A STUDY OF TOURISTS PERCEPTION TOWARDS DESTINATION SAFETY IN KELANTAN

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A report submitted in partial fulfilment of the

requirements for the degree of

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Abbreviations

DV   Dependent Variable

IV   Independent Variable

SPSS   Statistical Package for the Sciences

WHO   World Health Organisation

MCO   Movement Control Order

ABSTRACT

The purpose of this research is to examine the relationship influencing factors and tourist perception on safety in Kelantan. The main objective for this research is to investigate the factor influence tourist perception on safety in Kelantan. It is discovered media influence; risk perception and destination image that affected the number of tourists' arrivals for tourism industries. The number of local tourist arrival in Kelantan in 2019 was 6.5 million were targeted respondents and a total of 227 respondents who were successfully founded were questioned through the online survey. The data was collected and analysed by using Statistical Package for Social Science (SPSS) version 25.0. Pearson correlation coefficient was used in this research to investigate the relationship between media influence, risk perception and destination image. The result shows a significant relationship between media influence, risk perception and destination image with the tourist perception on safety. Through this study can understand the factor influence and a better understanding and knowledge that affect tourist perception among local's tourist.

Keywords: Factor influence, media influence, risk perception, destination image, tourist safety

ABSTRAK

Tujuan penyelidikan ini adalah untuk mengkaji hubungan faktor yang mempengaruhi dan keselamatan pelancongan di Kelantan. Objektif utama penyelidikan ini adalah untuk mengkaji faktor yang mempengaruhi persepsi pelancong terhadap keselamatan di Kelantan. Ia ditemui pengaruh media; persepsi risiko dan imej destinasi yang mempengaruhi jumlah kedatangan pelancong tempatan di Kelantan pada tahun 2019 adalah 6.5 juta responden yang disasarkan dan sejumlah 227 responden yang berjaya ditubuhkan disoal siasat melalui tinjauan dalam talian. Data yang dikumpulkan dan dianalis dengan menggunakan Statistical Package for Social Science (SPSS*) versi 25.0. Pekali korelasi* Pearson *digunakan dalam penyelidikan ini untuk mengkaji hubungan antara pengaruh media, persepsi risiko dan imej destinasi dan persepsi pelancong terhadap keselamatan.*

Kata Kunci: *Pengaruh faktor, pengaruh media, persepsi risiko, imej destinasi, keselamatan pelancong*

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter discuss the background of the study, problem statement, research objectives, research questions, significance of the study, the definition of terms and the final section will discuss the summary of this chapter.

1.2 BACKGROUND OF THE STUDY

Recently, there has been the discussion about tourist protection while travelling (Som, Aun, & AlBattat, 2015). The tourism industry relies heavily on tourist perceptions of protection. The image of the destination will be influenced by traveller safety. Furthermore, from 2015 to 2019, the number of tourists visiting Malaysia increased (Tourism Malaysia, 2019). If the solution is to transform the issue into a fox, the number of visitors to our country will decline. Then Malaysia's tourism industry would pose a

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danger to the country's economy. To prevent a scenario like this, the tourism industry must ensure that our tourist location is a safe place to visit for all visitors.

Modern tourism is diligently linked to growth, and it includes an increasing number of new endpoints (Sumb, 2017). The most important factor in attracting visitors to a destination is their protection while travelling (Amir, 2015). The tourist's deemed dangerous destination will not be considered an acceptable choice. It will go after the number of tourists who visit. When a tourist travels, they are concerned about the safety of the destination. If anything negative happens, it could go viral on social media, making the visitor a public figure.

Many individuals, particularly visitors, are frightened that the potential damage may cause them physical injury. Fear of being a target in situations such as terrorism, crime, or road coincidences (Amir, Ismail, & See, 2015). Furthermore, the tourism industry is in jeopardy. It could affect the economy, tourist safety perceptions, and the reputation of the destination. When tourists arrive in Malaysia, they will believe they are unprotected (Poku & Boakye, 2019). As a result, the objective of this study is to investigate tourist perceptions of destination safety in Kelantan.

1.3 PROBLEM STATEMENT

Malaysia is one of the most well-known tourist destinations in Asia. Selangor had the largest number of domestic arrivals, with 33.6 million visitors, according to the Department of Statistics Malaysia's Domestic Tourism Survey (2019). W.P Kuala Lumpur (22.6 million), Sabah (22.0 million), Perak (21.1 million), and Sarawak (21.1

million) topped the list (19.8 million). In general, domestic tourism in Malaysia performed better than the earlier year.

Table 1.1: Tourists Arrivals & Receipts to Malaysia from the Year 2015 until 2019

YEAR	ARRIVALS (MILLION)	RECEIPTS (RM BILLION)
2019	26.10	86.1
2018	25.83	84.1
2017	25.95	82.1
2016	26.76	82.1
2015	25.72	69.1

Source: Tourism Malaysia 2019

Based on the report "Tourist Arrivals & Receipts to Malaysia" from Tourism Malaysia (2019). The tourism industry in Malaysia has grown significantly completed the past year, as shown in Table 1.1. However, in 2015 the quantity of tourist to Malaysia tumbled from 27.44 million to 2572 million. This might be on the grounds that Malaysia's tourism industry represents a threat to the nations's economy. All things considered, benefits tumbled from RM72.0 billion to RM69.1 billion. In 2018, the total of tourists arriving in Malaysia fell to 25.83 million, down -3.0% from the previous year's figure of 25.95 million. The lack of advertising and promotional activities may have had an indirect impact on the Malaysia tourism industry, due to the lower budget allocation (Jaafar & Rasoolinamanesh, 2015). Other than that, from 2015 to 2017, tourist arrivals in Malaysia have been sluggish. In 2016 and 2017, there were 26.76 million and 25.95 million people. Based on the number of visitors, Malaysia's revenues in 2016 and 2017 were RM 82.1 billion and RM 82.1 billion, respectively. As a result, Malaysia's government could lack

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an effective strategy for dealing with the issue that has afflicted the country's tourism industry.

Tourism has been one of the industries in Malaysia that had a positive effect on the country's revenue. However, if tourists' safety is jeopardised while visiting Malaysia, the country's tourism and other industries can collapse. Also, (Tourism Malaysia, 2020) stated that Tourist arrivals will rise at a negative rate of 68.2 per cent in the first half of 2020. Tourist expenditure in the first half of 2020 was RM12.5 billion, down 69.8% from the RM41.6 billion recorded in prior years at the same period. The conclusion of worldwide lines in response to the spread of the Covid-19 infection is faulted for the critical drop in guests and travellers. Followings the World Health Organization (WHO) statement of Covid-19 as a pandemic on March 11, Malaysia's government issued a compulsory Movement Control Order (MCO) banning foreign tourist from entering the country beginning March 18.

Furthermore, news might be the one picture development specialists prepared to do drastically adjusting a region's picture in a small measure of time because of theor great dependability and market penetration (Balomenou & Garrod, 2019). It is widely considered that individuals collect information about tourist destinations from a variety of sources, develop an awareness of these regions, and generate a picture of these regions, which then informs their vacation selections (Parrey et al., 2019). Next, despite private and public sector preparations, safety incidents in tourist destinations may be unavoidable. Many protection situations, such as natural disasters, are virtually difficult to completely eradicate. (Zou & Meng, 2020). Then, the poor image of a tourist location established by the lack of safety in the location might hinder the industry's development (Som et al., 2015).

Furthermore, in the tourism industry, safety and security are so important that the success of tourist investments is contingent on being capable to provide safe and confident venues. Tourists and travelers have long placed a premium on safety and security. Since the 1980s, Malaysians have placed a larger emphasis on safety and security. (Brondoni, 2017). A study by (Amir et al., 2015), Tourists may avoid visiting a region or participating in activities if they believe the venue is dangerous. The respondents regarded the provision of CCTV to be the weakest element. The use of security devices such as CCTV increased lighting, and the hiring of security personnel may then be used to provide a better sense of security. Other researchers interested in studying tourist perceptions of safety in Kelantan can use this report as a guide. To improve the level of protection in Kelantan, it is necessary to understand how Malaysian tourists perceive tourist safety (Matthew et al., 2019).

1.4 RESEARCH OBJECTIVES

i.   To examine the relationship between media influence and tourist perception on safety.

ii.   To investigate the relationship between risk and tourist perception on safety.

iii.   To examine the relationship between destination image and tourist perception on safety.

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1.5 RESEARCH QUESTIONS

i.   What is the relationship between media influence and tourist perception on safety in Kelantan?

ii.   What is the relationship between risk perception and tourist perception on safety in Kelantan?

iii.   What is the relationship between destination image and tourist perception on safety in Kelantan?

1.6 SIGNIFICANCE OF THE STUDY

This study investigates the relationship between media influence, risk perception and destination image on tourist perception on safety in Kelantan. This research may also assist people in better knowing the impact of tourist perception on Kelantan's safety tourists. The findings of this study can be used by the Malaysian government to devise a new strategy for improving the protection of locals and foreign tourists in Kelantan.

1.7 DEFINITION OF TERMS

1.7.1 Safety

A system to prevent injury or avoid danger is as a state of protection from the danger of facing, affecting hurt, threat, and harm. Safety may also be described as the process of preventing coincidences from occurring (Serap et al., 2017). Every destination tourism success depends on the safety and security of its visitors. Rather than real concerns, it is the tourist's individual and subjective perception of these risks that has the most impact on destination choice and tourism flow from on country to another in the long run (Karl & Schumed, 2017).

1.7.2 Media influence

Media is "a group of sources of copy and audiovisual knowledge that figure on conceptual and technical basics and allow user-generated pleased to be manufactured and shared" (Parrey, Hakim, & Rather, 2019). Broad communication, online media and touring web journals will in general impact insight of dangers in traveler objections. Online interchanges are mainstream and exceptionally impact sightseer's movement aim to objective picture development and which means making in the long run impact tourist perception (Bhati et al., 2020).

1.7.3 Risk perception

Risk perception can be a reference to natural hazards and fears to the environment or health, such as nuclear power. The subjective assessment of prospective hazards and risks in the presence of safety precautions is known as perceived risk. According to a previous study, there are dissimilar types of perceived dangers hip travel (Yang et. al, 2015). The

trust travellers had in the first decade of the twenty-first century either limited or raised risk perception (Korstanje & Skoll, 2016).

1.7.4 Destination image

The best definition of the destination image is the common perception of the destination by visitors, as expressed in mind of tourist is how they feel about the destination (Parrey et al., 2019). Destination image is a combination of positive and negative insights addressing an arrangement setting inside which people make up their psyches about what objective to choose from among expected other option (Carballo et al., 2015).

1.8 SUMMARY

Chapter one mainly deliberated the dependent variable, independent variables, framework and hypothesis development. The title of this research is the factors influencing tourist perception on safety. The study discussed in detail how the independent variables which are the media influence, the risk perception and the destination image can affect tourist perception on safety. This research also explores the key factors that influence tourist perceptions of safety and the steps that can be taken to improve the perception in Kelantan. Furthermore, negative impressions such as feeling unsafe, vulnerable, or threatened would almost certainly result in a significant reduction in tourist arrivals. Unless the issues are resolved, visitor visits will undoubtedly decline. As a result, the researcher should design several alternatives to improve visitor safety. The researchers then wish to keep our standing as one of the most visited nations on the planet.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter presents literature review. It begins with the research model, the media influence, risk perception, and destination image as independent variables while tourist perception of safety as the dependent variable. This chapter also discusses the relationship between each independent variable with the dependent variable, conceptual framework, the hypothesis and the final section.

2.2 THEORETICAL MODEL OF RISK PERCEPTION

The conceptual models provided by Yang et al (2015) comprise the subsequent constructs: travel experience, previous risk experience, travel desire, novelty desire, and demography. Risk perception is probably going to be lowered as a result of the trip experience. Inexperienced tourists, consistent with Pearce's model, seek to satisfy lower-order needs like safety and sustenance until they obtain enough travel experience to advance up the travel career ladder and pursue higher-order needs. There also are finding travel experienced perceive lower risks.

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Following that, past risk experience revealed that tourists who have had indirect criminal experience are more worried about comparable nature according to G Kapuscini, 2018. The contradictory findings from previous research suggest that past risk experience does have a role in risk perception, but the character of the association, whether positive or negative, has to be investigated further. Perhaps travel motive, or the aim of a visit has a significant effect on visitors' risk assessment. It's worthwhile to inquire about what inspires tourists to travel, particularly to high-risk regions. Tourists that come to rest and unwind should prioritize their safety.

Tourists travel for the goal of participating in adventure tourist activities, and they purposefully seek an ideal degree of risk, which is what makes travel exciting. The impact of visitors' preferences for novelty on risk perception is known as novelty preference.

The significance of novelty is linked to the function of visitors, their distinctive lifestyles, and personalities. Independent traveller is riskier in decision making. Demographic factors that have looked at the impact of gender on risk perception have produced conflicting results. Women are more concerned about the dangers of violence and terrorism than males are about cultural and health hazards, according to a study. Another study has found that gender is not the only element that influences risk perception; age, nationality, travel experience, and novelty desire are also factors to consider.
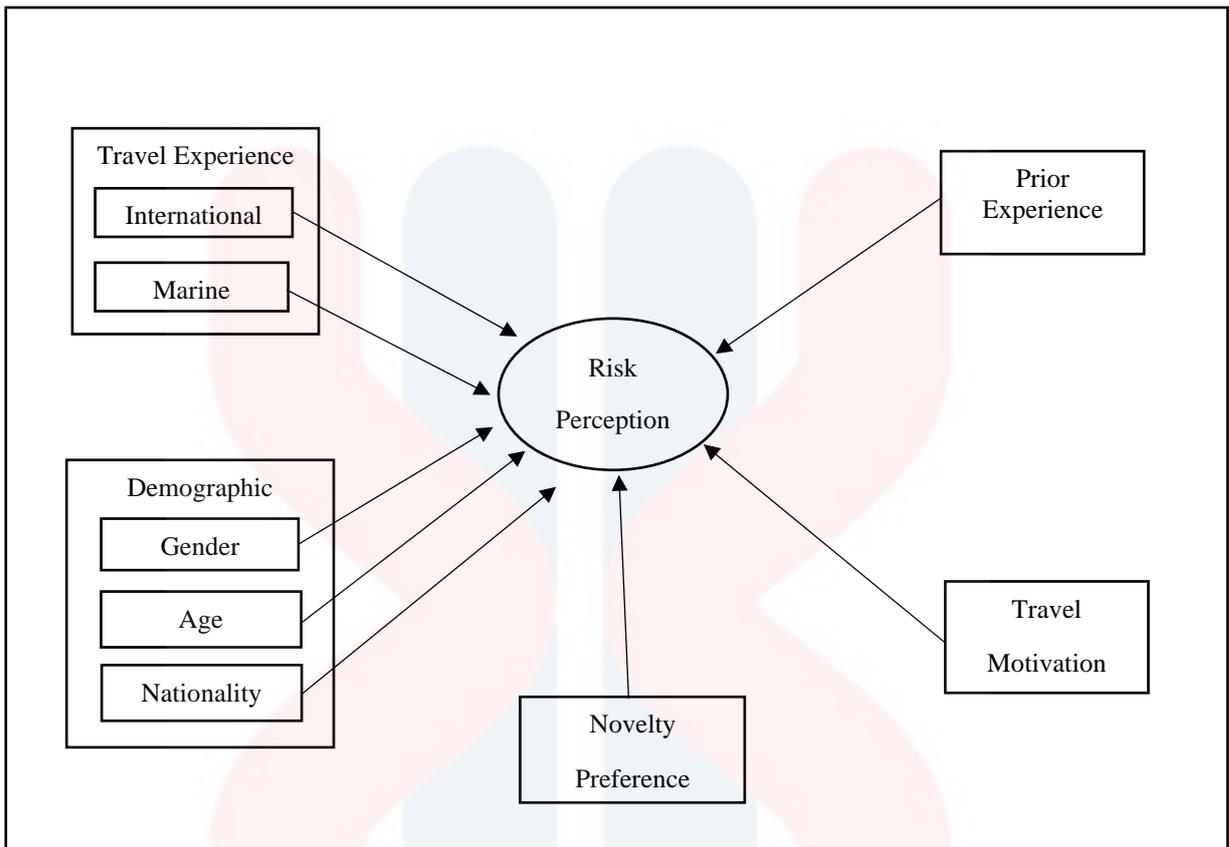
Figure 2.1 Theoretical Model of Risk Perception by Yang et al (2015)

2.3 TOURIST PERCEPTION ON SAFETY RELATED ISSUES

In a study by Imbeah et al., (2020) if tourists feel unsafe or threatened when visiting a tourist attraction, they will have a negative opinion of the destination, which will harm the destination's tourism industry. The participants in this study were potential visitors who opted not to visit an area because of its high crime rate. Tourists who feel insecure in a location are also less inclined to participate in activities outer of their accommodations. A tourist who has been harassed or sensed threatened while visiting a place is unlikely to return for pleasure or to recommend the place to other prospective visitors.

Repnik and Mekinc (2015) stated that security is getting more significant as aware, which implies that the travel industry's approaching is getting more dependent on it. Tourists prefer to visit a good tourism site for a variety of reasons. A personal experience, a transferred experience from peers or co-workers, or information gained from other sources may all contribute to their sense of security at a certain place. Furthermore, the condition of not being at risk of experiencing, causing damage, threat, or loss, as well as the usage of a system to avoid damage or avert danger, is defined as safety. Safety may also be characterised as the practice of preventing accidents from occurring (Serap et al., 2017).

According to Amir (2015) stated that it's understandable to be apprehensive about safety and security while travelling, as they are important factors in the development of all tourism locations. Many citizens, including tourists, are concerned that they could be physically harmed as a result of some potential accident. For instance, the fear of being a victim of a crime, terrorism, or a car accident. Tourists pick Malaysia as a holiday location for a variety of reasons, one of which being the belief that it is a safe location. The tourism industry will be impacted if tourists feel unsafe in a location, as it will increase negative expectations for the location and, as a result, reduce the number of visitors.

According to Som (2015), the danger is well-defined as a person's impression of the risk of being exposed to uncertainty or hurt. How does a visitor perceive the potential danger of a destination, which will influence traveller preferences and show tourists' risk aversion and unwillingness to fly to a dangerous location. The risk perception of a destination by tourists is critical in building a destination picture? The travel industry's improvement could be hurt by the harmful picture of the traveller objective given by the absence of wellbeing in the objective. Furthermore, it was discovered in this study that travellers place a high emphasis on safety when choosing a destination and preparing for

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a holiday. Travellers' negative perceptions of the destination's safety would reduce their participation in such activities, resulting in a loss of revenue for the destination. (Alrawadieh & Kozak, 2019).

2.4 MEDIA INFLUENCE

The mass media has a huge impact on tourism because it shapes the perception of prospective tourist destinations, influencing the choice of possible visitors (Polas et al., 2019). Thus, consumer reviews, facts, views, and attitudes can all be influenced by social media, which can affect a situation. People nowadays can easily obtain knowledge from friends, relatives, and the media. That is why, even though the news is false, they readily accept it.

The media affects the environment and people's attitudes. It can form traditional assessment in a variety of ways, depending on the goals (Polas et al., 2019). The media is crucial in creating and expressing public opinion, connecting individuals to the rest of the world, and repeating society's self-image. People's everyday lives and perspectives are regarded to be shaped by the media's impact (Garg, 2015).

Existing research suggests that social media can influence political engagement through a variety of mechanisms, including cognitive expansion, knowledge achievement, and political discussion (Halpern et al., 2017). A status update criticizing the administration's new actions, for example, not simply educates the client network about the activity, yet additionally delivers useful analysis, provoking individuals to think how they may react (Halpern et al., 2017). With friends and family, media influence becomes a crucial communication tool. It develops into useful tools in everyday life. The media can provide a wealth of knowledge that is beneficial to us.

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2.5 RISK PERCEPTION

Travelling has some risks, which may be defined as surprises, dangers, and disasters that can harm the tourist business. Therefore, the risk perception is "the potential of multiple misfortunes that may affect tourists in the progression of travelling or at their destination." Risk perception is typically understood as expectations of uncertainties that may be subjected to while travelling to or at the destination by a person who is at risk of troubles and/or hazards of some sort (Laura, Raquel, & Lluis, 2019).

The incorporation of risk to tourist choices can conflict with regular decision-making. Comparing destination options according to perceived advantages and costs is intuitively rationale for prospective travellers. It is fair to be confident that it would be viewed as more expensive than a better destination because of the risk of terrorism at a specific destination. Risks were often dealt with as a dilemma of facilitators' vs barriers or limitations. For instance, time, budget, and physical distance have been recognized as major restrictions that prospective tourists use to differentiate between alternatives to destinations (Anshul Garg, 2015).

Psychometric risk paradigm advocates prove that when measuring risks, people are impaired by a host of contextual risk characteristics or by simplifying heuristics that generate subjective biases and misconceptions of structured (quantitative) risk assessments. For example, involuntary dangers and dangers in high-impact situations, such as terrorist strikes, worry the public more than less spectacular but far more realistic dangers and dangers, such as heart disease (Grzegorz & Barry, 2016).

2.6 DESTINATION IMAGE

Location image is an attribute of an enticing tourism destination, according to Le and Ngo (2020). As a result, travellers' opinions of a tourism location might be influenced by a favourable destination image. In general, travellers are more likely to be happy if a destination picture can illustrate its attractiveness and matches their expectations. A notice censuring the public authority's new activities, for instance, not just illuminates the client network about the activity, however, it likewise delivers useful analysis, inciting individuals to figure how they may react, according to Li and Wen (2018).

Athena (2017) also describes the destination's component picture, which is a cognitive as well as an effective component, in the study. The cognitive components are linked to a person's values or information about the destination's existence or characteristics. Since the affective component is related to one's feelings toward the destination. In other words, since the cognitive aspect is an antecedent of the affective factor, the combination of these two components contributes to a summary of the intent.

According to Becken and Gao (2016), tourists construct destination pictures through many stages that include the initial development of organic pictures, which are later polished into induced pictures translated from more continuous material. The preparation for a visit is an example. When a person has indirectly visited an area, the image becomes more lifelike and identifiable, allowing for the inclusion of unique features.

According to Ramseook (2015), the picture of the destination in the visitor's head is highly essential in motivating the purpose of the tourist visit since it plays such an essential part in the choice to purchase their trip and beyond. Besides, the study also found

that the importance tourists perceive has a direct impact on their happiness, which in turn

has a direct impact on their intent to return to the destination in the coming.

2.7 RELATIONSHIP BETWEEN MEDIA INFLUENCE, RISK PERCEPTION, DESTINATION IMAGE AND TOURIST PERCEPTION ON SAFETY

2.7.1 RELATIONSHIP BETWEEN MEDIA INFLUENCE WITH TOURIST PERCEPTION ON SAFETY

According to Parrey (2019), the media affects the projected danger insight since

emotional news in the media adversely affects traveller choices. According to Zou &

Meng (2020), news media outlets' high trustworthiness, along with their capability to

reach huge audiences quickly, is mainly effective in changing people's perceptions when

reporting about illnesses and terrorism in tourist destinations. Also, when tourists are

unfamiliar with a destination, the media can greatly influence how threats are viewed in

both affected and non-affected areas. Information gleaned from the media, travel tips, or

social interactions. As locals, they post their experiences, photographs, videos, and other

material about tourism on their website. Even at the international level, different tourist

safety perceptions will affirm their exposure.

2.7.2 RELATIONSHIP BETWEEN RISK PERCEPTION WITH TOURIST PERCEPTION ON SAFETY

This study had revealed that tourist perception on safety had a positive factor on risk

perception. As stated by Kapuścińsk and Richards (2016), risk perception is based on

uncertainty and repercussions, with certain outcomes being more appealing to tourists than others. Although the risk might have both good and negative consequences, it is frequently researched in terms of negative consequences such as time or money lost as a result of using tourism items. Risk identified include threats to health and terrorism. Furthermore, travellers are unable to forecast or foresee the scenario at a place before arrival, and must rely on information from external sources such as the media, friends and family, or travel groups. When visitors see a scenario that is not acceptable or desired, they will change their vacation arrangements (Karl, 2018).

2.7.3 RELATIONSHIP BETWEEN DESTINATION IMAGE WITH TOURIST PERCEPTION ON SAFETY

According to Millar (2017), an objective image is characterized as an individual's a gathering of individual's perspective on an area." People's perceptions are shaped by their beliefs, thoughts, and impressions about the place. The arrangement of the objective picture is comprised of various elements, the vast majority of which are intellectual and full of feeling factors, and large numbers of these components can either improve or hose a destination view of the location picture. Then, Affective variables are persons that include travellers' approaches about a destination, while cognitive variables are those that involve how a traveller thinks and feels about a destination. For travellers seeking a tranquil setting, islands possibly will be the ideal option. Many natural attractions, such as scenic mountains and valleys, can also be sought.

2.8 CONCEPTUAL FRAMEWORK

```
Independent Variable (IV)                          Dependent Variable (DV)

┌─────────────────────────┐
│   Media influence       │
│                         │
│    (Garg, 2015)         │
└─────────────────────────┘
                                              ┌─────────────────────────┐
┌─────────────────────────┐                   │  Tourist perception on  │
│   Risk Perception       │                   │         safety          │
│                         │                   │                         │
│ (Laura, Raquel, & Lluis,│                   │     (Chili, 2018)       │
│        2019)            │                   └─────────────────────────┘
└─────────────────────────┘

┌─────────────────────────┐
│   Destination image     │
│                         │
│  (Millar, Collins, &    │
│     Jones, 2017)        │
└─────────────────────────┘
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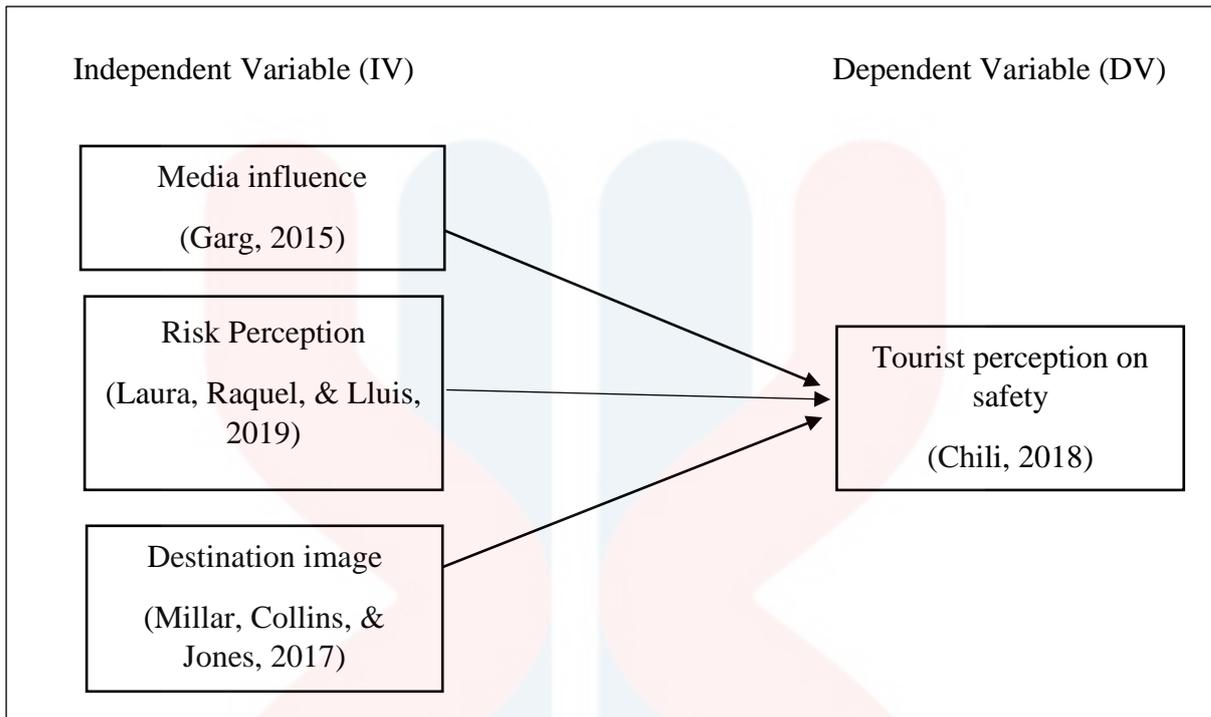
Figure 2.2: Conceptual Framework

Figure 2.2 indicates the independent variables (IV) and dependent variable (DV) of this research. The dependent variable (DV) is the tourist perception on safety. There were three independent variables (IV) been determined in these studies which are media influence, risk perception and destination image. This figure shows the relationship between media influence, risk perception, destination image and the tourist perception on safety in Kelantan.

2.9 HYPOTHESIS

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The literature review revealed that the independent variables like media influence, risk perception, destination image influencing tourist perception on safety in Kelantan. Based on the literature review that has been discussed and the research question, the hypothesis of this study summarized in the following manner.

H1

There is a significant relationship between media influence with tourist perception on safety.

H2

There is a significant relationship between risk perception with tourist perception on safety.

H3

There is a significant relationship between destination image with tourist perception on safety.

2.10 SUMMARY

In this chapter, it is argued the media influence, perception on destination safety and destination image as independent variables while tourist safety perception is the dependent variable, the relationship between every independent variable and dependent variable, conceptual framework and hypothesis which are important.
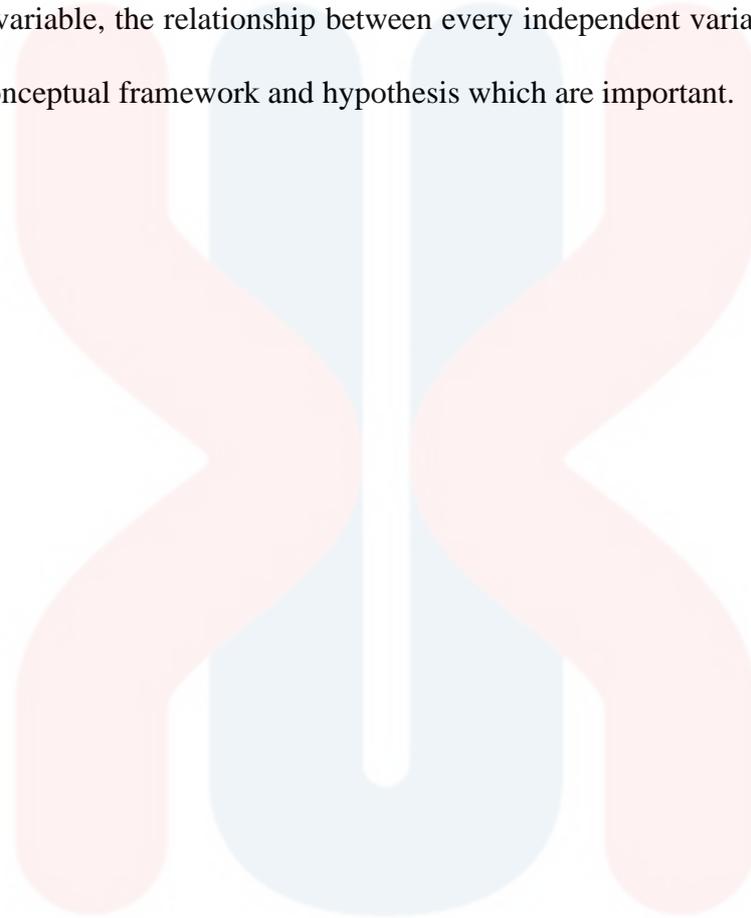
CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter will discuss the techniques of research methodology that used for the study, which comprises the research design, population and sampling. This study also wants to talk about research instruments, a data collection plan and a data analysis plan.

3.2 RESEARCH DESIGN

Quantitative and qualitative research designs are the two styles of research designs. This report is focused on quantitative analysis to collect the most important data. Planning and structuring research design are two aspects of research design. Handling information to help this current examination's admittance to the connection among free and ward factors is essential for the arranging and organizing of exploration exercises (Bryman, 2017).

The quantitative study will be used because this study wants to discover the data about tourist perception on safety. This study also wants to know how the independent variables

such as media influence, risk perception and destination image could influence the tourist perception on safety in Kelantan.

Furthermore, this study employs a quantitative analysis approach in that numeric data will be collected continuously and distinctly. The numerical form is used to describe quantitative data. Sensors, measures, counts, quantification, equations, forecasts, and prediction are all examples of quantitative data (Apuke, 2017).

The quantitative research design is used in this study. There can be any number of variables in a descriptive, even only one. A distinguishing feature of the descriptive design is the ability to focus on only one variable of interest (Siedlecki, 2020). Hence, this research to determine either media influence, risk perception, destination image will influence the tourist perception on safety in Kelantan.

3.3 TARGET POPULATION

A collection of people with similar qualities and features is referred to as a "population." The target group or community of individuals who have the common qualities that this study includes or chooses is referred to as the population. Two samples drawn from the same cohort but with different inclusion and exclusion requirements may have different characteristics and therefore represent different target populations (Thomas et al., 2020). Tourists arriving in Malaysia were included in the study's target population. In 2019, Malaysia welcomed 26.10 million international tourists from throughout the

world, as well as 239.1 million local visitors (Tourism Malaysia, 2020; Department of Statistics, Malaysia, 2020).

This research focuses on Malaysia for a variety of causes, including the probable to improve tourist security and attract more visitors. The sampling technique used in this analysis which was convenience sampling involves selecting individuals from a sample to represent the population.

3.4 SAMPLE SIZE

According to Krejcie and Morgan (1970), the sample size is illustrative of the respondent in Kelantan is 6.5 million. Hence, a total of 384 forms would be spread to the target population in Kelantan.

Table 3.1: Table for Determining Sample Size from a Given Population.

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note: **N** is Population Size   : **S** is sample size

3.5 SAMPLING METHOD

In order to answer the study's questions, it's improbable that the researcher will be able to collect data from all of the cases. As a result, selecting a sample will be necessary. The population refers to the entire set of instances from which the researcher sample is drawn. Researchers employ a sample strategy to reduce the overall number of events because they don't have the time or money to analyse the entire population (Taherdoost, 2019). The sampling process can be classified as either probability or nonprobability. A feature of probability sampling methods is a random selection, which assures that each case in the population has an equal chance of being chosen (Berndt, 2020). Non-probability sampling method when the sample population is chosen adaptively, there is no guarantee that every subject in the target population has the same probability (Elfil, 2016).

This analysis would use convenience sampling, Elfil and Negida (2016) stated that it is the most extensively utilized and relevant method in research. The researcher uses this strategy to recruit people based on their availability and accessibility. As a result, this procedure is quick, affordable, and practical. It is called convenient sampling because the researcher chooses the sample elements based on their simplicity of availability. Other than that, convenience samples are also referred to as "accidental samples" since items may be chosen in the sample because the study is located near where the researcher is assembling data either physically or organizationally (Etikan & Musa, 2016).

3.6 DATA COLLECTION METHOD

Data collection is a method for assembling and measuring information from a variety of sources to obtain comprehensive and reliable data. It enables anybody to answer comparable questions, assesses outcomes, and forecast future probabilities and trends. In addition, survey forms, questionnaires, Google Forms, and interviews can be used to collect data.

3.7 RESEARCH INSTRUMENT

Research instruments are measurement tools such as questionnaire, test or scales that design to obtained data. The questionnaire is separated into five sections (Section A, Section B, Section C, Section D and Section E). Section A, stated the question of demographic, classification as age, gender, race, occupation and income level. Section B stated the question related to tourist safety perception. Next, section C is the first independent variable, media influence. Section D, the second independent variable, perception on destination safety. Closed with section E, is the third independent variable, destination image. In this study, the data was collected over the questionnaire to find information and details about the factors that influence tourist perception on safety in Malaysia.

In addition, the respondent will be provided a variety of choices and a Likert scale on the questionnaire. Multiple-choice questions are particularly important because they require the respondent to choose an answer from a list of options. The 7-Likert Scale being used in this study are 1-Strongly Disagree, 2-Quite Disagree, 3-Slightly Disagree, 4-Neither, 5-Slightly Agree, 6-Quite Agree, 7-Strongly Disagree. The data obtained through questionnaires.

Table 3.2: Measurement of Likert Scale

Strongly Disagree	Quite Disagree	Slightly Disagree	Neither	Slightly Agree	Quite Agree	Strongly Disagree
1	2	3	4	5	6	7

Table 3.3: Source of Measurement

Variable	Source of Measurement Items
Tourist Perception on Safety	Chili (2018)
Media Influence	Chili (2018)
Risk perception	Som, Aun, and AlBattat (2015)
Destination Image	Millar, Collins, and Jones (2017)

3.8 DATA ANALYSIS

Data analysis is significant because it is used to transform data into worthwhile knowledge and to examine the relationship between the dependent and independent variables. In data analysis, Statistical Package for the Social Sciences (SPSS) is used to analyse the collected data. Statistical Package for the Social Sciences (SPSS) is statistical analysis software that is intended to be collaborative or batch-processed. This is one of the most well-known statistical programmes, capable of conducting complicated data manipulation and testing in a direct way. The Statistical Package for the Sciences (SPSS) could import practically any type of information and create tabulated reports with charts and distribution plots.

3.8.1 DESCRIPTIVE STATISTIC

Descriptive statistical analysis may provide a clear and precise summary of the main features of a large measurements of data. This interpretation may take the form of a quantitative statistical description, which includes the minimum, maximum, mean, median, and variance, or a visual summary, which includes histograms and scatterplots (Qiu et al., 2017). Descriptive statistics are used to designate the relationship between variables in a sample or population. Descriptive statistics such as mean, median, and mode are used to describe data (Ali & Bhaskar, 2016).

3.8.2 RELIABILITY TEST

The degree to which a measurement of an event produces stable and precise data is referred to as reliability. Consistency is another term for reliability. For example, a scale or test is said to be accurate if repetitive measurements taken under constant conditions yield the same result (Taherdoost, 2016). Cronbach Alpha Both binary and large-scale data may benefit from the use of Alpha. The number of test subjects, the interconnectedness of the items, and the dimensionality of the items all affect the value of alpha. The low alpha value could be attributable to a limited number of queries, resulting in low pair correction, and it could be removed from some items. If alpha is excessively high, or extremely close to one, it could mean that certain goods are redundant since the same question is being assessed in a different way (Sharma, 2016).

Table 3.8: Rule of Thumb Cronbach's Alpha

Cronbach's Alpha	Internal Consistency

$0.9 \leq \alpha$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

3.8.3 PEARSON CORRELATION COEFFICIENT

The Pearson correlation coefficient is calculating the linear dependency between two random variables (real-valued vectors). It is one of the most commonly used relationship measures and was historically the first standardised correlation measure (Zhou et al., 2016). In the study of Fisher and Pearson, the product moment's coefficient, which is the most often used measure to characterise the linear dependency between two random variables, is the current version of the correlation coefficient (Saccenti et al., 2020).

3.9 SUMMARY

Through this chapter, the researcher will be clearer in this study when deciding on research design, target population, sample size, sampling method, data collection, and

research instruments and data analysis. From this study, the researcher may also learn how to use the study design and its roles in this study, as well as the target population, sample size, sampling process, data collection, test instruments, and data analysis. Hopefully, by the end of this chapter, all of the components of this study will be used in future studies.

CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

This chapter included reliability analysis, demographic characteristic of respondents, descriptive analysis and Pearson's coefficient analysis. The results of the research data were obtained from 227 respondents. In this study, IBM SPSS Statistics Version 25 was used to analyse the data after the data have been collected.

4.2 RELIABILITY TEST

Reliability analysis was used to measure the reliability of the questionnaires. According to Hair et al (2007), Cronbach's Alpha analysis was used to ensure the information's external and internal consistency. Cronbach's Alpha coefficient size was calculated using the Rules of Thumb in the table below.

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

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

Source: Hair et al. (2007)

Table 4.1 illustrated the dependent and independent variables' overall accuracy (pilot test). The pilot was conducted with 30 people before being distributed to 384 people using the internet survey process.

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

Dependent Variable

Variable	Number of item	Cronbach's Alpha coefficient	Strength of Association
Media influence	5	0.849	Very Good
Risk perception	5	0.918	Excellent
Destination image	5	0.428	Poor
Tourist safety perception	5	0.849	Very Good
Overall variables	20	0.761	Good

Table 4.2 showed the overall value of Cronbach's Alpha Coefficient for the independent and dependent variable in this study. From the table, we can conclude all the variables were above the value of 0.6 and the overall variables were 0.818. Therefore, the result shown was reliable and it can be accepted in this study.

There were five questions were used in measuring the media influence variable that influenced tourist perception on safety in Kelantan. Table 4.2 showed that Cronbach's Alpha result for this section's requirements in media influence variable was reliable.

Next, there had five questions in measuring the risk perception variable that influenced tourist safety perception on safety in Kelantan. The result of Cronbach's Alpha coefficient that showed in this section is 0.918 which indicated excellently. Thus, the coefficient obtained for the questions in the risk perception variable were reliable.

Furthermore, in measuring the destination image variable that influenced tourist perception on safety in Kelantan, five questions were used. The Cronbach's Alpha result for this section's question was 0.428 which resulted in poor. Therefore, the coefficient obtained for the questions in the destination image variable were reliable. This bad result may be because respondents feel that the destination image does not affect tourist perception on safety. This is because several studies have proven that age, gender and level of education differentiate factors in the image of a destination (Becken, Jin, Chen, & Gao, 2016).

Lastly, in measuring the tourist perception on safety in Kelantan, five questions were used and the Cronbach's Alpha result for this section's question was 0.849 which indicated very well. Therefore, the coefficient obtained for these questions in measuring the tourist perception on safety in Kelantan were also reliable.

The Cronbach's Alpha charge for the variables surpassed 0.7, indicating that the questionnaires are highly accurate and that the analysis should continue. Overall, the respondents demonstrated a high level of understanding of the questions asked, indicating that the questionnaires were approved for this review.

4.3 DEMOGRAPHICS CHARACTERISTICS OF RESPONDENT

The data analysis of this study included the frequency analysis. The data from Section A of the questionnaire included questions from different demographic variables of respondents such as gender, race, age, marital status, educational level and travel experience. The respondent's demographic profiles were presented in a form of a table.

4.3.1 Gender

Table 4.3: Number of Respondents by Gender

Gender	Frequency	Percentage (%)	Cumulative Percentage (%)
Male	61	26.9	26.9
Female	166	73.1	100.0
Total	227	100.0	

Table 4.3 and Figure 4.1 showed the gender of respondents. The total number of respondents for male was 61 respondents while the number of females was 166 respondents. Out of 227 respondents, 26.9% of total respondents were male and the remaining 73.1% were female respondents who involved in this study.

4.3.2 Race

Table 4.4: Number of Respondents by Race

Race	Frequency	Percentage (%)	Cumulative Percentage (%)
Malay	145	63.9	63.9
Chinese	3	1.3	65.2
Indian	28	12.3	77.5
Others	51	22.5	100.0
Total	227	100.0	

Table 4.4 showed the total respondents by race. 282 respondents consist of Malay (145 respondents), Chinese (3 respondents), Indian (28 respondents) others (51 respondents) had responded to the questionnaire. Table 4.4 showed the highest percentage of respondents was Malay (63.9%) and followed by India (12.3%), next to others religion (22.5%), and the lowest percentage was Chinese which was (1.3%).

4.3.3 Age

Table 4.4: Number of Respondents by Age

Age	Frequency	Percentage (%)	Cumulative Percentage (%)
18-25	196	86.3	86.3
26-33	25	11.0	97.4
34-51	3	1.3	98.7
50 and above	3	1.3	100.0
Total	227	100.0	

Table 4.5 showed the total respondents by age. 227 respondents consist of age from 18-25 (196 respondents), 26-33 (25 respondents), 34-41 (3respondents), and 50 and above (3 respondents) had responded to the questionnaire. Table 4.5 showed the highest percentage of respondents was respondents who have a range of age from 18-25 (86.3%) and followed by 26-33 which was (11.0%), and the lowest percentage respondents were the rage of age from 34-41 and 50 recorded the same percentage (1.3%).

4.3.4 Status

Table 4.5: Number of Respondents by Status

Status	Frequency	Percentage (%)	Cumulative Percentage (%)
Single	198	87.2	87.2
Married	28	12.3	99.6
Others	1	0.4	100.0
Total	227	100.0	

Table 4.6 showed the total respondents for status. The total number of respondents for single was 198 respondents while the number of married was 28 respondents and the total number of respondents for others was only 1 respondent. Out of 227 respondents, 87.2% of total respondents were single, 12.3% were married and the remaining of 0.5% were others respondents who involved in this study.

4.3.5 Educational Level

Table 4.5: Number of Respondents by Educational Level

Educational Level	Frequency	Percentage (%)	Cumulative Percentage (%)
Primary	1	0.4	0.4
Secondary	42	18.5	18.9
Diploma	55	24.2	43.2
Bachelor of Degree	125	55.1	98.2
Master Degree	4	1.8	100.0
Total	227	100.0	

Table 4.7 showed the total respondents from different educational level. The majority of the respondents were from bachelor of degree with a percentage of 55.1% (125 respondents) and followed by diploma 24.2% (55 respondents). There were 18.5% (42 respondents) from secondary, 1.8% (4 respondents) from respondents who study in master and the least were 4.0% (1 respondent) who is primary.

4.3.6 Travelling Experience

Table 4.6: Number of Respondents by Travelling Experience

Race	Frequency	Percentage (%)	Cumulative Percentage (%)
Yes	200	88.1	88.1
No	27	11.9	100.0
Total	227	100.0	

Table 4.8 showed the total number of respondents for the travelling experience. The total number of respondents that travel was 200 while the number of the respondent that

not travel was 27. Out of 227 respondents, 88.1% respondents were travel and another 11.9% respondents were not travel.

4.4 DESCRIPTIVE ANALYSIS

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

4.4.1 Independent Variable and Dependent Variable

Table 4.9: Descriptive Statistics

Variables	n	Mean	Standard Deviation
Media influence	227	6.0793	0.90508
Risk perception	227	6.0344	0.94712
Destination image	227	5.6687	0.74587
Tourist safety perception	227	5.8564	0.91031

Table 4.9 showed the number of respondents, mean and standard deviation of independent variables and dependent variables. For the independent variables, the highest mean was situational which is 6.0793 and followed by risk perception which was 6.0344 and destination image was 5.6687. The mean for the dependent variable was 5.8564.

4.4.2 Media Influence

Table 4.10 Descriptive statistic of Media Influence

No	Item Description	n	Mean	Standard Deviation
1	The media can influence tourists to determine their tourist destination.	227	6.32	0.980
2	The media shows an attractive and safe tourist destination area.	227	6.11	1.058
3	Tourist can identify unsafe tourist destination areas through the media.	227	5.70	1.442
4	The media influences tourists' perceptions of tourist destinations.	227	6.20	1.043
5	Tourists can avoid travelling in unsafe areas through the media.	227	6.07	1.048

Table 4.10 showed the mean and standard deviation analysis on the independent variable which was media influence. The highest mean value was item 1 which was 6.32, where respondents agreed that the media can influence tourists to determine their tourist destination. The lowest mean value was item 5 which were 6.07, where the respondent slightly agreed that tourists can avoid travelling in unsafe areas through the media. For the data set from 227 respondents with the standard deviation most of the value which lowest than 1, it indicated the values close to mean.

4.4.3 Risk Perception

Table 4.1.1: Descriptive statistics of Risk Perception

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No	Item Description	n	Mean	Standard Deviation
1	Risk perception can affect the number of tourists arrive at destination.	227	6.11	1.031
2	Risk perception will cause tourists to think negatively about a destination.	227	6.01	1.033
3	Risk perception can interfere with the decision-making of tourists when choosing a destination.	227	6.03	1.082
4	Risk perception will cause tourists to be threatened, scared and will not repeat to that place again.	227	5.94	1.187
5	Risk perception is not only in terms of crime, but also consists of natural hazards that can affect the health and safety of tourists.	227	6.07	1.120

Table 4.11 showed the mean and standard deviation analysis of respondents on the independent variable which was social influences. Item 1 scores the highest mean value which was 6.11, where the respondents agreed that risk perception can affect the number of tourists arrives at the destination. The lowest mean item 4, with the mean value of 5.94, where the respondent slightly agree that risk perception will cause tourists to be threatened, scared and will not repeat to the place again. From the data set from 227 respondents with the standard deviation most of the value which lowest than 1, indicated the values close to meanwhile the standard deviation which greater than 1, it indicated the values were more dispersed.

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4.4.4 Destination Image

Table 4.12: Descriptive statistics of Destination Image

No	Item Description	n	Mean	Standard Deviation
1	Tourists will travel to countries that have a bad image of the destination.	227	3.44	2.170
2	An entire country with a good destination image will increase the desire of tourists to travel to that country.	227	6.40	0.889
3	Destination image is an important factor for tourists to choose their destination.	227	6.15	1.083
4	A good destination image will have a positive impact on the economy in the tourism industry.	227	6.31	0.928
5	Tourists are sensitive to the image of a bad destination as a result of war, crime, natural disasters, and disease that plagues a country.	227	6.04	1.272

Table 4.12 showed the mean and standard deviation analysis of respondents on the

independent variable which was destination image. Number 2 scored the highest mean

value which was 6.40, where the respondents agreed on an entire country with a good

destination image will increase the desire of tourists to travel to that country. The lowest

mean is number 1, with the mean value of 3.44, where the respondent slightly agreed that

their tourists will travel to countries that have a bad image of the destination. From the

data set from 227 respondents with the standard deviation most of the value which lowest

than 1, indicated the values close to meanwhile the standard deviation which greater than

1, it indicated the values were more dispersed.

4.4.5 Tourist Perception on Safety

Table 4.13: Descriptive statistics of Tourist Perception on Safety

No	Item Description	n	Mean	Standard Deviation
1	I feel safe in the tourist places visited.	227	3.44	2.170
2	I feel safe in a destination to go through accommodation activities.	227	6.40	0.889
3	My personal experience is the perception of safety when in a tourist destination.	227	6.15	1.083
4	The tourism industry is not affected if tourists feel safe.	227	6.31	0.928
5	Travellers regard protection as a top priority during their destination selection and vacation planning processes.	227	6.04	1.272

Table 4.13 showed the mean and standard deviation analysis of respondents on the

dependent variable which was tourist perception on safety. Number 5 score the highest

mean value which was 6.31, where the respondents agreed that they were more likely to

share their opinions or reviews about protection as the best priority in their destination selection and vacation scheduling process. The lowest mean number 1 and 2, with the mean value 5.64; 5.55, where the respondent somewhat agreed that they feel safe in the tourist places visited and they feel safe in a destination to go through accommodation activities. From the data set from 227 respondents with the standard deviation most of the value which lowest than 1, indicated the values close to meanwhile the standard deviation which greater than 1, it indicated the values were more dispersed.

4.5 PEARSON CORRELATION COEFFICIENT

Pearson's correlation analysis was one of the keys examines that measured the linear relationship between the two variables. The objective of this analysis was to decide whether there were correlations between independent variables (media influence, risk perception, and destination image) and the dependent variable (tourist perception on safety). If the relationship is significant, researchers must select whether the level of strength of the association was conventional.

Table 4.14: Strength Interval of Correlation Coefficient

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

Source: Abgunbiade and Ogunyika, (2013)

Hypothesis 1: Media Influence

H1: There was a significant relationship between media influence with tourist perception on safety in Kelantan.

Table 4.15: Correlation coefficient for media influence and tourist perception on safety in Kelantan.

		Tourist Perception on Safety	Media Influence
Tourist Perception on Safety	Pearson correlation	1	0.701**
	Sig. (2-tailed)		0.000
	n	227	227
Media Influence	Pearson correlation	0.701**	1
	Sig. (2-tailed)	0.000	
	n	227	227

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

Table 4.15 illustrated the Pearson correlation coefficient, significant significance, and the total number of cases (227) that were all used in this study. The p-value was 0.000, which was less than the 0.01 threshold for significance. The strong positive correlation between media influence and tourist perceptions of safety was shown by the correlation coefficient of 0.701.

Hypothesis 2: Risk Perception

H2: There was a significant relationship between risk perception with tourist perception on safety in Kelantan.

Table 4.16: Correlation coefficient for risk perception and tourist perception on safety in Kelantan.

		Tourist Perception on Safety	Risk Perception
Tourist Perception on Safety	Pearson correlation	1	0.674**
	Sig. (2-tailed)		0.000
	n	227	227
Risk Perception	Pearson correlation	0.674**	1
	Sig. (2-tailed)	0.000	
	n	227	227

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

Table 4.16 illustrated The Pearson correlation coefficient, significant significance, and the total number of cases (227) were all used in this study. The p-value was 0.000, which

was less than the 0.01 threshold for significance. The 0.674 correlation coefficient indicated a moderate positive relationship between risk perception and tourist safety perception.

Hypothesis 3: Destination Image

H3: There was a significant relationship between destination images with tourist perception on safety in Kelantan.

Table 4.17: Correlation coefficient for destination image and tourist safety perception in Kelantan.

		Tourist Perception on Safety	Risk Perception
Tourist Perception on Safety	Pearson correlation	1	0.587**
	Sig. (2-tailed)		0.000
	n	227	227
Risk Perception	Pearson correlation	0.587**	1
	Sig. (2-tailed)	0.000	
	n	227	227

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Table 4.1.7 illustrated the Pearson correlation coefficient, significant significance, and the total number of cases (227) were used in this study. The p-value was 0.000, which was less than the 0.01 threshold for significance. A moderate positive association between risk perception and tourist safety perception was found with a correlation coefficient of 0.587.

4.6 FRAMEWORK ANALYSIS
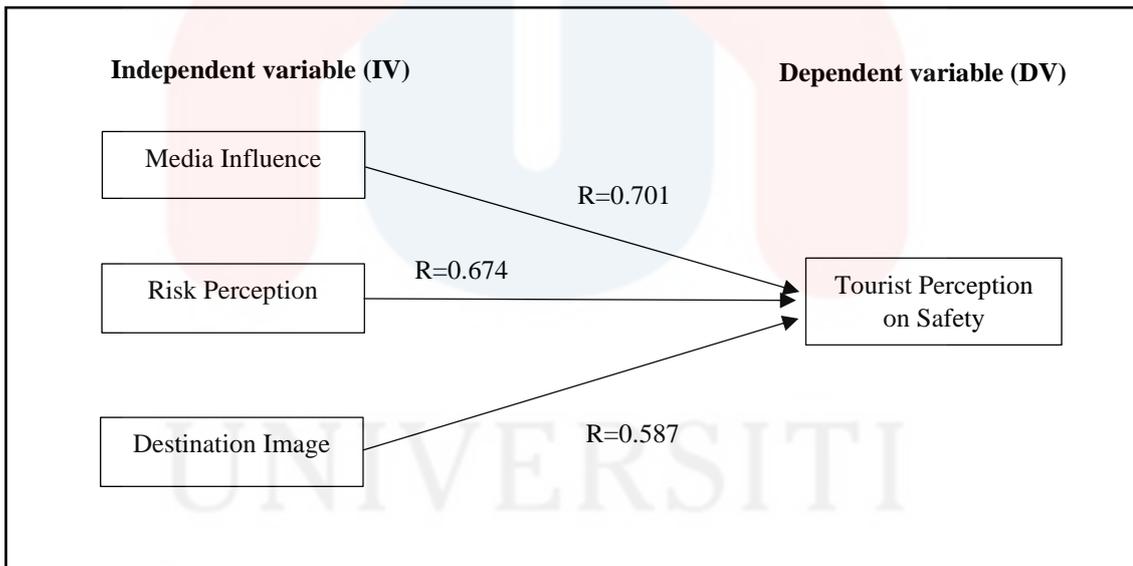
Figure 4.7: Correlation between media influence, risk perception, destination image and tourist perception on safety.

The figure 4.7 showed the framework with the data value for the significant independent variables to the dependent variables. There were three independent variables (media influence, risk perception, and destination image) that had a significant

relationship to the dependent variable (tourist perception on safety). The highest Pearson correlation value was between media influence and tourist perception on safety which is 0.701. Meanwhile, the lowest Pearson correlation value was between the destination images between tourist perceptions on safety which was 0.587. The Pearson correlation for risk perception with tourist perception on safety was 0.674. Therefore, there were only three independent variables included media influence, risk perception, and destination image that had a significant relationship to the tourist perception on safety.

4.7 SUMMARY

In conclusion, with all the relationship among the variable, the study found that the three hypotheses in this study are accepted. All the independent variables show different correlation coefficient with the dependent value which was 0.701 for media influence, 0.674 for risk perception and 0.587 for destination image. It result showed a moderate positive correlation between all the independent variables and dependent variable. It also answers the research questions whether was there any relationship between media influence and tourist perception on safety, between risk perception and tourist perception on safety, and between destination image and tourist perception on safety. To conclude, there was a significant relationship between media influence, risk perception, and destination image with the tourist perception on safety.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This chapter discusses the recapitulation of the study, finding and discussion about the relationship between media influence, risk perception, destination image and tourist perception on safety. Furthermore, this chapter also deliberated the limitations of the study and suggested several recommendations for future study.

5.2 RECAPITULATION OF STUDY

The study was conducted to determine the relationship between media influence, risk perception, destination image and tourist perception on safety. The focus of this study was to know the relationship between media influence, risk perception and destination image towards tourist perception on safety in Kelantan. Primary data was collected in this situation, and a series of questionnaires were used to obtain input from respondents. 384 respondents were chosen from a pool of 384 based on the table generated by Krejcie and

Morgan (1970). This study also analyzed the relationship between media influence, risk perception, destination image and tourist perception on safety in Kelantan.

The dependent variable in this study was important to examine tourist perception on safety in Kelantan. Whereas, a set of independent variables which consists of media influence, risk perception and destination image influence tourist perception on safety among local tourist in Kelantan. In media influence, the viewpoints of trusted friends disseminated through social media were increasingly influencing tourism approaches and destination decisions, so it was worthwhile to investigate the role of social media in this context. (Oliveira, 2020). Risk perception refers to a destination that was believed to harm their evaluation and subsequently their satisfaction with visiting the destination. Tourists' perceptions of risk are influenced by their direct experiences, as well as their interactions with others and knowledge from the media in the social world when they visit a destination. (Xie et al., 2020).

The sampling frame of this study was among tourist in Kelantan. The data was collected among local tourist in Kelantan. A total of 384 questionnaires were sent and responses from 227 were useable and can be analyzed. In this data analysis, the reliability analysis, descriptive analysis, and Pearson's correlation coefficient were all used. The independent variables were subjected to a reliability test to ensure the measurement instrument's internal accuracy. Cronbach's Alpha was in the range of 0.797 to 0.79 for all vector scales. They were well in reach of the recommended reliability threshold of 0.6 Sekaran (2006). Risk perception considered highly reliable with Cronbach's Alpha of 0.918. It showed the risk perception was most influence the tourist perception on safety. Media influence and destination image were considered reliable with Cronbach's Alpha 0.849 and 0.428 concluded that variables were reliable and all variables were kept for further analysis.

The Pearson's correlation was used in this study to describe the relationship of the two variables in term of direction and strength of the relationship. The result indicated that for media influence there strong, positive correlation between tourist perception on safety (r=0.701, n=227, p<0.01) and risk perception (r= 0.674, n=227, p<0.01) that suggested a moderate to good correlation between risk perception and tourist perception on safety. Other than that, destination image (r=0.587, n=227, p<0.01) was also suggested moderated positive correlation between destination image and tourist perception on safety in Kelantan.

5.2.1 Research Question 1: What is the relationship between media influence and tourist perception on safety in Kelantan?

In this study, media influence was featured that contributes to the tourist perception on safety in Kelantan. The past results indicate that the media has a huge impact on tourism because it shapes the perception of prospective tourist destinations, influencing the decision of potential visitors (Polas et al., 2019). In another term, the media is critical in forming and reflecting public opinion, connecting people to the rest of the world, and reproducing society's self-image. The media's influence was seen as being responsible for shaping people's daily lives and views (Garg, 2015). Based on the analysis done, it was found that the strength of the relationship between media influence and tourist perception on safety was at the highest level (r=0.701, n=227, p<0.01). The finding revealed there was a positive and significant relationship between media influence and tourist perception on safety. Therefore, it can be seen that media influence play an important roles in influencing tourist perception on safety. This finding deems close to a previous study in which only the cognitive component of a media influence was considered.

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5.2.2 Research Question 2: What is the relationship between risk perception and tourist perception on safety in Kelantan?

In this study, the result indicated that the strength of the relationship between risk perception and tourist safety perception was at the lower level (r=0.674, n=227, p<0.01). The results suggest that risk perception and tourist safety perception have a moderately positive and meaningful relationship. Risk perception plays a key role in influencing tourist safety perception. The three perspectives on tourism risk perception were subjective feelings of the negative consequences or negative impact that could occur while travelling, objective assessment of the negative consequences or negative impact that could occur while travelling, and knowledge of reaching the threshold portion of the negative consequences or negative impact that could occur while travelling. Risk perception was typically understood as expectations of uncertainties that may be subjected to while travelling to or at the destination by a person who was vulnerable to misfortunes and/or hazards of some sort (Laura, Raquel, & Lluis, 2019). As a result, risk perception positively correlated with tourist safety perception.

5.2.3 Research Question 3: What is the relationship between destination image and tourist perception on safety in Kelantan?

In this study, the result indicated that the strength of the relationship between perception on destination safety and the tourists' safety perception was at moderate positive (r= 0.674, n=227, p<0.01). The findings imply that there was a positive and significant relationship between destination image and tourist safety perception. Destination image plays a key role in influencing tourists to revisit the place. Every tourist has someone to influence their decision to visit the place. A major travel consideration

for tourists was the issue of safety and security. According to Dowling and Staelin (1994), certain groups of individuals feel that safety and security are key factors that determine the choice of a travel destination. Most research findings state that the safety and security of tourists was a requirement for a flourishing tourist destination (Tarlow & Santana, 2002; Sonmez & Graefe, 1998).

5.3 DISCUSSION

The Reliability Test was conducted on 30 respondents before it was distributed to actual respondents using the online survey method. It was tested by the Cronbach's Alpha Coefficient indicating the range from 0.428 to 0.918 and it indicated that the result was good and closed to very good where the risk perception variable scored the highest. Cronbach's Alpha value of 0.918, media influence had the second-highest Cronbach's Alpha value which was 0.849, followed by destination image variable (0.428). Thus, all variables had met the lowest requirement of reliability, since all Cronbach's alpha coefficients of all variables were greater than 0.6.

In the Descriptive Analysis for the independent variables, the highest mean value was the media influence variable which was 6.0793 and followed by the risk perception variable (6.0344). The lowest mean value for the independent variables was the destination image variable (5.6687). The mean value for the dependent variable was 5.8564. It could conclude that tourist safety perception was the most influence in tourist perception towards the destination in Kelantan.

For measure the linear relationship between the two variables acknowledged as the objectives of this study, the researchers carried out the Correlation Analysis. Table 5.1 showed the summary of Correlation Analysis, there was a moderate positive relationship between media influence, risk perception, and destination image with the tourist perception on safety.

Table 5.1: Summary of Correlation Analysis

Hypothesis	Significant Value	Conclusion	Correlation Value	Conclusion
1	0.000	Accepted	0.701	High Positive Correlation
2	0.000	Accepted	0.674	Moderate Positive Correlation
3	0.000	Accepted	0.587	Moderate Positive Correlation

5.4 LIMITATION

This analysis had constraints that made it difficult for the researchers to finish it. This study had some flaws, one of which was the lack of respondents. Not all Malaysian

tourists who desired to answer questions or attain a questionnaire from the researchers were eligible to participate in this study. In additions, some respondents believe that answering the researchers' questions would be a discarded of time. Any local visitors may not have wanted the researcher to invade their privacy and may not have been attracted in answering the questionnaire.

An attitude like that of a handful of tourists here will give a bit of a problem for researchers to complete the study as soon as possible of having to wait longer to collect information from respondents. These need the researchers to take almost one month to spread the questionnaire. The researchers have to be very understanding and know-how to interact with the targeted respondents as their behaviour or response cannot be expected. However, the process of getting their response goes well as many of the tourists give their commitment very nicely.

The next limitation in this study was variable. These studies only focus on the three independent variables which were media influence, risk perception, destination image and one dependent variable which was tourist perception of safety. As in the tourism sector, many factors influence or interact with local tourists in the tourists' perception of safety in Malaysia. The others factors also had a relationship in this study as well. This was because of the limited resources and references for the researcher to make a research-based on other independent variables.

Furthermore, one of the study's shortcomings was the data collection process. The researchers only use an online survey to collect data in this report. This was due to the fact that the research respondents for this study were Malaysian visitors, and the researcher was unable to collect data through interviews. When using an online survey, the researcher has no way of knowing if the information provided by the respondents is

accurate. Furthermore, using an online survey can take a long time for respondents to complete the questionnaire, causing the data collection process to be delayed.

The last limitation of this study was this research was quantitative. There was no extension of the analysis since this review only focuses on quantitative research. When there is no additional research on this study, especially qualitative research, other researchers are unable to learn more about the factors that influence tourist safety perceptions in Malaysia. The other researcher is unable to come up with a better solution.

5.5 RECOMMENDATION

This study recommends that further research be done on foreigner tourist travel in Malaysia, since this study only looked at local tourists in Malaysia. This way, it will see if there were any parallels in the results. If the analysis is applied to global tourists in Malaysia, the findings could be different. Therefore, there had another tourist to answer the questionnaires instead of focus on local tourist only. Besides, just the present research focuses on three factors that influencing tourist perception on safety. However, this research might be unnoticed other significant factors that also play a great role in impelling the tourist perception on safety. Therefore, for future researchers can be recommended others variables like a natural disaster to develop a new outcome in their research.

The research is also limited to 227 samples, which may could be considered as well as local markets. According to Krejcie and Morgan (1970), the number would be adequate and appropriate, and greater sample sizes could be used to systematise millions of

Malaysian tourists. As a result, potential researchers should increase their sample size to improve the study's accuracy and reliability.

Finally, instead of respondents answering the scaling questionnaire online, use the interview approach or generate some open-ended questions for them. Researchers can get a high response rate using the interview process, and ambiguities can be explained and incorrect answers can be followed up on right away. As a consequence, this technique will help to avoid misunderstandings and improve study outcomes.

5.6 CONCLUSION

At the end of this chapter, the researcher must present the study's aim about the problem under study. This study examines the relationship among the variables of media influence, risk perception, and destination image that influence the tourist perception on safety. The research framework was created using the information gathered from the literature review. The researcher intended to look at the connections between each of the independent variables and the dependent variables.

This study had 227 participants who took part in the online survey process. SPSS software version 25 was used to collect and analyse the data, which was done using descriptive statistics, reliability analysis, and correlation analysis. The total variables were 0.761 as a result of the reliability review. As a result, the result presented was trustworthy, and it can be acknowledged in this report.

The research was to know the relationship between media influence, risk perception, and destination image that influence the tourist perception on safety. The result of the

research objectives which was to examine the relationship between media influence, risk perception, and destination image that influence the tourist perception on safety was accepted. Meanwhile, such results can be foretold about media influence, risk perception, and destination image were influence the tourist perception on safety.

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APPENDIX A

QUESTIONNAIRE

Dear respondent,

We are doing an academic research entitled:

A Study of Tourist Perception Towards Destination Safety in Kelantan

We are students of Bachelor of Entrepreneurship (Tourism) with Honors in University Malaysia Kelantan. As part of our Final Year Project (FYP) we are currently conducting a survey on the A Study of Tourist Perception Towards Destination Safety in Kelantan. Financially, it will not cost you anything and you will not be paid anything. However, your participation can help us find out the A Study of Tourist Perception Towards Destination Safety in Kelantan.

Your personal details will not be exposed to the public as it is strictly used for the research and academic purpose only.

Thank you for your assistance in completing this questionnaire.

Prepared by,

AINI SUHAILA BINTI M KHAIRUL AMAR   (H18A0030)

DIVYARAGINI A/P MAHENDRAN   (H18A0102)

NORELISA BINTI BAKRI   (H18A0332)

SAHARIAH BINTI MOHD KAZIM   (H18A0541)
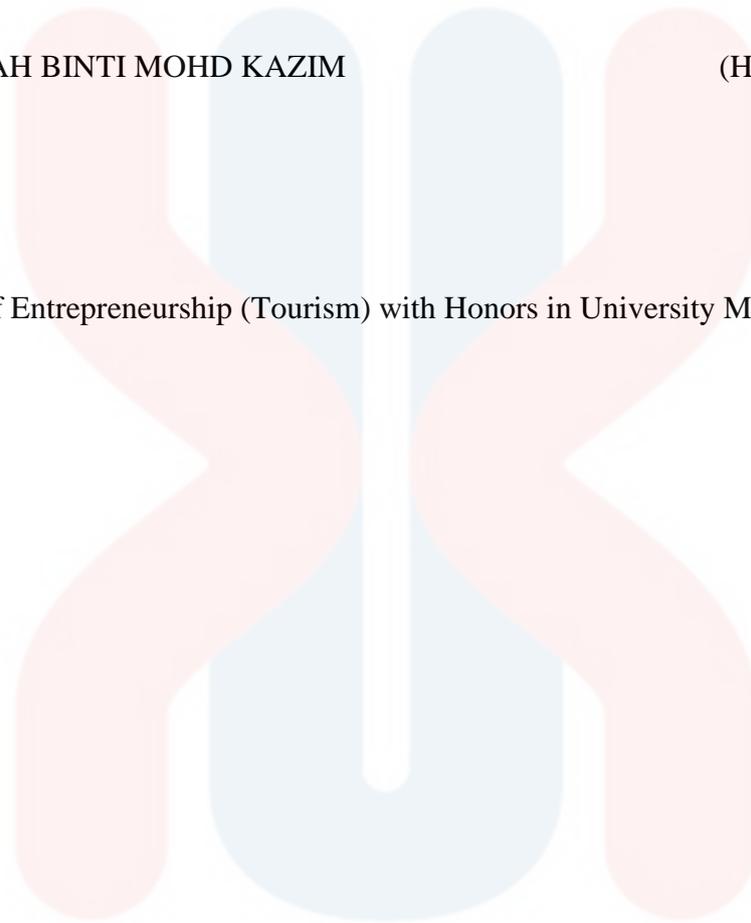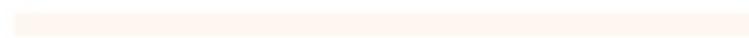
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6	Submitted to Institute of Technology Carlow Student Paper	<1%
7	Kamilla Swart, Richard George, Julia Cassar, Chesney Sneyd. "The 2014 FIFA World Cup™: Tourists' satisfaction levels and likelihood of repeat visitation to Rio de Janeiro", Journal of Destination Marketing & Management, 2017 Publication	<1%

Responden yang dihormati,

Kami sedang membuat satu penyelidikan akademik yang bertajuk :

<u>Kajian Persepsi Pelancong Ke Arah Keselamatan Destinasi di Kelantan</u>

Kami adalah pelajar Sarjana Muda Keusahawanan (Pelancongan) dengan Kepujian dari Universiti Malaysia Kelantan. Sebagai sebahagian daripada Projek Penyelidikan Tahun Akhir (PPTA), kami sedang menjalankan satu tinjauan yang berkaitan kajian persepsi pelancong ke arah keselamatan destinasi di Kelantan. Dari segi kewangan, tinjauan ini tidak akan menyebabkan sebarang perbelanjaan daripada anda dan anda tidak akan dibayar dengan sebarang ganjaran. Walau bagaimanapun, pernyertaan anda dapat membantu kami mengetahui akan kajian persepsi pelancong ke arah keselamatan destinasi di Kelantan.

Maklumat peribadi anda tidak akan didedahkan secara awam dan ia hanya digunakan untuk penyelidikan ini sahaja.

Terima kasih atas bantuan anda dalam mengisi soalan penyelidikan ini.

Yang benar,

AINI SUHAILA BINTI M KHAIRUL AMAR   (H18A0030)

DIVYARAGINI A/P MAHENDRAN   (H18A0102)

NORELISA BINTI BAKRI   (H18A0332)

SAHARIAH BINTI MOHD KAZIM   (H18A0541)

Sarjana Muda Keusahawanan (Pelancongan) dengan Kepujian dari Universiti Malaysia Kelantan.

SAHARIAH BINTI MOHD KAZIM   (H18A0541)

QUESTIONNAIRE

SOAL SELIDIK

<u>**Section A: Demographic**</u>

<u>*Bahagian A: Demografi*</u>

Instruction: Please tick (/) the appropriate answer

Arahan: Sila tandakan (/) pada jawapan yang sesuai.

1. Gender / Jantina

☐ Male / *Lelaki*

☐ Female / *Perempuan*

2. Race / *Bangsa*

☐ Malay / *Melayu*

☐ Chinese / *Cina*

☐ Indian / *India*

☐ Others / *Lain-lain*

3. Age group / *Kumpulan umur*

☐ 18 – 25 years old */ tahun*
☐ 26 – 33 years old / *tahun*
☐ 34 – 41 years old / *tahun*
☐ >50 years old / *tahun*

4. Marital status / *Status perkahwinan*

☐ Single / *Bujang*
☐ Married / *Kahwin*
☐ Others / *Lain-lain*

5. Educational level / *Tahap pendidikan*

☐ Primary / *Rendah*

☐ Secondary / *Menengah*

☐ Diploma / *Diploma*

☐ Bachelor of degree / *Ijazah sarjana muda*

☐

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Master degree / *Ijazah sarjana*

☐ PHD / PHD

6. Do you have travelling experience before? / *Adakah anda pernah mempunyai pengalaman melancong sebelum ini?*

☐ Yes/ Ya
☐ No/ Tidak

Section B: Tourist perception on safety

Bahagian B: Persepsi pelancong mengenai keselamatan

For each statement, show the extent to which you agree or disagree with it by selecting one number from the scale provided. (Please circle one number for each statement)/ Bagi setiap pernyataan, nyatakan sejauh mana anda bersetuju atau tidak bersetuju dengan memilih satu nombor dari skala yang disediakan. (Sila bulatkan satu nombor untuk setiap kenyataan)

1	2	3	4	5	6	7
Strongly Disagree (SD) / Sangat Tidak Setuju	Quite Disagree (QD) / Agak Tidak Setuju	Slightly Disagree (SD) / Sedikit Tidak Setuju	Neither (N) / Kedua-duanya Tidak	Slightly Agree (SA) / Sedikit Setuju	Quite Agree (QA) / Agak Setuju	Strongly Agree (SA) / Sangat Setuju

NO	STATEMENT	SD	QD	SD	N	QS	QA	SA
1	I feel safe in the tourist places visited. *(Saya merasa selamat di tempat pelancongan yang dilawati.)*	1	2	3	4	5	6	7
2	I feel safe in a destination to go through accommodation activities. *(Saya merasa selamat di suatu destinasi untuk melalukan aktiviti penginapan.)*	1	2	3	4	5	6	7
3	My personal experience is the perception of safety when in a tourist destination. (*Pengalaman peribadi saya, merupakan persepsi keselamatan apabila berada di sebuah tempat pelancongan.)*	1	2	3	4	5	6	7
4	The tourism industry is not affected if tourists feel safe.	1	2	3	4	5	6	7

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	(Industri pelancongan tidak terjejas sekiranya pelancong merasa aman.)							
5	Travellers regard protection as a top priority during their destination selection and vacation planning processes. *(Pelancong menganggap perlindungan sebagai keutamaan semasa pemilihan destinasi dan proses perancangan percutian mereka.)*	1	2	3	4	5	6	7

Section C: Media influence

Bahagian C: Pengaruh media

NO	STATEMENT	SD	QD	SD	N	SA	QA	SA
1	The media can influence tourists to determine their tourist destination. *(Media dapat mempengaruhi pelancong untuk menentukan destinasi pelancongan mereka.)*	1	2	3	4	5	6	7
2	The media shows an attractive and safe tourist destination area. *(Media menunjukkan kawasan pelancongan yang menarik dan selamat.)*	1	2	3	4	5	6	7
3	Tourists can identify unsafety tourist destination areas through the media. *(Pelancong dapat mengenalpasti kawasan destinasi pelancong yang tidak selamat melalui media.)*	1	2	3	4	5	6	7

4	The media influences tourists' perceptions of tourist destinations. *(Media mempengaruhi persepsi pelancong terhadap destinasi pelancongan.)*	1	2	3	4	5	6	7
5	Tourists can avoid traveling in unsafe areas through the media. *(Pelancong dapat mengelakkan melancong di kawasan yang tidak selamat melalui media.)*	1	2	3	4	5	6	7

Section D: Risk perception

Bahagian D: Persepsi risiko

NO	STATEMENT	SD	QD	SD	N	SA	QA	SA
1.	Risk perception can affect the number of tourists arrive at destination. *(Persepsi risiko boleh mempengaruhi jumlah pelancong yang datang ke sesuatu destinasi.)*	1	2	3	4	5	6	7
2.	Risk perception will cause tourists to think negatively about a destination. *(Persepsi risiko akan menyebabkan pelancong berfikiran negatif terhadap sesuatu destinasi.)*	1	2	3	4	5	6	7
3.	Risk perception can interfere with the decision-making of tourists when choosing a destination. *(Persepsi risiko akan mengganggu pelancong untuk membuat keputusan pilihan ke destinasi.)*	1	2	3	4	5	6	7
4.	Risk perception will cause tourists to be threatened, scared and will not	1	2	3	4	5	6	7

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	repeat to that place again. *(Persepsi risiko menyebabkan pelancong terancam, takut dan tidak mahu ke tempat itu lagi.)*							
5.	Risk perception is not only in terms of crime, but also consists of natural hazards that can affect the health and safety of tourists. *(Persepsi risiko bukan sahaja dari segi jenayah, malah terdiri daripada bahaya semulajadi yang boleh memberi kesan kepada kesihatan dan keselamatan pelancong.)*	1	2	3	4	5	6	7

Section E: Destination image

Bahagian E: Imej destinasi

NO	STATEMENT	SD	QD	SD	N	SA	QA	SA
1.	Tourists will travel to countries that have a bad image of the destination. *(Para pelancong akan melancong ke negara-negara yang mempunyai imej destinasi yang buruk.)*	1	2	3	4	5	6	7
2.	An entire country with a good destination image will increase the desire of tourists to travel to that country. *(Sebuah negara mempunyai imej destinasi yang baik akan meningkatkan keinginan pelancong untuk melancong ke negara tersebut.)*	1	2	3	4	5	6	7
3.	Destination image is an important factor for tourists to choose their destination.	1	2	3	4	5	6	7

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	(Imej destinasi adalah faktor penting untuk pelancong memilih destinasi mereka.)							
4.	A good destination image will have a positive impact on the economy in the tourism industry. *(Imej destinasi yang baik akan memberi kesan yang positif terhadap ekonomi dalam industri pelancongan.)*	1	2	3	4	5	6	7
5.	Tourists are sensitive to the image of a bad destination as a result of war, crime, natural disasters, and disease that plagues a country. *(Para pelancong sensitif mengenai imej destinasi yang buruk akibat daripada peperangan, jenayah, bencana alam, dan penyakit yang melanda sesebuah negara itu.)*	1	2	3	4	5	6	7

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