ for ~~its legendary story from generation to generation, namely~~ the Legend of Mahsuri Curse. This story has been around for centuries and is still a legacy to Malaysia, especially Langkawi Island. Apart from Mahsuri Curse, the island-shaped like a pregnant woman is Pulau Dayang Bunting, Kedah also has a legendary story and become a tourist attraction. Only with this, we can see how many legendary and mystery story Langkawi Island have. [1.1]

According to Esfehani & Albrecht (2016), intangible ~~heritage~~ resources can play many important roles in tourism particularly as attractions either primary or additional, support the preservation of resources, and as an approach to guide appropriate tourist behaviours. Hence, this paper aims to study the perception of the legend and history of the place among young people and older people and also to study the history and co-creation of Langkawi Island, Kedah. [1.1]

The study of myths and legends can be seen as timely as the development of the dark tourism segment of which contemporary visitors may be more involved in myths and legends synonymous with death, curse, and supernatural tales related to various natural sites such as those found on Langkawi Island. This paper also aims to study the relationship between shopping and place history. This is because of Langkawi Island very popular place for tourists as cheap goods and one of the tax-free locations. In conclusion, this research demonstrates that the study of myths and legends is important from the point of view of the industry, academic, and contextual. [1.1]

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## 2.0 LITERATURE REVIEW<sup>[89]</sup>

### 2.1 INTRODUCTION

In the context of research, the term of “literature” in the literature review is very important because it is referring to the published or other unpublished research articles. It also should be descriptive, objective, concise, evaluates and other that have been carried out in the areas that related to the research. The useful sources that can be obtained from literature is books, journal articles, reports etc.

In this chapter, the independent variable and dependent variable will critically being define to make all the information regarding the topic and issues are being identified. Dependent variable (DV) is a variable which it can be predicted and explain. It also known as criteria and outcome variable. Variation in the dependent variable that what a researcher tries to explain and understand it. For example, in our research, we will discuss about the tourists’ perception towards myths and legends in Langkawi Island.

Independent variable (IV) is a variable that is predicted to associated or explain the variation in the dependent variable. It also known as a predictor or explanatory variable. For example, in our research, we will explain about the heritage environment and shopping history in Langkawi Island.

Besides that, the hypothesis will be explained about the relationship between independent variable and dependent variable which is how tourists’ perceptions of myths and legends affecting heritage environment and shopping tourism. Next, this chapter also will discuss about the relevant conceptual framework that are related to this study. Continually, a conceptual framework is constructed in order to clearly demonstrate the relationship between the variables in this study.



## 2.2 DEPENDENT VARIABLE

### Definition of Tourists' Perception

According to Law (1995), tourists' perception affects the formation of a destination image and in return the perception is affected by specifying the similarities and differences among the facilities, attractions, and service standards of several destinations. Athula Gnanapala (2015) surveyed tourists' perception and satisfaction of Sri Lanka as tourism destination and found relationships among the psychological variables, such as motivation, attitude, perception, and satisfaction. On the other hand, they also highlighted in their study that destination image and culture heritage is also influenced the tourists' experiences and perceptions. Previous studies also found that tourists play an important role not just in terms of their perceptions and expectations but also motivation to visit the place due to several push factors such as desire for escape, relaxation and exploration of cultural heritage sites whilst unique cultural heritage sites.

## INDEPENDENT VARIABLE

### Definition of heritage environment

Harrison (2010) defines heritage as "property that is or may be inherited" or something that can be "passed from one generation to the next, something that can be conserved or inherited, and something that has historic or cultural value". Timothy (2018) clearly stipulates heritage as "an inheritance from the past that is valued and utilized today, and what we hope to pass on to future generations". Heritage is a broad concept that includes the natural as well as the cultural environment of a community. These are the historical monuments, parks, old buildings, archaeological sites, ruins, parks, gardens, farmlands, shipwrecks, mountains, volcanoes, natural landscapes that are cited as national treasures and, in many occasions, inscribed as World Heritage Sites for their outstanding universal values to humanity, creating a tourism industry where these sites are located (Uri, 1990).

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### **Definition of Shopping History**

Nowadays, shopping history attracts tourists to buy products especially in tourism heritage to attract customers to travel or find (A20)out more about travel or information about the history that takes place in a place and goods sold to tourists are at reasonable prices. The method of shopping when traveling in Langkawi is for the support system in giving the opportunity for tourists to get to know a historical place there including service offering system, service usage system, and communication network where it is in promoting historical places so that many visitors come to visit over there. There are many sellers in the historic area of Langkawi offering items that can give the most beautiful memories to tourists who visit there because such items can be used as decorative ornaments.

### **2.3 HYPOTHESIS**

In this part, hypothesis will be explained about the relationship between independent variable (IV) and dependent variable (DV).

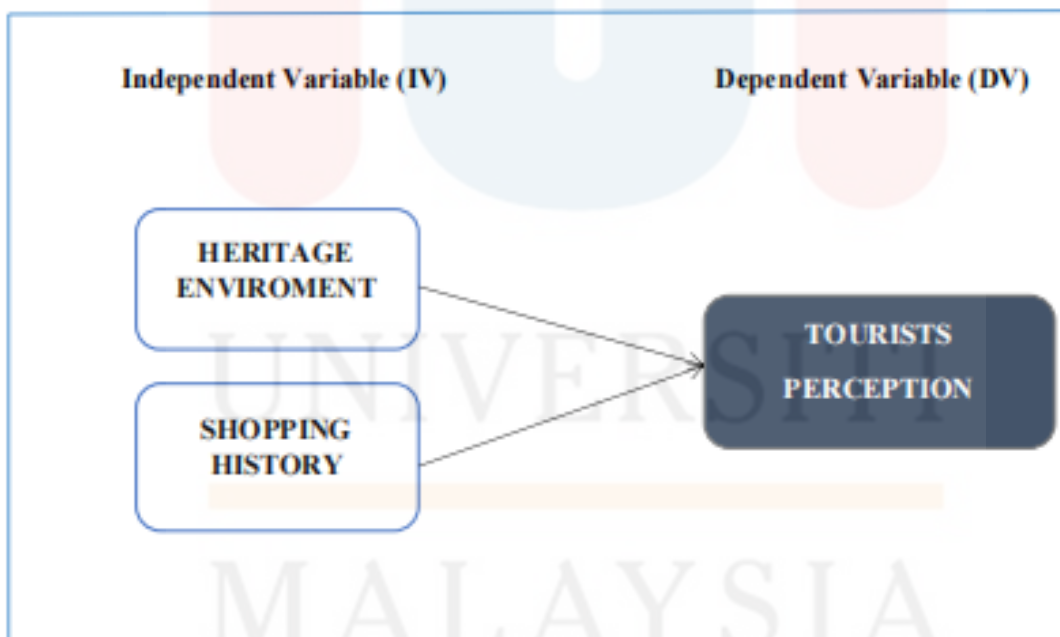
The first independent variable (IV) in this research is heritage environment. When we think of tourism, we think primarily of people who are visiting a particular place of heritage, sightseeing, visiting friends and relatives, taking a vacation and having a good time. Besides, there are also tourists whether young or old generation, they travel because of the perception towards myths and legends in the place. That is why, heritage tourism is defined as the presence of tourists because they want to see and feel the atmosphere of the historic environment.

Other than that, most tourists come to Langkawi Island is because they want to know more about the myths and legends of Mahsuri. Apart from that, there are also some places named with the legendary story of Mahsuri and this becomes an attraction for tourists to come. This is because many tourists assume that experiencing different environment cultural could enriches experiences, broadens horizons and increase insight and appreciation for different approaches to living.

The second Independent Variable (IV) is shopping history. Tourist shopping has played one of the critical roles for improving satisfaction in any touristy destinations. Tourism shopping is a preferred activity for tourists and the shopping stores responds tourists' needs and wants. Furthermore, some tourists come shopping not because of their hobbies but also because they can visit historical places at Langkawi Island.

As we all know, Langkawi Island is a place that develops duty free shopping. Langkawi island was given tax-free status in 1987 and today, Langkawi island is rich in natural beauty and legend of Mahsuri and has presented itself as one of the most popular tourist destinations in Malaysia. In other words, most tourists have their own perception that they shop in duty-free areas because of the area has something related with myths and legends that gives them experiences.

#### 2.4 CONCEPTUAL FRAMEWORK



**Figure 2.1: Theoretical Framework: The Tourists' Perception between heritage environment and shopping history**

The diagram up is showing the Theoretical Framework about the tourists' perception between heritage environment and shopping history at Langkawi Island. A conceptual framework is the operationalization of the theory showing the relationships of the different constructs in a research study. In the diagram above shows which the dependent variable and independent variables is. For the independent variables was showing is the heritage environment and shopping history. This is because now days, the heritage environment and shopping history is playing the important roles to increase the profit and facilities in tourism Industry at Langkawi Island. For the dependent variable is tourist perception at Mahsuri, Langkawi.

Heritage environment and shopping history is one of important things because the environmental heritage is protected because of its social, aesthetic, economic, historical and environmental values. Environmental heritage is defined as places, buildings, works, relics, moving objects and areas of State or local heritage interest. This includes natural and built heritage, places and cultural heritage such as stories, traditions and events inherited from the past in Langkawi.

## 2.5 SUMMARY

As a conclusion, tourism has contributed in many ways to the life of human population, such as generating revenues, jobs, supporting culture and entertainment. There are many industries that show positive relations with the growth of the tourism industry. At this chapter, we can identify the tourists' perception towards myths and legends at Langkawi Island.

Tourist's perception happens when tourists play an important role not just in terms of their perceptions and expectations but also motivation to visit the place due to several push factors such as desire for escape, relaxation and exploration of cultural heritage sites whilst unique cultural heritage sites.



### 3.0 METHODOLOGY

#### 3.1 INTRODUCTION

This chapter is about research methodology. This chapter obviously defines the research methods used to complete the study. The researchers explain how the required data and information to deal with the research objectives and question was collected, presented and analysed. In designing the research methodology, a research method refers to a big extent which includes the target of population and the difficulty of accessing it. The significance of decisions which will be derived from the study is one of the aspects which will affect the research method. The major parts of research methodology are research method, method of data collection, sampling plan, field work plan and analysis plan (Mukesh, Salim, & Ramayah, 2013).

Research is an intellectual activity and as such the term must be used in an industrial sense (Kothari, 2004). In short, this part clarifies the technique adopted by this research. This chapter will show the entire mechanism involved in conducting this study session. This chapter will discuss about the research design that being used to carry out this study, research design and strategy, sampling strategy, data collection method, data analysis and closed by the summary of this chapter.

#### 3.2 RESEARCH DESIGN

The purpose of the research design is to certify that the facts obtained enable the researchers to concentrate on the research problem efficiently. In research, collecting the data can be linked to research problems. Basically, it involves the kind of facts needed to investigate a theory, to correctly interpret phenomena to evaluate a program. On the other hand, researchers can start their investigations early, before they critically think about what information is necessary to response to the research questions. Without the existence to these design issues, the conclusions drawn at risk are fragile and doubtful and, as an outcome, fail to address the whole research problem. (Kirshenblatt-Gimblett, 2008).

There are two types of study which is quantitative and qualitative. Qualitative research is the process of collecting, analysing, and interpreting non-numerical data, such as language. Qualitative research can be used to understand how an individual subjectively perceives and gives meaning to their social reality. Qualitative data is defined

as non-numerical data, such as text, video, photographs or audio recordings. It can be collected using diary accounts or in-depth interviews, and analysed using grounded theory or thematic analysis. Qualitative research is multimethod in focus, involving an interpretive, naturalistic approach to its subject matter. This means that qualitative researchers study things in their natural settings, attempting to make sense of, or interpret, phenomena in terms of the meanings people bring to them. (Denzin and Lincoln, 1994, p.2)

This research makes use of a qualitative research description of meanings rather than statistical inferences which are explores attitudes, behaviour and experiences through methods such as interviews and focus group. The objective of qualitative research is to understand as nearly as possible the social reality of individuals, groups and cultures as it is felt or lived by their participants. Thus, individuals and groups, in their natural environment, are studied. In this study, qualitative can be apply because the researcher wants to find the data about the tourists' perceptions of myths and legends affecting heritage environment and shopping tourism. Furthermore, the researcher also wants to know about the legend Mahsuri curse.

### **3.3 SAMPLING STRATEGY**

Sampling in qualitative research is non-probability sampling. It is unlike probability sampling used in quantitative research where researchers recruit the population with characteristics that represent a wider community. With non-probability sampling in qualitative research the researchers recruit only specific populations to investigate a specific topic or when the total population is unknown or unavailable.

Convenience sampling is the most common form of qualitative sampling and occurs when people are invited to participate in the study because they are conveniently (opportunistically) available with regard to access, location, time and willingness. Convenience sampling is a relatively fast and easy way to achieve the sample size needed for the study. The researcher used convenience sampling to collect the data. It could also potentially be that the sample is unlikely to be representative of the population being studied and, therefore, limiting researchers' ability to make generalisations of the findings to a wider population (Creswell 2007).

### 3.4 DATA COLLECTION METHOD

Data collection and organization phase is devoted to gathering the data for the research. Focus groups share many common features with less structured interviews, but there is more to them than merely collecting similar data from many participants at once. A focus group is a group discussion on a particular topic organised for research purposes. This discussion is guided, monitored and recorded by a researcher (sometimes called a moderator or facilitator). Focus groups are used for generating information on collective views, and the meanings that lie behind those views. They are also useful in generating a rich understanding of participants' experiences and beliefs.

Group size is an important consideration in focus group research. Suggest that it is better to slightly over-recruit for a focus group and potentially manage a slightly larger group, than under-recruit and risk having to cancel the session or having an unsatisfactory discussion. They advise that each group will probably have two non-attenders. The optimum size for a focus group is six to eight participants (excluding researchers), but focus groups can work successfully with as few as three and as many as 14 participants. Small groups risk limited discussion occurring, while large groups can be chaotic, hard to manage for the moderator and frustrating for participants who feel they get insufficient opportunities to **speak (Stewart and Shamsadani)**. The researcher used focus group to collect the data about the tourist perception of myths and legends and heritage environment with shopping tourism in Langkawi.

### 3.5 DATA ANALYSIS PROCESS

Data analysis is the part of qualitative research that most distinctively differentiates from quantitative research methods. It is not a technical exercise as in quantitative methods, but more of a dynamic, intuitive and creative process of inductive reasoning, thinking and theorising. In contrast to quantitative research, which uses statistical methods, qualitative research focuses on the exploration of values, meanings, beliefs, thoughts, experiences, and feelings characteristic of the phenomenon under investigation.

In the end of the studies, the researchers use Statistical Package for the Social Sciences (SPSS) to analyse the collected data. Statistical Package for the Social Sciences (SPSS) is software which is designed for interactive, or batched, statistical analysis. This software is one of the most famous statistical systems which could highly present difficult data manipulation and testing with simple procedure. Meanwhile, it is user friendly software. Statistical Package for the Social Sciences (SPSS) could collect almost any kind of folder to create tabulated reports including charts and plots of distribution.

Pearson Correlation Coefficient analysis is used to analyse the collected data. Pearson Correlation Coefficient analysis is one of the important analyses which can measure the strength of the linear relationship between the independent variables (IV) and dependent variable (DV). This analysis is to identify if the correlations exist between the independent variables (IV), which are the heritage environment and shopping history and dependent variable (DV) which is the tourists' perception of myths and legends. If the correlation is existed, the researchers have to decide the strength and direction of association between the independent variables (IV) and dependent variable (DV).

### **3.6 SUMMARY**

This chapter has discussed research design that being used to carry out this study, research design, sampling strategy, sampling method, data collection method and data analysis process which are important. From this research also the researcher can know how use the research design in thesis and the function as well as others components which is the research design, sampling strategy, sampling method, data collection method and data analysis process.

The perception of tourists arises as tourists play an important role not only in terms of their perceptions and aspirations, but also because of many push factors such as desire for escape, relaxation and discovery of cultural heritage sites while unique cultural heritage sites are motivated to visit the spot.



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group 4

**LANGKAWI BRANDING: THE CURSE OF MAHSURI** ✓

**By**

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2020

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MALAYSIA

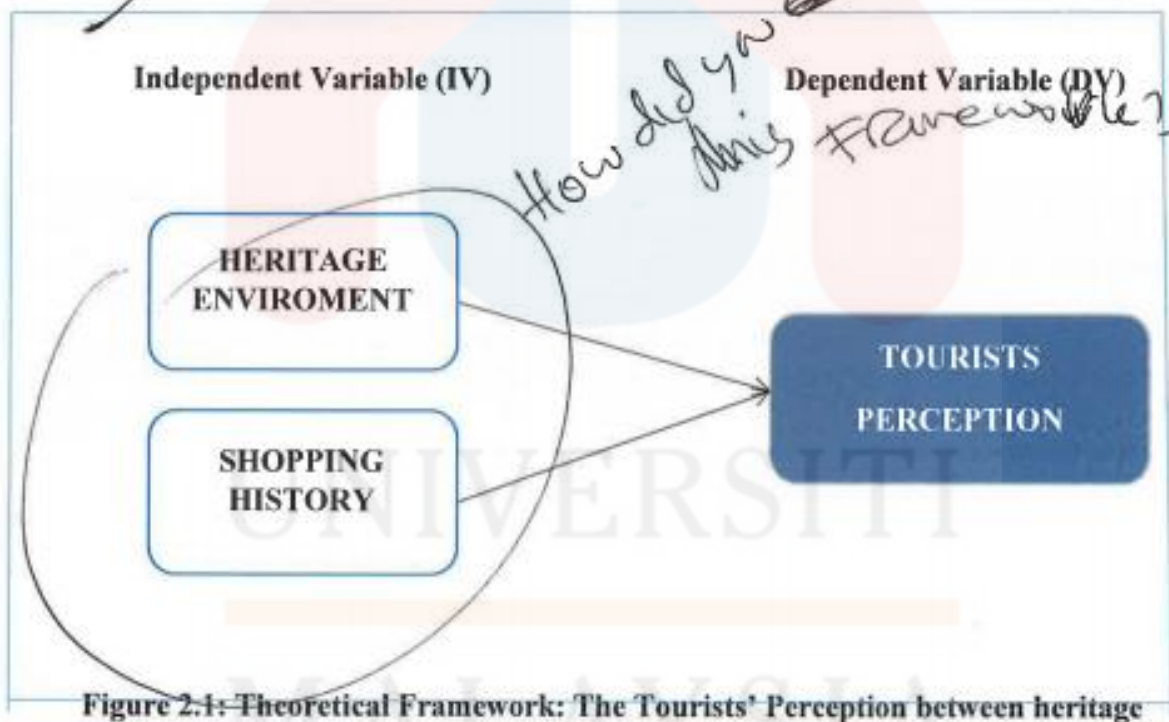
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KELANTAN

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*hasil*  
**2.4 CONCEPTUAL FRAMEWORK**



**Figure 2.1: Theoretical Framework: The Tourists' Perception between heritage environment and shopping history**

## QUESTIONNAIRE



Dear respondent,

We are doing academic research entitled:

### **Myths and Legends and Shopping Culture Influences Local Community's Perception**

We are undergraduate students of Universiti Malaysia Kelantan, with a Bachelor of Entrepreneurship (Tourism) with Honors. We are currently researching "Myths and Legends and Shopping Culture Influences Local Community's Perception". This research aims to identify the relationship between shopping culture towards the local community's perception in Pulau Langkawi and to study the relationship between myths and legend towards the local community's perception in Pulau Langkawi. We would be thankful for your commitment to answering the questionnaire that would take about 10 minutes. Your participation is needed for completing this questionnaire to complete our research.

All the information is given only meant for research purposes and treated as confidential.

Thank you very much for spending your time and completing this survey

Prepared by,

Nurul Ain binti Isa (H18A0466)

Nurul Syafiqah binti Alias (H18A0508)

Siti Nur Fatimah bt Amir Rasid (H18A0591)

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KELANTAN

*Responden yang dihormati,*

*Kami sedang melakukan penyelidikan akademik bertajuk:*

**Mitos dan Legenda dan Budaya Membeli-Belah Mempengaruhi Persepsi Komuniti Tempatan**

*Kami adalah pelajar sarjana Universiti Malaysia Kelantan, dengan Ijazah Sarjana Muda Keusahawanan (Pelancongan) dengan Kepujian. Kami sedang meneliti "Mitos dan Legenda dan Budaya Belanja Mempengaruhi Persepsi Komuniti Tempatan". Penyelidikan ini bertujuan untuk mengenal pasti hubungan antara budaya membeli-belah terhadap persepsi masyarakat tempatan di Pulau Langkawi dan untuk mengkaji hubungan antara mitos dan legenda terhadap persepsi masyarakat tempatan di Pulau Langkawi. Kami akan berterima kasih atas komitmen anda dalam menjawab soal selidik yang memerlukan masa sekitar 10 minit. Penyertaan anda diperlukan untuk melengkapkan soal selidik ini untuk menyelesaikan penyelidikan kami.*

*Semua maklumat yang diberikan hanya bertujuan untuk tujuan penyelidikan dan dianggap sebagai rahsia.*

*Terima kasih banyak kerana meluangkan masa anda dan menyelesaikan tinjauan ini*

*Yang benar,*

*Nurul Ain binti Isa (H18A0466)*

*Nurul Syafiqah binti Alias (H18A0508)*

*Siti Nur Fatimah bt Amir Rasid (H18A0591)*

*Wan Norhafikah binti Wan Rosdy (H18A0664)*

*Sarjana Muda Keusahawanan (Pelancongan) dengan Kepujian, Universiti Malaysia Kelantan (UMK).*

## SECTION A: RESPONDENT'S DEMOGRAPHIC INFORMATION

### BAHAGIAN A: MAKLUMAT DEMOGRAPHIC RESPONDEN

Section A consists of 5 questions. In this section, researcher will ask about simple respondent's demographic information. Please tick (✓) in your answer.

*Bahagian A mengandungi 5 soalan. Dalam bahagian ini, penyelidik akan bertanya mengenai maklumat demografi responden mudah. Sila tandakan (✓) dalam jawapan anda.*

1. Gender / *Jantina*

<input type="checkbox"/>
<input type="checkbox"/>

Male / *Lelaki*

Female / *Perempuan*

2. Age / *Umur*

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

18 - 20 years old/ *18 -20 tahun*

21 - 25 years old/ *21 - 25 tahun*

26 - 30 years old/ *26 - 30 tahun*

31 - 35 years old/ *31 - 35 tahun*

over 36 years old/ *atas 36 tahun*

3. Race / *Bangsa*

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

Malay / *Melayu*

Indian / *India*

Chinese / *Cina*

Others / *Lain-lain*



4. Education Level / *Taraf Pendidikan*

<input type="checkbox"/>	Sijil Pelajaran Malaysia (SPM)
<input type="checkbox"/>	Skills Certificate
<input type="checkbox"/>	A-Level/STPM/STAM/ Diploma
<input type="checkbox"/>	Bachelor's Degree
<input type="checkbox"/>	Master's Degree
<input type="checkbox"/>	PhD

5. Occupation/ *Pekerjaan*

<input type="checkbox"/>	Government Sector / Sektor Kerajaan
<input type="checkbox"/>	Private Sector / Sektor Awam
<input type="checkbox"/>	Self-Employment / <i>Bekerja Sendiri</i>
<input type="checkbox"/>	Student / <i>Pelajar</i>

**SECTION B: GENERAL**

**BAHAGIAN B: GENERAL**

1. In a year, how often do you travel? / *Dalam setahun, berapa kerap anda pergi melancong?*

Once / *Sekali*

Twice / *Dua kali*

More than 3 times / *Lebih dari 3 kali*

2. If you were traveling, who would you be with? / *Sekiranya anda melancong, dengan siapa anda akan bersama?*

Family / *Keluarga*

Friends / *Rakan-rakan*

Alone / *Sendirian*

3. If you travel, do you use the services of a tour guide? / *Sekiranya anda melancong, adakah anda menggunakan perkhidmatan pemandu pelancong?*

Yes / *Ya*

Sometimes / *Kadang-kadang*

No / *Tidak*

4. Where will you go while traveling? / *Ke manakah anda akan pergi semasa melancong?*

Shopping / *Membeli-belah*

Visiting historical places/ *Melawat tempat bersejarah*

Resort

All of the above/ *Semua yang di atas*

5. Are you familiar with the legends and myths in Malaysia? / *Adakah anda selalu mendengar tentang legenda dan mitos di Malaysia?*

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

Yes / *Ya*

Sometimes / *Kadang-kadang*

No / *Tidak*

6. Are you interested in learning about the myths and legends of Langkawi? / *Adakah anda berminat mengetahui tentang mitos dan legenda dari Langkawi?*

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

Yes / *Ya*

Sometimes / *Kadang-kadang*

No / *Tidak*



**INSTRUCTION:** Please indicate your level agreement to the respective statements by tick (✓) only one answer for each statement.

*Sila nyatakan tahap kebertujuan anda dengan pernyataan masing-masing dengan tanda (✓) hanya satu jawapan untuk setiap pernyataan.*

<b>Strongly Disagree</b> <i>Sangat Tidak Setuju</i>	<b>Disagree</b> <i>Tidak Setuju</i>	<b>Neutral</b> <i>Neutral</i>	<b>Agree</b> <i>Setuju</i>	<b>Strongly Agree</b> <i>Sangat Setuju</i>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

**SECTION C: INDEPENDENT VARIABLE**

**BAHAGIAN C: PEMBOLEHUBAH TIDAK BERSANDAR**

1. Shopping Culture (Duty-Free Zone) / *Budaya Membeli-belah (Zon Bebas Cukai)*

NO	STATEMENTS	LEVEL OF AGREEMENT				
		1	2	3	4	5
1	Shopping activities meet consumers' needs, desires, values and lifestyles. / <i>Aktiviti membeli-belah memenuhi keperluan, keinginan, nilai dan gaya hidup pengguna.</i>					
2	The main attributes of shopping are price, quality, cleanliness, atmosphere and service. / <i>Atribut utama membeli-belah adalah harga, kualiti, kebersihan, suasana dan perkhidmatan.</i>					
3	Enjoyment and gratification are the factors that motivate consumer to go to shopping in Langkawi. / <i>Keseronokan dan kepuasan adalah faktor yang mendorong pengguna untuk pergi membeli-belah di Langkawi.</i>					
4	Sales promotion and discount attract consumer with gives monetary benefits and satisfaction. / <i>Promosi dan diskaun jualan menarik pengguna dengan memberi faedah wang dan kepuasan.</i>					
5	Location and accessibility are the most important factors that influences consumer to shopping /. <i>Lokasi dan kebolehcapaian adalah faktor terpenting yang mempengaruhi pengguna untuk membeli-belah.</i>					
6	Do promotional strategy to consumer for better consumer satisfaction and increasing loyalty to the product. / <i>Melakukan strategi promosi kepada pengguna untuk kepuasan pengguna yang lebih baik dan meningkatkan kesetiaan terhadap produk.</i>					

7	The service accessibility that exists within the place like basic amenities, choice, crowds, ambiance and parking considered as a good atmospheric quality. <i>/Kebolehcapaian perkhidmatan yang terdapat di tempat seperti kemudahan asas, pilihan, orang ramai, suasana dan tempat letak kereta dianggap sebagai kualiti atmosfera yang bagus.</i>					
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#### SECTION D / BAHAGIAN D

##### 2. Myth and Legends / *Mitos dan Legenda*

NO	STATEMENTS	LEVEL OF AGREEMENT				
		1	2	3	4	5
1	Pulau Langkawi formally and really has been boosted since the declaration of the island as a duty free in 1987 / <i>Pulau Langkawi secara formal dan benar-benar telah meningkat sejak pengisytiharan pulau itu sebagai bebas cukai pada tahun 1987.</i>					
2	Myth is important to the people of Langkawi, this square with a status of a giant bird was constructed to symbolize the name of island / <i>Mitos penting bagi penduduk Langkawi, terdapat patung burung raksasa dibina untuk melambangkan nama pulau ini.</i>					
3	A legend found in Langkawi depicting a fight between a monster named Mat Chincang and Mat Raya in the year of their children marriage was created / <i>Lagenda yang dijumpai di Langkawi menggambarkan pergaduhan antara raksasa bernama Mat Chincang dan Mat Raya pada tahun perkahwinan anak mereka telah tercipta.</i>					
4	Beras Terbakar can be upgraded together with Kota Mahsuri especially as part of heritage in Pulau Langkawi / <i>Beras Terbakar dapat ditingkatkan bersama dengan Kota Mahsuri terutama sebagai sebahagian dari warisan di Pulau Langkawi.</i>					
5	Langkawi as a tourist destination, this place is filled with interesting myths and legends which 'feature ogres and gigantic birds and fairy princesses, battles and romance' / <i>Langkawi sebagai destinasi pelancongan, tempat ini adalah dipenuhi dengan mitos dan legenda menarik yang 'menampilkan burung raksasa dan puteri, pertempuran dan percintaan'.</i>					

KELANTAN

**SECTION E DEPENDENT VARIABLE****BAHAGIAN E PEMBOLEHUBAH BERSANDAR**Local Community Perception / *Persepsi Masyarakat Tempatan*

NO	STATEMENTS	LEVEL OF AGREEMENT				
		1	2	3	4	5
1	Tourism in Langkawi has the potential to increase economic investment and spending / <i>Pelancongan di Langkawi berpotensi meningkatkan pelaburan dan perbelanjaan ekonomi</i>					
2	Tourism in Langkawi could provide economic benefits to local people and small business <i>Pelancongan di Langkawi dapat memberikan keuntungan ekonomi kepada penduduk tempatan dan perniagaan kecil</i>					
3	It can create of new facilities, attractions and infrastructure in Langkawi / <i>Ia dapat menghasilkan fasiliti, tempat tarikan untuk pelancong dan infrastruktur yang baru di Langkawi</i>					
4	It can increase a better understanding of the province as a tourist destination / <i>Ia dapat meningkatkan pemahaman yang lebih baik mengenai Langkawi sebagai destinasi pelancongan</i>					
5	The traditional values and cultures in Langkawi are being strengthened / <i>Nilai dan budaya tradisional di Langkawi dapat diperkukuhkan</i>					
6	It can create new facility development / <i>Ia dapat mewujudkan pembangunan kemudahan yang baru</i>					
7	The infrastructure in the local communities can be improved / <i>Prasarana dalam komuniti setempat dapat diperbaiki</i>					

MALAYSIA

KELANTAN