



Universiti Malaysia  
KELANTAN

**THE MOTIVATION OF VOLUNTEER TOURISM  
INVOLVEMENT AMONG STUDENT IN  
UNIVERSITY MALAYSIA KELANTAN**

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A report submitted in partial fulfillment of the  
requirements for the degree of  
**Bachelor of Entrepreneurship (Tourism Entrepreneurship) with  
Honors**

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

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2021

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## ACKNOWLEDGEMENT

First of all, we appreciate the University Malaysia Kelantan giving us such an opportunity to do Tourism Research Project 1 and II which the code for this subject is HTP30102 and let us have few months to do this research. Through this project, we have learn a lot of things such as cooperation among team members, communication with other party, search the information through online, patience, and a lot of other things.

Next, we are grateful to our supervisor who is Professor Madya Doctor Ghazali Bin Ahmad and other lecturer. Professor Madya has guiding and helping us a lot along this subject. Professor Madya had mark the project every time we submit, let us know which part we should correct, what and how to correct the project, provide advising in every meeting and reply our question as soon as can. Other lecturer also guidance us and provide some advising to us.

Besides, we would like to say “Thank You” to our family members. They also helping us in many ways and let us done our project without worrying. They have let us study in this university with full commitment. They also give us some encouragement by advising and other way. Parents also give us a comfortable environment and enough food and water to us.

We also oblige our group member who are Fatin Nur Aishah Binti Roslan, Leong Zhao Cong, Siti Nur Farhana Binti Dzulkipli and Cheah Ing Zhen. We have giving the commitment for each other in this project and thankful to our each other hard work and attending every meeting.

Lastly, we also appreciate our friend who assist us. Our friend also informing us the update of progress which things needed in the project. They also give us instruction to do the project and help in other direction.

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## ABSTRACT

This study investigates the motivation of volunteer tourism involvement among student in University Malaysia Kelantan. This study examines the motivation seen by student when involving volunteer tourism. The researchers also want to classify the relationship between contributing and help, type of trip and volunteering destination toward the motivation of volunteer tourism involvement among student in University Malaysia Kelantan. To achieve this analysis, a quantitative study was carried out. The sample size in this study was conducted with 368 respondents through online surveys. For the analysis of the data, reliability test and Pearson correlation would be used. From the results, our analysis showed volunteering destination recorded the highest correlation with the motivation of volunteer tourism involvement. For further study, other research result can also be used as a guide for future research to find out more factors that influence the motivation among student in volunteer tourism involvement.

**Keywords:** Motivation, volunteer tourism involvement, contributing and help, type of trip, volunteering destination

## ABSTRAK

Kajian ini menyiasat motivasi penglibatan pelancongan sukarelawan di kalangan pelajar di Universiti Malaysia Kelantan. Kajian ini mengkaji motivasi yang dilihat oleh pelajar ketika melibatkan pelancongan sukarelawan. Penyelidik juga ingin mengklasifikasikan hubungan antara memberi sumbangan dan pertolongan, jenis perjalanan dan tujuan sukarelawan terhadap motivasi penglibatan pelancongan sukarelawan di kalangan pelajar di Universiti Malaysia Kelantan. Untuk mencapai analisis ini, kajian kuantitatif dilakukan. Ukuran sampel dalam kajian ini dilakukan dengan 368 responden melalui tinjauan dalam talian. Untuk analisis data, ujian kebolehpercayaan dan korelasi Pearson akan digunakan. Dari hasilnya, analisis kami menunjukkan tujuan sukarelawan mencatat korelasi tertinggi dengan motivasi penglibatan pelancongan sukarelawan. Untuk kajian lebih lanjut, hasil penyelidikan lain juga dapat dijadikan panduan untuk penyelidikan masa depan untuk mengetahui lebih banyak faktor yang mempengaruhi motivasi di kalangan pelajar dalam penglibatan pelancongan sukarelawan.

**Kata kunci:** Motivasi, penglibatan pelancongan sukarelawan, memberi sumbangan dan pertolongan, jenis perjalanan, tujuan sukarelawan

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## CHAPTER 1

### INTRODUCTION

#### 1.1 INTRODUCTION

This research is about the motivations of volunteer tourism among community in Malaysia. It is more focus on volunteer tourism among community in Malaysia. In this chapter, it has the contain of the background of the study, problem statement, research questions, research objectives, scope of study, significant of study, definition of terms about the motivation, to contribute and help, type of trip and volunteering destination, and summary.

It will explain the reason to do this research as for background of study. Besides, this chapter will investigate detail of the problems and way to solve for this topic of research for the problem statement part. It also need to prepare few question as questionnaire which related to this problem and figure way to distribute the question for research question. Identify the research objective for this research. Next, will do the scope of the study which is discuss the thing and the progress of the research. It also will discuss the significant of the study bring to researcher. This discuss the meaning for the definition of term in research which are the motivation, to contribute and helps and volunteering destination. Lastly is summary which is summarize the whole this chapter for the research.

## 1.2 BACKGROUND OF THE STUDY

Nowadays tourism is become important as one of the resources for every country. It is also known as one of the income for every country. Based on the chief statistician who is Datuk Seri Dr Mohd Uzir Mahidin, there have been show increasing since 2005 and speedily enlarge with an average yearly augment percentage of 11.2 per cent compare the past twelve years. Volunteer tourism basically is volunteers travel to another places for the purpose of the volunteer activities which also need to base on our own will or wants. It normally can be done during free time or leisure. There is 84% of the chiliaristic willing to travel for volunteering program which based on Marriott Rewards Credit Card from Chase observation in 2005. The number of volunteering is not decreasing, but grow up until year 2019.

Volunteering is been divide into formal or informal volunteering. Formal volunteering is spending their time or energy and lend the hand or helps through third party such as government or Non-Government Organization, groups, the society club or group. Informal volunteering is not included third party. It just not formed by any organization or club. Volunteer tourism involve in inbound or outbound Malaysia. For example, outbound is through outside the country such as international volunteerism. Volunteering is still one of the famous projects in Malaysia. The Ministry of Tourism and Culture Malaysia has organizing the volunteerism in Malaysia because it can exchange the knowledge and specialty of Malaysia among foreigner (Zulhaimi, Halim, & Zawawi, 2018).

Besides, reason to choose University Malaysia Kelantan student because in this university, there has the course of tourism to study and they have the knowledge in volunteer tourism. There also has organization of volunteer tourism in this university. So, the student of University Malaysia Kelantan is the target for this research.



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### 1.3 PROBLEM STATEMENT

The purpose of this study is to investigate the motivation of volunteer tourism among university student. This research is designed to explore why university student participate in volunteer tourism, what motivates them and what their perceived values towards their volunteer trips are. In brief, volunteer tourism is a form of tourism where a person will go to a specific place to lend their time, expertise, supports and energy with an organization, to help make a change in communities. According to the values of volunteer tourism are focused on making a significant impact to the social, environmental and economic context in which it is based, where both the volunteer and the host community enjoy the benefit (Natalie Ooi, Jennifer H. Laing, 2009).

Yet these initiatives to aid humans as well as the rest of nature have come under strong motive and desire. The trend of volunteerism has come about partly through initiatives by large-scale, well established organizations such as UNICEF, Save the Children, CARE International and World Vision. These appeals attracted more volunteers, best identified as humanitarian devotees. According to (Sahimi, Ismail, Suandi, & Hamzah, 2014) higher education institutions that lead to volunteerism in Malaysia began introducing programmes and activities in the 1970s and even the 6th Prime Minister of Malaysia highlighted that young people should be vigorous and thus maximize their passion in order to make the world a better place. IM4U is an instance to the value of volunteering as well as a medium that allows it to bring volunteer work to the next level.

Thus, many students carry to their volunteer destinations without much applicable skill. They are also not obligated to participate in long-term participation. For the novice

volunteers, the lack of expertise for the work they are supposed to do in the area is one of the major motives against volunteering activities. The motivation for the voluntariness of entering the programme should therefore be more specific, rather than simply being told of their interest in and support.

Besides, some students, particularly local students who wish to volunteer outside the country, may also face cultural and environmental obstacles, such as language barriers and transportation because of voluntary work. Likewise, they typically prefer to select the type of trip they would take, as a student, e.g. medical or educational volunteers. If the type of trip does not fit their motive, their work practices could be badly affected. According to the U.K. Essays (1970) what really incites a person to volunteer is a complicated and vexing subject, but it may enable organizations to attract, position and maintain volunteers to recognize those motives.

Most notably, motivated students generally think of these opportunities as cultural exchanges to build awareness and appreciation for other ways of being just not as free passes. According to (Wearing, 2001) notes that volunteer tourists are individuals who, for different reasons, volunteer coordinated holidays to support or minimize the material suffering of certain social groups or to restore certain habitats or to study into societal or environmental aspects. The results of this study will help the NGOs to get a better understanding why students advocate towards volunteering, then they will get to segmenting and targeting the markets, besides setting up tailored volunteering programme to attract more student to be a volunteer, as well as develop suitable marketing approaches in Malaysia to encourage more volunteer tourism.

#### **1.4 RESEARCH OBJECTIVE**

The objectives of this research are:

1. To investigate the relationship of contribute and help with motives of volunteer tourism involvement among university student;
2. To identify the relationship of type of trip with motives of volunteer tourism involvement among university student; and
3. To determine the relationship of volunteering destination with motives of volunteer tourism involvement among university student.

#### **1.5 RESEARCH QUESTION**

The research questions of this research are:

1. What is the relationship between contributing and help with motives of volunteer tourism involvement among university student?
2. What is the relationship of type of trip with motives of volunteer tourism involvement among university student?
3. What is the relationship of volunteering destination with motives of volunteer tourism involvement among university student?

## 1.6 SIGNIFICANCE OF THE STUDY

Involvement of volunteer tourism is very important to encourage more tourists to do volunteer activities while traveling in Malaysia there are still many tourists who have not realized that this volunteer tourism is already famous in Malaysia but there are still many who participate. This cause has been formulated in the problem statement. According to the values of volunteer tourism are focused on making a significant impact to the social, environmental and economic context in which it is based, where both the volunteer and the host community enjoy the benefit (Natalie & Jennifer, 2009).

Significant of volunteer tourism is doing charity. This is very beneficial to a tourist who is a volunteer tourism. Not only travel, but also able to help ease the burden of the poor people out there. The spirit of volunteerism is associated with charitable and charitable work carried out by individuals or groups in who need help. This is a very pure experience and work. Argue that volunteering is a concept of work or voluntary service that is someone who contributes without coercion or has sincere intentions without expecting material rewards. This is because not all tourists are willing to participate in charity activities and while traveling, (Azizan, 2003).

Next, motivation. Volunteer tourism is very inspiring to tourists to ease the burden of need while traveling. This is able to motivate all communities. This is very natural to apply in all societies. Pre-trip motivations of the volunteer one of the deeper streams of research in volunteer tourism revolves around motivations. It will also show that the field of tourism has great benefits in the eyes of the world. Much of the debate about the

motivations for volunteer tourists centres on the “self-interest versus altruism issue or personal versus Interpersonal as (Chen and Chen, 2011).

Other significant is knowledge. Knowledge in volunteering in tourism is a new knowledge for tourists who want to participate in this activity. This, will produce many tourists who have the knowledge of volunteerism and also a caring soul to help those in need. Although interest in volunteer tourism has proliferated, one relatively understudied area concerns the impact of volunteer tourism on the individual and there is evidently “much room for additional exploration” (Wearing, 2013).

## 1.7 DEFINITION OF TERM

According to Merriam Webster, a **volunteer** is a person who expresses a willingness to undertake a service. Let's take a moment to explore this explanation. What does it mean to be willing? Being a volunteer means that you are offering something - something that is not required nor an obligation. You do not volunteer for the pursuit of a monetary prize or recognition. You volunteer because the optimist inside you, perhaps the idealist, spies a glimmer of hope. You understand that you are helping. You see that your time is worth it. You believe that you are capable of inciting change and making progress. In some way, large or small, you are capable of doing good. Social responsibility is often a driving force when it comes to volunteerism. Empathy and awareness simply come along with the territory.

**Tourism** is distinguished from exploration in that tourists follow a "beaten path," benefit from established systems of provision, and, as befits pleasure-seekers, are generally insulated from difficulty, danger, and embarrassment. Tourism, however, overlaps with other activities, interests, and processes, including, for example, pilgrimage. This gives rise to shared categories, such as "business tourism," "sports tourism," and "medical tourism" (international travel undertaken for the purpose of receiving medical care).

**Motivation** is the process that initiates, guides, and maintains goal-oriented behaviours. It is what causes you to act, whether it is getting a glass of water to reduce thirst or reading a book to gain knowledge. Motivation involves the biological, emotional, social, and cognitive forces that activate behaviour. In everyday usage, the term

"motivation" is frequently used to describe why a person does something. It is the driving force behind human actions. Motivation makes people make different decisions when faced with different things. Broadly define motivation is an "internal process" (Beata, 2020). This is true, we cannot directly see the emergence and process of motivation from the naked eye. Motivation is influenced by satisfying needs, which are necessary to sustain life and are essential for happiness and growth. It can be said that motivation is the power that drives our activities (Ferreira, Cardoso & Abrantes, 2011).



## 1.8 SUMMARY

There is some knowledge to be introducing and background of study to be identify for this research which include the reason to do this research. Based on problem statement, it have state that some volunteers visit a destination no matter is well known or still have not been discovered, volunteer travel to that destination for own reason, it can be for work or personal will.

There are three research objectives in this research which are to investigate knowledge, determine the relationship of motivation and identify the relationship of interest with involvement of volunteer tourism among University student. There are also appear few questions for this research. Volunteer should doing the volunteering works without hoping for payback of the kindness of volunteering, increase the own experiences and knowledge through volunteering work because volunteer can discover more new destination or things through joining the activity as the significant of study. Through it, volunteer can increase the interest of joining volunteerism.

Next is definition of term. Definition of term is explain the definition of motivation, to contribute and help, type of trip and volunteering destination for volunteerism. For example, the motivation for volunteerism is one of the things that can influence the decision of people either if they want to join the program or not. Besides, volunteers also can choose the type of trip which the volunteer more prefer to go. Basically, it choose by own interest or based on volunteers condition. Lastly, volunteers can choose the volunteering destination that they more want to go. It also based on the volunteer wills or wants.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 INTRODUCTION

This chapter describe the dependent variables and independent in more details. Dependent variables are elements from outside of many factors. While, independent variable stands alone and isn't changed by the other variable. As the experimenter change the independent variable, the change in the dependent variable is observed and recorded. Dependent variables in this study describe the motives of volunteer of tourism involvement. This chapter will also explain about to contribute and help, type of trip and volunteering destination in more depth.

#### 2.2 TOURISM MOTIVATION

Tourism motivation is about process that initiates, guides, and maintains goal-oriented behaviours. According to Beata (2020) broadly define motivation is an "internal process". We all have motivations when we start to do something. This motivation keeps us from deviating or giving up when we are doing it. In every organization, activities have

their own vision, mission and purpose. But these are group-oriented, and the motivation is personal. Motivation makes people make different decisions when faced with different things. For example, every athlete wants to win the championship, but each of them has different motivations. Some may be for you to win glory for the team or for the country; some may just to fulfil your dreams.

According to Varma & Chandrakant (2018), have mentioned about motivation is an important stimulus that guides human behaviour. Motivation is very abstract compare to what we think, but it is closely related to our actions. If our motives are correct, we can make the right actions or attitudes. No one person has the same attitude or behaviour. Therefore, in such a diverse organization, there should be practices that satisfy the group, not just individuals. Travel motivation is an indispensable part of travel behaviour, which has been widely studied and used in tourism marketing strategies (Vuuren & Slabbert, 2012).

The motivation for traveling is quite different. Everyone has different objective and goals they want to achieve. For example, they want to learn, study, relax, charity, education, help groups in need and so on during the time of volunteer tourism. Because of different objective and motives, there are different types of volunteer tourism, contribute and destination. So that, for those who are willing to give have the opportunity to show, and those in need can get help.

### 2.3 VOLUNTEER TOURISM INVOLVEMENT

Volunteer tourism means that someone who are willing to provide voluntary services or work while their traveling in certain destination. Volunteer tourism is a form of tourism in which tourists voluntarily travel in local communities. This is becoming more and more accessible and popular among daily tourists around the world (Sin, 2009). According to the previous research prepared by Trunina et al., (2019), researcher found that there are 260 respondents out of 440 of respondents (59.1%) do not have experience in volunteering tourism, while 170 out of 440 (38.6%) of respondents have regular experience in these fields. There are only 10 respondents which represent 2.3% constantly participated in volunteer activity. Involvement in volunteer tourism simply means that some people are willing to help and care for communities in need regardless of the hard work and cost. They just want to give back to communities. This volunteering includes many large corporate and some non-governmental organizations will do.

According to article prepared by (Young, 2008, p. 207), it mentioned that "In many countries in developed and developing countries, volunteer tourism is undoubtedly an expanding sector of the tourism industry". As the world and various countries develop and become more developed, new tourism models will emerge. At the same time, the developing country or developed country has also revealed some problems in the country. Some groups of people and places need the attention and help of the world, so volunteer tourism becomes indispensable. The purpose of voluntary travel is to help these trapped, persecuted, and needy groups, etc., and provide them with relevant assistance. These volunteers help them as much as possible according to their abilities and without any

return. Volunteer tourism is a special form of tourism that aims to provide products or services that meet the needs of specific market segments, which means it belongs to niche tourism (Stainton, 2020).

Volunteer tourism is gradually being participated by a large number of people and is gradually increasing. Not only is this way of tourism not rejected by people, but it also receives support from many people or organizations. AIESEC (Association Internationale des Étudiants en Sciences Économiques et Commerciales) is an organization composed of international youth, non-governmental and nonprofit organizations. AIESEC was providing young people with leadership development, cross-cultural internships and global volunteer exchange experience. The organization is committed to enhancing the ability of young people to gradually gain social influence.

### **2.3.1 VOLUNTEER TOURISM INVOLVING STUDENT**

The students of University Malaysia Kelantan are the subjects of research and investigation. The reason researcher chooses UMK's students because the students at UMK are very responsive and willing to participate in volunteer service. In addition, UMK also provides tourism courses, and one of the subjects is volunteerism. In addition, there are two associations in UMK that have volunteered services, namely Volunteer Malaysia (VM) and Komuniti Sukarelawan Mahasiswa Universiti Malaysia Kelantan (KOSUM). According to KOSUM's Facebook post report, UMK KOSUM Club and UMK VM Club was cooperated and held a Volunteering Work Camp at Rompin Water Sports Partner

Complex, Kampung Pantai Bernas on 12/10/19-13/10/19. Participation was those students from Universiti Malaysia Kelantan (UMK), Universiti Sultan Zainal Abidin (UNISZA), Universiti Malaysia Pahang (UMP), Jabatan Kebajikan Masyarakat (JKM) Volunteers and NGOs. Besides that, according to UMK official website, there are a lot of student participation in the volunteering program in the past, for instance the student volunteer gives a helping hand to flood victims of Kampung Chuchuh Puteri. More, in December 2017, KOSUM UMK won UMK's BEST VOLUNTEER TEAM during University Malaysia Kelantan Student Awards Ceremony (MAS - UMK). This is a good proof that UMK students are very suitable to be studied about their motivations for involvement in volunteer tourism.

### **2.3.2 CONTRIBUTE AND HELP**

Contribute is supply, provide or offer something to a person or a group. It probably for people who need. It can be giving financial, assess, knowledge, time or other works. For example, volunteers can give some funds, food and drinks to residents of villages. Volunteers also may give a hand to rebuild the broken part of villages. Volunteers also may teach the children new knowledge at there. Volunteers who capable to give financial, they may provide the money. Same to the volunteers who only not so wealth, they can provide manpower or brain mental. For example, volunteers can teach resident of the villagers rebuilt the house, learn English, and so on.

According to Coghlan (2008), the key motives of the volunteers are to provide help and support the local community with the so-called 'giving back' which they owe to the host community. Many people would engage in a tourism voluntary project because they want to feel like they have something to give back. That was the most common inspiration back in the early days of volunteering. According to Polusa and Bidderb (2015), volunteers typically look forward to two-sided experience, in the expectation that this will help not only the host community but lead to personal growth. According to U.K. Essays (2018), volunteering is commonly seen and described as being willingly selected and provides help and service concurrently to the host community without any pressure in order to obtain financial benefits.

According to Chen and Chen (2011), there are four interpersonal factors are wish to help other, cooperation with parishioner, other inspire and strengthen the connection with other people. The desire of helping people can motivate a person join the charity activities. For example, an organization will sometimes do charity of helping poor people. The employer of an organization may fund some poor student or poor family. Volunteers who rich, they want to help can send some needs such as assets or foods. Volunteers who not so rich, but still want to help people, they can involve in charity program. They may help in organize or as consultant the charity program. Volunteers can contribute and help the person who need by provide the necessary, either in financial or non-financial way. The volunteer can contribute and help based on their ability.

### 2.3.3 TYPE OF TRIP

The purpose of travel is the ultimate goal you want to experience into the trip or achieve something new during your journey. So, there is a type of trip occur before people start their journey. Every journey has a different destination, and there are places where participants want to go or things to do. The type of trip determines the people involved. Different types need different people. Travel includes all travel from one place to another. It includes all the trips made by people who enter a country for leisure, work, residence, study or constantly crossing a country.

The type of trip determines the people involved. Different types need different people. For example, medical tourism, adventure tourism and so on. The purpose of travel is what we need to consider is. We will choose our travel method or type of trip that suits us based on our own requirements, identity, education, interests, etc. According to Dilek, Sebahattin & Kulakoğlu (2018) mention that a traveller is a person who moves between different geographic locations for any purpose and duration. Travel includes all travel from one place to another. It includes all the trips made by people who enter a country for leisure, work, residence, study or constantly crossing a country.

Based on the journal of Tureac (2008) was telling us that the form of tourism or different type of trip has distinctive tourism attributes. Just like the topic we are studying, volunteer tourism. Every trip has a different purpose, going

to different places and serving different groups. Because of the differences, people can choose their own journey based on their own situation to help those in need.

For example, volunteer tourism includes waste minimalism, service learning and community service. These three different types determine the groups and motivations of participants. Waste minimalism mainly advocates reducing waste and caring for the environment and at the same time complying with the 3Rs principle that is Recycle, Reuse and Reserve. Instead, service learning is to learn and analyse the needs of the community, and then give them appropriate education. After that, decide whether to conduct community service. Each different type of volunteer tourism affects the motivation to participate.

## **2.4 VOLUNTEERING DESTINATION**

Places or destination also is one of the factors which influence the decision making by everyone. Every person also hopes to stay or go to a place which have good environment or phenomenon. It might cause the possibility to get famous of the destination.

Destination for volunteering motivates people to experience a new destination. Since some people prefer voluntary work in a location which is exotic and unknown. Others are able to help alleviate poverty, which is synonymous with positive thoughts. Scenarios for relation to local residents and observation of international culture and beautiful sceneries are included in this motivation. According to (Michelle & Sarah,

2005), often volunteer work is related to poverty goals and extreme social, political and/or environmental barriers that limit and sometimes discourage economic growth. Another reason is that in rural areas or in relation to environmental preservation and more sustainable practises, some voluntary initiatives are carried out. It also offers a rare opportunity to adventure, explore and see the country in which the volunteers work from the eyes of a local, not just enables them to fly to almost any destination worldwide.

According to Salvador (2019), volunteering destination can let the volunteer choose the adventitious places and places which still not be discovering. The different traditions or foreign environment. Volunteers might choose the good and bad environment. It depends on their wish. Some volunteers might choose the romantic, calm or adventure environment. Some other volunteers do volunteering is to discover new places. But some of the volunteers also will not choose the places based on their desire because their priority is to help people, especially the resident in the jungle or villagers. There are backward places which lack a lot of things. But, volunteers will still go there for help. Volunteers can build the electricity at there to easy their lifestyle. There are many places famous with volunteerism, which are Cambodia, Sri Lanka, Philippines, Nepal and so on. Those places are the places which need a lot of help to provide for the resident at there. Volunteers will choose the volunteerism destination based on the own purpose. Each place has its own differences activities or program to join by volunteers. Program and activities which Cambodia can be involve are darker days and clean the environment from the dirty to be one of the attractive countries in Asia. Volunteers in Sri Lanka may join the activities which needed with resident at there. Volunteers in Philippine can involve experiencing the ocean activities. The volunteers in Nepal can joining the trekking activities at there. Nepal is a places which will make the visitor feel appreciate with the condition that they having now.

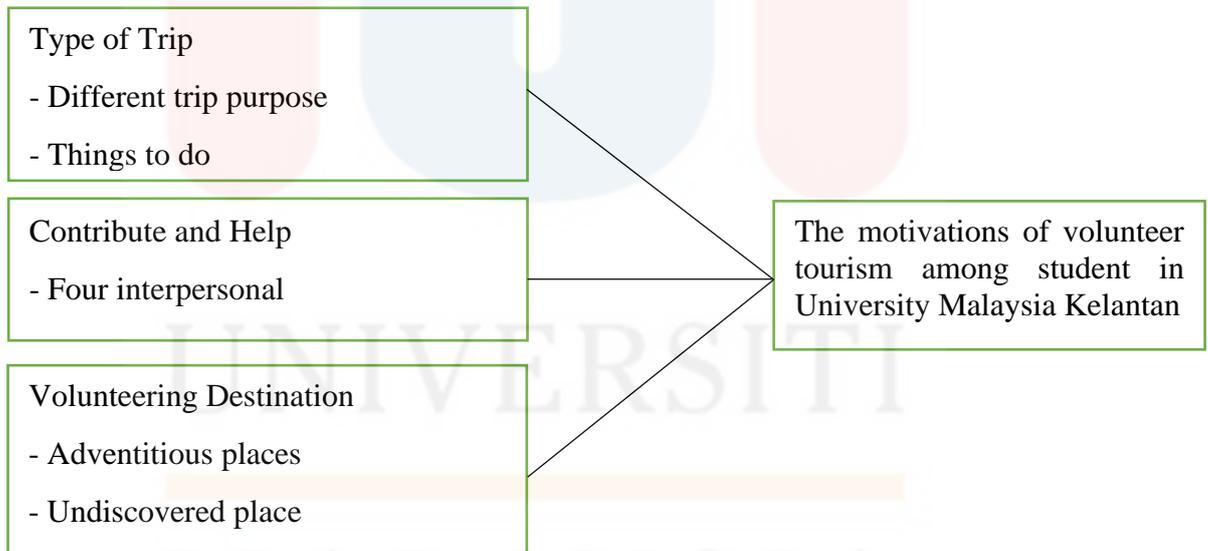
## 2.5 HYPOTHESES

The research hypothesis is a general, clear and testable statement on the possible result in research study based on the research questions which is the study in motives of volunteer tourism involvement among student in University Malaysia Kelantan. Also, hypotheses are two specific variable or relationships between independent and dependent variable variables. The hypotheses contain two types that are null and alternate hypotheses.

- 1) H0: There is no relationship between contribute and help on the motives of volunteer tourism involvement among student in University Malaysia Kelantan.  
H1: There is relationship between contribute and help on the motives of volunteer tourism involvement among student in University Malaysia Kelantan.
  
- 2) H0: There is no relationship between type of trip and the motives of volunteer tourism involvement among student in University Malaysia Kelantan.  
H1: There is relationship between type of trip and the motives of volunteer tourism involvement among student in University Malaysia Kelantan.
  
- 3) H0: There is no relationship between volunteering destination and the motives of volunteer tourism involvement among student in University Malaysia Kelantan.  
H1: There is relationship between volunteering destination and the motives of volunteer tourism involvement among student in University Malaysia Kelantan.

**2.6 CONCEPTUAL FRAMEWORK**

In Framework, in the context, phenomena were explained, predicted and understood, and in many cases existing understanding was questioned and extended beyond the limits of the key boundary assumptions. The theoretical framework is the research theory structure that presents and defines the theory that explains why there are research problems that arise in research. The following figure shows that the framework of independent variable (IV) and dependent variable (DV) in this study:



Source: Halim, M. S., Zulhaimi, N., & Zawawi, M. M. (2018). The Motives of Volunteerism Involvement in the Tourism Sector. *International Journal of Academic Research in Business and Social Sciences*, 8(6). doi:10.6007/ijarbss/v8-i6/4204

**Figure 2.1: Conceptual Framework of the motives of volunteer tourism involvement among student in University Malaysia Kelantan.**

## 2.7 SUMMARY

The literature reviews explained about the significance of the study. The independent variables describe the contribution to help, the type of trip, and volunteering destination that engaged to the dependent variable which is the motive of student involvement volunteer tourism. This chapter explains the connection of definition, concepts and things that related to the study. Moreover, the researcher also investigated the hypotheses about this study in this chapter. Finally, this chapter of the study outlines the conceptual framework for research about the motives of volunteer tourism involvement among student in University Malaysia Kelantan. Through this literature review, researcher will gain a deeper understanding about the study and there are several inputs acquired to support in implementing this study.

## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1 INTRODUCTION**

This chapter will explain about research method. Research method through data collection for this study to defined in this chapter. The quantitative studies to carried descriptive facts using objective measurements and numerical analysis of the numerical data to understand and explain things or phenomena that can be used as a guide to practise and policies (Rosina, 2013).

#### **3.2 RESEARCH DESIGN**

Research design is part of component research methodology. Research methods involve data collection to conduct research. There are two research approaches which are quantitative and qualitative. This study used the quantitative study. This study uses questionnaires to collect the data through quantitative methods using the research to conduct this study using questionnaires as instruments. Design of survey research used to collect primary data. This choose on the University Malaysia Kelantan from faculty

wellness, hospitality and tourism as a study. Quantitative research is a research strategy focusing on the quantifying of data collection and analysis. Quantitative methods for data collection include different types of surveys – online survey, paper survey, interview, telephone interview, longitudinal survey, online poll, systematic observation and more. States that a quantitative research is carried out with the objective measurements and numerical analyses of numerical data, which are used to clarify and describe things or phenomena that can be used as a guide to practices and policies (Rosina, 2013).

### **3.3 POPULATION**

The population can be defined by any number of feature or characteristics within a group in that statisticians use to make a conclusions about research topics (W.K, 2020). Population in Research Methodology is defined as a great number of people, objects, organizations, institutions or any events with common or related characteristics that have been chosen by the researchers for the research. From the meaning, population can be stated as the targeted society or group of citizens which is implicated or chosen by the researcher for this research. According to the article of Research Population by Explorable (2009), “Individuals and overall subjects are considered to be the target population for the researcher to summarize the research conclusions. It is theoretical population.” The purpose of conducting this study is to determine the relationship between contributing and help, type of trip and volunteering destination with the motive of voluntourism involvement among UMK City Campus students. All the undergraduates’ students in UMK City Campus are randomly selected as the target population of the study.

UMK is one of the higher education institutions in Malaysia that gathers people from a variety ethnicities, cultures and nationalities. This study is made up of students with different course and subject taken in UMK City Campus. There are three different faculty in UMK City Campus which is Faculty of Entrepreneurship and Business, Faculty of Hospitality, Tourism and Wellness and Faculty of Veterinary Medicine. In this three faculty are offer 9 different course for student. With different characteristic and course, student will have different purpose and motive for voluntourism involvement. As the population in UMK City Campus is estimated to be 9000 students.

### **3.4 SAMPLE SIZE**

A sample can be defined as an explanation derived from the population. In a research study, it is impossible for researchers to investigate a great number of populations within the limited time and resources. Sample is a small segment from the population of the research that can represent the whole object or individuals. A sample is a subgroup of the population for the researchers to generalize results from the study (Best & Kahn, 2003). The sample size can be used in market research and defining the number of subjects which should be included within a sample. Having the correct sample size is vital in studying a significant result statistically (Qualtrics, 2019).

The population in UMK City Campus is estimated to be 9000 students which is extremely large number. The researchers decided to choose an average student from this campus as the sample size which makes it easier for the researchers to investigate and generalize the results. Based on the sample size table by Krejcie and Morgan (1970), as the total population of Malaysians around 9000 students, the sample chosen by the

researchers is 368. Those student will provide the information about the contributing and help, type of trip and volunteering destination regarding their motives of voluntourism involvement for this research.

Table 3.1 Sample Size of Population

Table 3.1									
<i>Table for Determining Sample Size of a Known Population</i>									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

*Note: N is Population Size; S is Sample Size* *Source: Krejcie & Morgan, 1970*

### 3.5 SAMPLING METHOD

Sampling method is the process of selecting a sufficient number of elements from the population (Kumar, Talib & Ramayah, 2013). Based on Fleetwood, (2020), “Researchers can use different sampling methods extensively in market research, so researchers can gather actionable insights without studying the entire population”. The

sampling method can be categorized into two types which are probability sampling and non-probability sampling.

In this study, the researchers selected simple random sampling to carry out this study which is likely the most common of all sampling techniques in order to cover the large number of survey quickly and cost effectively. Compared with other sampling techniques, simple random sampling is represent the population and suitable to this research, so it is usually the sampling technique chosen by students (Ackoff, 1953). Simple random sampling is the reason for selecting participants because they are usually easy to apply. Facilitating sampling often helps overcome many of the limitations associated with research (Hamed, 2016). The questionnaire was designed by researcher through Google Form. This questionnaire shared through social media which is WhatsApp and other to student's UMK City Campus. By using this methods, the researchers could easily get the respondents information from all student.

### **3.6 DATA COLLECTION PROCEDURE**

Usually, data can be obtained using one or more methods. A few viewpoints that need to be taken into account for the outcomes and results produced from this methodology are carefully chosen for data collection methods so that the study can only be accurate and acknowledged. Generally, there are two types of method on data collection which are the qualitative and quantitative. In this study, the researcher will collect the data from primary data and by using quantitative method, which is survey method through online survey and mail survey. The primary data contains information

collected for particular purposes and collected by research and surveys. In order for the researcher to obtain and find an honest response and give the respondent a space in which to answer the questionnaire, the questionnaire will be distributed through the online survey and mailing survey. Researchers in this study will use Google form to perform online survey through the internet. In the middle of February 2021, the questionnaire will be distributed. The information will be obtained within 2 months after the date of distribution. The data collection procedure will be distributed via social media through the survey link. This technique is used by researchers as the data can be obtained quicker, more cost-efficiently, more flexibly, and more accurately.

### **3.6.1 PRIMARY DATA**

Primary data refers to data which has been directly observed or collected through first-hand experience. Primary data has been gathered in order to study the motivation of voluntourism involvement among students in University Malaysia Kelantan by using the questionnaire survey to collect data from respondents. The questionnaire will be distributed to the target respondents, which are the students in University Malaysia Kelantan. All 30 questions in the questionnaires must be answered by the respondents.

### 3.7 RESEARCH INSTRUMENT

For efficient access to information, the process of developing a questionnaire is very crucial. There are two types of questions that can be included in the questionnaire, namely open-ended response question and fixed-alternative question or closed-ended question. An open-ended response is a question that asks the respondents to answer them in their own terms. On the other hand, the fixed-alternative question is to give a specific and limited answer to the respondent and to choose the question that is closest to their own perspective. The fixed-alternative questions will be used in the questionnaire in this study. These questions are well structured in order to obtain valuable and accurate information while saving the respondent's time to answer questions. In fact, the open-ended questions require respondents to answer themselves and likely take longer to complete compared to fixed-alternative questions which are easier and faster to answer and complete. Moreover, there are four scales of measurement, ratio, nominal, interval, and likert scale. Five-point Likert Scale will be used in the part of the section in the questionnaire. In current practice, most rating scales, including Likert-type scales and other attitude and opinion measures, contain either five or seven response categories (Bearden, Netmeyer, & Mobley, 1993; Peter, 1979; Shaw & Wright, 1967).

### 3.7.1 QUESTIONNAIRE

The data collected in this study is through questionnaire and the sampling method use is convenient sampling. According to McLeod (2018) questionnaires are defined as a set of structured or focused question designed to collect the data and obtain information required from targeted respondents for research.

The questionnaire is will be divided into four sections. Respondents will be asked about the motive of volunteerism's motivation, which are contribute and help, type of trip, and volunteering destination. For section A, is about the demographic information, identified as gender, age, status, education background, programme (in University Malaysia Kelantan) and volunteering experience (past participation).

Next, for section B, the participant will be asking about the objective, goal and motivation that make them want to involve in the volunteering programmes. Followed by section B that will focus about contribute and help. While for section C, the questionnaire will focus about the type of trip that will be preferred more by the volunteer. Five-point Likert Scale is used in this section, A, B, and C. Where the questions are ranked from 1 to 5 indicating the level of agreement and disagreement of respondent for each question.

Table 3.2: Scale of level disagreement and agreement

<b>Scale</b>	<b>Indication</b>
1	Strongly disagree
2	Disagree
3	Disagree nor agree
4	Agree
5	Strongly agree

Last but not least, for section D, the participant will be asked about the volunteering destination for every volunteering program that they have participated. This section also uses the Likert Scale where it rates 1 to 5 from strongly disagree to strongly agree. Previous research has found that a five-point scale is readily comprehensible to respondents and enables them to express their views (Marton-Williams, 1986). In relation to this, by distributing the questionnaire, it will help to achieve the objective of the study. Which is in this study is to find the relationship between the independent variable and the dependent variable. While, the survey instrument was built based on variables defined in the framework of the conceptual study.

### **3.8 DATA ANALYSIS**

Data analysis is the process to keep the convenient statistics for the investigating, getting conclusion and resolution. That process involve checking, clarify, reconstruct and moulding data. Before starting to do analysis, researcher should understand the purpose of doing this research. This research is using quantitative method to collect data and information. It including descriptive analysis to do data analysis, Pearson Correlation and pilot study. It is based on Statistical Package of the Social Science.

#### **3.8.1 DESCRIPTIVE ANALYSIS**

Descriptive analysis based on Statistical Package of the Social Science (SPSS) should has analysis the statistic or data before start calculating. It will help to calculate large groups of number statistic and sum up the data with different features. It also makes it easily to do proposal in many ways if using Statistical Package of the Social Science. The purpose is to report the situation of the statistical that had collected. It is a procedure in statistical analysis which more using in administration, demonstration and category. Through it, the data that had accumulated can make the reader easier and understanding.

Generally, the data that has gain will let reader understand from the statistic and get information through it. If use graph or table to classify the data, it

will let reader more enjoyable to read the content. The element of the data will influence the whole data analysis in the proposal. Researcher use the Statistical Package of the Social Science (SPSS) has few reason, which are easy to access, has all numerical statistic that need and complete design. Statistical Package of the Social Science is using to mandatory analysis and measure central tendency which are mean, median and modus.

### 3.8.2 PEARSON CORRELATION ANALYSIS

This research is using quantitative method to collect data. It also using Statistical Package of the Social Science to get the Pearson Correlation to get the detail of data and information. Based on DeCoster & Claypool (2004), among two constant variable, there are continuous or linear connection between those variable. The relationship of the statistic can get from the straight line of the picture in the statistic. It will show that there will be have the relationship among the data that collected. The correlation range is from -1.0 and 1.0. If it shows positive mark, the bigger the range, the other element also will become higher range. If it shows negative mark, the smaller the range, the other element also will get lower range. If it shows zero range, that means there is connection between variables. There is a way to search the Pearson Correlation in Statistical Package of the Social Science which are:

- Choose Analyze → Correlate → Bivariate.
- Move the variables you want to correlate to the Variables box.

- Click the OK button.

### 3.8.3 PILOT TEST

Pilot test is one of the ways of getting data in data analysis. It appears when the information, statistic or data is getting from questionnaire or survey. It also used to get data from Statistical Package of the Social Science. In this software, Cronbach's alpha. It generally appears in survey for the research when various Likert questions to confirm the trustworthy of the data. If uncertain about the data, the researcher can use the Cohen's (k) Kappa. The researcher create many question which related to the study. For example, the motivation to volunteer join the program among student in University Malaysia Kelantan is non-financial reward. The rate can from totally disagree (1) to totally agree (5). The research will be investigating for three months period from March to May in 2021.

### 3.9 SUMMARY

This chapter will describe the component to use for the research methodology. Firstly, it is introduce the task which will be do in this chapter. This research will use quantitative method. It is using questionnaire to collect the data from student University Malaysia Kelantan. The research design for this study is to get the primary statistic. The population is based on element in a number of groups to conclude the research study. This study is to identify the connection between contributing and help, type of trip and volunteering destination with the motive of voluntourism involvement among students in University Malaysia Kelantan City Campus. The sample size is to explain more detail on the population element of the research. For example, if the student in University Malaysia Kelantan is nine thousands, the researcher will choose a number of student from it to make it easy in the study. This research has using the related and convenient sampling to do. It is choose to be used because easy to access. Data collection procedure in this study are using two method which are quantitative to collect primary data and quantitative as collect the survey question. The research instrument in this research is questionnaire. Lastly, there are few types of data collection been using which are descriptive analysis, Pearson Correlation analysis and pilot test for this study.

## CHAPTER 4

### RESULT AND DISCUSSION

#### 4.1 INTRODUCTION

This chapter describes the result from the analysis of the data which collected from the survey Motivation of Volunteer Tourism Involvement on 368 respondents among student in University Malaysia Kelantan. The Result were analysed based on Reliability Analysis, Descriptive Analysis and Pearson's Correlation Analysis.

#### 4.2 RESULTS OF RELIABILITY TEST

Reliability is referred to the degree which the result, measurement or questionnaire generates outcomes. Reliability adopted by ensuring that there's no question will be repeated answer and all the questions have been answered by the respondents in the questionnaires. Data were measures using Cronbach's Alpha analysis to ensure the data consistency. The table below shows the scale of Cronbach's Alpha according to Hair et.all (2003).

Table 4.2.1: Scale of Cronbach's Alpha according to Hair et.all (2003)

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

Table 4.2.1 used as a reference for the dependent variable and independent variable to estimate the strength of association within variables. Total of respondents in motivation towards volunteering tourism is 368 students within UMK City Campus and collected by online surveys through Google form questionnaire.

Table 4.2.2: Results of Reliability Cronbach's Alpha Coefficient Analysis within Dependent Variables and Independent Variables

Variable	Number of items	Alpha Coefficient Range	Strength of Association
<b>Contribution and Help</b>	10	0.772	Good
<b>Type of Trip</b>	10	0.845	Very Good
<b>Volunteering Destination</b>	10	0.835	Very Good
<b>Motivation</b>	10	0.866	Very Good

Table 4.2.2 illustrated the results of reliability analysis using Cronbach's Alpha Coefficient within the dependent variable and independent variables. The table above shows the most variable exceeds the value of 0.7 and reached over 0.8, which is a very good strength. It can be concluded, the relationships between variables have excellent strength of associations. Hence, the result shows are accurate and able to be used in this research.

To measure coefficient, researchers used four variables which is first is about contribution and help. We used ten questions in this section. As a result of Cronbach's Alpha coefficient, it's got 0.772 which indicated well in strength of coefficient. Therefore, the coefficient obtained for this question by measuring the motivation of contribution and help towards volunteer tourism involvement among student in University Malaysia Kelantan is reliable.

Next, type of trip variables that affect to the motivation of volunteer tourism involvement among student in University Malaysia Kelantan have ten questions. In this variable, the result of its Cronbach's Alpha is 0.845 which verdicts as a very good in strength of coefficient. Thence, the coefficient gets to this question from the survey motivation of volunteer tourism involvement among student in University Malaysia Kelantan is reliable.

Besides, volunteering destination variables have ten questions which are also in determining the motivation of volunteer tourism involvement among student in University Malaysia Kelantan. As a result of Cronbach's Alpha coefficient is 0.835 which indicated very good in strength of coefficient. Thus, the coefficient obtained for this question by measuring the motivation of volunteer tourism involvement among student in University Malaysia Kelantan is reliable.

Table 4.2.3: Results of reliability statistics Cronbach's Alpha analysis within overall variables

<i>Reliability Statistics</i>	
<i>Cronbach's Alpha</i>	N of Items
.938	40

Lastly, the motivation variable used ten questions in determining the motivation of volunteer tourism involvement among student in University Malaysia Kelantan. As a result of Cronbach's Alpha coefficient is 0.866 which indicated very good in strength of coefficient. Hence, the coefficient obtained for this question by measuring the motivation of volunteer tourism involvement among student in University Malaysia Kelantan is reliable. Thus, in table 4.3.3 shown that the overall of variables have excellent in strength of coefficient, which is 0.938 in Cronbach's Alpha coefficient. Independent variables that linked to the dependent variable are reliable regards to reliability analysis using IBM SPSS statistics 26.

### 4.3 RESULTS OF DESCRIPTIVE ANALYSIS

#### 4.3.1 DEMOGRAPHIC CHARACTERISTICS RESPONDENTS

Table 4.3.1 Demographic Profile

		Gender	Age	Race	Year of study	Course
N	Valid	368	368	368	368	368
	Missing	0	0	0	0	0
Mean		1.74	2.62	1.73	2.44	4.21
Median		2.00	3.00	2.00	3.00	5.00
Mode		2	3	1	3	5
Std. Deviation		.439	.834	.872	.862	2.085
Sum		668	1006	666	936	1616

Table 4 show the mean, median, mode and standard deviation of gender, age, race, year of study and course from the 368 students of University Malaysia Kelantan with different courses. The highest mean, median, mode, standard deviation and total of summary number in this research which are 4.21, 5.00, 5, 2.085 and 1616. The mean for age, year of study, gender and race are 2.62, 2.44, 1.74 and 1.73. The number of median from different characteristics have two groups number of median same which are gender and race with age and year of study which are 2.00 for gentle and race and 3.00 for age and year of study. The number of mode for age and year of study are same which is 3 while gender and

race are 2 and 1. The number of gender, age, race and year of study are 0.439, 0.834, 0.872 and 0.862. The total number of sum of gender, age, race and year of study are 668, 1006, 666 and 936.

Table 4.3.2 Gender of Respondent in Universiti Malaysia Kelantan Respondents in Universiti Malaysia Kelantan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	100	26.0	26.0	26.0
	Female	284	74.0	74.0	100.0
	Total	368	100.0	100.0	

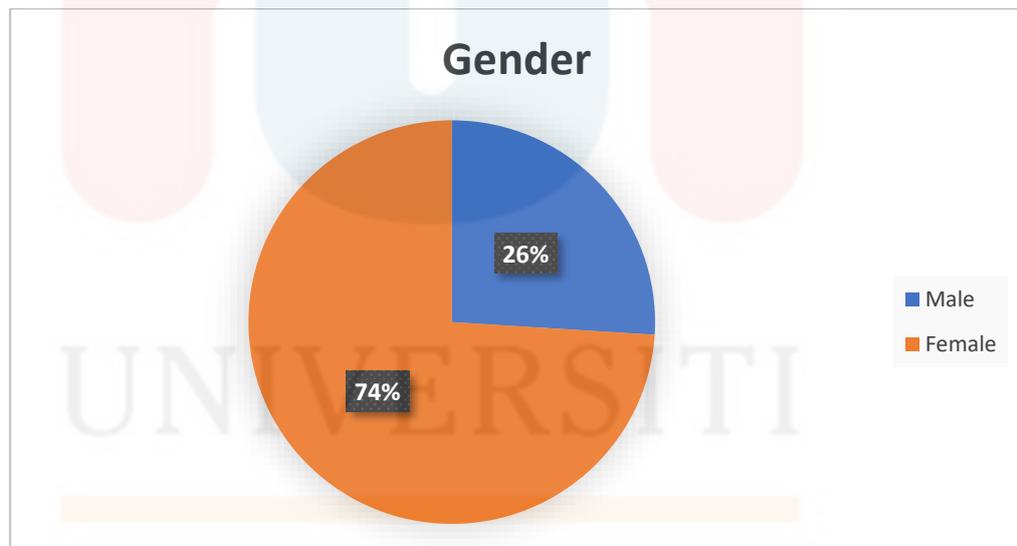


Figure 4.3.1: Percentage of Respondents by Gender

The result of gender based on table and diagram 4.1, it shows that female occupy the largest of number which is 284 respondents while the male consists 100 respondents. The percentage of male and female are 26% and 74%.

Table 4.3.3 Ages of Respondents in Universiti Malaysia Kelantan Respondents in Universiti Malaysia Kelantan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19-20 years old	24	6.3	6.3	6.3
	21-22 years old	148	38.5	38.5	44.8
	23-24 years old	176	45.8	45.8	90.6
	25-26 years old	22	5.7	5.7	96.4
	27 years old and above	14	3.6	3.6	100.0
	Total	368	100.0	100.0	

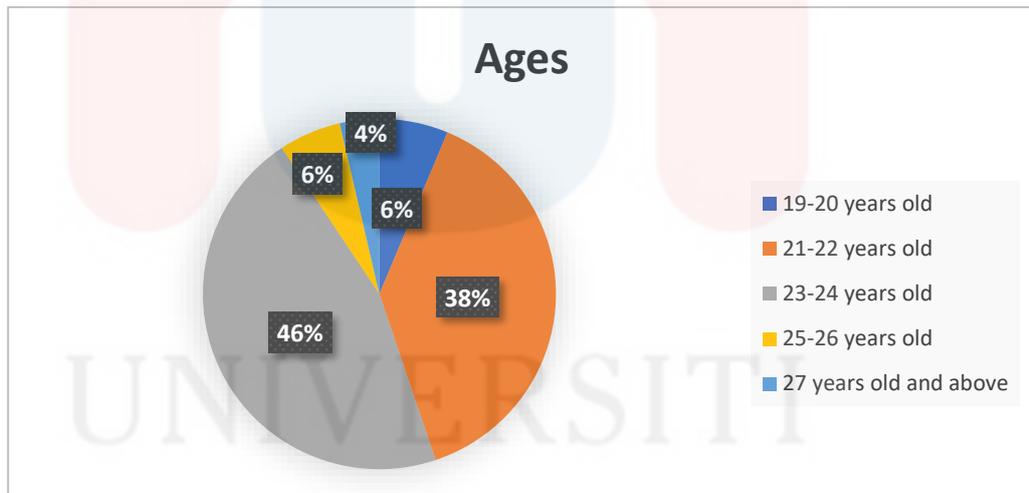


Figure 4.3.2: Percentage of Respondents by Ages

Based on the results for age of respondents, the most number of respondents is 23 to 24 years old which consist 176 respondents and 45.8%. The least number of respondents in the range of age is 27years old and above which 14 respondents and 3.6%. The number of respondents in age of 19 to 20, 21 to 22 and 25 to 26 years old are 24, 148 and 22 with the percentage of each range of age are 6.3%, 38.5% and 5.7%.

Table 4.3.4 Races of Respondents in Universiti Malaysia Kelantan Respondents in Universiti Malaysia Kelantan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	184	47.9	47.9	47.9
	Chinese	144	37.5	37.5	85.4
	Indian	30	7.8	7.8	93.2
	Others	26	6.8	6.8	100.0
	Total	368	100.0	100.0	

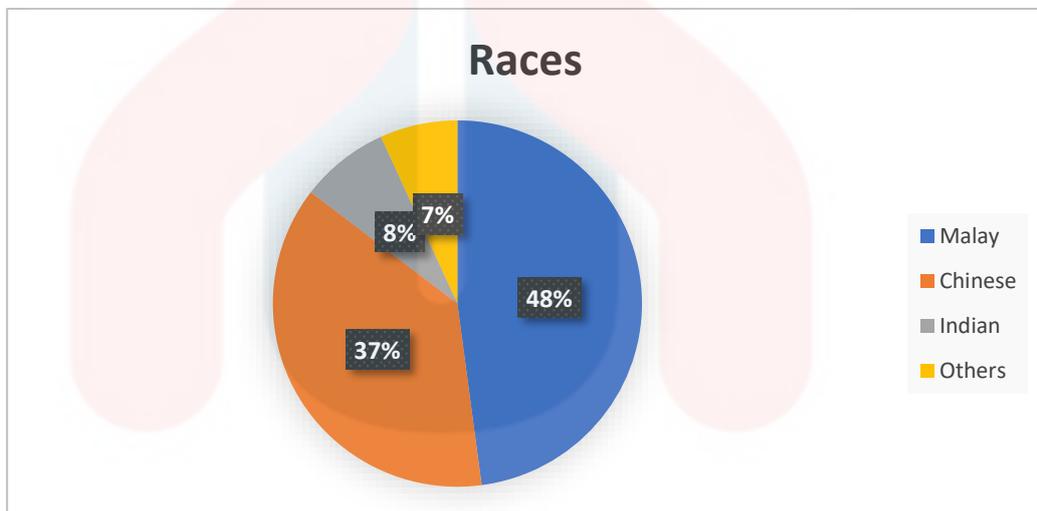


Figure 4.3.3: Percentage of Respondents by Races

Based on the reply of respondents, Malay has the largest number of respondents which is 184 and the percentage is 47.9%. The least respondents is others. The number of it is 26 and it has 6.8%. The number and percentage of Chinese and Indian are 144 (37.5%) and 30 (7.8%).

Table 4.3.5 Years of Study Respondents in Universiti Malaysia Kelantan Respondents in Universiti Malaysia Kelantan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Year 1	75	19.5	19.5	19.5
	Year 2	86	22.4	22.4	41.9
	Year 3	203	52.9	52.9	94.8
	Year 4	20	5.2	5.2	100.0
	Total	368	100.0	100.0	

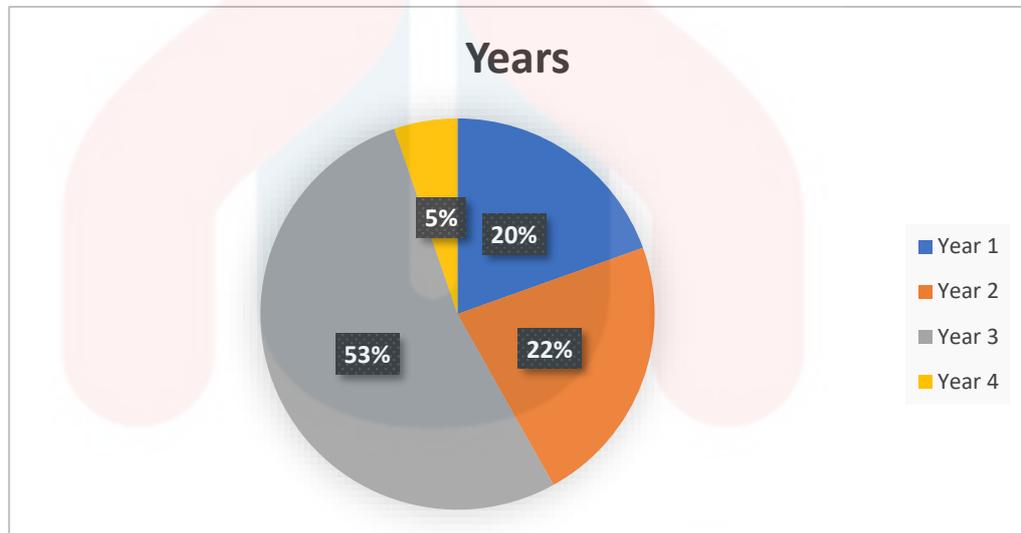


Figure 4.3.4: Percentage of Respondents by Years

The respondents from Year 3 is 203 (52.9%) which is the largest number of respondents while the respondents for Year 4 students is 20 (5.2%) which is the least number of respondents. The number of respondents in Year 1 and Year 2 are 75 and 86. The percentage of Year 1 and Year 2 are 19.5% and 22.4%.

Table 4.3.6 Courses of Respondents study in Universiti Malaysia Kelantan  
Respondents in Universiti Malaysia Kelantan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SAK – Bachelor of Entrepreneurship (Commerce) (Hons)	53	13.8	13.8	13.8
	SAL – Bachelor of Entrepreneurship (Logistic & Distributive Trade) (Hons)	48	12.5	12.5	26.3
	SAR – Bachelor of Entrepreneurship (Retail) (Hons)	44	11.5	11.5	37.8
	SAH – Bachelor of Entrepreneurship (Hospitality) (Hons)	25	6.5	6.5	44.3
	SAP – Bachelor of Entrepreneurship (Tourism) (Hons)	131	34.1	34.1	78.4
	SAW – Bachelor of Entrepreneurship (Wellness) (Hons)	37	9.6	9.6	88.0
	SAE – Bachelor of Entrepreneurship (Hons)	22	5.7	5.7	93.8
	SAB – Bachelor of Business Administration (Islamic Banking & Finance) (Hons)	12	3.1	3.1	96.9
	SDV – Bachelor of Entrepreneurship (Doctor Veterinary Medicine) (Hons)	12	3.1	3.1	100.0
	Total	368	100.0	100.0	

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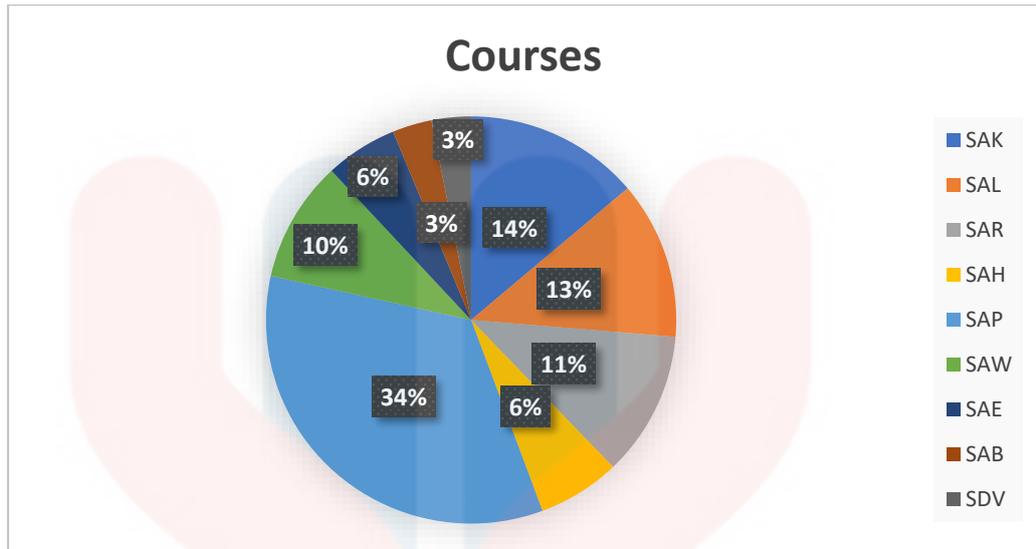


Figure 4.3.5: Percentage of Respondents by Courses

Bachelor of Entrepreneurship (Tourism) consist the most number and percentages of respondents which are 131 and 34.1% while Bachelor of Business Administration (Islamic Banking & Finance) and Bachelor of Entrepreneurship (Doctor Veterinary Medicine) the same and least number and percentage of respondents which is 12respondents and 3.1%. The number and percentage of Bachelor of Entrepreneurship (Commerce), Bachelor of Entrepreneurship (Logistic & Distributive Trade), Bachelor of Entrepreneurship (Retail), Bachelor of Entrepreneurship (Hospitality), Bachelor of Entrepreneurship (Wellness) and Bachelor of Entrepreneurship are 53 (13.8%), 48 (12.5%), 44 (11.5%), 25 (6.5%), 37 (9.6%) and 22 (55.7%).

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### 4.3.2 REASON OF MOTIVATE THE RESPONDENTS INVOLVE VOLUNTEERING

Table 4.3.7 Contribute and Help that Motivate the Respondents involve Volunteering

	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
Contributing and helping to society usually means doing something cooperative or altruistic for the benefit of your community or society at large.	368	3	5	4.26	.671
The need to contribute and help are going beyond the self.	368	1	5	3.81	.943
The contribute and help are connecting with others as they thank and trust you.	368	2	5	4.11	.766
The contribute and help are the key driver of people engaging in voluntary work.	368	2	5	4.11	.789
The contribute and help seem to be very important to your spiritual needs, who is likely to volunteer.	368	2	5	4.18	.815
The contribute and help are also can be defined as a sense of service and focus on helping, giving to and supporting others.	368	1	5	4.20	.809
Helping the community is an opportunity to you to grow as a better person, and to better understand how you will fit into the world around yourself.	368	2	5	4.39	.665
The needs of contribute and help are important as it is a basic motivation to someone who want to start join volunteer program.	368	2	5	4.07	.727
Volunteering your time, money, or energy to help others doesn't just make the world better. It also makes you better.	368	2	5	4.21	.769

Everyone can contribute and help in some way, unless they are dedicated to being ignorant to help the society.	368	1	5	4.20	.768
Valid N (listwise)	368				

Based on 368 respondents, the respondents most agree on contributing and helping to society usually means doing something cooperative or altruistic for the benefit of your community or society at large and helping the community is an opportunity to you to grow as a better person, and to better understand how you will fit into the world around yourself which minimum statistic for two statement are 3 (neutral) and 2 (disagree), while it also has 5 (strongly agree). The mean for those two statement are 4.26 and 4.39 while standard deviation for it are 0.671 and 0.665. There also has some respondents strongly disagree which the rate is 1 as minimum statistics on the need to contribute and help are going beyond the self, the contribute and help are also can be defined as a sense of service and focus on helping, giving to and supporting others, everyone can contribute and help in some way, unless they are dedicated to being ignorant to help the society. There are some minimum statistics in the rate 2 (disagree) are the contribute and help are connecting with others as they thank and trust you, the contribute and help are the key driver of people engaging in voluntary work, the contribute and help seem to be very important to your spiritual needs, who is likely to volunteer, the needs of contribute and help are important as it is a basic motivation someone who want to start join volunteer program, and volunteering your time, money, or energy to help others doesn't just make the world better. It also makes you better. The maximum statistics 5(strongly agree) with all the statement above.

The highest number of mean for statement is helping the community is an opportunity to you to grow as a better person, and to better understand how you will fit

into the world around yourself which is 4.39 while the standard deviation is 0.665. The least number of mean is the need to contribute and help are going beyond the self is 3.81 while the highest standard deviation 0.943. The mean for other statement of contributing and helping to society usually means doing something cooperative or altruistic for the benefit of your community or society at large, the need to contribute and help are going beyond the self, the contribute and help are connecting with others as they thank and trust you, the contribute and help are the key driver of people engaging in voluntary work, the contribute and help seem to be very important to your spiritual needs, who is likely to volunteer, the contribute and help are also can be defined as a sense of service and focus on helping, giving to and supporting others the needs of contribute and help are important as it is a basic motivation to someone who want to start join volunteer program, volunteering your time, money, or energy to help others doesn't just make the world better. It also makes you better and everyone can contribute and help in some way, unless they are dedicated to being ignorant to help the society are 4.26, 4.11, 4.11, 4.18, 4.20, 4.07, 4.21 and 4.20. In the meanwhile, the standard of it are 0.671, 0.766, 0.789, 0.815, 0.809, 0.727, 0.769 and 0.768.

Table 4.3.8 Type of Trip that Motivate the Respondents involve Volunteering

	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
Type of trip is the motivation of volunteer tourism involvement among university students.	368	2	5	4.08	.841

Different type of trip will provide different experiences for participating university students.	368	2	5	4.29	.726
Type of trip allows students to choose the volunteer tourism that suits them in order to play a greater role.	368	3	5	4.14	.710
The type of trip will attract those university students who know it to bravely participate.	368	2	5	4.08	.766
The type of trip will affect our satisfaction when participate in volunteer tourism.	368	2	5	4.09	.849
The type of trip will make university students think for a long time in order to ensure that they can participate and complete well.	368	2	5	4.05	.901
The type of trip will reduce those university students' fear of volunteer tourism.	368	2	5	4.02	.865
Most of the type of trip are to reduce the burden and help those communities in need which are education, daily necessities, etc.	368	2	5	4.13	.791
Choosing the type of trip in volunteer tourism that suits you can be more fun and enjoyable.	368	2	5	4.19	.771
The type of trip will cause university students to choose not to participate in volunteer tourism.	368	1	5	3.63	1.006
Valid N (listwise)	368				

The highest mean in the statement of type of trip is Different type of trip will provide different experiences for participating university students which is 4.29 and standard deviation is 0.726.

The least number of mean is the type of trip will cause university students to choose not to participate in volunteer tourism which is 3.63 and the standard deviation of it is the largest which is 1.00. Type of trip is the motivation of volunteer tourism involvement among university students. The mean for type of trip allows students to choose the volunteer tourism that suits them in order to play a greater role, the type of trip

will attract those university students who know it to bravely participate, the type of trip will affect our satisfaction when participate in volunteer tourism, the type of trip will make university students think for a long time in order to ensure that they can participate and complete well, the type of trip will reduce those university students' fear of volunteer tourism, most of the type of trip are to reduce the burden and help those communities in need which are education, daily necessities, etc and choosing the type of trip in volunteer tourism that suits you can be more fun and enjoyable are 4.08, 4.14, 4.08, 4.09, 4.05, 4.02, 4.13 and 4.19 while the standard deviation are 0.841, 0.710, 0.766, 0.766, 0.849, 0.901, 0.865, 0.791 and 0.771.

Table 4.4.9 Volunteering Destination that Motivate the Respondents involve Volunteering

	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
Student will consider and like the environment of the destination before traveling.	368	2	5	4.21	.712
The volunteer destination is making you interesting to do volunteering.	368	2	5	4.08	.753
During volunteering time, you achieved the expectation for the trip.	368	2	5	3.96	.736
The volunteer destination one of the attractive places.	368	2	5	3.98	.776
You hope to revisit the places again for future.	368	3	5	4.10	.739
The volunteer destination as one of the important items to consider before traveling.	368	2	5	4.05	.771
During volunteering, you satisfied the experience and increase knowledge.	368	2	5	4.22	.716

The volunteer destination motivates you to do volunteering again.	368	2	5	4.17	.761
Volunteer destination help you build the good relationship with the residence at there.	368	3	5	4.12	.671
Volunteering at the volunteer destination make you understand the culture of that places?	368	3	5	4.25	.696
Valid N (listwise)	368				

Mean for Volunteering at the volunteer destination make you understand the culture of that places is the highest which is 4.25 and standard deviation is the least which is 0.696. The minimum of mean is during volunteering time, you achieved the expectation for the trip which is 3.96 and the highest standard deviation is 0.736. The mean for student will consider and like the environment of the destination before traveling, the volunteer destination is making you interesting to do volunteering, the volunteer destination one of the attractive places, you hope to revisit the places again for future, the volunteer destination as one of the important items to consider before traveling, during volunteering, you satisfied the experience and increase knowledge, the volunteer destination motivates you to do volunteering again and volunteer destination help you build the good relationship with the residence at there are 4.21, 4.08, 3.98, 4.10, 4.05, 4.22, 4.17 and 4.12 and the standard deviation are 0.712, 0.753, 0.776, 0.739, 0.771, 0.716, 0.761 and 0.671.

Table 4.3.10 Motivation of the Respondents involve Volunteering

	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
Motivation makes people make different decisions when faced with different things.	368	3	5	4.26	.669
Motivation is very abstract compare to what we think, but it is closely related to our actions.	368	3	5	4.19	.689
Through volunteer activities able to motivate the community to continue to provide assistance to those in need without leaving others in trouble.	368	2	5	4.17	.721
Volunteer activities can strengthen the relationship between activists and recipients. This volunteerism also produces a generation that cares for the community.	368	2	5	4.21	.784
The motivation for traveling is quite different objective and goals they want to achieve.	368	2	5	4.03	.766
A diverse organization, there should be practices that satisfy the group, not just individuals.	368	2	5	4.11	.758
Travel motivation is an indispensable part of travel behaviour, which has been widely studied and used in tourism marketing strategies.	368	2	5	4.00	.691
Travel motivation in volunteerism is to learn, study, relax, charity, education, help groups in need and so on during the time of volunteer tourism.	368	2	5	4.03	.766
Traveling while doing volunteer activities can provide great value in our lives because we not only travel but also gain knowledge and experience.	368	2	5	4.11	.758
Volunteering in tourism is able to nurture more people out there to participate in these volunteer activities while traveling to do good.	368	2	5	4.00	.691
Valid N (listwise)	368				

There are two same least number of mean and standard which are travel motivation is an indispensable part of travel behaviour, which has been widely studied and used in tourism marketing strategies and volunteering in tourism is able to nurture more people out there to participate in these volunteer activities while traveling to do good which are 4.00 for mean and 0.691 for standard deviation. The maximum number of mean is motivation makes people make different decisions when faced with different things which is 4.26 and least number of standard deviation is 0.669. The mean of motivation is very abstract compare to what we think, but it is closely related to our actions; through volunteer activities able to motivate the community to continue to provide assistance to those in need without leaving others in trouble; volunteer activities can strengthen the relationship between activists and recipients. This volunteerism also produces a generation that cares for the community; the motivation for traveling is quite different objective and goals they want to achieve; a diverse organization, there should be practices that satisfy the group, not just individuals; travel motivation in volunteerism is to learn, study, relax, charity, education, help groups in need and so on during the time of volunteer tourism; traveling while doing volunteer activities can provide great value in our lives because we not only travel but also gain knowledge and experience are 4.19, 4.17, 4.21, 4.03, 4.11, 4.03, 4.11, 4.03 and 4.11 while standard deviation are 0.689, 0.721, 0.784, 0.766, 0.758, 0.766 and 0.758.

#### 4.4 RESULTS OF INFERENTIAL ANALYSIS

The Pearson Correlation Coefficient analysis is one of the important analyses which measured the strength of linear relationship between the independent variables (IV) and dependent variable (DV). This analysis is to identify whether the correlations exist between the independent variables (contribute and help, type of trip and volunteering destination) and dependent variable (volunteer tourism involvement). If the correlation existed, the researchers have to decide the strength and direction of association between the variables.

##### **Hypothesis 1: Contribute and Help**

- H0: There is no relationship between contribute and help on the motives of volunteer tourism involvement among student in University Malaysia Kelantan.
- H1: There is relationship between contribute and help on the motives of volunteer tourism involvement among student in University Malaysia Kelantan.

Table 4.4.1: Pearson Correlation of contribute and help on the motives of volunteer tourism involvement among student in University Malaysia Kelantan.

Correlation			
		Contribute and Help	Motives of Volunteer Tourism Involvement
<b>Contribute and Help</b>	Pearson Correlation	1	.620**
	Sig. (2-tailed)		.000
	N	368	368
<b>Motives of Volunteer Tourism Involvement</b>	Pearson Correlation	.620**	1
	Sig. (2-tailed)	.000	
	N	368	368
<b>**.</b> Correlation is significant at the 0.01 level (2-tailed).			

Table 4.4.1 shows the relationship between the motives of contribute and help on volunteer tourism involvement among student in University Malaysia Kelantan is moderate positive with correlation coefficient of .620. The p-value is 0.000, which is less than the significant level of 0.01. Therefore, this study rejects the null hypothesis H0a for Hypothesis 3. There is a significant relationship between contribute and help on the motives of volunteer tourism involvement among student in University Malaysia Kelantan.

### **Hypothesis 2: Type of Trip**

H0: There is no relationship between types of trip on the motives of volunteer tourism involvement among student in University Malaysia Kelantan.

H1: There is relationship between types of trip on the motives of volunteer tourism involvement among student in University Malaysia Kelantan.

Table 4.4.2: Pearson Correlation of type of trip on the motives of volunteer tourism involvement among student in University Malaysia Kelantan.

Correlation			
		Type of Trip	Motives of Volunteer Tourism Involvement
Type of Trip	Pearson Correlation	1	.657**
	Sig. (2-tailed)		.000
	N	368	368
Motives of Volunteer Tourism Involvement	Pearson Correlation	.657**	1
	Sig. (2-tailed)	.000	
	N	368	368
<b>**.</b> Correlation is significant at the 0.01 level (2-tailed).			

Table 4.4.2 shows the relationship between the motives of type of trip on volunteer tourism involvement among student in University Malaysia Kelantan is moderate positive with correlation coefficient of .657. The p-value is 0.000, which is less than the significant level of 0.01. Therefore, this study rejects the null hypothesis H0a for Hypothesis 3. There is a significant relationship between types of trip on the motives of volunteer tourism involvement among student in University Malaysia Kelantan.

### Hypothesis 3: Volunteering Destination

- H0: There is no relationship between volunteering destination on the motives of volunteer tourism involvement among student in University Malaysia Kelantan.
- H1: There is relationship between volunteering destination on the motives of volunteer tourism involvement among student in University Malaysia Kelantan.

Table 4.4.3: Pearson Correlation of volunteering destination on the motives of volunteer tourism involvement among student in University Malaysia Kelantan.

Correlation			
		Volunteering Destination	Motives of Volunteer Tourism Involvement
<b>Volunteering Destination</b>	Pearson Correlation	1	.680**
	Sig. (2-tailed)		.000
	N	368	368
<b>Motives of Volunteer Tourism Involvement</b>	Pearson Correlation	.680**	1
	Sig. (2-tailed)	.000	
	N	368	368
<b>**.</b> Correlation is significant at the 0.01 level (2-tailed).			

Table 4.4.3 shows the relationship between the motives of volunteering destination on volunteer tourism involvement among student in University Malaysia Kelantan is moderate positive with correlation coefficient of .680. The p-value is 0.000, which is less than the significant level of 0.01. Therefore, this study rejects the null hypothesis H0a for Hypothesis 3. There is a significant relationship between volunteering destination on the motives of volunteer tourism involvement among student in University Malaysia Kelantan.

#### 4.5 DISCUSSION BASED ON RESEARCH OBJECTIVE

According to the Pearson Correlation Analysis on table 4.3.2 shown the result of reliability Cronbach's Alpha Coefficient analysis within dependent variables and independent variables. The alpha Coefficient Range to Contribution and help at 0.772. Type of Trip at 0.845. Volunteering destination at 0.835 and the last is motivation at 0.866.

From this study had found UMK student have a positive in contribute and help in volunteer tourism. Table 4.4.1 shows the relationship between the motives of contribute and help on volunteer tourism involvement among student in University Malaysia Kelantan is moderate positive with correlation coefficient of .620. The p-value is 0.000, which is less than the significant level of 0.01. In this case we can conclude that the respondents agree to contribute and help in volunteer tourism. This has been proven by the results obtained. Contribute and help in volunteer tourism is to contribute is to supply, provide or offer something to a person or group. Maybe for people in need. It can provide finance, evaluation, knowledge, time or other work. For example, volunteers can give a sum of money, food and drinks to the villagers. Volunteers can also provide assistance to rebuild the ruined village area. Volunteers can also teach children new knowledge there. Volunteers who are able to give financially, they may give the money. Similar to volunteers who don't have so much wealth, they are able to provide manpower or mental brains. For example, volunteers can teach villagers to rebuild houses, learn English,

Next, table 4.4.2 shows the relationship between the motives of type of trip on volunteer tourism involvement among student in University Malaysia Kelantan is moderate positive with correlation coefficient of .657. The p-value is 0.000, which is less

than the significant level of 0.01. This result also shown positive result. In this case we can conclude that the respondents agree to the type of trip determines the people involved. Different types need different people. For example, medical tourism, adventure tourism and so on. The purpose of travel is what we need to consider is. We will choose our travel method or type of trip that suits us based on our own requirements, identity, education, interests, etc. According to Dilek, Sebahattin & Kulakoğlu (2018) mention that a traveller is a person who moves between different geographic locations for any purpose and duration. Travel includes all travel from one place to another. It includes all the trips made by people who enter a country for leisure, work, residence, study or constantly crossing a country.

Finally, as a result on table 4.4.3 shows the relationship between the motives of volunteering destination on volunteer tourism involvement among student in University Malaysia Kelantan is moderate positive with correlation coefficient of .680. The p-value is 0.000, which is less than the significant level of 0.01. This study also shown positive result. In this case we can conclude that the respondents agree to Destination for volunteering motivates people to experience a new destination. Since some people prefer voluntary work in a location which is exotic and unknown. Others are able to help alleviate poverty, which is synonymous with positive thoughts. Scenarios for relation to local residents and observation of international culture and beautiful sceneries are included in this motivation.

#### 4.6 SUMMARY

To conclude, the questionnaire has been distributed collected, analysed specifically and explained. The result from reliability analysis, descriptive analysis, Univariate Analysis and Pearson Correlation Coefficient were computed using IBM SPSS Statistics (Version 2.4) indicated the relationship between the dependent variable (Motivation of Volunteer Tourism Involvement) and three independent variables (Attitudes, Knowledge and Community) and further discussion will be presented in Chapter 5.

## **CHAPTER 5**

### **CONCLUSION**

#### **5.1 INTRODUCTION**

In this chapter, we will study on a few topics which are about research findings of the relationship between contribute and help, type of trip, volunteering destination and motivation of volunteer tourism involvement among student in University Malaysia Kelantan on previous chapter. More, the researchers also give a few recommendations and suggestions for future research. Besides, this chapter as well mused the limitation of the study and the summary of this chapter and research.

#### **5.2 RESEARCH FINDING**

The study was carried out to determine the relationship between contributing and help, type of trip and volunteering destination with motives of volunteer tourism involvement among University student. This study is focused more on the how the relationship between contributing and help, type of trip and volunteering destination towards the motives of volunteer tourism involvement among University student. The

data resources used in this study are primary data and secondary data. This is because the researchers used a combination of these data. The primary data is such as questionnaires, surveys, interviews, or experiments while the secondary data such as articles, internet website, newspapers, and journals. Based on the Krejcie and Morgan (1970) table, the sample of respondents is 368. The independent variables that consist of contributing and help, type of trip and volunteering destination. Whereas, the dependent variable was to analyze motives of volunteer tourism involvement among University student.

The data of this research gathered from the questionnaire that has been given to 368 respondents of students in Universiti Malaysia Kelantan, Kampus Kota. This analysis of data included the reliability analysis, frequency analysis, descriptive analysis and Pearson Correlation Coefficient analysis. The reliability test was conducted for independent variables (IV) to check the internal consistency of the measurement implement. The Cronbach's alpha value for all variables' scales were within range of (number of number). It was showed that it is a good reliability, if the value of Cronbach's alpha is 0.6 and above (Nunnally, 1978; Wortzel, 1979).

### **5.2.1 RESEARCH QUESTION 1: What is the relationship between contributing and help with motives of volunteer tourism involvement among university student?**

In this study, the result of shows that the relationship between contribute and help and the motives of volunteer tourism involvement among University student is a moderate correlation ( $r=0.620$ ,  $n=368$ ,  $p<0.01$ ) between these

variables. The finding implies that there are positive and significant relationship between contributing and help and the motives of volunteer tourism involvement among University student. Most of the authors (Coghlan, 2008; Daldeniz, 2010; Mc Gloin & Georgeou, 2016) who conducted surveys in the field of volunteer tourism pointed out that one of the main motivations of volunteer tourism involvement is to contribute and help local residents. Contribute and help was called "giving back" is an actions that tourists could do for local residents. Every students who participates in volunteer tourism has a different purpose. This mean that maybe some students want to learn how to become better or participates for giving back to society. This can not only help themselves, but also provide heart-warming assistance to our society. According to Ames (2020), helping the community is an opportunity to you to grow as a better person, and to better understand how you will fit into the world around yourself. Because of that, contribute and help is motivated the volunteer tourism involvement of students.

### **5.2.2 RESEARCH QUESTION 2: What is the relationship type of trip with motives of volunteer tourism involvement among university student?**

In this study, the result of shows that the relationship between type of trip and the motives of volunteer tourism involvement among University student is a moderate correlation ( $r=0.657$ ,  $n=368$ ,  $p<0.01$ ) between these variables. Different type of trip will greatly affect the involvement of volunteer tourism. It is because different type of trip will provide different experiences. According to Stainton

(2020) mentioned that into some extent, the reason for their voluntary service depends on the volunteer tourism or type of trips plan itself. They may like the itinerary, company culture or the way the plan is organized. Students will measure the type of the volunteer tourism trip that suitable for them to participate in according to their own ability and desired experience. According to Zhang & Marcussen (2007), the market will be segmented according to tourists' motivations and actions by determining their needs. Tourists decide whether to choose travel type or to go to a specific destination based on the level of the attraction. Hence, it can be seen the effect of the type of trip in motive of volunteer tourism involvement.

### **5.2.3 RESEARCH QUESTION 3: What is the relationship between volunteering destination with motives of volunteer tourism involvement among university student?**

Based on this study, the result of shows that the relationship between volunteering destination and the motives of volunteer tourism involvement among University student is a moderate correlation ( $r=0.680$ ,  $n=368$ ,  $p<0.01$ ) between these variables. Volunteer also learn from the host community and have a personal opportunity to learn more about the host culture. Therefore, this level of personal learning improves cultural sensitivity and awareness (Stainton, 2020). Volunteering at the different volunteer destination that can make student understand the culture of that places. Each community group may have a different

culture. When they go to volunteer tourism with a different culture from their own, it can learn their culture at the same time. Those destinations are great places for a perfect travel experience, with the opportunity to visit some of the best places and historical sites in the world, while making a meaningful contribution to the local people also is an opportunity too (Volunteering Solutions, 2020). So, this is greatly enhances students' motivation to involve in volunteer tourism.

### **5.3 LIMITATION OF THE STUDY**

During the period of doing this research study, researcher have facing a lot of challenge. For example, the time management for meeting cannot perfectly suitable with other researchers sometime, lack of information, lack of performance, too many homework and assignment, problem of communication to discuss with other and some more. So, those challenge are limiting the speed of us to do the research. Although this challenges appear, researcher also have to find the way, adjust the time and change the attitude to overcome all the problem above. Those challenge can be solve wisely. But, the biggest problem that has limit the study is the limit to collect all the data from 368 respondents to answer the questionnaire with different answer of questionnaire.

Mostly the university students have to struggle with the assignment and homework from different subject. Majority every subject will have individual and group assignment with the tutorial for every week sometimes. It may cause them lack of time to see the questionnaire which send in the social media such as WhatsApp, Facebook, Instagram, email and others. So, they might probably ignore those questionnaires. They

will probably answer the questionnaire when they have free time to answer it. To collect the 368 responds from different respondents, we have to send it privately to our friends such as send through WhatsApp, email and post the link of questionnaire to request the help from friends to fill in the Google Form. Some of the researcher also post the link of questionnaire in the status of Facebook and WhatsApp. It is to easy us to collect the data. We start to create the Google Form is about almost the end of February 2021 until Mac 2021. Researchers have preparing about ten question or statement for each variable of the research in the questionnaire for the respondents to fill in it. There is limit of time for us to do the report of the research because we have start to do the next chapter of the research since April 2021 because we have less time to do all the homework in the short time beside we already have some other assignment and work waiting for us to finish it to send for others.

Besides, researchers also have to collect and arrange the data accordingly to the researcher who settle their own part of work. It is challenging for the person who arrange the data and send in the communication group which is WhatsApp to easy researchers during do their work in this research. It has to take time for researchers to done all of the work.

## 5.4 RECOMMENDATION

Based on this study, the researcher found that all respondents responded well while answering the questionnaire, but there are still those who disagree. So, this is the trigger for suggestions for further improvement on this study.

First, establish NGO tourism volunteerism widely throughout Malaysia. This is to make them aware that there are NGOs that organize volunteerism in the tourism sector. This has opened the eyes of tourists to travel while helping people in need not only travel but do not have many benefits. This will also educate the pure qualities in all travelers. In addition, tourists do not lose at all because they get a very valuable and pure experience. This will further develop the tourism sector.

Next, UMK can add a special subject in the cost of tourism, namely volunteerism in tourism. This is because to encourage UMK students who take this major to have extensive knowledge to be practiced after graduation at UMK to continue volunteering in tourism as well as promote the tourism sector. In addition, this will also attract the interest of tourism students who like to travel to do volunteer activities. In turn, it also trains students to be active in volunteer activities and while traveling. For example, there is an assignment of field work inland to the homes of the natives to travel and help the residents there.

Then, the Ministry of Education which also needs to add a syllabus or subject of volunteerism in tourism at the University that majors in tourism. This is because to produce more tourism students who are aware of this volunteerism in the tourism sector.

Finally, the faculty of Hospitality, Tourism and Wellness need to increase volunteer activities. This is so because of the cost of tourism under this faculty. This can also involve students from the other two costs who also participate in the program. This can be taken over by the supreme council of tourism clubs to increase volunteerism programs in tourism. For example, organizing volunteer activities on the beach d'ur collecting garbage and while traveling on the beach.

#### **5.4.1 RECOMMENDATION FOR FURTHER RESEARCH**

Through this study, researchers have found that volunteerism among UMK students is good but there are still some students who are still less involved in volunteer activities. This is because there are still many UMK students who have not been exposed to this volunteer activity. So, this has made the researchers open to thinking of initiatives that can be carried out for the future. This is very important to develop the tourism sector as well as increase volunteer activities. In other words, traveling while volunteering in Malaysia.

First, we recommend to other researchers to use different research methods in order to get a lot of data well. In this review, we have used the quantitative study. This study uses questionnaires to collect the data through quantitative methods using the research to conduct this study using questionnaires as instruments. As a research method to collect data. There are other methods that can be used such as face -to -face interviews and online interviews such as using

Google Meet, zoom. If you only use one way Some respondents may simply answer the questionnaire by checking any data, so this may result in the data collected being inaccurate.

In further research, we also recommend for researchers to conduct this survey elsewhere in Malaysia or outside Malaysia. This is because to further expand the study and knowledge in different places or countries regarding this tourism volunteerism. This can also make us able to compare the measurement in Malaysia or outside Malaysia.

Finally, the search for alerts needs to be expanded. This is because to get even more authentic data. Not just using a Journal or article alone. Can also use the feedback provided in social media sites as additional data.

## **5.5 SUMMARY**

This section was discussed about the conclusion for overall of this study. This study investigates the motivation of volunteer tourism involvement among student in University Malaysia Kelantan. This study examines the motivation seen by student when involving volunteer tourism. The researchers also want to classify the relationship between contributing and help, type of trip and volunteering destination toward the motivation of volunteer tourism involvement among student in University Malaysia Kelantan.

To achieve this analysis, a quantitative study was carried out. The sample size in this study was conducted with 368 respondents through online surveys. For the analysis of the data, reliability test and Pearson correlation would be used. From the results, our analysis showed volunteering destination recorded the highest correlation with the motivation of volunteer tourism involvement.

The findings of this research showed that the motivation, contribute and help, the type of trip, and volunteering destination toward the volunteer tourism involvement to among student in University Malaysia Kelantan had shown a positive result, which is the means the research are acceptable, reliable, and significant. This research can be carrying out for the further research and learning.

To conclude for this research, the researcher had achieved the research objectives and had discovered a few of new findings. The research was aiming to analyse the motivation, contribute and help, the type of trip, and volunteering destination toward the volunteer tourism involvement to among student in University Malaysia Kelantan. The hypothesis in this study was accepted as all the result of the hypothesis showed the p-value as 0.000 which was less than the significant level of 0.01.

The goal of this research was to outline how this quantitative method can be used to enhance this study. The finding of this research is important because it will show either the research was accepted or successful or not. For further study, other research result can also be used as a guide for future research to find out more factors that influence the motivation among student in volunteer tourism involvement.

Therefore, this study can be a reference for other researcher in the next research about the motivation of volunteer tourism. The result of study also showed that the motivation towards volunteer tourism are link to the contribute and help, the type of trip,

and volunteering destination as the motive for student to join the volunteering program. The researcher believed that this study helps institutions to give awareness to all students to do this volunteer activity while traveling because there are many benefits obtained from it in the future by introducing and offering the volunteerism as an elective subject to every course in the institutions. Moreover, this study has also produced some future research proposals to make tourism a sector that has volunteerism. Among them are, establish NGO tourism volunteerism widely throughout Malaysia.



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## APPENDIX A



### **THE MOTIVATION OF VOLUNTEER TOURISM INVOLVEMENT AMONG STUDENT IN UNIVERSITY MALAYSIA KELANTAN**

Dear Respondent,

We are students of Bachelor of Entrepreneurship (Tourism) with Honour, University Malaysia Kelantan and we are currently conducting research about the motivation of volunteer tourism involvement among student in University Malaysia Kelantan.

You are cordially invited to complete the questionnaire, which is expected to take around 10 to 15 minutes only. All information will be kept confidential and used for academic purposes only. Thank you for your participation and commitment

*Responden yang dikasihi,*

*Kami adalah pelajar Ijazah Sarjana Muda Keusahawanan (Pelancongan) dengan Kepujian, Universiti Malaysia Kelantan dan kami sedang menjalankan satu kajian tentang motivasi penglibatan pelancongan sukarelawan di kalangan pelajar di Universiti Malaysia Kelantan.*

*Anda dijemput untuk melengkapkan soal selidik, yang dijangka akan mengambil masa 10 hingga 15 minit sahaja. Semua maklumat akan dirahsiakan dan digunakan untuk akademik sahaja. Terima kasih atas penyertaan dan komitmen anda.*

<i>CHEAH ING ZHEN</i>	<i>H18A0070</i>
<i>FATIN NUR AISHAH BINTI ROSLAN</i>	<i>H18A0121</i>
<i>LEONG ZHAO CONG</i>	<i>H18A0188</i>
<i>SITI NUR FARHANA BINTI DZULKIPLI</i>	<i>H18B0590</i>

## SECTION A: RESPONDENT'S DEMOGRAPHIC INFORMATION

### BAHAGIAN A : MAKLUMAT DEMOGRAPHIC RESPONDEN

Please specify your answer by tick (✓) on the relevant answer provided.

Sila nyatakan jawapan anda dengan menandakan (✓) pada jawapan yang telah disediakan

#### 1. Gender / Jantina

Male / Lelaki

Female / Perempuan

#### 2. Age / Umur

19-20 years old / 19- 20 tahun

23-24 years old / 22- 24 tahun

21-22 years old / 21- 22 tahun

25-26 years old / 25- 26 tahun

#### 3. Year of study/ Tahun pengajian

Year 1 / Tahun 1

Year 3 / Tahun 3

Year 2 / Tahun 2

Year 4 / Tahun 4

#### 4. Race / Bangsa

Malay / Melayu

Indian / India

Chinese / Cina

Others / Lain-lain

#### 5. Course / Kursus

SAK - Sarjana Muda  
Keusahawanan (Perdagangan)  
dengan Kepujian

SAP - Sarjana Muda Keusahawanan  
(Pelancongan) dengan Kepujian

SAL - Sarjana Muda  
Keusahawanan (Logistik dan  
Perniagaan Pengedaran) dengan  
Kepujian

SAW - Sarjana Muda Keusahawanan  
(Keusahawanan Kesihatan) dengan  
Kepujian

SAR - Sarjana Muda  
Keusahawanan (Peruncitan)  
dengan Kepujian

SAE - Sarjana Muda Keusahawanan  
dengan Kepujian

SAH - Sarjana Muda  
Keusahawanan (Hospitaliti)  
dengan Kepujian

SAB - Sarjana Muda Keusahawanan  
(Perbankan dan Kewangan Islam)  
dengan Kepujian

SDV - Doktor Perubatan Veterinar

**SECTION B: INDEPENDENT VARIABLE**

**BAHAGIAN B: PEMBOLEHUBAH TIDAK BERSANDAR**

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

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

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

***Contribute and Help / Sumbangan dan Pertolongan***

NO	STATEMENT / KENYATAAN	LEVEL OF AGREEMENT				
		1	2	3	4	5
1.	<p>Contributing and helping to society usually means doing something cooperative or altruistic for the benefit of your community or society at large.</p> <p><i>Menyumbang dan menolong masyarakat biasanya bermaksud melakukan sesuatu yang bekerjasama atau altruistik untuk kepentingan masyarakat secara amnya.</i></p>					
2.	<p>The need to contribute and help are going beyond the self.</p> <p><i>Keperluan untuk memberi sumbangan dan pertolongan melampaui diri.</i></p>					
3.	<p>The contribute and help are connecting with others as they thank and trust you.</p> <p><i>Sumbangan dan pertolongan berhubung dengan orang lain kerana mereka berterima kasih dan mempercayai anda.</i></p>					
4.	<p>The contribute and help are the key driver of people engaging in voluntary work.</p> <p><i>Sumbangan dan pertolongan adalah pendorong utama orang yang terlibat dalam pekerjaan sukarela.</i></p>					

5.	<p>Contribute and help seem to be very important to your spiritual needs, who is likely to volunteer.</p> <p><i>Sumbangan dan pertolongan nampaknya sangat penting bagi keperluan rohani seseorang yang cenderung menjadi sukarelawan.</i></p>					
6.	<p>Contribute and help are also can be defined as a sense of service and focus on helping, giving to and supporting others.</p> <p><i>Sumbangan dan pertolongan juga dapat didefinisikan sebagai servis dan fokus untuk menolong, memberi dan menyokong orang lain.</i></p>					
7.	<p>Helping the community is an opportunity to you to grow as a better person, and to better understand how you will fit into the world around yourself.</p> <p><i>Membantu komuniti adalah satu cara untuk anda menjadi seorang yang lebih baik, dan untuk lebih memahami bagaimana anda dapat menyesuaikan diri anda dengan dunia luar dan sekitar.</i></p>					
8.	<p>The needs of contribute and help are important as it is a basic motivation to someone who want to start join volunteer program.</p> <p><i>Keperluan untuk memberi sumbangan dan pertolongan adalah penting kerana ia merupakan motivasi asas bagi seseorang yang ingin mula mengikuti program sukarelawan.</i></p>					
9.	<p>Volunteering your time, money, or energy to help others doesn't just make the world better. It also makes you better.</p> <p><i>Sukarela dalam menyumbang masa, wang, atau tenaga anda untuk menolong orang lain tidak hanya menjadikan dunia lebih baik. Ia juga menjadikan anda, seorang lebih baik.</i></p>					
10.	<p>Everyone can contribute in some way, unless they are dedicated to being actively destructive of society.</p> <p><i>Setiap orang boleh menyumbang dengan cara tertentu, kecuali mereka berdedikasi untuk secara aktif merosakkan masyarakat.</i></p>					

**Type of Trip / Jenis Perjalanan**

NO	STATEMENT / KENYATAAN	LEVEL OF AGREEMENT				
		1	2	3	4	5
1.	Type of trip is the motivation of volunteer tourism involvement among university students. <i>Jenis perjalanan adalah motivasi penglibatan dalam pelancongan sukarelawan di kalangan pelajar universiti.</i>					
2.	Different type of trip will provide different experiences for participating university students. <i>Jenis perjalanan yang berbeza akan memberikan pengalaman yang berbeza kepada pelajar universiti yang mengambil bahagian.</i>					
3.	Type of trip allows students to choose the volunteer tourism that suits them in order to play a greater role. <i>Jenis perjalanan membolehkan pelajar memilih pelancongan sukarelawan yang sesuai dengan diri sendiri supaya mereka boleh memainkan peranan yang lebih besar.</i>					
4.	The type of trip will attract those university students who know it to bravely participate. <i>Jenis perjalanan akan menarik minat pelajar universiti yang mengetahuinya untuk mengambil bahagian dengan berani.</i>					
5.	The type of trip will affect our satisfaction when participate in volunteer tourism. <i>Jenis perjalanan akan mempengaruhi kepuasan ketika menyertai pelancongan sukarelawan.</i>					
6.	The type of trip will make university students think for a long time in order to ensure that they can participate and complete well. <i>Jenis perjalanan akan membuat pelajar universiti berfikir untuk menggunakan masa yang lama untuk memastikan bahawa mereka dapat mengambil bahagian dan menyelesaikannya dengan baik.</i>					

7.	The type of trip will reduce those university students' fear of volunteer tourism. <i>Jenis perjalanan akan mengurangkan ketakutan pelajar universiti itu pelancongan sukarelawan.</i>					
8.	Most of the type of trip are to reduce the burden and help those communities in need which are education, daily necessities, etc. <i>Kebanyakan jenis perjalanan adalah untuk mengurangkan beban dan menolong komuniti yang memerlukannya seperti pendidikan, keperluan harian, dll.</i>					
9.	Choosing the type of trip in volunteer tourism that suits you can be more fun and enjoyable. <i>Memilih jenis perjalanan dalam pelancongan sukarelawan yang sesuai dengan anda boleh menjadi lebih menyeronokkan dan menikmatikan.</i>					
10.	The type of trip will cause university students to choose not to participate in volunteer tourism. <i>Jenis perjalanan akan menyebabkan pelajar universiti memilih untuk tidak mengambil bahagian dalam pelancongan sukarela.</i>					

### ***Volunteering Destination / Destinasi Kesukarelawan***

NO	STATEMENT / KENYATAAN	LEVEL OF AGREEMENT				
		1	2	3	4	5
1.	Will student consider and like the environment of the destination before traveling? <i>Adakah pelajar akan mempertimbangkan dan menyukai persekitaran destinasi sebelum melancong?</i>					
2.	Is that the volunteer destination making you interesting? <i>Adakah itu tempat kesukarelawan membuat anda menarik?</i>					

3.	<p>During volunteering time, have you achieved the expectation for the trip?  <i>Selama masa sukarela, adakah anda mencapai jangkauan untuk perjalanan?</i></p>					
4.	<p>Does the volunteer destination one of the attractive places?  <i>Adakah destinasi untuk sukarelawan menjadi salah satu tempat menarik?</i></p>					
5.	<p>Will you intention to revisit the places again for future?  <i>Adakah anda berhasrat untuk mengunjungi semula tempat-tempat itu untuk masa depan?</i></p>					
6.	<p>Is that the volunteer destination as one of the important items to consider before traveling?  <i>Adakah itu tempat kesukarelawan sebagai salah satu perkara penting untuk dipertimbangkan sebelum melakukan perjalanan?</i></p>					
7.	<p>During volunteering, are you satisfied the experience and increase knowledge?  <i>Semasa sukarela, adakah anda berpuas hati dengan pengalaman dan menambah pengetahuan?</i></p>					
8.	<p>Does the volunteer destination motivate you to do volunteering again?  <i>Adakah tempat kesukarelawan memotivasi anda untuk melakukan sukarela lagi?</i></p>					
9.	<p>Is that volunteer destination help you build the good relationship with the residence at there?  <i>Adakah tempat kesukarelawan itu dapat membantu anda membina hubungan baik dengan kediaman di sana?</i></p>					
10.	<p>Is that volunteering at the volunteer destination make you understand the culture of that places?  <i>Adakah sukarela di destinasi sukarelawan itu membuat anda memahami budaya tempat-tempat tersebut?</i></p>					

**SECTION C: DEPENDENT VARIABLE**

*BAHAGIAN C: PEMBOLEHUBAH BERSANDAR*

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

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

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

**Motivation of Volunteer Tourism Involvement / Motivasi Penglibatan Pelancongan Sukarelawan**

NO	STATEMENT / KENYATAAN	LEVEL OF AGREEMENT				
		1	2	3	4	5
1.	Motivation makes people make different decisions when faced with different things. <i>Motivasi akan menyebabkan orang membuat keputusan yang berbeza ketika berhadapan dengan perkara yang berbeza.</i>					
2.	Motivation is very abstract compare to what we think, but it is closely related to our actions. If our motives are correct, we can make the right actions or attitudes. <i>Motivasi sangat abstrak dibandingkan dengan apa yang kita fikirkan, tetapi berkait rapat dengan tindakan kita. Sekiranya motif kita betul, kita boleh membuat tindakan atau sikap yang betul.</i>					
3.	Through volunteer activities able to motivate the community to continue to provide assistance to those in need without leaving others in trouble. <i>Melalui aktiviti sukarelawan dapat memotivasi masyarakat untuk terus memberikan bantuan kepada mereka yang memerlukan tanpa meninggalkan orang lain dalam masalah.</i>					
4.	Volunteer activities can strengthen the relationship between activists and recipients. This volunteerism also produces a generation that cares for the community.					

	<i>Aktiviti sukarelawan dapat mengeratkan hubungan antara aktivis dan penerima. Kesukarelaan ini juga menghasilkan generasi yang mengambil berat terhadap masyarakat.</i>					
5.	The motivation for traveling is quite different objective and goals they want to achieve.  <i>Motivasi untuk melancong adalah objektif dan matlamat yang sangat berbeza yang ingin mereka capai.</i>					
6.	A diverse organization, there should be practices that satisfy the group, not just individuals.  <i>Organisasi yang pelbagai, harus ada amalan yang memuaskan kumpulan, bukan hanya individu.</i>					
7.	Travel motivation is an indispensable part of travel behavior, which has been widely studied and used in tourism marketing strategies.  <i>Motivasi perlancongan adalah bahagian yang sangat diperlukan dari tingkah laku perjalanan, yang telah banyak dikaji dan digunakan dalam strategi pemasaran perlancongan.</i>					
8.	Travel motivation in volunteerism is to learn, study, relax, charity, education, help groups in need and so on during the time of volunteer tourism.  <i>Motivasi perlancongan dalam kesukarelaan adalah belajar, belajar, santai, amal, pendidikan, membantu kumpulan yang memerlukan dan sebagainya semasa perlancongan sukarelawan.</i>					
9.	Traveling while doing volunteer activities can provide great value in our lives because we not only travel but also gain knowledge and experience.  <i>Melancong sambil melakukan aktiviti sukarelawan dapat memberikan nilai yang besar dalam hidup kita kerana kita bukan sahaja melakukan perjalanan tetapi juga memperoleh pengetahuan dan pengalaman.</i>					
10.	Volunteering in tourism is able to nurture more people out there to participate in these volunteer activities while traveling to do good.  <i>Kesukarelaan dalam perlancongan mampu memupuk lagi ramai masyarakat di luar sana untuk menyertai aktiviti kesukarelaan ini sambil melancong melakukan kebaikan.</i>					

## APPENDIX B

### PPTA II proposal Group 8

#### ORIGINALITY REPORT

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