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THE IMPACT OF MOBILE APPLICATION TOWARDS TOURISM INDUSTRY AMONG SAP STUDENTS KOHORT 2018

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DECLARATION

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ABSTRACT

The main objective of this study is to promote the travel business, to encourage relationships between companies and consumers through cashless travel. Young and old adults can use the mobile app no matter where and when. Younger and older adults are also quicker to spot the benefits of mobile apps to the community. In our daily lives, mobile devices exist more than ever before and are also an important factor in modern travel behavior. In particular, the experience of traveling on location is disturbed by smartphones in general, this paper argues. The company has been using mobile platforms and mobile applications with the popularity of mobile devices as new media that has the potential to increase customer engagement, brand loyalty, and ultimately sales growth. We explore how mobile platforms and branded applications build new ground in advertising in this chapter, and we also present future implications that include management guidelines that allow marketers to leverage branded mobile apps and platforms to drive customer engagement and loyalty.



ABSTRAK

Objektif utama kajian ini adalah untuk mempromosikan perniagaan perjalanan, untuk mendorong hubungan antara syarikat dan pengguna melalui perjalanan tanpa tunai. Orang dewasa muda dan tua boleh menggunakan aplikasi mudah alih tidak kira di mana sahaja dan bila-bila masa. Orang dewasa yang lebih muda dan lebih tua juga lebih cepat mengesan faedah aplikasi mudah alih kepada komuniti. Dalam kehidupan seharian kita, peranti mudah alih lebih banyak hadir daripada sebelumnya dan juga menjadi faktor penting dalam tingkah laku perjalanan moden. Secara khusus, pengalaman perjalanan di lokasi terganggu oleh telefon pintar pada umumnya, kertas ini berpendapat. Syarikat telah menggunakan platform mudah alih dan aplikasi mudah alih dengan populariti peranti mudah alih sebagai media baru yang berpotensi meningkatkan penglibatan pelanggan, kesetiaan jenama, dan akhirnya pertumbuhan penjualan. Kami meneroka cara platform mudah alih dan aplikasi berjenama menjalin alasan baru dalam pengiklanan dalam bab ini, dan kami juga mengemukakan implikasi ke depan yang merangkumi panduan pengurusan yang membolehkan pemasar memanfaatkan aplikasi dan platform mudah alih berjenama untuk mendorong penglibatan dan kesetiaan pengguna.

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LIST OF ABBREVIATIONS

Abbreviations

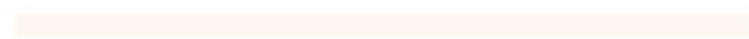
DOI	Diffusion of Innovation Theory
TTF	The Task Technology Fit Theory



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CHAPTER ONE

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.

1.2 BACKGROUND OF STUDY

A mobile application could be a package or software application designed to run on a mobile device like a phone, tablet, or watch, often remarked as a mobile app or just an app (IBM Cloud Education, 2020). Initially, apps were intended for productivity support like email, calendar, and call databases, but public demand for apps caused rapid expansion into other fields, like mobile games, factory automation, GPS and location-based services, order tracking, and ticket purchases, so voluminous apps are now available. Apps are usually downloaded from device delivery channels, like the App Store (iOS) or Google Play Store, that are travel by the owner of the mobile package. Some applications are free, et al have a price, with the profit being split between the creator of the applying and therefore the platform for distribution. Mobile applications often interchange contrast to desktop applications that are designed to run on desktop computers, instead of directly on a mobile device, and web applications that run on mobile web browsers. According to Shaikh & Karjaluo (2016), to achieve the next stage of user engagement and market penetration

influencing to tourism industry to using an apps. The future will be influenced by many emerging developments and technical variables. To measure average speed, search for mistakes, improve road layout a, turn direction to arrive in one destination and so on, Waze and Maps use for it collects. Trivago, a global hotel search platform, is another example of mobile applications in the travel industry, where website users are contrast to hotel prices for 1.3 million hotels across 190 countries. It enables users to differ in hotel offers and instantly and easily to seek great prices (DPO,2017).

Tourism Mobile apps allow users to schedule tours, book accommodation, book tickets, book taxis, map routes, and more (Adamo Digital, 2019). With the fast-growing demand for mobile devices, consumers have unparalleled access to an overwhelming amount of product data that can help them make purchasing decisions. Increasingly, travellers rely on the use of mobile devices to discover, compare, study, buy, and review tourism products and services. In particular, the demand for mobile apps has grown rapidly and is becoming highly competitive; there are more than one million apps available in the Apple App Store alone, not to mention the other major network, as the effect of this increased adoption of mobile apps has been wide-ranging and has altered the conventional marketing and delivery services environment in the tourism industry.

1.3 PROBLEM STATEMENT

Cashless travel which is one of recent advancements in information technology, urban transport operators have introduced the prepaid farecard system in many cities. One of the most important characteristics of this system is that travellers are not required to pay for a train or bus ride in cash and they become entitled to use these transport services by purchasing the farecard. This system can generally be described

as a cashless process. These services may essentially impact the consumer's behaviour. The virtual transaction space is where formal business transactions occur such as reservations and payment (Angehrn, 1997). In addition, many cashless services, such as the credit card system and the internet banking system have been introduced (Husain.M, Varshney.T, Bhatnagar.S, & Satsangi.K.A, 2019). The advantage of apps in the digital economy is that with one click or tap, you can travel cashless and encourage all kinds of payment because many tourists are afraid of cash quarrels at the time of travel, which becomes a major safety issue for tourist.

Promoting travel companies improving the visibility and competitiveness of businesses can be achieved through mobile tourism app. Marketing strategy serves a vital role in the advancement of advertising the travel company that inherently appeals to the audiences. Relevant audiences will be provided when promoting or advertising the mobile app on various platforms. In addition to representing a platform for advertisement and branding, as a mobile company and supporting travel companies, mobile apps carry tremendous potential. Approximately 21 percent of smartphone owners registered shopping and retail applications during the previous 30 days (Nielsen, 2010). Mobile applications for the travel industry provide personalized services which include tour packages that include a business trip and family fun for multiple uses. In addition, travel agencies must actively pay attention to their customers' unique requirements and preferences. Mobile applications allow travel companies to offer services that strictly track the existing consumer demand that matches the market.

The communication channel is the process, means, manner or mechanism by which a message is transmitted to its intended recipient. The virtual information space is where business can provide information about themselves and about the products they offer such as information on goods, information on destinations, information on availability and information on rates (Angehrn, 1997), same goes to Hsieh.S & O'Leary.J.T (2008), with communication channel, it is easier to understand what kind of information of tourists demanding and kind of the tourists characteristics. Since they hold them in the pocket on tiny devices that establish a personal link with other types of digital that can not be replicated, the mere attachment customers go through their bank of apps. The mobile tourism app helps the user pick your favorite destinations although staying back home with just one press. Tourists can book tickets to reach the location, decide the route, book a sightseeing taxi, book hotel reservations and discover local places to visit. The virtual distribution space is where business can provide their goods for distribution to customers such as guides, itineraries and weather reports (Angehrn, 1997). Mobile apps work as a Direct means of contact between the company and customers, as it allows the organization to evaluate or alert the user of user interest. These apps also allow the company to remain linked with users by sending updates even after the trip is done. The virtual communication space is where business and their suppliers and customers can exchange ideas such as relationship building, information assessment and consulting advice (Burgess et al., 2012).

Nowadays, travelling known to be close to everyday life because of mobile apps tourism that are helpful on side tourism industry. Overflow effects and as a result influence modern travel are produced from daily habits integration of mobile application (Wang, Xiang and Fesenmaier, 2014). Cashless travel, promoting travel

companies and communication channel have assumed a fundamental job in affecting on side travel industry. For example, the online booking stage today comprise of four major brands which are Expedia, Priceline, Orbitz Worldwide and Travelocity according to (Trevis, 2014). Thus, due to the impact of mobile application towards on side tourism industry among SAP students in Faculty of Hospitality, Tourism and Wellness at Universiti Malaysia Kelantan, this study is going to explore SAP students only because they are very related with tourism industry.

1.4 RESEARCH QUESTIONS

Research questions come from problem statements formulated to guide research by narrowing the problems of research and to identify problems that addressed by research of the studies. In short, the questions specifically stated that will be answered by the researcher are research questions. The research question of these research was as below:

1. What is the important of the cashless travel towards tourism industry?
2. What is the relationship between promote travel agency towards tourism industry?
3. What is the important of communication channel towards tourism industry?

1.5 RESEARCH OBJECTIVE

The research objective known as statement of the purpose and aim of the study. It essentially summarizes what needs to be achieved by the study. In order to solve the right problem, researchers have to clearly define the objectives of the study. The research objective must be related to the introduction, the study background, and the problem of statement. There are several research objectives

that we would like to accomplish during this research regarding on the impacts of mobile application towards on side travel industry in Malaysia which are:

1. To identify the important of the cashless travel towards tourism industry.
2. To identify the relationship of the promote travel agency towards tourism industry.
3. To examine the important of the communication channel and tourism industry.

1.6 SIGNIFICANT OF STUDY

The aims of mobile travel app are developed to uncover potential needs of travelers such as offering attractive discounts and other facilities. Either domestic or international travelers are convenience to access the mobile app for any activities and information of tourism. This study will be a significant effort in promoting destination of tourism and also receive response from public from family and friends before and share the joy of traveling. Feedback from community might comment to give some information for what to do in the particular destination. This because facility only uses social media but travelers widely to this kind of behavior in their daily life.

Moreover, this study will impact towards on side tourism industry with the role of mobile application within cash travel, communication and travel company. It will also serve as future references for research on human resources and corporate enterprise.

Finally, stakeholders such as community, travelers, government, and competitors will giving a higher impact of mobile application in tourism industry. These impacts are more addictive travelers to more experience for mobile application ti tourism industry.

1.7 DEFINITION OF TERM

1.7.1 Cashless Travel

Cashless travel is a concept that we have been using for a while. These days, banks and other financial institutions have to agree that travelling without the use of paper money is safer, faster and more convenient. The larger city destinations are ready for this form of travel as cashless travel becomes more and more common. We are all becoming painfully aware of the fact that we no longer need real cash in our pockets as a society. Let's discuss what this implies for hoteliers and what we all need to do to ensure that we can meet the future of travel as we move forward with innovations such as touch payments and payments through apps on our phones.

1.7.2 Travel Company

A travel company is a company that arranges personal travel and lodging on behalf of vendors, such as airlines, car rentals, cruise ships, hotels, railways and package tours, for travellers or private retailers or public service providers of tourism-related services to the public. Many travel agencies have a separate department dedicated to making travel plans for business passengers as well as dealing with ordinary visitors, and some travel agencies specialise exclusively in commercial and business travel. Travel agencies that act as general sales agents for international travel companies are also available, allowing them to have offices in countries other than where their headquarters are based.

1.7.3 Communication

The act of conveying information from one place, individual, or entity to another is known as communication. Any communication involves at least one sender, a message, and a receiver. Although this may appear to be a simple issue,

communication is actually a very difficult subject. The transmission of a message from the sender to the receiver can be influenced by a variety of factors. These factors include our thoughts, the state of our culture, the communication medium we utilise, and even our physical location.

1.7.4 Tourism industry

The tourism industry refers to and includes all businesses that supply products and services to tourists at various phases of their journeys and vacations. Tourism is a huge, energetic, dynamic, and fast-growing sector. Tourism as an industry refers to the collection of all business operations that cater to the needs of tourists that travel to different locations for tourism, touring, or travel. Tourism is essentially a fairly broad industry that consists of several sectors or sub industries that produce and supply a variety of similar and different products and services that drive tourism demand and enable tourists to tour and travel.

1.8 SUMMARY

This chapter discusses the problem statement related to the impact of mobile application towards tourism industry. Next, this chapter provides research questions consisting of four research questions to achieve two research objectives which are to identify the relevance of the relationship between cashless travel, promote travel agency and communication channel towards side travel industry and also to propose the best impact influencing on side travel industry to gain a clear understanding of the subject of this chapter. Furthermore, this chapter also provides a definition of the terms used in the study. At the end of the chapter, the scope and limitation of the study are also provided.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

In this chapter will talk about the cashless travel, promoting travel, and communication channel as independent variables while towards on-site tourism industry as dependent variable. Relationship between cashless travel, promoting travel, and communication channel as independent variables with dependent variable.

2.2 LITERATURE REVIEW

Recent literature has suggested that mobile apps have many impacts on tourism industry that can shared for example cashless travel, can promote the travel company and communication channel. A cashless transaction refers to an economic environment whereby goods and services are transacted either by electronic transfer or cheque payment without cash (Paul and Friday 2012). The effect of cashless payments on the tourism industry can be studied via the Diffusion of Innovation Theory (DOI). In 1962, Roger first proposed the term, explaining how creativity is spread to participants of a social system overtime (Rogers, 1995). According to DOI, via interpersonal networks, the acceptance of a new concept or invention is triggered by interaction between people. In this context, dissemination is the dissemination of cashless payments, where customers are seeking improved and convenient transactions, while corporations are seeking new opportunities for profit. The delivery of cashless payments would result in the acceptance within the society or culture of cashless transactions, according to the types of adopters of innovation and the mechanism of innovation-decision. Since the results of cashless payment diffusion

depend on how quickly society is prepared to accept cashless payment across various stages of innovation processes, indifferent society differs in the consequences of cashless payment adoption. Fox's earlier research (1986) claimed that the implementation of electronic fund transfer would act as a replacement for cheques and cash as the predominant mode of payment in the United States during the 1960s and 1970s. Today, due to its convenience, protection and swift payment mode, the use of electronic payment has continued to increase. Oyewole et al. (2013) found that the introduction of electronic payments in Nigeria will have a positive impact on economic development and trade. The fundamental relationship between the adoption of electronic retail payments and overall economic growth in 27 European countries from 1995 to 2009 was examined by Hasan et al. (2012). Cashless payments may have a positive effect on tourism activities (Hasan et al. 2012; Oyewole et al. 2013; Zandi et al. 2013), but they also provide an incentive for corruption (Park 2012), youth bankruptcy (Noor-din et al. 2012) and decreased monetary system policy regulation (Noor-din et al. 2012) (Al-laham and Al-tarawneh 2009; Ezuwore-Obodoekwe et al. 2014). The aim of this paper is to research SEPA's economic opportunities in the facilitation of economic activities in the Euro area. This study looks at the effect of mobile applications on the tourism industry.

Next, the travel market can be promoted by the influence of mobile applications on the tourism industry. Companies have embraced mobile platforms and mobile applications with the popularity of mobile devices as a new medium that can potentially boost customer engagement, brand loyalty, and eventually sales growth. Mobile devices are distinguished by their compact, interactive, immediate and ubiquitous existence, unlike conventional advertising platforms. As such, even while they are on the move, a business can take advantage of app technologies to encourage

customers to engage with its brand. Such interaction " anytime, anywhere " can have a positive effect on the attitudes and relationships of customers towards a brand and its intention to buy. Consumers around the globe have swiftly embraced mobile devices and applications since the launch of multi-touchscreen smartphones in 2007. As of August 2014, 174 million Americans own smartphones, representing 72 percent of the mobile market.¹ In comparison to personal computers, it is estimated that media companies and retailers generate more than 50 percent of internet traffic from smartphones and tablets. The rapid proliferation of mobile devices and healthy environments for the creation of apps build conditions for widespread application adoption. Apple App Store and Google Play figures show that the total number of downloads exceeds 135 billion, and by 2017 it is projected to reach 268 billion. For smartphone users spend more than half of their time using digital media on mobile applications,⁵ demonstrating the prevalence of apps in their lives. Consumers are, in short, addicted to their smartphones and tablets. What is less apparent is whether advertised apps have any compelling effects on the perceptions or behaviours of customers. An early research was performed by Bellman et al. (2011), investigating the financial effects of using branded apps. Friedrich et al. (2009) argued that mobile apps are modern promotional tools and can also promote the tourism industry's travel market. Compared to traditional marketing platforms, it has the greatest potential to increase customer engagement, brand loyalty, and lifetime value. Kim, et al. (2015) used empirical evidence from a major coalition loyalty firm to explain how the acceptance of apps by customers would influence the sales of a brand financially. They noticed that customers who downloaded the app of a company showed an increased level of spending relative to their "twins," those customers whose spending levels for pre-app adoption were comparable but who did not download the app. The

spending rate of adopters display an improvement after the use of the app in comparison to their twins. Kim, et al. (2015) focused on the use of two digital features available from a coalition loyalty company's branded app, which partners with a number of retail stores in Canada across various categories. It can be used by customers who use the loyalty program's app to look up customised information such as their loyalty point balances or to check for reward products. Wang, et al. (2015) argued that it is possible to see mobile shopping accessible to consumers as an intervention designed to increase their current level of engagement. They also found that when a branded app promotes the purchase decisions and shopping routines of consumers, customers with low spending before implementing the app have a higher percentage increase in both order size and order rate after use of the app than those with high spending.

Third, the effect of mobile apps on the tourism industry is the medium of communication. The smartphone and feature phone have been developed by every mobile business since the last few years. Smart mobile apps are increasingly growing and increasing the processing capacity of certain mobile phones. Many people in developed nations can't imagine leaving their homes without cell phones. The mobile application easily uses rate growth not just for developed countries but also for developing countries. Mobile apps are used in various fields. We are going to clarify some of the key places that are used. Let's think about contact, including surfing the internet, voice chat, Facebook, Instagram, Twitter, etc. Every ordinary cell phone now has a Facebook programme every day. From everywhere and everywhere, like in the car, in the train, users can share with their friends and family. For talking, people may use messengers. Using software and the internet, we can create calls to any corner of the world at low cost. Where geographical distance is not a factor, they may

remain in contact. So, the social connection improves and render solid. And this is good for family, friend and community. Let's talk about the GPS system, then. The most used GPS device application is the current location in the map, road navigation, vehicle tracking, etc. The Google map allows us to find any spot. We can view products, pick products and order products through mobile commerce. Often Mobile Wallet mobile applications are used to complete payments in restaurants or markets. Using mobile apps, individuals may do business work. Another feature of mobile apps is mobile banking and e-ticketing. According to Mishra, Boynton, & Mishra (2014), efficient communication is essential in order to sustain competitiveness and success in increasingly increasing industries such as tourism and hospitality. Communication has also been defined by researchers as the mechanism by which information is shared between people through a common system of symbols, signs, or behaviour (Merriam-Webster, 2009). Communication is not just knowledge transfer. According to Lane (2000), communication also involves "how people use messages to generate meanings within and across different contexts, cultures, channels, and media." Most other researchers have defined communication as the method of transmitting a message from a source to the receiver containing detailed information (Cüceloğlu, 2000; Adler & Elmhurst, 2002; Kayak, 2003; Koçel, 2001; Okay & Okay, 2005; O'Hair & Fredric, 2005). Researchers also argue that there is a need for good communication in order to gain an understanding of each other in the company and to operate in teams so that problems are easily solved (Sabuncuoğlu&Tuz, 2001; Ruche&Welch, 2012).

2.3 CONCEPTUAL FRAMEWORK

Based on the past studies and literature review, the researchers have prepared a framework of the study regarding the impact of mobile application towards on side travel industry. Hence, the framework as shown below :

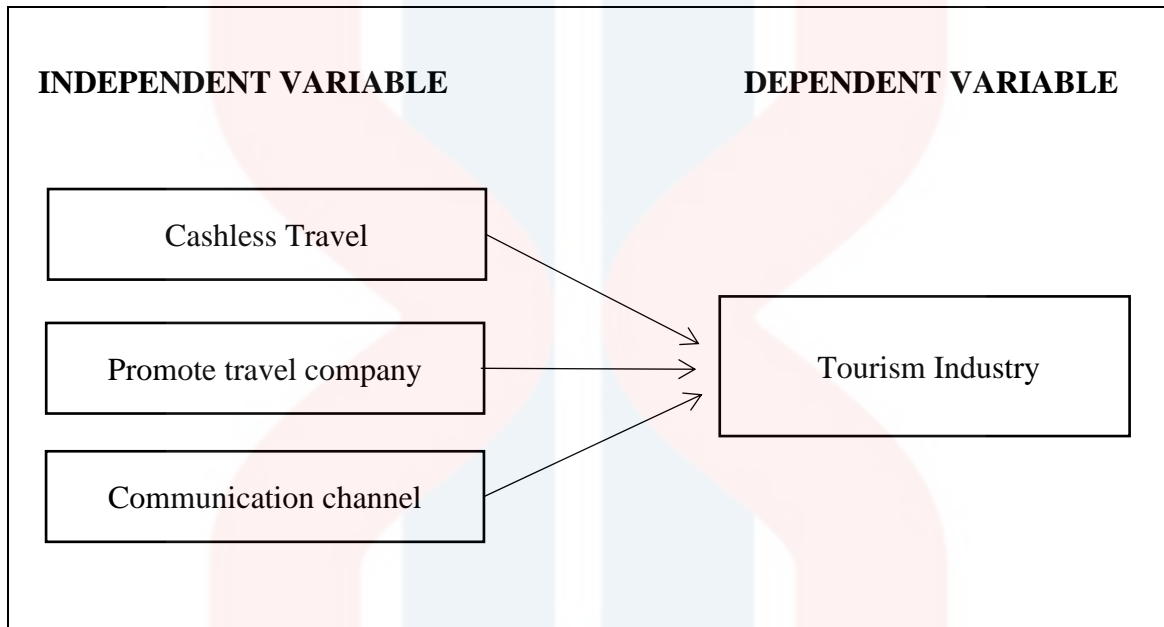


Figure 2.1 Conceptual Framework

2.4 UNDERPINNING THEORY

2.4.1 Diffusion of Innovation Theory (DOI)

Cashless transaction refers to an economic system in which, either by electronic transfer or cheque payment, goods and services are transacted without using cash (Paul and Friday 2012). Diffusion of Innovation Theory will examine the impact of cashless payments on the tourism industry (DOI). Roger first proposed the theory in 1962, describing how creativity is widespread. The introduction of a new concept or inventions was triggered by the interaction between individuals across interpersonal networks, according to DOI. In this context, dissemination is the dissemination of cashless payments where customers are looking for better and convenient transactions

while companies are looking for new opportunities for profit. The dissemination of cashless payments can lead to the acceptance of cashless transactions within society or even in the community, according to the types of adopters of innovation and the pace at which society is prepared to embrace the cashless payment system across multiple or different stages of innovation processes. In addition, it is possible that the implications of the introduction of cashless payments would be divided.

2.4.2 The Task Technology Fit Theory (TTF)

In addition, mobile application as a medium of communication channel seems to be a major role in tourism industry. The TTF theory which The impact of the communication channel in the tourism industry can be described as "the matching of the capabilities of the technology to the requirements of the task". It seems to be assumed that mobile applications and communication networks are closely linked to the TTF theory with mobile applications in the tourism industry. With the following indicators that determine the fit on the communication platform, the TTF frame of Dishaw et al. (1999) and Yu and Yu (2010) for the tourism industry, which is a mobile application, provides the route and expenses of the tour in advance, describes objects, relationships and processes that seem to be encountered during the tour as expected during the tour. Dishaw et al. According to The mobile application (1999) also offers customized data and information tailored for the context of an individual, enabling mobile application tourism resources to be universally accepted and used while on the move. The contact channel impact in the tourism industry has been shown by the following marker above. Moreover, the TTF theory provides a structure which indicate the connection between communication channel and tourism industry. Customer behavior in tourism can be examined from the viewpoint of the contact

channel. Engel et al. (1990) claims that decision-making by customers is a five-stage process that involves identification, quest for knowledge, alternative assessment, purchasing decision and post-purchase actions. In order to describe tours as the decision-making process relating to the purchasing of particular goods and services from the point of view of the visitor, a tourist interprets a tour as the purchase of airline tickets, accounts.

2.5 SUMMARY

In this chapter, the researchers has discussed the literature review about the impact of mobile application towards on side travel industry. This chapter also provide the hypothesis for better understanding of the relationship between all of the independent variable towards the dependent variable which is the impact of mobile application towards on side travel industry. Last but not least, this chapter depicts the framework of the study. Basically, there are three independent variable that has been determined in this research which are cashless travel, promote travel company and communication channel. Each variable has its own points to display and inter-related to each other.

CHAPTER THREE

METHODOLOGY

3.1 INTRODUCTION

In this chapter, the researcher will describe about the research methodology that will be used in the research conducted. This chapter contains research design, target population, sample size, sampling method, data collection, research instrument, data analysis and also the summary of this chapter. To conduct a complete methodology, the researcher must include the criteria which is methodologies should be suited to achieve the main objective of the research also should be possible to replicate the methodology used in another similar research.

3.2 RESEARCH DESIGN

Research design may be procedures and sets of the plan that administered by researchers in research project to get empirical evidence (data) on the isolated variables of interest. After research are done by the tactic and procedure for collect and analysing the knowledge needed (Zikmund,2003). Research of the design is essentially an idea for a study that gives a specification of procedures that researchers must follow to realize the research objectives or test the hypotheses formulated for his or her study (Daniel & Gates, 1999). The importance of research design is to form sure that evidence that generate from info that ready to answer the question of research confidently and convincingly (Vaus, 2001). It are often broadly classified into qualitative and quantitative research design. Primary data from the research design are often generated from three basic research which are exploratory, descriptive and casual research.

Cross-sectional design may be quite observational of the study design. During a cross-sectional study, the researchers measured the results and exposure of the study participants at an equivalent time. Participants within the cross-sectional study were only selected supported the admission and exclusion criteria of a set for this study. Since the participants are selected for the study, the researchers followed the study to gauge the exposure and results. Cross-sectional designs used for the population that based on surveys and to assess disease prevalence in clinically based on the samples. The results usually are often conducted faster and cheaper by these studies. It will be done either before planning a cohort study or the baseline during a cohort study. This sort of design will give us information on the frequency of yields or exposures that this information are going to be useful for planning cohort studies. Since this is often a measurement of exposure and first time results, it's difficult to get a causal relationship as a result of cross-sectional analysis. In cross-sectional studies, we will estimate the prevalence of the disease.

Due to current pandemic, researchers elect to do the cross-sectional that's supported the quantitative in descriptive research design. The descriptive research describes something which might be phenomenon, a current situation or characteristics of a gaggle of organization, people et al. (Kumar 2013). Descriptive research is seeks to define the population, phenomenon or condition during a detailed and systematic way (McCombes, 2020). There are three special methods for conducting descriptive studies, namely observational methods, survey studies and case studies.

Observation methods are the foremost effective methods for conducting this research and the researchers use the quantitative or qualitative observations. Quantitative is the objective of collection of knowledge which is primarily focus on

values and numbers. This means related to or described in term of quantity. The results in quantitative of observation were obtained using numerical and statistical analysis methods, this suggests observations of any entity associated with numerical values like shape, weight, age, scale and others. Case studies involve in-depth studies and individual pr group of studies. Case studies cause hypotheses and expand the scope of phenomenon studies. However, case of the studies can't be wont to determine of cause and effect because they're unable to form accurate predictions as there could also be bias on the a part of the researchers. one more reason why case studies aren't a reliable method of conducting descriptive research is that there are could also be unusual respondents during this survey. Describing it results in weak generalizations and distances from external validity.

In survey research, respondents answered through surveys or questionnaires or opinion polls. they're a well-liked marketing research tool to collect feedback from respondents. Studies to gather useful data should have accurate survey questions. This must be a balanced combination of open-ended and final questions. Survey methods are often done online or offline, making it an option for descriptive research where sample sizes are very large.

In this research, the researchers used new variable to urge the knowledge and data. The variable that used are supported the impact of mobile application towards on side travel industry which are cashless travel, promote travel company and channel . Aim of the study is seeking to work out the impact of mobile application towards on side travel industry.

This ways can give their own significant advantages which are the descriptive study are often conducted by using specific methods like case study methods, survey methods and observation methods. All of the first data that covered by these three

methods are provided much of data . this will be used for future research or maybe developing a hypothesis of your research object. Because the info that collected is quantitative, it provides a comprehensive understanding of the research topic. the knowledge that collected is diverse, through and varied. The descriptive research enables research to be conducted within the natural environment of the respondents which ensures the high of quality and honest data collected. Lastly, this method also can provide data that's collected quickly and cheaply since the sample size is usually large in descriptive research.

3.3 TARGET POPULATION

According to Burns and Grove (1997), the aggregation of respondents encounters that design set of criteria is refer for population. The target population in this study constitute to student SAP Kohort 2018. Hence, the numbers of student SAP Kohort 2018 was 274 students (Ecomm UMK, 2020). Researchers choose student SAP because approximately student SAP more focus to make assignment of traveller. In addition, student SAP more to mobile application as a guide to travel. Therefore, researchers choose student SAP Kohort 2018 to study about the impact mobile application.

3.4 SAMPLE SIZE

Subset of population is a sample size (Kumar, 2013). Source from Ecomm, the number of students SAP is 274 students. Based on Krejcie and Morgon (1970), when the number of populations is 274 people, the appropriate sample size is 159 people.

Table 3.1 Sample size of known population

Table 3.1									
<i>Table for Determining Sample Size of a Known Population</i>									
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 *Source: Krejcie & Morgan, 1970*

3.5 SAMPLING METHOD

Sampling relates to the practise of collecting a specimen from a population (Alvi, 2016). Sampling can be used to infer a population or to generalize with existing theory (Hamed, 2016). This method of random sampling refers to the collection of information available to participate in the research study from the population member (Sekaran, 2009). Since the number of people is large, it uses random sampling, which will make it include all individuals. The sampling method which used for this study is

cluster random sampling. Cluster sampling is used when a population has natural groups.

According to Alvi (2016). The entire population is divided into clusters (groups) and random samples from each group are then obtained. Heterogeneity in the clusters and homogeneity between them are part of the cluster sampling. There should be a limited representation of the entire population in each cluster. Since cluster random sampling is a standard approach for market research, this form of sampling can save a lot of time, money and effort. It is used when researchers are unable to get data about the population as a whole.

3.6 DATA COLLECTION

The collection of data plays an important role in statistical analysis. In this research, as a primary data collection method, questionnaires are distributed to respondents. The primary data is the data gathered for the first time to find a solution to the problem. Questionnaire is the primary data source that has a series of questions for respondents by ticking the one they consider appropriate (Ajayi, 2017).

A cover letter will be attached to each set of questionnaires. The cover letter will contain the content of the research purpose for the respondents. Therefore, respondents will know the study's motive and purpose. There have 5 parts of the section that respondents need to tick for their answer and the answer is the data that we collect for the research. The questionnaire is delivering to SAP students Kohort 2018.

3.7 RESEARCH INSTRUMENTS

The survey questionnaire will be the instrument used in this analysis for data collection. Any of the respondents participating in this study will be self-administered and assorted by the questionnaire. It will break the questionnaire into 5 sections.

The questions will expound more on the independent and dependent variables. There will be five types of scales which are Strongly Agree, Agree, Uncertain, Disagree and Strongly Disagree.

Table 3.2: Sources of items for the questionnaires

Section	Information
A	Respondent's Demographic Information
B	Cashless Travel
C	Promoting travel company
D	Communication channel
E	Tourism Industry

Table 3.3: Scale of marks

Scale Standard	Scale
Strongly Agree	5
Agree	4
Uncertain	3
Disagree	2
Strongly Disagree	1

Source: Silverman, D. (1997)

3.8 DATA ANALYSIS

Data that collected will be calculated in ordered to offer answers to the study questions. The “Software Package for Social Sciences” (SPSS) model is use in the data analysis of the research. SPSS is a windows-based program that could be used to draw on graphs and tables and to perform data entry and analysis. The data also have been double check in order to ensure there are no mistakes has made. Besides that,

Basic software features are the statistical analysis of data management such as case selection, file reshaping, generation of derived data and even data documentation. Replies from respondents were constructed accordingly before being transferred into the data file for subsequent analysis procedures. Somewhat, program like SPSS should serve us well in the future because SPSS model is generally used in the world of business and so in Social Sciences. The type of data analysis that used in the research are descriptive analysis and Pearson correlation coefficient analysis which can help in determine the relationship of the independent and dependent variable.

3.8.1 DESCRIPTIVE ANALYSIS

The research resulted in finding the mean for each segment of independent variables and dependent variables for the descriptive analysis. The following table is intended to assess the average level.

Table 3.4: Level of Mean

Level	Mean
Strongly Agree	4.51 – 5.00
Agree	3.51 – 4.50
Neutral	2.51 – 3.50
Disagree	1.51 – 2.50
Strongly Disagree	0.00 – 1.50

Source: William M.K. Trochim

As can be seen in Table 3.3, it depicts the level of the mean for every factor. The level of mean is in the range from 5.00 to 0.00. If the mean in the range of 4.51 to 5.00, it means the respondents are strongly agree with the questions. However, if the mean in is in the range of 0.00 to 1.50, it means that the respondents are strongly

disagree with the questions provided. In addition, descriptive analysis helps us to refine in the large amounts of data in a detectable way.

3.8.2 RELIABILITY ANALYSIS

Reliability analysis is an analysis that will perform to investigate on the exact point of the responds. The reliability of a research instrument concerns the extent to which the instrument will give the way for arguments for the same results on repeated trails (Carmines & Zeller, 1979). Cronbach’s Alpha will be made use for the reliability. As a rule of Cronbach’s Alpha, any value exceeding 0.7 suggests that the items in questionnaires are reliability measuring the intended constructs. According to Hair, J.F., Black, W.C, Babin, B. J., Anderson, R. E.(2003) reliability less than 0.6 is considered poor, 0.6 to <0.7 is moderate, 0.7 to < 0.8 is good, 0.8 to <0.9 is very good and 0.9 and above is excellent. The table below summarize the rule of thumb for Cronbach’s Alpha.

Table 3.5: Table of Cronbach’s Alpha

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, J.F., Black, W. C., Babin, B.J., Anderson, R. E.

3.8.3 PEARSON CORRELATION COEFFICIENT ANALYSIS

Pearson Correlation matrix associated with all variables that were considered at interval and it will show the significance, direction also the strength off the bivariate relationship (Bougie, 2010). The analysis is use to identify whether The relationship between independent variables and dependent variables is important. The correlation coefficient of Pearson or the correlation coefficient of Pearson product-moment is

expressed by r and an expedient of the power of a linear relation between two modifications is also recognized. In addition, the correlation coefficient of Pearson, which is r , shows how well the information points fit this new model or line of apparel fit. Generally, a Pearson product-moment correlation striving to impasses a line of apparel will fit through the information of two changing. Pearson's correlation was applied In order to attain the objectives of the research. Commonly, it can be count as the most common measure of correlation. It was also reflected the degree of linear relationship between two variables which is between independent variables and dependent variables.

Table 3.6: Pearson Correlation Analysis

Value of the Correlation Coefficient	Strength of Correlation
1	Perfect
0.7 – 0.9	Strong
0.4 – 0.6	Moderate
0.1 – 0.3	Weak
0	Zero

Source: Akoglu (2018)

3.9 SUMMARY

In conclusion, this chapter discusses the methodology that will be used to answer the research questions and achieve the study's goal. In detail, discussion topics include study design, population and sample, research instruments, data analysis method, to the model data of analysis. The reporting data will be discussed in the next chapter.

CHAPTER 4

RESULTS & DISCUSSIONS

4.1 INTRODUCTION

On this chapter, we will discuss about the results and the findings from the data that have been collected through questionnaires. Total numbers of 250 questionnaires were provided to 258 respondent among students of SAP cohort in Universiti Malaysia Kelantan (UMK). The information gathered from the descriptive and inferential analysis are used to examine questionnaires. Information gathered from the Statistical Package for the Social Sciences (SPSS) was used to evaluate the questionnaires.

4.2 RESULTS OF DESCRIPTIVE ANALYSIS

Descriptive analysis used to describe the demographic profile stated in section A of the questionnaire, as well as the mean and average mean of dependent and independent variables stated in section B of the questionnaire. Descriptive analysis entails providing a simple quantitative summary of a data set that has been gathered. It assists researchers in understanding the details of the experiment or data sent in and tells all about the necessary details that help put the data into context. Descriptive analysis refers to data analysis that helps to describe, show, or summarize data in a meaningful way so that patterns, for example, can emerge from the data.

4.2.1 Demographic Profile

Table 4.1 : Gender of Respondents

Gender	Frequency	Percent(%)
Male	112	43
Female	146	57
Total	258	100.00

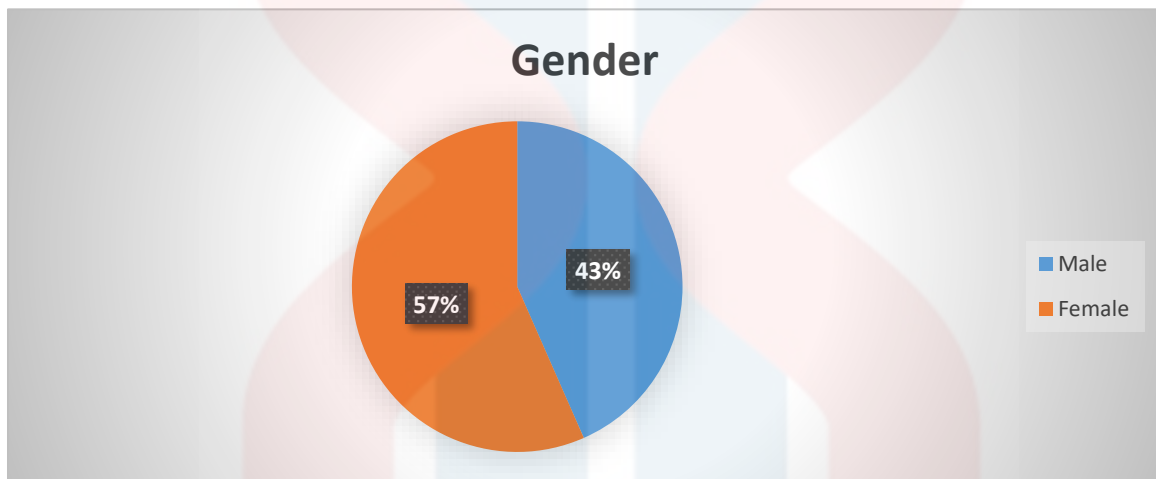


Figure 4.1 : Gender of User Mobile Application

Figure 4.1 illustrate the percentage of respondents by gender. There are 112 male respondents (43 percent) and 146 female respondents (57 percent) among the 258 people who took part in this survey.

Table 4.2 : Age of Respondents

Age	Frequency	Percent(%)
18-22 Years old	65	25
23-37 Years old	183	71
>28 Years old	10	4
Total	258	100.00

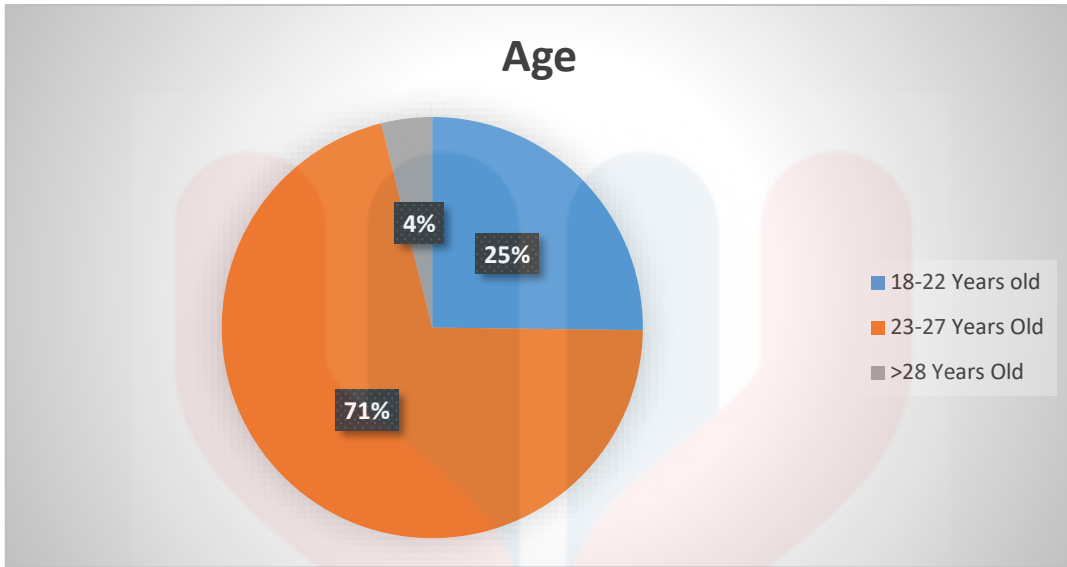


Figure 4.2 : Age of User Mobile App

Figure 4.2 shows the percentage by age of the respondent. Out of 258 respondents, 65 (25 percent) respondents are 18-22 years old, 183(71 percent) respondents are between 23 to 27 years old and 10 (4 percent) respondents are over 28 years old.

Table 4.3 : Race of Respondents

Race	Frequency	Percent(%)
Malay	111	43
Chinese	59	23
Indian	34	13
Others	54	21
Total	258	100.0

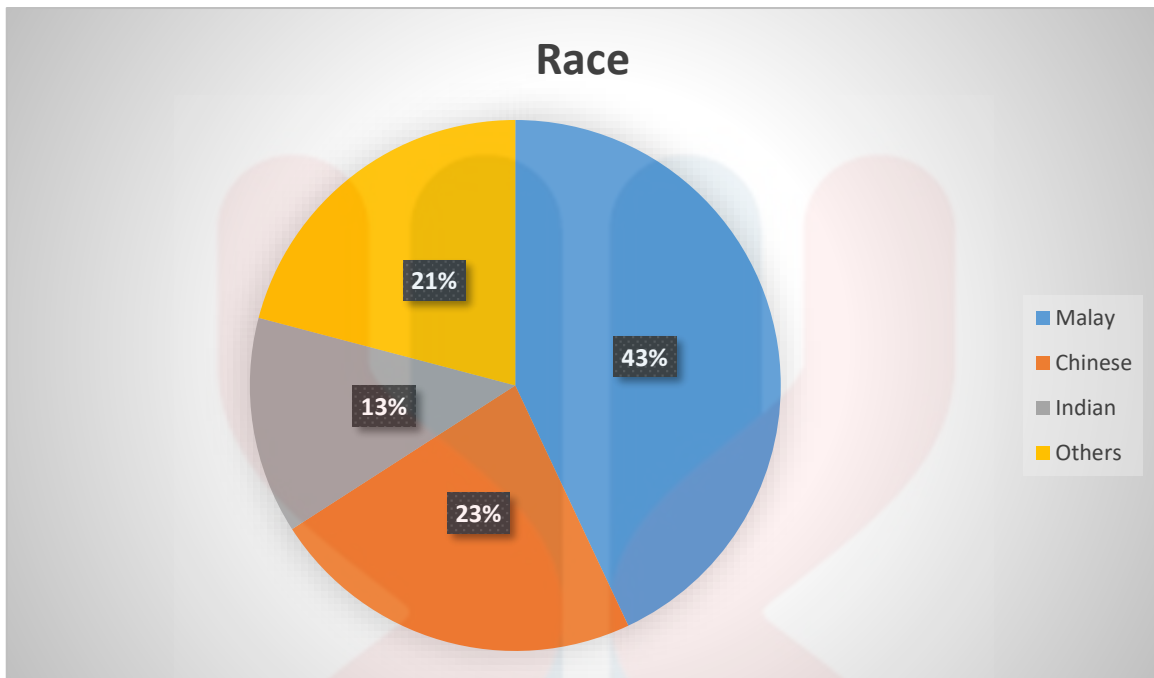


Figure 4.3: Race of User Mobile App

Figure 4.3 shows the percentage by race of respondents which are categorized into 4 different races of respondents. Based on the table, the highest number of respondents is Malay with total number of 111(43 percent), follow up by Chinese with total number of 59 (23 percent) then follow up by Others achieve the 52 (21 percent) and lastly follow by Indian with total number of 34 (13 percent) respondents.

4.2.2 Mean and Average Mean of Independent and Dependant Variable

Descriptive analysis was used to describe the mean and average mean of each statement in both the independent and dependent variables. The mean and average mean are used to determine the level of agreement of respondents with the statements. Table 1 shows how the range of mean and level of agreement are related.

Table 4.4: Range of Mean and Level of Agree

Range of Mean	Level of Agree
4.51-5.00	Strongly agree
3.51-4.50	Agree
2.51-3.50	Neutral
1.51-2.50	Disagree
1.00-1.50	Strongly disagree

According to table 4.4, the range of mean for strongly disagree is between 1.00 and 1.50. The mean range of 1.51-2.50 is in the level of disagreement. The mean range of 2.51-3.50 is in the neutral range. The mean range of 3.51-4.50 is in the level of agreement. The mean range of 4.51-5.00 is in the level of strongly agree.

Table 4.5 : Section B Cashless Travel

No.	Item Description	N	Mean	Level of Agree
1.	Cashless travel give impact towards to tourism industry	258	3.62	Agree
2.	Tourists using mobile app to making payment	258	3.39	Neutral
3.	Mobile application is more convenient in terms of transactions	258	3.62	Agree
	Average Mean		3.54	Agree

The mean and average mean of the dependent variable, which is the impact of mobile applications on the tourism industry, are shown in Table 4.5. The statement “Cashless travel has an impact on the tourism industry” has a mean of 3.62, which is within the acceptable

range. The statement “Tourist using mobile app to make payment” has a mean of 3.39, which is in the neutral range. The statement “Mobile application is more convenient in terms of transactions” has a mean of 3.62, but it is also in the level of agreement.

Finally, the average mean for section B, cashless travel, is 3.54. It demonstrates that the majority of respondents support cashless travel.

Table 4.6 : Section C Travel Company

No.	Description	N	Mean	Level of Agree
1.	Mobile application can give big impact to the travel company to promote their company in tourism industry.	258	3.87	Agree
2.	Mobile application give an easier way to tourist to booking their trip.	258	3.20	Neutral
3.	Most of tourists prefer to use the online platform in order to make their booking.	258	3.90	Agree
4.	Mobile application plays a major role in promoting travel companies.	258	3.57	Agree
5.	Tourists can search more travel agency with using mobile app.	258	3.82	Agree
	Average Mean		3.67	Agree

Table 4.6 shows the mean and the average mean of independent variable which is section C travel company. Statement “Mobile application can give big impact to the travel company to promote their company in tourism industry” has the mean of 3.87 which is in the

agree level. Statement “Mobile application give an easier way to tourist to booking their trip” has the lowest mean 3.20 which is in the level of neutral. Statement “Most of tourists prefer to use the online platform in order to make their booking” has the mean of 3.90 which is in the level agree. Statement “Mobile application plays a major role in promoting travel companies” has the mean of 3.57 which is in the level of agree. The last statement “Tourists can search more travel agency with using mobile app” has the mean of 4.82 also in the level of agree.

As a conclusion, the average mean for the travel company is 3.67. This shows that the most of the respondents 130 were strongly agree on travel company.

Table 4.7 : Section D Communication Channel

No.	Description	N	Mean	Level of Agree
1.	Communication is the main key to tourist to get information about travelling.	258	3.84	Agree
2.	Communication is a channel used by two-way communication between tourists and agents in decision making.	258	3.25	Neutral
3.	Communicate with travel agencies more easily through a mobile app.	258	3.70	Agree
4.	Travel agencies put phone numbers as information for tourists to submit any queries.	258	3.41	Neutral
5.	Tourist satisfied with use mobile application.	258	3.75	Agree
Average Mean			3.67	Agree

Table 4.7 shows the mean and the average mean of independent variable which is communication channel . Statement “Communication is the main key to tourist to get information about travelling ” has the highest mean which is 3.84 which is in the level of agree. Statement “Communication is a channel used by two-way communication between tourists and agents in decision making” has the lowest mean of 3.25 which is in the level of neutral. Statement “Communicate with travel agencies more easily through a mobile app” has the mean 3.70 which is in the level of agree. Statement “Travel agencies put phone numbers as information for tourists to submit any queries” has the mean of 3.41 which is in the level of neutral. The last statement “Tourist satisfied with use mobile application” has the mean of 3.75 and still in the level of agree.

As a conclusion, the average mean for communication channel is 3.59. It shows that most of the respondents were agree on how knowledge of communication channel.

Table 4.8 : Section E Tourism Industry

No.	Description	N	Mean	Level of Agree
1.	The tourism industry is using more mobile apps to attract tourists.	258	4.08	Agree
2.	Mobile app development plays a very important role in the tourism industry.	258	3.58	Agree
	Average Mean		3.83	Agree

Table 4.8 shows the mean and the average mean of independent variable which is tourism industry. Statement “The tourism industry is using more mobile apps to attract tourists” has the mean 4.08 which is in the level of agree. Statement “Mobile app

development plays a very important role in the tourism industry” has the mean of 3.58 which is also in the level of agree.

As a conclusion, the average mean for tourism industry is 3.83. It shows that most of the respondents were agree on tourism industry.

4.3 RESULTS OF REALIBILITY ANALYSIS

Reliability analysis provides a non-biased assessment of the measure's stability, which aids in determining the measure's “goodness” (Sekaran, 2003). Cronbach's alpha coefficient value was used to determine the reliability analysis. It is a metric for a study's coherence that is expressed as a value between 0 and 1. As a result, as the value of alpha rises it indicates that the terms in a survey are more dependable to each other different (Tavakol & Dennick, 2011). Researchers can determine the value result based on the value outcome to see if our questionnaire was valid, reliable, and easy to grasp by the respondent.

Table 4.9 : Table of Cronbach’s Alpha

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

Table 4.9 demonstrates that the cronbach's alpha is closer to one, with reliability coefficient deemed outstanding, implying that the items in a survey are more dependable. It will deem internal consistency inadequate 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 dependability coefficient.

Table 4.10 : Interpretation of Result for Reliability Analysis

Cronbach's Alpha	No. of items
0.885	15

The interpretation of the results for the reliability analysis of variables, which includes independent variables and dependent variables, is shown in table 4.10. The Cronbach's Alpha coefficient value is 0.885, which placed in the second best of the strength in Cronbach's Alpha table in terms of internal consistency. As a result, the study's questionnaires are reliable and can be used.

Table 4.11 : Result of Coefficient Alpha

Item description	N	No. of items	Reliability Cronbach's Alpha
Cashless Travel	254	3	0.633
Travel Company	254	5	0.787
Communication Channel	254	5	0.806
Tourim Industry	254	2	0.605

The table above displays the reliability coefficient alpha for each independent and dependent variable. The first independent variable, cashless travel, has 3 questions with a Cronbach's Alpha score of 0.633, which is regarded moderate in terms of internal consistency, and the Likert-Scale question is seen more trustworthy.

To verify the reliability and validity, the second independent variable travel company has 5 questions. The Cronbach's Alpha is 0.787, which is regarded good, indicating that the Likert-Scale inquiry is more dependable.

To examine the reliability and validity, the third independent variable, communication channel within 5 questions, is used. Cronbach's Alpha is 0.806, which is deemed very good in terms of internal consistency, and the result obtained in the Likert-Scale inquiry is regarded as more dependable.

Finally, two questions on the tourism industry were utilised to test the reliability and validity of the dependent variable. Cronbach's Alpha is 0.605, which is regarded moderate, and the Likert-Scale inquiry is deemed fairly reliable.

4.4 RESULTS OF INFERENTIAL ANALYSIS

The inferential analysis was performed to investigate the link between the independent variables (cashless travel, travel company and communication channel) and the dependent variable (tourism industry). 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 show the coefficient correlations and strength of relationship.

Table 4.12 : Coefficient Correlation and Strength of Relationship

Coefficient Correlation (r)	Strength of Relationship
0.00 - 0.25	No Correlation
0.26 - 0.50	Fair Correlation
0.51 – 0.75	Moderate Correlation
0.76 – 1.00	Very Perfect Correlation

Hypothesis 1

H1: There is a significant relationship between cashless travel and tourism industry

Table 4.13 : Relationship between Cashless Travel and Tourism Industry

Correlations		Cashless Travel	Tourism Industry
Cashless Travel	Pearson	1	.373**
	Correlation Sig. (2-tailed)		<.001
	N	254	254
	Tourism Industry	.373**	1
Tourism Industry	Pearson	.373**	1
	Correlation Sig. (2-tailed)	<.001	
	N	254	254
	Cashless Travel	1	.373**

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

Table 4.13 shows a fair association between cashless travel and the tourism industry, with a correlation coefficient of .373. This shows that the relationship between cashless travel and the tourism industry is fairly mild. Cashless travel has a p value of .000, which is less than the highly significant level of .001. As a result, there is a strong link between cashless travel and the tourism industry.

Hypothesis 2

H2: There is a significant relationship between travel company and tourism industry

Table 4.14 : Relationship between Travel Company and Tourism Industry

Correlations		Travel Company	Tourism
			Industry
Travel Company	Pearson	1	.494**
	Correlation Sig. (2-tailed)		<.001
	N	254	254
Tourism Industry	Pearson	.494**	1
	Correlation Sig. (2-tailed)	<.001	
	N	254	254

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

With a correlation coefficient of .494, Table 4.14 reveals a reasonable relationship between travel company and tourism industry. This demonstrates the relatively fair interaction between travel company and tourism industry. The p value for cashless travel is .000, which is less than the highly significant level of .001. As a result, there is a strong link between travel company and tourism industry.

Hypothesis 3

H3: There is a significant relationship between communication channel and tourism industry

Table 4.15 : Relationship between Communication Channel and Tourism Industry

Correlations		Communication Channel	Tourism Industry
Communication Channel	Pearson Correlation	1	.461**
	Sig. (2-tailed)		<.001
	N	254	254
Tourism Industry	Pearson Correlation	.461**	1
	Sig. (2-tailed)	<.001	
	N	254	254

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

Table 4.15 demonstrates a reasonable association between communication channel and tourism industry, with a correlation coefficient of .461. This exemplifies the relatively benign connection between the communication channel and the tourism business. Cashless travel has a p value of .000, which is less than the highly significant level of .001. As a result, there is a strong link between communication channel and tourism industry.

Table 4.16 : Relationship between Communication Channel and Tourism Industry

Correlations		Cashless Travel	Travel Company	Communication Channel	Tourism Industry
Cashless Travel	Pearson	1	.531**	.545**	.373**
	Correlation				
	Sig. (2-tailed)		<.001	<.001	<.001
Travel	N	254	254	254	254
Company	Pearson	.531**	1	.618**	.494**
	Correlation				
	Sig. (2-tailed)	<.001		<.001	<.001
Communication	N	254	254	254	254
Channel	Pearson	.545**	.618**	1	.461**
	Correlation				
	Sig. (2-tailed)	<.000	<.001		<.001
Tourism	N	254	254	254	254
Industry	Pearson	.373**	.494**	.461**	1
	Correlation				
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	254	254	254	254

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

Table 4.16 depicts the link between the tourism industry which is the dependent variable, and the independent variables, cashless travel, travel company and communication channel. It demonstrates that travel industry is positive and that cashless travel is moderately related with a correlation coefficient of .531. While the communication channels and the tourism industry have a moderately positive relationship with cashless travel, with correlation coefficients of .545 and .373, respectively. The p-value for cashless travel, travel company, and communication channel is less than .000, which is less than the highly significant level of .0001. Therefore there is a significant relationship between cashless travel, travel company and communication channel (independent variable) and tourism industry (dependent variable)

4.5 DISCUSSION BASED ON RESEARCH OBJECTIVES

4.5.1 Discussion Based on Cashless Travel

We've been hearing about cashless travel for a while now. Banks and other financial institutions are now having to accept that traveling without paper money is safer, easier, and more convenient. As cashless travel becomes more popular, larger city destinations are preparing for this type of travel. As a society, we are all becoming increasingly aware that we no longer require physical cash in our pockets. As we progress with technologies such as touch payments and payments via mobile apps.

4.5.2 Discussion Based on Travel Company

A travel company is a company that arranges personal travel and lodging for travelers, private retailers or public service providers on behalf of providers such as airlines, rented cars, cruise ships, hotels, trains and package tours for the tourism sector and the public. Travel agencies are also active as general sales agents for international travel companies, which enable them to have offices in countries other than the location of their head offices.

4.5.3 Discussion Based on Communication Channel

It is simply the transmission of information from one place, person or group to another. At least one sender, message and recipient is included in each communication. This may sound simple, but communication is a complex topic. A wide range of things may affect the transmission of the message from sender to

recipient. Our emotions, cultural situations, the means of communication and even our location are all in all.

4.5.4 Discussion Based on Tourism Industry

The tourism industry is and comprises all the companies providing tourist products and services at various stages of tourism and tourism. The tourism industry is very vast, dynamic, vibrant and growth-oriented. As an industry, tourism serves tourists as a whole in tourism, touring or traveling, all activities that meet the needs of tourists. In fact, the tourism industry is very wide comprised of different industries or sub-industries which produce and offer various products and services that generate tourism demands and actually enable tourism and tourism to take place.

4.6 SUMMARY

This chapter has discussed on results and findings draws from the analysis which conducted on the data collected from the questionnaires which are reliability test, descriptive analysis and inferential analysis.

CHAPTER FIVE

CONCLUSION

5.1 INTRODUCTION

This chapter will discuss about recapitulation of the study findings, limitations and recommendation follow by implications carried out this research and closed by the conclusion for whole research.

5.2 RECAPITULATION STUDY FINDINGS

The discussion of recapitulation from findings that researchers done in previous chapter which is Chapter 4 and based on the research objective, research questions and hypothesis in this study.

5.2.1 Relationship between Cashless Travel and Tourism Industry

Research question 1 of this study asked the relationship between cashless travel and tourism industry. This also to answer the first objective and hypothesis. The table 5.1 shows the research objectives, research question and hypothesis.

Table 5.1 Research Objective 1 and Research Question 1

No	Research Objective (RO)	Research Question (RQ)
1	To identify the important of the cashless travel towards tourism industry.	What is the important of the cashless travel towards tourism industry?

H1: There is a significant relationship between cashless travel and tourism industry.

The results of hypothesis 1 (H1) in Chapter 4 reviewed to answer RQ1. H1 stated that there is There is a significant relationship between cashless travel and tourism industry. From the findings, it shows that there is a fair association between cashless travel and the tourism industry, with a correlation coefficient of .373. This shows that

the relationship between cashless travel and the tourism industry is fairly mild. Cashless travel has a p value of .000, which is less than the highly significant level of .001. Therefore, H1 accepted.

5.2.2 Relationship between Travel Company and Tourism Industry

Research question 2 of this study asked the relationship between travel company and tourism industry. This also to answer the second objective and hypothesis. The table 5.2 shows the research objectives, research question and hypothesis.

Table 5.2 Research Objective 1 and Research Question 1

No	Research Objective (RO)	Research Question (RQ)
2	To identify the relationship of the promote travel company towards tourism industry.	What is the relationship between promote travel agency towards tourism industry?

H1: There is a significant relationship between travel company and tourism industry

The results of hypothesis 2 (H2) in Chapter 4 reviewed to answer RQ2. H2 stated that there is There is a significant relationship between cashless travel and tourism industry. From the findings, it show that there is a reasonable relationship between travel company and tourism industry with a correlation coefficient of .494. This demonstrates the relatively benign interaction between travel company and tourism industry. The p value for cashless travel is .000, which is less than the highly significant level of .001. As a result, there is a strong link between travel company and tourism industry. Therefore, H2 accepted.

5.2.3 Relationship between Communication Channel and Tourism Industry

Research question 3 of this study asked the relationship between communication channel and tourism industry. This also to answer the third objective and hypothesis. The table 5.3 shows the research objectives, research question and hypothesis.

Table 5.3 Research Objective 3 and Research Question 3

No	Research Objective (RO)	Research Question (RQ)
3	To examine the important of the communication channel and tourism industry.	What is the important of communication channel towards tourism industry?

H1: There is a significant relationship between communication channel and tourism industry

The results of hypothesis 3 (H3) in Chapter 4 reviewed to answer RQ3. H3 stated that there is a significant relationship between cashless travel and tourism with a correlation coefficient of .461. This exemplifies the relatively benign connection between the communication channel and the tourism business. Cashless travel has a p value of .000, which is less than the highly significant level of .001. As a result, there is a strong link between communication channel and tourism industry. Therefore, H3 accepted.

5.3 LIMITATION

Limitation of sample population, limitation of time frame to collect data, and limitation of scope of case study will giving impact mobile application towards on side tourism industry. Travellers experience on using mobile app will give a big impact to develop more better for tourism industry. Develop a mobile app is increasing and has the pros and cons to travellers use while due to Covid-19 and the technology becoming more sophisticated. Research questions from problem statement will attempt to answering the questions and the objectives of the study be purpose and aim to study.

Throughout the entire research, a beneficial and meaningful process for completing the research has been experienced. Even so, there are some unavoidable limitations to letting the research process run smoothly.

The first limitation was the researchers had to take a long period to get the information from the respondents due to respondents behavior and time to answer the questionnaires but the respondents give a cooperation to answer the questionnaire.

In addition, the type of mobile application is not mention because not all of the travel agency using all the mobile application and not all the respondent using all the mobile application. That is why researches using a word mobile application to respondent can answer through their experience of using mobile application.

Last but not least, quantitative implemented in this study make the research not growing. Meanwhile using a qualitative in research may know directly what type of application by using the tourism industry to communicate and booking process occurs for tourists.

5.4 RECOMMENDATIONS

The first recommendation was the study carried out the type of mobile application. The researcher can summarize what the most mobile application that respondent use to travel. Respondent can choose what type of mobile application that providing in the google form.

The second recommendation is the researcher use qualitative method. The researcher can interview some travel company to ask what mobile application they use to attract tourist to choose their company.

The last recommendation, researches using a qualitative in this study to interview some travel agency to get more information about the mobile application they use to attract the tourists. Therefore, it can collect information and the type of application used.

5.5 CONCLUSION

This research main purpose is to examine the relationship between impact mobile application towards tourism industry. The impacts of mobile application which are cashless travel, promote travel agency, and communication channel towards tourism industry. As mentioned in Chapter 3, total numbers of 258 questionnaires were distributed to 258 respondents among student SAP KOHORT 2018. Besides that in chapter 4, findings of the result from the questionnaire survey that analyze using descriptive analysis and inferential analysis. Data obtained from questionnaire has been evaluated by software program using Statistical Package for the Social Science (SPSS). The finalize result shown there are significant the impacts of mobile application which are cashless travel, promote travel agency, and communication channel towards tourism industry. The most impact is tourism industry, average

means 3.83 indicate agree. This is because tourism industry using mobile application for tourism. Besides that, the impact mobile application is travel company, average means 3.67 indicate agree. This is because impact of mobile application is from travel company.

Lastly in Chapter 5, about summarization of final results based on data analysis. Thus, all the hypothesis (H1, H2, H3) stated are accepted. In addition, limitation and recommendation when carried out this research also includes that can be use for the further studies.



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APPENDICES

THE IMPACT OF MOBILE APPLICATION TOWARDS TOURISM INDUSTRY AMONG SAP STUDENTS KOHORT 2018

Dear respondent,

We are student of Bachelor of Entrepreneurship (Tourism) with Honors, University Malaysia Kelantan and we are currently conducting research about the impact of mobile application towards on side tourism industry among student sap umk. You are invited to complete the questionnaire which is expected take 10 to 15 minutes only. All information will be keep confidential and use for academic purposes only. Thank you for your cooperation and commitment.

ANIS ATHIRAH BINTI ABDUL WAHAB (H18A0047)

SITI KHATIJAH BINTI MAJNON (H18A0577)

FITRIYANI BINTI MASUDY (H18A0127)

MOHD AKMAL ARSYAD BIN JIMMY (H18A0228)

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**PART 1: DEMOGRAPHIC
BAHAGIAN 1: DEMOGRAFIK**

Please choose an appropriate answer

Question in Section A: Respondent's Demographic Information

Gender / Jantina

- Male / Lelaki
- Female / Perempuan

Age / Umur

- 18-22 Years old / 18-22 Tahun
- 23-27 Years old / 23-27 Tahun
- >28 Years old / >28 Tahun

Race / Bangsa

- Malay / Melayu
- Chinese / Cina
- Indian / India
- Others / Lain-lain

Question in Section B: Cashless Travel

For each statement, show the extent to which you agree or disagree with it by selecting one number from the scale provided.

- 1) Strongly Disagree
- 2) Disagree
- 3) Neutral
- 4) Agree
- 5) Strongly Agree

Question	1	2	3	4	5
Cashless travel give impact towards to tourism industry / Perjalanan tanpa tunai memberi impak kepada industri pelancongan					

Tourist using mobile app to making payment / pelancong menggunakan aplikasi mudah alih untuk membuat pembayaran					
Mobile application is more convenient in terms of transactions / Aplikasi mudah alih lebih senang dari segi transaksi					

Question in Section C: Travel Company

- 1)Strongly Disagree
- 2) Disagree
- 3)Neutral
- 4) Agree
- 5)Strongly Agree

Question	1	2	3	4	5
Mobile application can give big impact to the travel company to promote their company in tourism industry / Aplikasi mudah alih dapat memberi impak besar kepada syarikat pelancongan untuk mempromosikan syarikat mereka dalam industri pelancongan					
Mobile application give an easier way to tourist to booking their trip / Aplikasi mudah alih memberi cara yang lebih mudah kepada pelancong untuk menempah perjalanan mereka					
Most of tourists prefer to use the online platform in order to make their booking / Sebilangan besar pelancong lebih suka menggunakan platform dalam talian untuk membuat tempahan mereka					
Mobile application plays a major role in promoting travel companies / Aplikasi mudah alih memainkan					

peranan utama dalam mempromosikan syarikat pelancongan					
Tourists can search more travel agency with using mobile app / Pelancong boleh mencari lebih banyak agensi pelancongan dengan menggunakan aplikasi mudah alih					

Question in Section D: Communication Channel

- 1)Strongly Disagree
- 2) Disagree
- 3)Neutral
- 4) Agree
- 5)Strongly Agree

Question	1	2	3	4	5
Communication is the main key to tourist to get information about travelling / Komunikasi adalah kunci utama bagi pelancong untuk mendapatkan maklumat mengenai perjalanan					
Communication is a channel used by two-way communication between tourists and agents in decision making / komunikasi adalah saluran yang digunakan oleh hubungan dua hala iaitu diantara pelancong dan ejen dalam membuat keputusan					
Communicate with travel agencies more easily through a mobile app / berkomunikasi dengan agensi pelancongan lebih mudah dengan melalui aplikasi mudah alih					

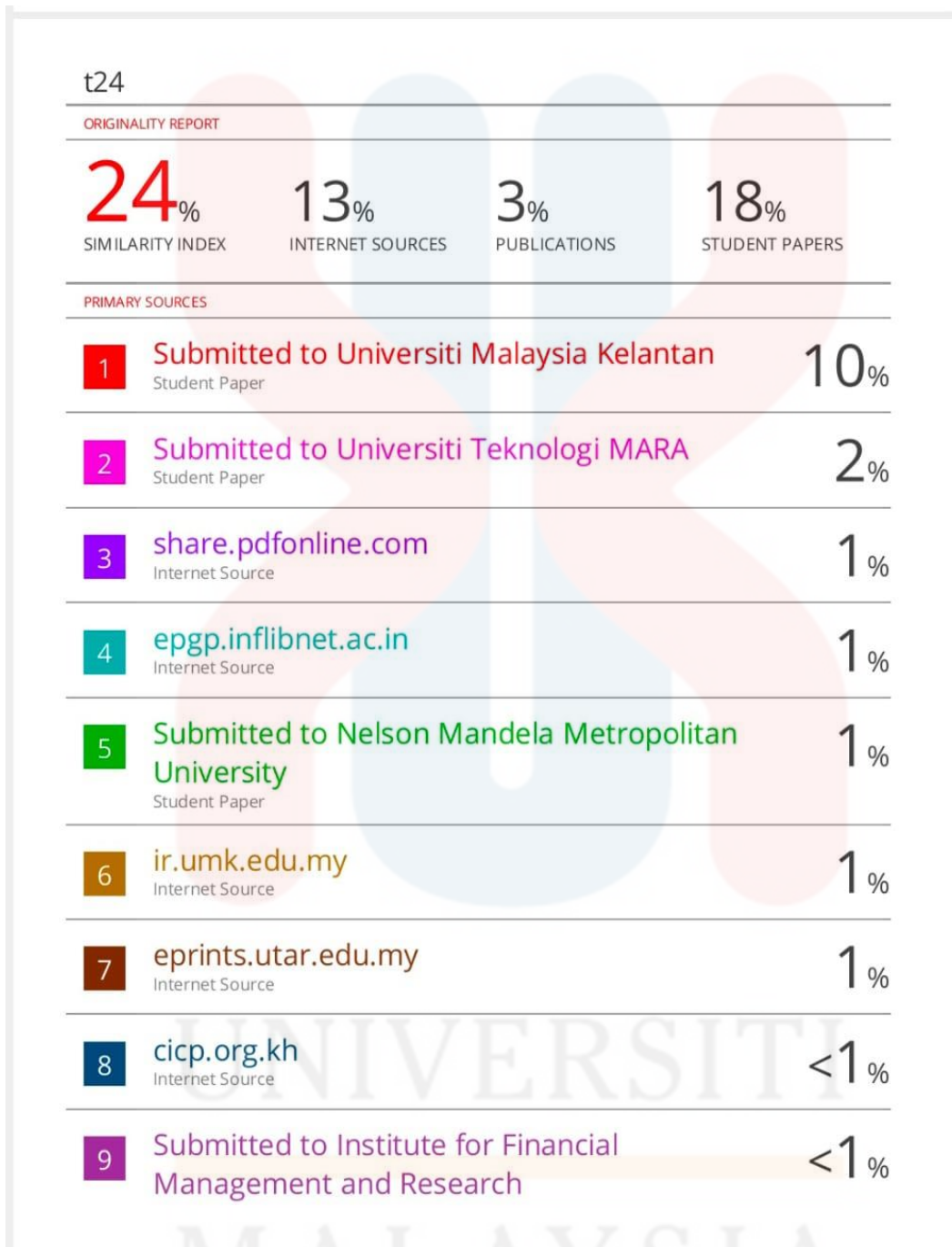
Travel agencies put phone numbers as information for tourists to submit any queries / Agensi pelancongan meletakkan nombor telefon sebagai maklumat bagi pelancong untuk mengemukakan sebarang pertanyaan					
Tourist satisfied with use mobile application / pelancong berpuas hati dengan penggunaan aplikasi mudah					

Question in Section E: Tourism Industry

- 1)Strongly Disagree
- 2) Disagree
- 3)Neutral
- 4) Agree
- 5)Strongly Agree

Question	1	2	3	4	5
The tourism industry is using more mobile apps to attract tourists / industri pelancongan lebih banyak menggunakan aplikasi mudah alih untuk menarik pelancong					
Mobile app development plays a very important role in the tourism industry / Pembangunan aplikasi mudah alih memainkan peranan yang sangat penting dalam industri pelancongan					

PPTA GROUP 24 (TURNITIN)



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