



ATTITUDE, SUBJECTIVE NORMS AND PERCEIVED BEHAVIORAL CONTROL TOWARDS THE TRAVEL INTENTION AMONG YOUTH IN MALAYSIA DURING POST PANDEMIC OF COVID-19

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ABSTRACT

The pandemic of COVID-19, which began in early January 2020, has spread rapidly across the globe with a major effect on travel and tourism. A mandatory country-wide self-quarantine is implemented by many countries as cases and outbreaks due to COVID-19 are expected continue to occur. As time goes by, some countries give flexibility to the quarantine law for their residents. Therefore, this study aims to examine the relationship between the travel intentions of youth in Malaysia during the post-pandemic period and Theory of Planned Behavior (TPB) element. To be precise, the element are attitude, subjective norms and perceived behavioral control are used in this context to discuss planned modifications on travel intention among Malaysian youth during the COVID-19 post-pandemic. This research is conducted in Malaysia by using quantitative descriptive analysis technique whereby 223 questionnaire were distributed to the youth as a respondent in Malaysia. The respondent were selected by purposive sampling process. Data of this study were collected by using the online questionnaire and analyzed by Statistical Package for the Social Sciences (SPSS). The finding shows most of respondent agree that subjective norms significantly influence the travel intention. With that, this study shows how individuals choose to view their travel intention landscape following their personal preferences in tourism aspects and indicate the views of a person of other people's expectations regarding their actions and the incentive of the person to comply with these social norms during post-pandemic of COVID-19.

Keywords: Travel Intention, Attitude, Subjective Norms, Perceived Behavioural Control

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ABSTRAK

Pandemik virus COVID-19 yang bermula pada awal Januari 2020 telah merebak dengan cepat ke seluruh dunia dengan memberi kesan yang besar terhadap industri pelancongan. Kuarantin diri mandatori dilaksanakan oleh banyak negara kerana kes dan wabak akibat COVID-19 dijangka terus berlaku. Seiring berjalannya waktu, beberapa negara memberikan kelonggaran terhadap undang-undang kuarantin bagi penduduknya. Oleh itu, kajian ini bertujuan untuk mengkaji hubungan antara niat perjalanan belia di Malaysia dalam tempoh pasca-pandemik dan elemen Teori Perilaku Terancang (TPB). Tepatnya, elemennya adalah Sikap, Piawaian Subjektif dan Pengaruh Tingkah Laku yang Dirasakan digunakan untuk konteks ini untuk membincangkan pengubahsuaian yang dirancang terhadap niat untuk melakukan perjalanan selama pasca-pandemik COVID-19. Penyelidikan ini dilakukan di Malaysia dengan menggunakan teknik analisis deskriptif kuantitatif dengan menyebarkan borang soal selidik sebanyak 223 kepada belia sebagai responden di Malaysia. Responden di pilih berdasarkan proses persampelan bertujuan. Data kajian ini dikumpulkan dengan menggunakan soal selidik dalam talian dan dianalisis menggunakan Statistical Package for the Social Sciences (SPSS). Hasil kajian menunjukkan bahawa kebanyakan responden bersetuju bahawa piawaian subjektif mempengaruhi niat perjalanan secara signifikan. Dengan itu, kajian ini menunjukkan bagaimana individu memilih untuk melihat landskap niat perjalanan mengikut keutamaan peribadi mereka dalam aspek pelancongan dan menunjukkan pandangan seseorang terhadap jangkaan orang lain mengenai tindakan mereka dan insentif orang itu untuk mematuhi norma-norma sosial ini semasa pasca wabak dari COVID-19.

Kata kunci: Niat Perjalanan, Sikap, Norma Subjektif, Pengaruh Tingkah Laku yang Dirasakan

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This study investigates the relationship between attitudes, subjective norms, and perceived behavioral control towards youth travel intention in Malaysia. In this chapter, the researcher will discuss the study's background, problem statement, research objectives, research questions, the significance of the study, and definition of terms.

1.2 BACKGROUND OF THE STUDY

Tourism generally includes demand and supply in various forms and is used throughout the world. Tourism refers to the activities of visitors, commonly referred to as the tourist economy (Camilleri, 2017). The tourism sector encompasses all tourist-economic activity, including tourists' direct activities such as hotel accommodation, the order of meals, and the tourist attractions. It also includes indirect businesses, including transporting food suppliers into restaurants where tourists eat and laundry firms contracting clean bedsheets with hotels (Cowling et al., 2010). A person visiting a place

other than his own is the definition of a tourist. An example of a tourist is a person from Terengganu, Malaysia, who visits Langkawi, Malaysia.

An unexpected circumstance created by the COVID-19 pandemic was evident in the world at the start of 2020. Although other similar epidemics occurred in past times, such as Ebola, SARS, and MERS, the globe was faced with such a vast and damaging economic and social tragedy (Cahyanto et al., 2016). Despite lockdown, quarantine, and border closure, all the economic sectors were seriously affected (Gössling, Scott & Hall, 2020). Tourism and hospitality were the most prominent and immediate sufferers of the crisis.

Travel intentions depend on the level of tourist certainty of the destination (confidence generation) and inhibitors, which can cause tourists to react differently from what is determined by their original attitude (Li., Junxiong., Nguyen., Thi Hong Hai., Coca-Stefaniak., J.Andres., 2021). The objective is the subject probability, and it is to determine if the tourist does specific actions or not throughout the trip. Most travelers have a specific time frame in mind for visiting the destination. In the literature of travel and tourism, the intention to travel is articulated and studied within the scope of travel behavior. This involves complex and dynamic decision-making and behavioral processes with a variety of interrelated component determinants (Banerjee & Ho, 2019).

The study's background is based on the travel intention among youth in Malaysia during the post-pandemic that hit the world and Malaysia. This study examines youth's travel intention in Malaysia in term of Theory of Planned Behavior (TPB) elements: attitudes, subjective norms, and perceived behavioral control during post-pandemic.

COVID-19 continues to impact traveling by compelling governments to place bans and limitations on countries (Foo et al., 2020). However, many people look forward

to traveling again at some point in the near future, although not immediately, as the immunization program continues (Turnšek et al., 2020). There are many people who still want to continue tourism during the post-pandemic. This is due to some specific needs such as traveling for work or business and traveling for the purpose of volunteer activities (Altınay özdemir, 2020). Such tourism activities will only be allowed by the government with reasonable grounds. However, many people in Malaysia also chose not to travel during the post-pandemic that hit the country. This is because, Malaysians are worried about being infected with the COVID-19 virus which is very dangerous and not ready and accustomed to new norms such as the mandatory wearing of face masks in public places, social imprisonment, sanitation and so on (Arora et al., 2020). Consequently, many Malaysians choose to remain stay safe at home and postpone their travel plans to recover from the pandemic in the near future.

Researchers have referred to several previous articles on tourist's travel intention, attitudes, subjective norm, and perceived behavioral control during travel during the post-pandemic hits such as H1N1, Ebola pandemic, and the COVID-19 Pandemic, which dramatically affects everyone and the tourism sector (Karabulut & Demir, 2020). According to observations and studies, many specific reasons tourists continue to travel and slight changes in tourists' attitudes, subjective norms, and perceived behavior during travel during the post-COVID-19 pandemic.

1.3 PROBLEM STATEMENT

During the pandemic, the state of the tourism industry is somewhat deteriorating due to the transmission of serious diseases and viruses (Karabulut & Demir, 2020). This makes tourists afraid to continue the planned tourism intentions, especially during the current pandemic plaguing the world, namely the COVID-19 pandemic. During this period, the new acute respiratory syndrome (SARS) outbreak nomenclature was the novel corona virus (Ibuka et al., 2010). Occasionally referred to as COVID-19, the disease represented atypical pneumonia in China and later spread throughout the world. Countries like Brazil, the United States of America, India, Italy, France, Spain, Iran, South Korea, and many more have witnessed unparalleled spread and loss of life over the last few months (Sánchez-Cañizares et al., 2020). The previous SARS outbreak, similar to COVID-19, was marked by its rapid spread, leading to travel advisories provided by the World Health Organization (WHO) (Lau, 2004). However, there are still tourists who continue to travel in the country for the primary purposes that may be unavoidable, such as traveling for work (Karabulut & Demir, 2020). Tourists should adopt new subjective norms to avoid being infected with the COVID-19 epidemic. Tourists must take care of social imprisonment, wear face masks, and ensure that the hands always wear sanitize and less touch to not be easily infected by this epidemic.

1.4 RESEARCH QUESTION

The research questions are:

- i. What is the relationship between attitude and travel intention among youth during post-pandemic of COVID-19 in Malaysia?
- ii. What is the relationship between subjective norm and travel intention among youth during post-pandemic of COVID-19 in Malaysia?
- iii. What is the relationship between perceived behavioral control and travel intention among youth during post-pandemic of COVID-19 in Malaysia?

1.5 RESEARCH OBJECTIVES

The research objectives are:

- i. To examine the relationship between attitude and travel intention among youth during post-pandemic of COVID-19 in Malaysia.
- ii. To examine the relationship between subjective norm and travel intention among youth during post-pandemic of COVID-19 in Malaysia.
- iii. To examine the relationship between perceived behavioral control and travel intention among youth during post-pandemic of COVID-19 in Malaysia.

1.6 SIGNIFICANCE OF THE STUDY

By analyzing earlier studies within the continuing phenomenon of COVID-19 pandemic, this study can draw empirical findings from studies relating to past health crises and their effects on tourism and tourism. The tourism business can expect the effects of the perceived pandemic danger (Kim et al., 2012). Moreover, the practitioners of this profession are guided by short-term techniques aimed at minimizing the consequences of risk on tourism.

Academically, this study could benefit by adding to our understanding of infectious disorders of COVID-19. The preparedness of society to embrace behaviour modification activities from the health sector is influenced by people's knowledge, attitudes, and practices about the disease.

For the practically aspect in tourism industry, this study can help the industry in the knowledge of Standard Operation Procedure (SOP) that can be created to reduce the rate of infection with COVID-19 among tourist. In addition, it can help to plan a strategy to help the industrial sector. This is because through this study can find out the probability of tourists to vacation or not during the post-pandemic that is happening in Malaysia.

The findings that will be revealed by this study can benefit some specific groups of researcher and help those groups in their research. Among the possible benefits, they will get as follows. For youth, this group can find out things that can happen to them either positively or negatively. This study can also benefit others as they will understand the attitudes, subjective norms, and perceived behavioral feelings among youths involved in travel intentions during post-pandemic. For future research, the findings of this study will serve as an accurate and useful source for them to obtain information.

1.7 DEFINITIONS OF THE TERMS

The terms used in this research study are travel intention, attitude, subjective norms, and perceived behavioral control. The description of each of the terms is explained below.

1.7.1 Travel intentions

Travel intentions rely on the degree of certainty of tourists towards the destination. Generation of trust and inhibitors that can cause tourists to respond and unlike what their behavior dictate (Moutinho, 1987). Subjective possibility of whether or not a client performs particular acts relevant to a tourist facility and such intentions for prospective customers to travel are their expected probability of visiting the destination within a fixed period of time (Woodside & MacDonald, 1994).

1.7.2 Attitude

Tourists' expectations are vital for the growth of tourism, affecting local economies, communities, cultures, and ecosystems and their purpose to revisit the destination. An attitude indicates how people choose to view the environment according to their particular choices for cultural, social, and environmental elements (Bohner & Dickel, 2011). These preferences indicate the orientation of environmental importance and are typically associated with attitudes to specific environmental conditions and impacts and management and development (Kaltenborn et al., 2011).

1.7.3 Subjective norms

Subjective norm measures the other's influence in conducting a particular behavior (Mahon et al., 2006). More precisely, the subjective norm is the viewpoint of an individual as to whether or not necessary others agree that certain behaviors should be practiced (Ajzen, 1991; Trafimow, 2000).

1.7.4 Perceived behavioral control

Perceived behavioral control represents the level of connection to services by people and the possibilities for actions (Ajzen, 1991). It relates to an individual view that it is challenging or straightforward to conduct specific activities. There are two components to this structure: the first component included the availability of resources required for participation in action such as access to money, time, and some other resources.

1.8 SUMMARY

The researchers overview the study about travel intention during post-pandemic among youth in Malaysia in this chapter. The researcher also elaborates the topics, which are the background of the study, problem statement, research questions, and research objectives. Ultimately, this chapter also includes the significance of the study, and the definition of terms.



CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter evaluates the relevant and related previous research on travel intention among Malaysian youths. These articles are used to comprehend and investigate a research problem. This study empirically explores a detailed model of prospective Malaysian youths' travel intention, focused on cognitive and affective perceptions of attitude, subjective norm, and perceived behavioral regulation. Ultimately, the relationship between attitude, subjective norms, perceived behavioral control, and dwelling on the intention to travel during the post-pandemic of COVID-19 among youth in Malaysia and the conceptual context in this topic is also included. Hypothesis have been developed by further explaining about independent and dependent variables.

2.2 UNDERLYING THEORY OF TRAVEL INTENTION

It is possible to describe travel intentions as the subjective likelihood of whether an individual would take particular actions related to a tourist service. In the travel and tourism literature, travel intentions are expressed and explored within the journey's framework. The intention is about people's thoughts in mind about what kind of behavior they will conduct in the future (Rosselló et al., 2017). It is assumed that the intention to travel is the immediate predecessor of conscious travel conduct (Bamberg & Möser, 2007). It is believed that the intent to travel is the direct precedent of deliberate travel conduct (Bamberg & Möser, 2007).

2.2.1 Theory of reasoned action (TRA)

The reasoned action theory's (TRA) goal was to predict people's specific behaviors when they in a high level of volitional control (Ajzen & Fishbein, 1980). An individual attitudes and subjective norms of behavior influence intent in the TRA model. People's attitudes toward a particular action are influenced by their personal decision to engage in that behavior (Rosselló et al., 2017). Subjective norms are people's beliefs about what they believe important people should have done (Ajzen & Fishbein, 1980). According to this paradigm, an individual behavior is influenced by their motivation to engage in the behavior. Figure 2.1 is depicts the TRA model.

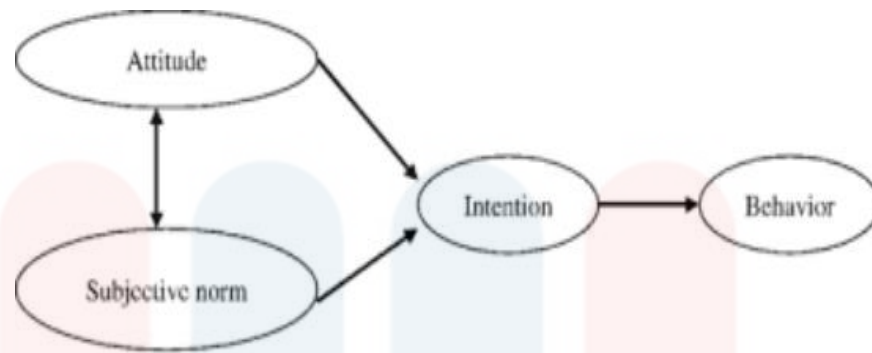


Figure 2.1: TRA Model
Source: Fishbein & Ajzen (1975)

Previous studies made extensive use of the TRA model. Bock et al. (2006) investigated characteristics that aid individuals' information sharing intentions using TRA model as the theoretical foundation. He forecasts people's knowledge-sharing intentions using extrinsic motivators, social-psychological influences, and the organizational environment. Bock et al. used the modified model to help them achieve their research goal, without mentioning the model's limitations. Ryu and Jang (2006) used past behavior to extend the TRA model and predict tourist intent to try local cuisine. The improved TRA model, according to their findings, could accurately predict traveler's intentions toward local cuisine. The researchers discovered that the TRA model is appropriate and suitable for the research and that the degree of purpose formation modifies the attitude-behavior association (Chatzisarantis & Biddle, 1996). When well-formed, intentions do help to moderate the impact of attitudes on behaviors. When the researchers had complete control over people's intentions and behaviors, they agreed that the TRA model could predict them. Researchers questioned whether implementing the TRA model was sufficient in this regard (Han et al., 2010; Huchting et al., 2008; Lee & Back, 2007; Oh & Hsu, 2001). An individual who is eager to accomplish

something but ultimately decides not to do so due to time, financial, or physical constraints, for example (Han et al., 2009). Given the fact that non-voluntary factors frequently influence human behaviour (e.g., opportunities and resources). Ajzen and Fishbein (1991) transformed the TRA model into the TPB model to address the TRA model's significant limitations. The TPB model, as opposed to the TRA model, includes a variable that is associated with non-volitional control, allowing for more precise prediction of human actions in situations where voluntary control is lacking (Chatzisarantis & Biddle, 1996). The TPB model, according to Han et al., has a higher purposeful predictive capacity than the TRA model (2009).

2.2.2 Theory of Planned Behavior (TPB)

TPB model, developed by Fishbein and Ajzen in 1991, predicts people's intentions using three constructs: attitudes, subjective norms, and perceived behavioural controls. The model is an adaptation of the TRA model that includes a new variable called "perceived behavioural control." A representation of the TPB model is as shown in Figure 2.2.

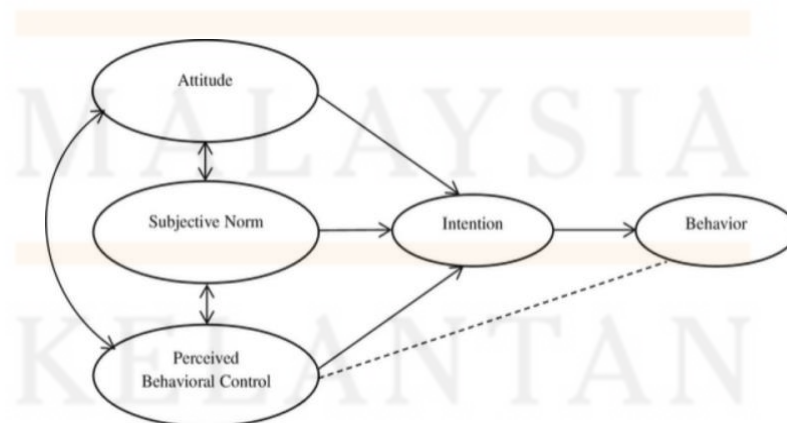


Figure 2.2: TPB Model

Source: Fishbein & Ajzen (1975)

Attitude focuses on how people evaluate a specific object, reaction or situation based on their value system (Kim et al., 2006; Edwards, 1990). It has been demonstrated that one's attitude influences the tourist decision making (Jalilvand & Samiei, 2012). Tourist attitudes are the psychological patterns that manifest as positive or negative assessments of tourists when they engage in specific behaviors (Ajzen, 1991; Schiffman & Kanuk, 1994). The TPB model defines attitude as a person's positive or negative assessment of their ability to perform a specific behavior (Ajzen, 1989). Ajzen (1991) defines subjective norms as the amount of social pressure an individual feels when making decisions. Subjective norms are used to evaluate the influence of the other in carrying out a specific behavior (Mahon et al., 2006). To put it another way, subjective norms are an individual's opinion on whether other people should engage in certain actions (Ajzen, 1991; Trafimow, 2000). Perceived behavioral regulation is a metric that assesses people's access to services and alternatives (Ajzen, 1991). It has to do with one's perception of how easy or difficult tasks are to complete. This structure is split into two sections. The first component was the accessibility of resources needed to take part in actions, such as money, time and other resources. The second factor is people's confidence in their ability to find out a particular action (Mahon et al., 2006). Even if an individual's attitudes and subjective norms encourage the performance of a specific activity, Ajzen (1991) contends that a conviction that the action is hard to perform or requires too much time or money may result in the person not performing the behaviors in the end.

Based on the existing research, emotional factors are the important factors that affect the decision making behavior of tourist. Traveler tend to experience

specific feelings when faced a public health issue such as COVID-19 and affecting their intention to travel (Dai & Jia., 2020). In studying traveler's decision making behaviors typically involves the Theory of Planned Behavior (TPB) and it was chosen as the main model framework for this study based on the research objective.

2.3 TRAVEL INTENTION

Travel intention is motivated by a desire or intent of those to travel . Various sides may identify the travel intention, which is personal and data source (Ivanova et al., 2020). Knowledge sources are relatively crucial during the process of defining perception. Threat and safety are key factors that decide the intention to travel, concerning individual and information sources. As what may happen throughout a journey, the risk is correlated with anxiety (Golets et al., 2020). For instance, the threat of violence, contaminated with any diseases when traveling to a destination, would start generating a sense of vulnerability. This interpretation can lead to a subsequent decision and lack of choice. People would prefer to choose less threatening destinations in such circumstances, or probably not at all, to avoid this scenario (Golets et al., 2020). When a destination is perceived as unsafe, a negative impression could be created by individuals (Çiriş Yildiz et al., 2020). This kind of perception is formed through sources of the knowledge, such as social media news and mainstream. For example, people start to think about their jobs as mass media reports on the number of sick people, the number of deaths, the number of closed shops, and the corporations that have gone bankrupt due to the COVID-19 pandemic. People are depressed and their perceived level of safety in a destination decreases; thus, it is intended to reduce travel intention (Çiriş Yildiz et al., 2020).

2.4 ATTITUDE

In psychology, attitude is a relatively enduring system that can regulate and predict social behavior effectively. Human behavior is shaped by behavior intention, according to Ajzen (1991), it can be affected by mood, subjective values, and perceived behavior control. Previous studies have analyzed the relationship and correlation between these three variables and travel intentions, supporting the TPB's validity (Chen & Tung, 2014; Park et al., 2017). Attitude is an interpretation of an object of thought. It includes everything that a person may think about, spanning from the trivial to the abstract, including items, individuals, groups, and ideas. The intent to conduct an action is reflected by the behavior's intention (Ajzen, 1991). However, the researchers strengthened this statement and concluded that attitude can indirectly affects behavioral intent through desire (Meng & Choi, 2016). Only a robust positive attitude may cause purpose without a strong motivation for action (Taylor et al., 2009). The commitment to govern as a core motivating force enhances the validity of the MGB (Meng & Choi, 2016). An attitude is an effective mediator between risk and behavioral intent interpretation. A high degree of risk perception influences attitude, affecting individuals' behavioral intent (Choi et al., 2013). In Malaysia, social pressure to adhere to normative actions was intensified by the unprecedented COVID19 crisis. The Malaysian government's instruction calls to practice daily social distancing has disrupted any individual's daily movement.

The relationship between the travel intention and tourists' attitudes was referred to as the primary purpose of tourists traveling to another place and how the tourist's

behavior or act during the traveling, mostly when the tourist traveled during the post-pandemic. This can be studied through how tourists' attitude was not the same compared to their traveling before the post-pandemic. Traveling during the post-pandemic is usually about work. When tourists travel for work matters, tourists will only finish their work outside and go home as soon as they finish their work without wandering somewhere before returning home. It looks different from the previous situation where when a person travels for work. The tourist will take the opportunity to go sightseeing after work. This is probably due to the annoyance of disease transmission, such as the COVID-19 transmission example.

2.5 SUBJECTIVE NORMS

Subjective norms are whether an person's perceived social pressure to participate in behavior is or is not involved. Subjective norms indicate the views of a person of other people's expectations regarding their actions and the incentive of the person to comply with these social norms (Latif et al., 2019). A characteristic of the values derived from other people's perspectives of the target of individual attitudes is the reflection element of social influence or subjective norms. Individuals comply with or consider related referents' opinions, such as friends, relatives, and colleagues, when doing a decision making or conducting activities (Meng & Choi, 2016). An individuals also encounter social pressure and comply with or consider the views of essential referents when making decisions or conducting activities (Ajzen, 1991; Meng & Choi, 2016). Same as attitude, subjective norms indirectly influence behavioral intent through desire, as well.

The relationship between travel intention with subjective norms ensures that tourists were always in a healthy and safe situation. Subjective norms are expected to be approved and endorsed by a large person or group of people on a certain action (Matiza, 2020). It's usually characterized by others' social forces so that a person acts in a certain way and motivates them to comply with other people's views (Latif et al., 2019). Subjective norms are determined by others' social pressures so that an individual behaves in certain way and their motivations to comply with the views of those people. Subjective norms should be practiced so that tourists cannot be easily infected with a disease or virus contagious in a tourist destination (Nanda, 2020). Examples of subjective norms are social distancing care, face mask and sanitizer, avoiding body contact with others, and more.

2.6 PERCEIVED BEHAVIORAL CONTROL

In conditions where behavioral control is deficient, Perceived Behavioral Control, or PBC (Ajzen & Madden, 1986), explicitly predicts intentions and behavior (Theodorakis, 1994). The perceived ease or difficulty of completing tasks is defined as Perceived Behavioral Control or PBC (Ajzen & Madden, 1986). Humans' ability to cope with foreseeable occurrences is also assumed to include interfering with planned action. Perceived behavioral control (PBC) refers to a person's perceived ability to carry out actions and is a strong predictor of desire (Neuburger & Egger, 2020). A behavioral impulse or resistance is defined as perceived behavioral regulation, a person's perception of the ease or difficulty of performing something (Nazneen et al., 2020).

The better an individual's understanding of available resources and possibilities, the higher his or her sense of behavioral control. The behavior intends to determine

whether an individual has sufficient enough resources or the possibility to do so (Ajzen, 1991). However, it has been proven that PBC may create behavioral intentions even with completely a neutral attitudes and subjective criteria (Lokhorst & Staats, 2006). As a result, it can assumed that PBC stimulates a person's drive and behavioral purpose (Perugini & Bagozzi, 2001). Assume a person possesses the necessary resources, such as opportunity, bravery, or necessities to travel during the COVID-19 pandemic. In that circumstance, he or she more likely to be willing and motivated to travel will forming a travel intention.

Behavior is considered to vary in each situation and action, with every person having a different perception of behavior management depending on the current situation (Latif et al., 2019). The relationship between travel intentions and perceived behavior control is that tourists should always take care of their behavior while traveling to not perform actions that should not be done during pandemics such as body contact with unknown individuals and not wearing face masks. Tourists need to remember tourists' original intention to travel and always take care of themselves while traveling during the post-pandemic (Lin et al., 2020).

2.7 CONCEPTUAL FRAMEWORK

The system approach was used in describing the conceptual framework of this study. Figure 2.3 shows that the independent variable (IV) consists of the attitude, subjective norm, and perceived behavioral control on the travel intention during post-pandemic among youth in Malaysia.

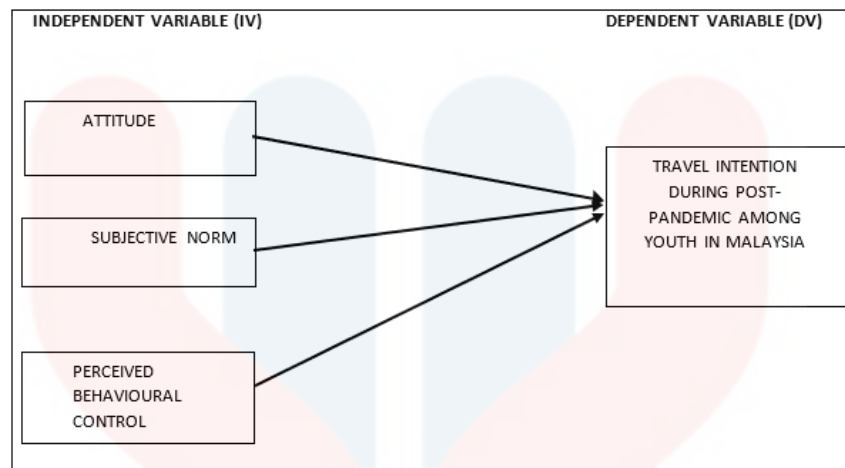


Figure 2.3 : Conceptual Framework

2.8 HYPOTHESIS

A hypothesis of what the researcher anticipates would be the result of the study is a specific and testable statement. In the bargain, the hypothesis entails suggesting that two factors may be linked. A standardized relation between the independent variable and the dependent variable is intended. Thus, the study has proposed:

H1: There is a relationship between attitude and travel intention among youth during post-pandemic of COVID-19 in Malaysia.

H2: There is a relationship between subjective norm and travel intention among youth during post-pandemic of COVID-19 in Malaysia.

H3: There is a relationship between perceived behavioral control and travel intention among youth during post-pandemic of COVID-19 in Malaysia.

2.9 SUMMARY

To sum up, this chapter shows that the independent variable and dependent variable have significant roles in this study. This study examines the relationship between attitude and travel intention among youth in Malaysia during the post-pandemic. Moreover, this study also investigated the relationship between the subjective norm among youth in Malaysia on how they choose to participate in actions during the post-pandemic or not. This study also analyzed the relationship between perceived behavioral control among youth in Malaysia during the post-pandemic of COVID-19.

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CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

Throughout this chapter, research design and other components such as population, sample size, and the sampling method are clarified. It also explains how the questionnaire is being conducted and how it can be applied to this study using the quantitative method.

3.2 RESEARCH DESIGN

A research design technique is used in research projects and studies to gather, analyze, interpret, and report data (Boru, 2018). It is the process of arranging conditions for data collection and interpretation in a way that attempts to balance relevance to the study objective goals with economy and technique (Jahoda, Deutch, Cook, 2016). It is the overarching method for reconciling conceptual research issues with a relevant and doable actual research. Expressly, the study design specifies the method for getting the essential data, the methodology for collecting and analyzing the data, and how it will be used to answer all the research question (Grey, 2014).

There are three different types of research designs: exploratory, descriptive, and explanatory. Descriptive study has been used in this investigation. The categorization is based on the research areas objective, as each of the design serves a particular main objective. The researcher chooses to use descriptive research because it complies with the three main objectives of this study. Descriptive research seeks to present a picture of a condition, person, or event or explain how things that is related to one another and occur naturally (Blumberg, Cooper, and Schindler, 2005). The objective of descriptive research

is to clearly and thoroughly describe a population, condition, or phenomena. A descriptive research design can employ a wide range of research methods to explore one or more variables. Whenever the research aims to discover traits, frequencies, trends, and classifications, descriptive research is an excellent choice.

This study uses quantitative research for the research design. By gathering empirical data and statistical performance, quantitative research can be described as a systematic investigation. Quantitative research collects the information from the sample size population using the sampling method and sending out the questionnaire that the results can be depicted in numerical form (Boru, 2018). According to Wyse (2011), quantitative research is a strategy to quantifying problems by providing numerical data or information that may have been turned into usable statistics. It is used to calculate classifications, attitudes, views, behaviors, and other characteristics that have been defined. Quantitative research uses quantifiable data to develop facts and uncover patterns in research (Sinaga, 2014).

In this study, the researcher examines the relationship between attitude, subjective norms, and perceived behavioral control as an independent variable towards the travel intention as a dependent variable among youth in Malaysia during post-pandemic of COVID-19.

3.3 POPULATION

A population refers statistically to the sum of the persons or units from which a sample is taken and to which the results of any study are to be applied, i.e., the aggregate of individuals or items under investigation (Scott and Marshall, 2005). This study investigates the travel intention among youth in Malaysia during the post-pandemic of COVID-19. According to the FTN News, 23% of the world's international arrivals were

youth travelers under 39, but due to economic uncertainty and travel restrictions during the pandemic, the number decreased. Therefore, the population for this study, was youth travelers in Malaysia. According to the statistic, there are 14.6 million Malaysians aged between 15-40 years.

3.4 SAMPLE SIZE

Sampling methods are used to choose a sample from the broader population. The need for an efficient and suitable method of deciding a sample size has been generated by the ever growing demand for a representative statistical sample in scientific research. Krejcie & Morgan (1970) came up with a table to fix the current gap that defined the sample size for a given population for easy comparison.

The Krejcie & Morgan tables helped the researchers in determining sample size. Therefore, the sample size for this study should be 384 people as the population was 14.6 million people. Figure 3.1 shows the table of Krejcie & Morgan.

FORMULA FOR DETERMINING SAMPLE SIZE :

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

s = Required sample size.

X^2 = The table value of chi-square for 1 degree of freedom at the desired confidence level (3.841).

N = The population size.

P = The population proportion (assumed to be .50 since this would provide the maximum sample size).

d = The degree of accuracy expressed as a proportion (.05).

Table 3.1

Table for Determining Sample Size of a Known 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 | 100000 | 384 |

Note: N is Population Size; S is Sample Size

Source: Krejcie & Morgan, 1970

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

Source: Krejcie & Morgan (1970)

3.5 SAMPLING METHOD

The sample is a large assembly part. Samples were taken to determine the overall shape of the "population" taken. For selecting participants in this research, the researcher used purposive sampling as a sample method. Purposive sampling is a deliberate

collection of informants based on their ability to clarify a certain topic, idea, or concept (Boru, 2018). The researcher used the sample in this research as a youth in Malaysia aged from 15 until 39 years old.

Purpose sampling involves an iterative approach of selecting study subjects rather than a pre-determined sample framework. The selection process includes identifying patterns, ideas, and indicators through observation and reflection, analogous to grounded theory (Schutt, 2006: 348). Schutt highlights on each of the sampling element's importance that occupies a very specific role concerning the research initiative (2006: 155). Researchers also used a purposeful sampling strategy along these lines to select the respondent based on their paralleled knowledge of the issue of empirical inquiry and familiarity with it.

This technique ensures an equal representation of the study variables. Sample n is 384 random visitors from the N population, 14.6 million. All sample visitors must have the same probability that each sample with n size is selected; 384 visitors from the population have an equal chances of being selected.

3.6 DATA COLLECTION PROCEDURE

Data collection can be described as gathering, measuring, and analysing accurate study insights using standard validated techniques. Based on the collected data, a researcher tested their hypothesis for the study.

The data obtained in this study was by using purposive sampling. The purposeful sampling method is a non-probability sampling that is most effective when one needs to research experienced experts in a particular cultural domain (Boru, 2018). In this study, the researchers collected the data using an online questionnaire medium, Google Form, to fulfill the research data. An online questionnaire has been assigned randomly to the youth in Malaysia by the researchers through social media such as Facebook, Instagram, and WhatsApp. The respondents were selected based on several characteristics. Firstly, the respondents are Malaysian. Secondly, the respondents were Malaysian youth in the age range from 15 until 39 years old. The questionnaire has included a demographic screening question to ensure the respondents selected are qualified to the criteria. The questionnaire contains the items to answer the study objectives based on this study and has the responses' privacy and confidential agreements. Based on Krejcie and Morgan's table, the sample size for this study is 384; however, with time constraints due to the pandemic and technical issues, only 223 participants respond to the online surveys provided. Nevertheless, according to Wachyuni and Kusumaningrum (2020), the amount of 200 respondents would be sufficient and appropriate to analyze based on their past research on travel intention.

3.7 RESEARCH INSTRUMENT

This study developed an instrument based on specific items suggested by So Young Bae and Po Ju Chang (2020) and Choong-Ki Lee, Hak-Jun Song and Myung-Ja

Kim (2020). In response to the research objectives, three sections were created. Table 3.1 shows all the items and further explanation were made for each of the sections.

Table 3.1: Questionnaire Composition

| Sections | Items | Number of items | Supporting References |
|------------|--|-----------------|---|
| Sections A | Attitude Norm subjective Perceived behavioural | 17 | Choong-Ki Lee Hak-Jun Song Myung-Ja Kim |
| Sections B | Travel Intention | 13 | So Young Bae Po Ju Chang (2020) |
| Sections C | Demographic data | 6 | So Young Bae Po Ju Chang (2020) |

3.7.1 Questions Used in Sections A of the Questionnaire

Section A was designed to understand of attitude, norm subjective and perceived behavioural in the tourism and travel industry. 18 items were developed in this section in order to measure the statements on each dimension. Adaption from the referred research article, Choong-Ki Lee, Hak-Jun Song and Myung-Ja Kim (2020), a Five-point Likert scale was used in this study for respondents to indicate their level of agreement. This scale is ranging from one (1) with “strongly disagree” to five (5) with “strongly agree”. All the items are shown in Table 3.3.

Table 3.2: The Five-point Likert Scale.

| Strongly Disagree | Disagree | Neither Agree Nor Disagree | Agree | Strongly Agree |
|-------------------|----------|-------------------------------|-------|----------------|
| 1 | 2 | 3 | 4 | 5 |

Table 3.3: Questions Used in Section A of the Questionnaire – Attitude, Subjective Norm and Perceived Behavioural.

| Dimensions | Supporting References | Items |
|-----------------------|---|---|
| Attitude | Choong-Ki Lee Hak-Jun Song Myung-Ja Kim (2020) | <ol style="list-style-type: none"> 1. I think that travelling internationally is positive. 2. I think that travelling internationally is useful. 3. I think that travelling internationally is valuable. 4. I think that travelling internationally is dynamic. 5. I think that travelling internationally is attractive. 6. I think that travelling internationally is enjoyable. 7. I think that travelling internationally is delightful. |
| Norm Subjective | Choong-Ki Lee Hak-Jun Song Myung-Ja Kim (2020) | <ol style="list-style-type: none"> 1. Most people who are important to me think it is okay for me to travel internationally. 2. most people who are important to me support that I travel internationally 3. Most people who are important to me understand that I travel internationally. 4. most people who are important to me agree with me about travelling internationally. 5. Most people who are important to me recommend travelling internationally. |
| Perceived Behavioural | Choong-Ki Lee Hak-Jun Song Myung-Ja Kim (2020) | <ol style="list-style-type: none"> 1. Whether or not I travel internationally is completely up to me 2. I am capable of travelling internationally. 3. I am confident that if I want, I can travel internationally. 4. I have enough resources (money) to travel internationally. 5. I have enough time to travel internationally 6. I have enough opportunities to travel internationally. |

3.7.2 Questions Used in Section B of the Questionnaire

In section B, to evaluate the travel intention satisfactions towards the Tourism Industry, 13 items were developed. Respondents need to choose up their agreement level on five-point satisfactions scale ranging from one (1) “strongly

disagree” to five (5) “strongly agree” in this section. Table 3.5 described the items for this section.

Table 3.4: The Five-point Satisfaction Scale.

| Strongly Disagree | Disagree | Neither Disagree Nor Agree | Agree | Strongly Agree |
|-------------------|----------|-------------------------------|-------|----------------|
| 1 | 2 | 3 | 4 | 5 |

Table 3.5: Questions Used in Sections B of the Questionnaire – Travel Intention

| Dimensions | Supporting References | Items |
|------------------|---------------------------------------|--|
| Travel Intention | So Young Bae Po Ju Chang (2020) | 1. Taking a tour after the pandemic ends is fun. 2. Taking a tour after the pandemic ends is not fun but scary. 3. Going on a tour after the pandemic will be more troublesome than usual. 4. Seeing people go on a tour again, I became more excited to do the same. 5. Seeing my closest friends planning my trip also planned it too. 6. After this pandemic ends, I will go on tour whenever I want. 7. After this pandemic ends, I will travel whenever I want. 8. I feel uncomfortable after thinking of going on a tour after a pandemic. 9. I feel that my body is not fit after planning tourism activities after the pandemic. 10. I was afraid to go on tour even though this pandemic was over. 11. I will panic when I travel after the COVID-19 pandemic ends. 12. I sweat after deciding to travel after a pandemic. 13. I feel an irregular heartbeat when I think of going on a tour even though this pandemic is over. |

3.7.3 Questions Used in Sections C of the Questionnaire

Section C was created for the collection of data respondents’ demographic profiles. It involves gender, age, marital status, country of origin, and occupation.

The items listed are shown in table 3.6.

Table 3.6: Questions Used in Section C of the Questionnaire- Demographic profile of Respondents.

| Dimensions | Supporting References | Items |
|------------------------------------|---------------------------------------|---|
| Demographic Profile of Respondents | So Young Bae Po Ju Chang (2020) | 1. Gender (Male; Female) 2. Age (17 to 20 years old; 21 to 30 years old; 31 to 40 years old) 3. Marital Status (Single; Married; Divorced) 4. Education Background (Highschool; two-year college; four-year college; graduate school) 5. Occupation (Student; Self-employed; Employee; Unemployed) 6. Domestic travel frequency in 2019 (0; 1 to 5; 6 to 10; more than 10) |

3.8 DATA ANALYSIS

Data analysis systematically applies statistical and logical techniques to explain, condensing, recapture, and evaluate data. Various analytical techniques enable the researchers to draw inductive inferences from data and distinguish the signal from the noise in the data (Shamoo and Resnik, 2003).

3.8.1 Descriptive research

Descriptive research can be answered by describing accurate and systematic data about population, situation, or phenomenon (McCombes, 2019). This method is an appropriate choice for this study to identify characteristics, trends, frequencies, and categories (McCombes, 2019). This study needs accurate

data on the current situation around the target population of the youth in Malaysia. Descriptive research is a method used in this study to analyze demography, age, and others among youth in Malaysia.

3.8.2 Reliability Analysis

Reliability analysis is a decision-making tool because it provides shreds of evidence that can be used to make decisions about what should be done. Reliability analysis allows the study to evaluate the measurement scale qualities and the items (Boru, 2018). The reliability analysis also provides information regarding the relationship between items in the scale. If the reliability analysis correlation is high, the scale will bring consistent results and is therefore accurate.

Reliability analysis refers to the level at which the scale produces a consistent result if the test is replicated several times. For this study, the reliability analysis was used to measure the travel intention between attitude, subjective norm, and perceived behavioral control among youth in Malaysia during the post-pandemic of COVID-19. The higher the reliability of a group of scale items, the higher the scale management score. Besides, this study calculated the reliability analysis using SPSS. Cronbach's Alpha is used in this study to measure internal consistency. It can strengthen and determine the data's stability and check the data's reliability obtained from the survey.

| Cronbach's Alpha | Internal Consistency |
|-------------------------|----------------------|
| $\alpha \geq 0.9$ | 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 |

Source: J.Martin Bland (1997)

Figure 3.2: Cronbach's Alpha scale

3.8.3 Pearson Correlation

Pearson Correlation analyzes the collected data and analytical statistic to evaluate the statistical relationship or interaction of linear relationship correlation between independent variables and dependent variables (Boru, 2018). It is the best method to measure the correlation between related variables because it is based on the co-variance method. Pearson Correlation analysis is one of the significant analyses which the researcher used to measure the strength of the linear correlation relationship between the travel intention and attitude, subjective norms, perceived behavior among the youth in Malaysia. If there is a correlation, this study may have to determine which strength of the association is appropriate and should be accepted or not.

| Correlation Coefficient (r) Value | Indication |
|-----------------------------------|-----------------------------|
| Between ± 0.8 to ± 1.0 | High correlation |
| Between ± 0.6 to ± 0.79 | Moderately high correlation |
| Between ± 0.4 to ± 0.59 | Moderate correlation |
| Between ± 0.2 to ± 0.39 | Low correlation |
| Between ± 0.1 to ± 0.19 | Negligible correlation |

Source: Potter AM (1999)

Figure 3.3: Correlation Coefficient (r) Value

3.9 PILOT STUDY

One of the important elements of a research study is a pilot study. It can be classified as a small study to evaluate research protocols and data collection instruments before the actual data collection process is taking place (Boru, 2018). Pilot studies were conducted to assess the feasibility of some crucial components of the full-scale study. The study's pre-testing is to describe the method or instruments used in the study are inappropriate. 30 sets of the questionnaire have been distributed to Malaysia's youth fixed based on this study. The researchers can test the level of understanding of respondents towards the questionnaire by carrying the pilot study.

3.10 SUMMARY

Throughout this chapter, the research design and other components such as population, sample size, sampling method and the data analysis were clarified. It also explains how the questionnaire has been conducted and how it has been applied to this study using the quantitative method.

CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

In this chapter, the researchers will discuss about the result and findings from the analysis conducted on the data collected based on 223 respondents by using the online questionnaire. It will include the reliability analysis, frequency analysis, descriptive analysis, and Pearson Correlation Coefficient analysis. The researcher used Statistical Package for the Social Sciences (SPSS) version 26 to analyze the data after data collection.

4.2 RESULT OF RELIABILITY TEST

Reliability analysis was used to test the dependability of the questionnaire. The data was tested using Cronbach's Alpha analysis in order to confirm reliability and interior reliability of the information. The online survey approach has performed pilot testing 30 respondents ahead to the distribution of the questionnaire to 223 respondents.

Table 4.1: Results of Cronbach's Alpha Coefficient for the Independent Variables (IV) and Dependent Variable (DV)

| Variables | Number of Item | Cronbach's Alpha Value | Strength of Association |
|-------------------------------|----------------|------------------------|-------------------------|
| Travel Intention | 13 | 0.628 | Moderate |
| Attitude | 7 | 0.805 | Very Good |
| Subjective norm | 5 | 0.938 | Excellent |
| Perceived Behavioural Control | 6 | 0.976 | Excellent |

Table 4.1 had showed the value of Cronbach's Alpha Coefficient for independent variables and dependent variables in this study. According to the table 4.1, all the variables were above the value of 0.6. Therefore, the result shown is reliable and the questionnaire is accepted in this study.

13 questions were used in measuring the travel intention's variable among youth in Malaysia during post-pandemic of COVID-19. The Cronbach's Alpha result for this section's question was 0.628 resulted as moderate. Thus, the coefficient obtained for the questions in travel intention were reliable for this study.

Next, there had 7 question in measuring the attitude variable towards travel intention among youth in Malaysia during post-pandemic. The Cronbach's Alpha result for this section's question was 0.805 resulted as very good. Thus, the coefficient obtained for the questions in attitude variable were reliable for this study.

Furthermost, in order to measuring the subjective norm variable towards travel intention among youth in Malaysia during post-pandemic of COVID-19, 5 questions were used. The Cronbach's Alpha result for this section question was 0.938 and resulted as excellent. Thus, the coefficient obtained for the questions in subjective norm were reliable for this study.

Lastly, in measuring the perceived behavioural control variables towards travel intention among youth in Malaysia during post-pandemic of COVID-19, 6 question were used . The Cronbach's Alpha result for this section question was 0.976 which was well resulted as excellent. Therefore, the coefficient in measuring the perceived behavioural control during post-pandemic among youth in Malaysia were reliable.

Since the Cronbach's Alpha charge for the variables had exceeded 0.6, it shows that the questionnaires are highly reliable and can proceed with the study. All of the reliability analysis shows that the respondent understood the questions well and was approved for this analysis to study about the Malaysian youth's travel intention based on the Theory of Planned Behavior (TPB) elements.

4.3 DEMOGRAPHIC PROFILE

The frequency analysis is a descriptive statistical technique that displays the number of occurrences of each response selected by the respondents (Renard et al., 2013). The data obtained from section C of the questionnaire were included the questions from various demographic variables of respondents such as gender, age, status, education status, occupation, and domestic travel frequency. The researchers used a table and pie chart to display the frequency analysis of the respondent's demographic profile.

4.3.1 GENDER OF THE RESPONDENT

Table 4.2 showed the respondents by gender. The total number of respondents for males is 42 respondents, while females are 181 respondents. Out of 223 respondents, 18.8 percent of the total respondents are male, and the remaining 81.2 percent are female respondents. According to survey response studies, it have shown that trends in who responds to surveys do indeed exist and in general, women are more likely to participate than men (Smith & Smith, 2008).

Table 4.2 Number of respondent by Gender

| Gender | Frequency | Percent (%) | Cumulative Frequency (%) |
|--------------|-----------|-------------|--------------------------|
| Male | 42 | 18.8 | 18.8 |
| Female | 181 | 81.2 | 100.0 |
| <i>Total</i> | 223 | 100.0 | |

4.3.2 AGE OF THE RESPONDENT

Table 4.3 showed the total respondent by age. The total number of respondents from 15 to 17 years old is 3 respondents with 1.3 percent. The total number of respondents for 17 to 20 years old is 25 respondents with 11.2 percent. Next, the total number of respondents for 21 to 30 years old is 185 respondents with 83 percent. The total number of respondents for 31 to 39 years old is 10 respondents with the remaining of 4.5 percent.

Table 4.3 Number of respondent by Age

| Age | Frequency | Percent (%) | Cumulative Percent (%) |
|--------------------|------------|--------------|------------------------|
| 15 to 17 years old | 3 | 1.3 | 1.3 |
| 17 to 20 years old | 25 | 11.2 | 12.6 |
| 21 to 30 years old | 185 | 83.0 | 95.5 |
| 31 to 39 years old | 10 | 4.5 | 100.0 |
| Total | 223 | 100.0 | |

4.3.3 STATUS OF THE RESPONDENT

Table 4.4 had displayed the total number of respondents based on their status. Out of 223 respondent, 207 respondent is single with 92.8 percent. 14 respondent is married with 6.3 percent, and 3 respondent is divorced with the remaining 0.9 percent had responded to the questionnaire.

Table 4.4 Number of respondent by Status

| Status | Frequency | Percent (%) | Cumulative Percent (%) |
|--------|-----------|-------------|------------------------|
| Single | 207 | 92.8 | 92.8 |

| | | | |
|--------------|------------|--------------|-------|
| Married | 14 | 6.3 | 99.1 |
| Divorced | 3 | 0.9 | 100.0 |
| Total | 223 | 100.0 | |

4.3.4 EDUCATION STATUS OF THE RESPONDENT

Table 4.5 showed the total number of respondents based on their education status. Out of 223 respondent, 168 is a university student with 75.3 percent. 21 respondents graduated from university with 9.4 percent, and 11 respondents graduate from school with 4.9 percent. 9 of 223 respondents is graduate from college, with 4 percent. The total number of respondents for both college and high school is 7 respondents with 3.1 percent.

Table 4.5 Number of respondent by Education Status

| Education Status | Frequency | Percentage (%) | Cumulative Percentage (%) |
|---------------------|------------|----------------|---------------------------|
| High school | 7 | 3.1 | 3.1 |
| Graduate school | 11 | 4.9 | 8.1 |
| College | 7 | 3.1 | 11.2 |
| Graduate college | 9 | 4.0 | 15.2 |
| University | 168 | 75.3 | 90.6 |
| Graduate University | 21 | 9.4 | 100.0 |
| Total | 223 | 100.0 | |

4.3.5 OCCUPATION OF RESPONDENT

Table 4.6 showed the total number of respondent based on the occupation. Out of 223 respondent, 189 is a student with 84.8 percent. 23 respondents is employee with 10.3 percent, and 7 respondents is self-employed graduate with 3.1 percent. 4 of 223 respondents is unemployed with 1.8 percent.

Table 4.6 Number of respondent by Occupation

| Occupation | Frequency | Percent (%) | Cumulative Percentage (%) |
|---------------|------------|--------------|---------------------------|
| Student | 189 | 84.8 | 84.8 |
| Employee | 23 | 10.3 | 95.1 |
| Self-employed | 7 | 3.1 | 98.2 |
| Unemployed | 4 | 1.8 | 100.0 |
| <i>Total</i> | 223 | 100.0 | |

4.3.6 DOMESTIC TRAVEL FREQUENCY OF RESPONDENT

Table 4.7 had displayed the total number of respondents based on their response on domestic travel frequency. Out of 223 respondent, 42 respondent with 18.8 percent had responded to 0 times on domestic travel. 146 respondent with

65.5 percent responded to 1-5 times on domestic travel. 18 respondent with 8.1 percent had responded to 6-10 times on domestic travel and the remaining 17 respondents with 7.6 percent had responded more than 10 times on domestic travel.

Table 4.7 Number of respondent by Domestic Travel Frequency

| Domestic Travel Frequency | Frequency | Percent (%) | Cumulative Percentage (%) |
|--------------------------------------|------------------|--------------------|--------------------------------------|
| 0 | 42 | 18.8 | 18.8 |
| 1-5 | 146 | 65.5 | 84.3 |
| 6-10 | 18 | 8.1 | 92.4 |
| More than 10 | 17 | 7.6 | 100.0 |
| <i>Total</i> | 223 | 100.0 | |

4.4 RESULT OF DESCRIPTIVE ANALYSIS

Table 4.8 showed the number of respondent, mean and standard deviation for both independent variables (IV) and dependent variable (DV). The mean score of dependent variable (DV), travel intention is 3.37. For independent variable (IV), attitude had the

highest mean score which is 3.51 and followed by perceived behavioral control with 3.30 mean score. The last one is subjective norms with 3.14 mean score.

Meanwhile for the highest standard deviation for independent variables (IV) is attitude with 1.23, followed by subjective norms with 1.17 and perceived behavioral control with 0.92. The standard deviation for dependent variable (DV), travel intention is 0.66.

Table 4.8 Descriptive statistics

| Variable | N | Mean | Standard Deviation |
|------------------------------|-----|------|--------------------|
| Travel Intention | 223 | 3.37 | .66 |
| Attitude | 223 | 3.51 | 1.23 |
| Subjective Norms | 223 | 3.14 | 1.17 |
| Perceived Behavioral Control | 223 | 3.30 | .91 |

4.4.1 TRAVEL INTENTION

Table 4.9 showed the number of respondent, mean and standard deviation of dependent variable (DV) which is travel intention. The highest mean score for this dependent variable (DV) is the 3rd items with 3.98 mean score, where

respondent strongly agreed that ‘Going on a tour after the pandemic will be more troublesome than usual’. Next, followed by the ‘Taking a tour after the pandemic ends is not fun but scary’ with 3.76 mean score. ‘After this pandemic ends, I will travel whenever I want’ with 3.69 mean score, ‘After this pandemic ends, I will go on tour whenever I want’ with 3.64 mean score, ‘I was afraid to go on tour even though this pandemic was over’ with 3.45 mean score, ‘Seeing people go on a tour again, I became more excited to do the same’ with 3.39 mean score followed by ‘Taking a tour after the pandemic ends is fun’ with 3.34 mean score. ‘I feel uncomfortable after thinking of going on a tour after a pandemic’ with 3.28 mean score, ‘Seeing my closest friends planning my trip also planned it too’ with 3.25 mean score, ‘I feel that my body is not fit after planning tourism activities after the pandemic’ and ‘I will panic when I travel after the COVID-19 pandemic ends’ with 3.05 mean score followed by ‘I sweat after deciding to travel after a pandemic’ with 3.02 mean score. The 13th item are the lowest one with 2.92 mean score. From the result, it shows most respondent are slightly agreed that they feel an irregular heartbeat when they think of going on a tour even though this pandemic is over. From the data set from 233 respondents with the standard deviation most of the value which lowest than 1, indicated the values close to mean while the standard deviation which greater than 1, it indicated the values were more dispersed.

Table 4.9 Travel Intention

| | Variables | N | Mean | Standard Deviation |
|----|--|-----|------|-----------------------|
| 1. | Taking a tour after the pandemic ends is fun | 223 | 3.34 | 1.38 |
| 2. | Taking a tour after the pandemic ends is not fun but scary | 223 | 3.76 | 1.12 |

| | | | | |
|-----|---|-----|------|------|
| 3. | Going on a tour after the pandemic will be more troublesome than usual | 223 | 3.98 | 1.08 |
| 4. | Seeing people go on a tour again, I became more excited to do the same | 223 | 3.39 | 1.26 |
| 5. | Seeing my closest friends planning my trip also planned it too | 223 | 3.25 | 1.24 |
| 6. | After this pandemic ends, I will go on tour whenever I want | 223 | 3.64 | 1.07 |
| 7. | After this pandemic ends, I will travel whenever I want | 223 | 3.69 | 1.10 |
| 8. | I feel uncomfortable after thinking of going on a tour after a pandemic | 223 | 3.28 | 1.06 |
| 9. | I feel that my body is not fit after planning tourism activities after the pandemic | 223 | 3.05 | 1.12 |
| 10. | I was afraid to go on tour even though this pandemic was over | 223 | 3.45 | 1.16 |
| 11. | I will panic when I travel after the COVID-19 pandemic ends | 223 | 3.05 | 1.17 |
| 12. | I sweat after deciding to travel after a pandemic | 223 | 3.02 | 1.15 |
| 13. | I feel an irregular heartbeat when I think of going on a tour even though this pandemic is over | 223 | 2.92 | 1.22 |

4.4.2 ATTITUDE

Table 4.10 showed that the number of respondent, mean and standard deviation of the attitude which is the first independent variable (IV). The respondent agree that 'I think that travelling internationally is delightful' as it has the highest mean score with 3.70. The second highest mean score is 'I think that travelling internationally is enjoyable'

with 3.68 followed by 'I think that travelling internationally is attractive' with 3.65 mean score. Then 'I think that travelling internationally is valuable' with 3.48 mean score, 'I think that travelling internationally is useful' with 3.41 mean score. Finally, the lowest mean score is 3.32 which is the respondent slightly agreed that 'I think that travelling internationally is positive'. From the data set from 223 respondents with the standard deviation most of the value which lowest than 1, indicated the values close to mean while the standard deviation which greater than 1, it indicated the values were more dispersed. Based on the highest mean score, the outcome shows most respondent agree that traveling internationally is delightful.

Table 4.10 Attitude

| Variable | N | Mean | Standard Deviation |
|--|-----|------|--------------------|
| 1. I think that travelling internationally is positive | 223 | 3.32 | 1.37 |
| 2. I think that travelling internationally is useful | 223 | 3.41 | 1.33 |
| 3. I think that travelling internationally is valuable | 223 | 3.46 | 1.34 |
| 4. I think that travelling internationally is dynamic | 223 | 3.31 | 1.27 |
| 5. I think that travelling internationally is attractive | 223 | 3.65 | 1.35 |
| 6. I think that travelling internationally is enjoyable | 223 | 3.68 | 1.28 |
| 7. I think that travelling internationally is delightful | 223 | 3.70 | 1.31 |

4.4.3 SUBJECTIVE NORMS

Table 4.11 showed the number of respondents, mean and standard deviation of the second independent variable (IV) which is subjective norms. The highest mean score for this independent variable (IV) is the ‘Most people who are important to me agree with me about travelling internationally’ with 3.20 which respondent strongly agreed with, and followed by ‘Most people who are important to me understand that I travel internationally’ with 3.19 mean score. ‘Most people who are important to me support that I travel internationally’ with 3.14 mean score, ‘Most people who are important to me think it is okay for me to travel internationally’ with 3.09 mean score. The respondent believe that the ‘Most people who are important to me recommend travelling internationally’ are the lowest mean score with 3.06. From the data set from 223 respondents with the standard deviation most of the value which lowest than 1, indicated the values close to mean while the standard deviation which greater than 1, it indicated the values were more dispersed. Based on the highest mean score, the outcome shows that most respondent agree that people who are important to them agree with them about traveling internationally.

Table 4.11 Subjective Norms

| Variable | N | Mean | Standard Deviation |
|--|-----|------|-----------------------|
| 1. Most people who are important to me think it is okay for me to travel internationally | 223 | 3.09 | 1.23 |

| | | | | |
|----|--|-----|------|------|
| 2. | Most people who are important to me support that I travel internationally | 223 | 3.14 | 1.30 |
| 3. | Most people who are important to me understand that I travel internationally | 223 | 3.19 | 1.21 |
| 4. | Most people who are important to me agree with me about travelling internationally | 223 | 3.20 | 1.25 |
| 5. | Most people who are important to me recommend travelling internationally | 223 | 3.06 | 1.29 |

4.4.4 PERCEIVED BEHAVIORAL CONTROL

Table 4.12 showed the number of respondent, mean and standard deviation of last independent variable (IV) which is perceived behavioral control. There are 223 respondent involved in this research. The highest mean score is 3.82 which showed that majority of the respondent agreed that ‘Whether or not I travel internationally is completely up to me’. ‘I am confident that if I want, I can travel internationally’ has the second highest mean score with 3.56 followed by ‘I have enough time to travel internationally’ with 3.27 mean score then ‘I have enough opportunities to travel internationally’ with 3.13 mean score. ‘I am capable of travelling internationally’ with 3.12 mean score meanwhile the lowest mean is ‘I have enough resources (money) to travel internationally’ with 2.93 mean score. From the data set from 223 respondents with the standard deviation most of the value which lowest than 1, indicated the values close to mean while the standard deviation which greater than 1, it indicated the values were more dispersed. Based

on the highest mean score, the outcome shows that most respondent agree that whether or not they travel internationally is completely up to their own decision.

Table 4.12 Perceived Behavioral Control

| | Variable | N | Mean | Standard Deviation |
|----|--|-----|------|--------------------|
| 1. | Whether or not I travel internationally is completely up to me | 223 | 3.82 | 1.05 |
| 2. | I am capable of traveling internationally | 223 | 3.12 | 1.06 |
| 3. | I am confident that if I want, I can travel internationally | 223 | 3.56 | 1.13 |
| 4. | I have enough resources (money) to travel internationally | 223 | 2.93 | 1.21 |
| 5. | I have enough time to travel internationally | 223 | 3.27 | 1.20 |
| 6. | I have enough opportunities to travel internationally | 223 | 3.13 | 1.16 |

4.5 RESULTS OF PEARSON CORRELATION

The Pearson Correlation Coefficient analysis is one of the essential analysis which assessed the strength of linear association between the independent variables (IV) and

dependent variable (DV). This analysis seeks to investigate if the relationships exist between the independent factors (attitude, subjective norm, perceived behavioural) and dependent variable (travel intention among youth in Malaysia during post pandemic of Covid19). If the researchers discover a correlation, it must be determine the degree and direction of the link between the variables.

Table 4.13: 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: Attitude

H₁ – There is a relationship between attitude and travel intention during post-pandemic among youth in Malaysia.

Table 4.14: Pearson Correlation of Attitude and Travel intention among youth in Malaysia during post pandemic.

| | | Travel Intention | Attitude |
|------------------|---------------------|------------------|----------|
| Travel Intention | Pearson Correlation | 1 | .479** |
| | Sig. (2-tailed) | | .000 |
| | N | 223 | 223 |
| Attitude | Pearson Correlation | .479** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 223 | 223 |

The Pearson Correlation Coefficient, the significant value, and the total number of instances are shown in Table 4.14 with 223 of respondent. The p-value was 0.000, which was below than the significance level of 0.01. with a correlation value of 0.479, there was a moderately positive relationship between the attitude and travel intention among youth in Malaysia during post pandemic. Therefore, the hypothesis 1: Attitude, of this study is accepted.

Hypothesis 2: Subjective Norm

H₂ – There is a relationship between subjective norm and travel intention during post-pandemic among youth in Malaysia.

Table 4.15: Pearson Correlation of Subjective Norm and Travel Intention among Youth in Malaysia during Post Pandemic.

| | | Travel Intention | Subjective Norms |
|-------------------------|---------------------|------------------|------------------|
| Travel Intention | Pearson Correlation | 1 | .508** |
| | Sig. (2-tailed) | | .000 |
| | N | 223 | 223 |
| Subjective Norms | Pearson Correlation | .508** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 223 | 223 |

The Pearson Correlation Coefficient, the significant value, and the total number of instances are shown in Table 4.15 with 223 of respondent. The p-value was 0.000, which was below than the significance level of 0.01. the 0.508 correlation indicated a somewhat positive relationship between the subjective norm and travel intention among youth in Malaysia during post pandemic. Therefore, the hypothesis 2: Subjective Norms of this study is accepted.

Hypothesis 3: Perceived Behavioural Control

H₃ – There is a relationship between perceived behavioural control and travel intention during post-pandemic among youth in Malaysia.

Table 4.16: Pearson Correlation of Perceived Behavioural Control and Travel Intention among Youth in Malaysia during Post Pandemic.

| | | Travel Intention | Perceived Behavioral Control |
|-------------------------------------|---------------------|------------------|------------------------------|
| Travel Intention | Pearson Correlation | 1 | .473** |
| | Sig. (2-tailed) | | .000 |
| | N | 223 | 223 |
| Perceived Behavioral Control | Pearson Correlation | .473** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 223 | 223 |

Table 4.16 show the Pearson Correlation Coefficient was calculated as 0.473, the p-value was 0.000, which was less than the 0.01 level of significance. The study revealed a moderate positive correlation between the perceived behavioural control and intention to travel among youth in Malaysia during the post pandemic. Therefore, the hypothesis 3: Perceived Behavioral Control of this study is accepted.

4.6 SUMMARY

To conclude, the data collected in this research highlight the travel intention among youth in Malaysia during post pandemic of COVID-19. There are 223 respondent that are involved in this research. All the relationship among the variable in this study

found that the three hypothesis were accepted. According to the result, the highest Pearson Correlation value between the travel intention among youth in Malaysia during post pandemic of COVID-19 is subjective norms with 0.508 and followed by attitude which is 0.479. Lastly is perceived behavioral control with 0.473. Hence, the result showed that the independent variables (IV) which is attitude, subjective norms and perceived behavioral control have moderate positive correlation towards travel intention. To conclude, the 3 independent variable (IV) and dependent variable (DV) have a significant relationship. Therefore, the majority of respondents feel that subjective norms have a substantial role in determining travel plans. Following their personal preferences in tourism aspects, this study shows how individuals choose to perceive the travel intention landscape. It also shows how individuals perceive other people's expectations regarding their actions and the motivation to comply with these social norms during the post-pandemic period of COVID-19.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

The findings and discussion of the relationship between attitude, subjective norm, and perceived behavioural control towards the travel intention among youth in Malaysia during post-pandemic of COVID-19 were discussed in this chapter, followed by the research limitation and numerous recommendations for future study.

5.2 RECAPITULATION OF STUDY

This research was conducted to determine the relationship between attitudes, subjective norms, and perceived behavioural control towards Malaysian youth travel intention during post-pandemic in Malaysia. In this particular study, primary data was undertaken which a set of questionnaires were used to get feedback from the respondents. The researcher using the equation that developed by Krejcie and Morgan (1970) and the sample of respondent is 223 selected. This study also analysed the relationship between attitudes, subjective norms, perceived behavioural control, and travel intention among youth during post-pandemic in Malaysia. The dependent variables in this study were important to determine the travel intention among youth during post pandemic in Malaysia. Therefore, a set of independent variables were form which consists of the

relationship between attitude, subjective norms, perceived behavioural control, and intention to travel during the post-pandemic among youth in Malaysia.

An individual's distinct habits, interests, and opinions are characteristics that influence his or her decision-making. An attitude measures how people see the landscape according to their own cultural, social, and environmental preferences (Polat et al., n.d.). All of these preferences represent the orientation of environmental importance and are very often related to attitudes towards certain environmental conditions and consequences (Kaltenborn et al., 2011). The sampling frame of this study was among youth tourists in Malaysia. The data was collected from university students, friends, local youth, and family . A questionnaires form was sent and responses from 223 were received and can be analysed. The data collected from 223 respondents by using the online questionnaire which include the reliability analysis, frequency analysis, descriptive analysis, and Pearson Correlation Coefficient analysis. Statistical Package for the Social Sciences (SPSS) version 26 was used in this study to analyse the data after data collection.

The value of Cronbach's Alpha Coefficient for independent variables and dependent variables in this study were in range of 0.628 to 0.976. All of the variables were greater than 0.6. As a result, the questionnaire has been approved. Perceived behavioural control were considered as the highly reliable with Cronbach's Alpha of 0.976. It showed the perceived behavioural control most determine the intention to travel during the post-pandemic among youth in Malaysia. Attitude and subjective norms were considered reliable with Cronbach's Alpha 0.805 and 0.938 concluded that variables were reliable, and all variables were saved for future analysis.

The purpose of Pearson's correlation used in this analysis is to determine whether there are any correlations in between the independent variables of this study which is attitude, subjective norm, perceived behavioral control, and the dependent variable which is the travel intention among youth in Malaysia during post pandemic of COVID-19. Pearson's highest correlation value between travel intention and attitude among Malaysian youth during the COVID-19 pandemic is attitude (0.479), followed by 0.508 for subjective norms and 0.473 for perceived behavioural control. As a result, the results show that the independent variables (IV), attitude and subjective norms, have a moderate correlation while travel intention and perceived behavioural control have a negligible correlation.

5.2.1 Research Question 1: What is the relationship between attitude and travel intention among youth during post-pandemic in Malaysia?

In this study, attitude was featured as a factor that contributes to the travel intention among youth during post-pandemic in Malaysia. Tourist expectations are critical for tourism growth because they affect local economies, communities, cultures, and ecosystems, as well as their desire to return to the destination (Bai & Hu, 2014). An attitude is a measure of how individuals choose to view the landscape based on their own cultural, social, and ecological preferences, (Kaltenborn et al., 2011). The analysis done showed that the significant value and the total number of cases is 223. The strength correlation of the relationship between attitude and travel intention is at low positive level factor ($r=0.479$, $n=223$, $p<0.01$). The finding showed there was a positive and significant relationship between attitude and travel intention. The correlation coefficient of

0.479 suggested a low positive correlation but significant relationship between attitude and travel intention among Malaysian youth following the pandemic. Therefore, it can be state that attitude is the factor that play important roles in effecting the travel intention. The findings were consistent with the results of Chen & Tsai (2007) and Das & Tiwari (2020) found that tourists attitude include choice of destination to visit, subsequent evaluations, and future attitude on behavioural intentions.

5.2.2 Research Question 2: What is the relationship between subjective norm and travel intention among youth during post-pandemic in Malaysia?

In this study, the result indicated that the strength correlation of the relationship between subjective norm and travel intention among youth during post-pandemic in Malaysia is at moderate level ($r=0.508$, $n=223$, $p<0.01$) . The findings consider that there was a moderate positive and significant relationship between subjective norms and travel intention among youth during post-pandemic in Malaysia. Subjective norms play important part in determine travel intention among youth in Malaysia. Pearson Correlation Coefficient has a significant value and a case count of 223. As a result, the null hypothesis H2 for Hypothesis 2 is accepted in this study. The correlation coefficient of 0.508 indicated a moderate but significant relationship between subjective norm and travel intention among Malaysian youth following the pandemic. This result was reliable with Mahon et al., (2006) publication, subjective norms assess the influence of others in performing specific behaviours . Specifically, the subjective norm is an individual's opinion as to whether or not others agree that certain behaviours should be practised (Sheeran et al., 1999). Subjective norm assesses the influence

of others in performing specific behaviours (Mahon et al., 2006). More specifically, the subjective norm is an individual's opinion as to whether or not others agree that certain behaviours should be practised (Li et al., 2021) & (Karabulut & Demir, 2020).

5.2.3 Research Question 3: What is the relationship between perceived behavioural control and travel intention among youth during post-pandemic in Malaysia?

In this study, the result identifies that the perceived behavioural control and travel intention among youth during post-pandemic in Malaysia is consider as low positive level ($r=0.473$, $n=223$, $p<0.01$). This Pearson Correlation Coefficient has a significant value and a case count of 223. As a result, for Hypothesis 3, this study accepts the null hypothesis H3. The correlation coefficient of 0.473 indicated a low positive relationship between perceived behavioural control and travel intention among Malaysian youth following the pandemic. The finding was consisted of and supported by (Kidwell & Jewell, 2003), people's perceived behavioural control represents their level of access to services and their options for action. It relates to the perception of an individual. It refers to the belief of an individual that it is harder or easier to perform specified actions (Shin & Kang, 2020). This structure has two components: first, access to the necessary resources, such as money, time, and other resources is to take part in actions (Luo & Lam, 2020)

5.3 FINDINGS AND DISCUSSION

The Reliability Test was conducted on 30 respondents before being distributed to 223 respondents via an online survey. It was measured using the Cronbach's Alpha Coefficient, which ranged from 0.805 to 0.976, and the results were good to excellent, with perceived behavioral control variable have the highest Cronbach's Alpha value of 0.976, subjective norm is the second-highest Cronbach's Alpha value of 0.938, and attitude have the lowest at 0.805. As a result, both variables met the minimum requirement for reliability, as all Cronbach's Alpha coefficients were greater than 0.6.

In the descriptive analysis for the independent variables, the highest mean value was the attitude variable, which was 3.51, followed by perceived behavioral control, which was 3.30. The lowest mean value for the independent variable was subjective norms with 3.14. The mean value for the dependent variable was 3.37. The researchers used the Pearson Correlation Analysis to examine the linear relationship between the two variables identified as the researcher's objectives. According to Table 5.1, there was a moderately positive relationship between attitude, subjective norms, perceived behavioral control, and travel intention among Malaysian youth during the post-pandemic of COVID-19.

Table 5.1: Summary of Correlation Analysis

| | Hypothesis | Pearson Correlation Value | |
|----|--|---------------------------|----------|
| H1 | There is a moderate positive correlation relationship between attitude and travel intention among youth during post-pandemic of COVID-19 in Malaysia | $r=0.479, p<0.01$ | Accepted |
| H2 | There is a moderate positive correlation relationship between subjective norm and travel intention among youth during post-pandemic of COVID-19 in Malaysia | $r=0.508, p<0.01$ | Accepted |
| H3 | There is a moderate positive correlation relationship between perceived behavioral control and travel intention among youth during post-pandemic of COVID-19 in Malaysia | $r=0.473, p<0.01$ | Accepted |

5.4 LIMITATION

The objective of this study is to examine the relationship between attitude, subjective norms, and perceived behavioral control towards travel intention among youth in Malaysia during the post-pandemic of COVID-19. As in the research, this research had limitations that make it more difficult for the researchers to complete this research. One of the drawbacks was the lack of a respondent. In this study, not all Malaysian youth may well be respondents who wanted to answer the researchers' questionnaire. Furthermore, some respondents believed that answering the researcher's questions would waste their time and would not benefit them.

Further to that, the limitations of this study is the data collection method. For this study, the researcher only can use an online survey method for the data collection. This is related to the reasons that from the beginning to the end of this research been carried out, the country is in a lock-down situation, and also the research respondents for this study are Malaysian youth, which is a significant population, making it difficult for the researcher to collect data through interviews. The limitation of using an online survey is that the researcher cannot check whether the respondents' information is accurate. Moreover, using an online survey would require a large amount of time for respondents to completed the questionnaire, causing the data collection process to be delayed.

The following limitation in this study is variable. This research only focuses on the three independent variables that based on the theory of planned behavior which is attitude, subjective norms, perceived behavioral control, and one dependent variable, travel intention. As in theory planned behavior, several other components or variables can influence and relate to Malaysian youth. In this study, the other components have a relationship as well. This was due to a lack of resources and references for researchers to focus their research on other independent variables.

5.5 RECOMMENDATION

This research suggests that instead of respondents answering a scaling questionnaire online, the researcher can use an interview method or construct some open-ended questions for them. The study can receive a high response rate using the interview method, and ambiguities can be explained, and incomplete answers can be followed up on right away. As a result, this method can help to avoid misunderstandings and improve study findings.

The survey is also limited to 223 participants, which might be classified as small markets. According to (Wachyuni & Kusumaningrum, 2020), based on past research, the amount would be sufficient and appropriate, and higher sample sizes might be utilized to systematize millions of Malaysian youth. As a result, future study should raise their sample size to improve the study's accuracy and reliability.

Furthermore, the current research only looks at three components of theory planned behavior that influence travel intention in tourism as this research focused on. There is a wide range of theory planned behavior can be examined among Malaysian youth travel intention. However, additional crucial elements that influence theory planned behavior among Malaysian youth travel intention may be overlooked by this study. As a result, the study can recommend other components or variables in the future, such as the economic component, to carry out new findings in their research.

At last, further studies can be done on foreign youth travel intention, as this study only looked at Malaysian local youth tourists in Malaysia. More research might be done to determine if the findings are comparable. If the study is applied to international youth tourists, the results may be different. As a result, instead of focusing just on local Malaysian, other youth were asked to complete the questionnaires.

5.6 CONCLUSION

In conclusion, the researchers have to clearly defined the objective of this research regarding the issue in this study. In this study, the researchers examined the attitudes, subjective norms, and perceived behavioral control of Malaysian youth towards their travel intentions during the post-pandemic COVID-19. The research framework is created based on the literature reviewed to examine the relationship between each item in the independent variables and the dependent variable.

There were 233 respondents who were participated in this research via the online survey approach through Google Form, distributed through social media platforms such as Facebook, Instagram, and WhatsApp. The data was gathered and analyzed using Social Science (SPSS) software version 26 for reliability analysis, descriptive and frequency analysis, and Pearson Correlation analysis. The reliability analysis results showed that the results of the overall variables were accurate, which can be accepted in this research. It is also reasonable to state a significant relationship between attitude, subjective norms, and perceived behavioral control and travel intention among Malaysian youth during the post-pandemic of COVID-19. As an outcome, it is hoped that all of the information and data provided throughout this study will benefit the related parties in future research.

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APPENDIX

QUESTIONNAIRE



TRAVEL INTENTION DURING PASCA PANDEMIC AMONG YOUTH IN MALAYSIA

Dear respondents,

We are final year students of Bachelor of Entrepreneurship (Tourism) from faculty of Hospitality, Tourism and Wellness (FHPK), university Malaysia Kelantan. We are currently conducting a research project to fulfil our degree requirement. This questionnaire examines travel intention during pasca pandemic among youth in Malaysia.

Therefore, we are much appreciated, if you can kindly spend approximately 5-10 minutes to complete this questionnaire. Please fill in this questionnaire based on your intention towards this pasca pandemic that happen in Malaysia. Please assure that your answer will be handled in strict confidence. All information provided will be kept SECRET and will only be used for research purpose.

Your cooperation is much appreciated. Any further inquiries, please kindly e-mail to yusmalinna.h18a0433@siswa.umk.edu.my.

Yours sincerely,

CAROLINA TAN

H18A0067

ESTHER ARRYSHA A/P BAH JASA

H18A0111

NUR YUSMALINNA BINTI MOHD YUSOF

H18A0433

SITI NURHASLINA BINTI NAZRI

H18A0597

SECTION A

Instruction

Please respond to each statement by circling your answer using the scales given based on your travel experiences in Malaysia.

| 1 | 2 | 3 | 4 | 5 |
|-------------------|----------|----------------------------|-------|----------------|
| Strongly Disagree | Disagree | Neither Agree Nor Disagree | Agree | Strongly Agree |

| Attitude | | | | | |
|---|---|---|---|---|---|
| I think that travelling internationally is positive | 1 | 2 | 3 | 4 | 5 |
| I think that travelling internationally is useful | 1 | 2 | 3 | 4 | 5 |
| I think that travelling internationally is valuable | 1 | 2 | 3 | 4 | 5 |
| I think that travelling internationally is dynamic | 1 | 2 | 3 | 4 | 5 |
| I think that travelling internationally is attractive | 1 | 2 | 3 | 4 | 5 |
| I think that travelling internationally is enjoyable | 1 | 2 | 3 | 4 | 5 |
| I think that travelling internationally is delightful | 1 | 2 | 3 | 4 | 5 |

| Subjective Norms | | | | | |
|---|---|---|---|---|---|
| Most people who are important to me think it is okay for me to travel internationally | 1 | 2 | 3 | 4 | 5 |
| Most people who are important to me support that I travel internationally | 1 | 2 | 3 | 4 | 5 |
| Most people who are important to me understand that I travel internationally | 1 | 2 | 3 | 4 | 5 |
| Most people who are important to me agree with me about travelling internationally | 1 | 2 | 3 | 4 | 5 |
| Most people who are important to me recommend travelling internationally | 1 | 2 | 3 | 4 | 5 |

| Perceived Behavioural | | | | | |
|--|---|---|---|---|---|
| Whether or not I travel internationally is completely up to me | 1 | 2 | 3 | 4 | 5 |
| I am capable of travelling internationally | 1 | 2 | 3 | 4 | 5 |
| I am confident that if I want, I can travel internationally | 1 | 2 | 3 | 4 | 5 |
| I have enough resources (money) to travel internationally | 1 | 2 | 3 | 4 | 5 |
| I have enough time to travel internationally | 1 | 2 | 3 | 4 | 5 |
| I have enough opportunities to travel internationally | 1 | 2 | 3 | 4 | 5 |

SECTION B

Instruction

Please respond to each statement by circling your answer using the scales given based on your travel intention in Malaysia.

| 1 | 2 | 3 | 4 | 5 |
|-------------------|----------|----------------------------|-------|----------------|
| Strongly Disagree | Disagree | Neither Agree Nor Disagree | Agree | Strongly Agree |

| Intention | | | | | |
|---|---|---|---|---|---|
| Taking a tour after the pandemic ends is fun | 1 | 2 | 3 | 4 | 5 |
| Taking a tour after the pandemic ends is not fun but scary | 1 | 2 | 3 | 4 | 5 |
| Going on a tour after the pandemic will be more troublesome than usual | 1 | 2 | 3 | 4 | 5 |
| Seeing people go on a tour again, I became more excited to do the same | 1 | 2 | 3 | 4 | 5 |
| Seeing my closest friends planning my trip also planned it too | 1 | 2 | 3 | 4 | 5 |
| After this pandemic ends, I will go on tour whenever I want | 1 | 2 | 3 | 4 | 5 |
| After this pandemic ends, I will travel whenever I want | 1 | 2 | 3 | 4 | 5 |
| I feel uncomfortable after thinking of going on a tour after a pandemic | 1 | 2 | 3 | 4 | 5 |
| I feel that my body is not fit after planning tourism activities after the pandemic | 1 | 2 | 3 | 4 | 5 |
| I was afraid to go on tour even though this pandemic was over | 1 | 2 | 3 | 4 | 5 |
| I will panic when I travel after the COVID-19 pandemic ends | 1 | 2 | 3 | 4 | 5 |
| I sweat after deciding to travel after a pandemic | 1 | 2 | 3 | 4 | 5 |
| I feel an irregular heartbeat when I think of going on a tour even though this pandemic is over | 1 | 2 | 3 | 4 | 5 |

SECTION C: Demographic Profile

1. Gender: (Please mark “√”)

☐

Male

☐

Female

2. Age: (Please mark “√”)

☐

Below 17 years old

☐

21 to 30 years old

☐

17 to 20 years old

☐

31 to 39 years old

3. Marital status: (Please mark “√”)

☐

Single

☐

Married

☐

Divorced

4. Education: (Please mark “√”)

☐

Highschool

☐

Two-year college

☐ Four-year college ☐ Graduate school

5. Occupation: (Please mark “√”)

| | | | |
|--------------------------|----------|--------------------------|---------------|
| <input type="checkbox"/> | Student | <input type="checkbox"/> | Self-employed |
| <input type="checkbox"/> | Employee | <input type="checkbox"/> | Unemployed |

6. Domestic travel frequency: (Please mark “√”)

| | | | |
|--------------------------|---------|--------------------------|--------------|
| <input type="checkbox"/> | 0 | <input type="checkbox"/> | 1 to 5 |
| <input type="checkbox"/> | 6 to 10 | <input type="checkbox"/> | More than 10 |

UNIVERSITI

END OF SURVEY
THANK YOU VERY MUCH FOR YOUR KIND COOPERATION

MALAYSIA

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