THE DETERMINANTS OF INTENTION TO STAY AT CAMERON HIGHLAND'S HOMESTAY AMONG YOUNG DOMESTIC TOURISTS

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ABSTRACT

Nowadays, Homestay is a common type of hospitality and accommodation in which visitors share a residence with a resident of the city they are travelling to. There have a lot of aspect that determination of the intention to stay at Cameron Highlands' homestay among young domestic tourists. The homestay service become one of aspect that affecting the intention of young domestic tourists. Therefore, this study, namely the determinants of intention to stay at Cameron Highland's homestay among young domestic tourists. This study has selected a sample size of 384 sets of respondents from residents who are young domestic tourists in Malaysia. The quantitative research using online questionnaire distributed through Facebook, WhatsApp, and Telegram. This study uses non-probability sampling methods and convenient sampling of selected samples. After that, SPSS would use to analyses the collecting data by using the descriptive analysis, reliability test, and Pearson correlation. The result show that all of the independent variable (enjoyment, social benefit, economic benefits, and locational benefits) has a significant relationship with the dependent variable intention to stay at Cameron Highland's homestay among young domestic tourists.

Keyword: Homestay, intention to stay, young domestic tourists, Cameron Highlands'

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ABSTRAK

Pada masa kini, inap desa adalah jenis perhotelan dan tempat penginapan yang biasa di mana pengunjung berkongsi tempat tinggal dengan penduduk bandar yang mereka kunjungi. Inap desa merupakan salah satu pilihan utama ketika melancong ke kebanyakan tempat sama ada di bandar atau luar bandar. Kajian ini akan memberi tumpuan kepada inap desa di Cameron Highland, salah satu tarikan pelancongan di Semenanjung Malaysia. Terdapat banyak aspek yang menentukan niat untuk tinggal di inap desa dalam kalangan pelancong domestik muda. Perkhidmatan inap desa menjadi salah satu aspek yang mempengaruhi niat pelancong domestik muda di Malaysia. Oleh itu, nama tajuk kajian ini ialah faktor-faktor keinginan untuk tinggal di inap desa Cameron Highland dalam kalangan pelancong domestik muda. Kajian ini telah memilih ukuran sampel 384 set responden dari penduduk yang merupakan pelancong domestik muda di Malaysia. Penyelidikan kuantitatif menggunakan soal selidik dalam talian yang diedarkan melalui Facebook, WhatsApp, dan Telegram. Data analysis kajian ini menggunakan kaedah persampelan bukan kebarangkalian dan pengambilan sampel terpilih yang sesuai. Setelah itu, SPSS akan digunakan untuk menganalisis pengumpulan data dengan menggunakan analisis deskriptif, ujian kebolehpercayaan, dan korelasi Pearson. Hasilnya menunjukkan bahawa semua pemboleh ubah bebas (kenikmatan, faedah sosial, faedah ekonomi, dan faedah lokasi) mempunyai hubungan yang signifikan dengan niat pemboleh ubah bersandar untuk menginap di inap desa Cameron Highland dalam kalangan pelancong domestik muda.

Kata kunci: Inap desa, niat untuk tinggal, pelancong domestik muda, Cameron

Highland

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter discuss the introduction of this research study. The purpose of the investigation is to find out the determination of the intention to stay at Cameron Highlands' homestay among young domestic tourists. This chapter includes the background of study, problem statement, research question, research objective, significance of study, scope of study definition of terms, limitation of study and summary.

1.2 BACKGROUND OF THE STUDY

One of a country's biggest strengths is tourism. This is because tourism as an industry, has the ability to produce other socioeconomic benefits for a community. According to Yahaya (2004), as a result of the growing need for access to the countryside, increased

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private accessibility, more leisure time, and the demand for fresh air and active pastimes, homestay is a mixture of tourism and recreation. Malaysia has many locations ideal for the growth of homestay tourism. In order to use and optimize tourism benefits from natural conditions, the UNWTO has made clear proposals to encourage and market Malaysia's tourism and to help Malaysia grow homestay tourism (Taleb Rifai, 2012).

In Malaysia, the tourism industry plays a key role in driving the service sector. The 11th Malaysia Plan emphasize the need to draw high-value visitors to fuel this industry's contribution to the economy. Domestic tourism would be further reinforced in order to offer more industry vibrancy (Zahir Osman & Zulaikha Zakaria,2020). According to Gangaram Biswakarma (2015), tourist understanding of the characteristic of homestay, satisfaction with their experience would certainly allow the future tourists to spread the optimistic gene. These elements are one of the most critical problems facing this homestay destination's viability and success. Adequate attention needs to be paid to the homestay programmes in Malaysia, especially in rural areas, as tourists visiting these destinations yearn for something that can fulfil their standards (Kunjuraman & Hussin,2013).

A homestay program allows travellers to stay with a specific family, connect and witness their homestay family's daily activities, and learn about the culture and lifestyle of the rural community in Malaysia. It cannot be classified as a place to stay. It places a greater emphasis on lifestyle and experience, as well as cultural and economic pursuits. Each homestay program offers a variety of activities, depending on the neighborhood, food, economic activity, and venue. From the nasi dagang in Kelantan to the sumazau dance in Sabah to the longhouses in Sarawak, each state in Malaysia has its own distinct culture. In addition, eco-tourism, especially in visiting homestay accommodation, has

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become more popular and had a continuous growth trend because of changing traveller behaviours. Malaysia travellers are more interested in obtaining a new and exciting experience through living with local people in their real life.

To achieve this, the Malaysian government has developed the Homestay Programme as a policy to develop rural areas through tourism engagement. In 1998, Malaysia's Ministry of Tourism formerly known as the (Malaysian Ministry of Culture, Arts and Tourism) launched the Homestay Program as an alternative accommodation for tourists visiting the country (Kayat & Ashikin, 2005). Tourists have the opportunity to remain with a host group in this programme, as well as learn how the community carries out its everyday lives. According to the statistical data from MOTAC, there were a total of 222 homestays that had been registered under MOTAC and 371 villages that provide Homestay Programme in Malaysia. For few decades, Cameron Highlands has been one of the famous tourist attractions in Malaysia that received huge number of tourists until today. In 2020, Cameron Highlands have received 790, 024 tourists and put them in the top 3 in terms of number of tourist arrivals in Pahang. At this point, many homestay entrepreneurs have born and build homestays near the tourist attractions since the terrain factor in Cameron Highlands have been the push factors for developer to build more hotels or new building which can cause natural disaster. There are many Cameron Highlands' homestays in Malaysia that youth domestic tourist can stay such as Homestay Taman Sedia, Cameron Highlands, Pahang, Wan Fyra Homestay, Tanah Rata, Pahang, Afy Homestay Cameron Highlands, Tanah Rata, Pahang, and others.

According to Jati Kasuma, Mohammed Irsyad Esmado Yusman Yacob, Agnes Kanyan and Hawa Nahar, (2016) the homestay programme is a tourism commodity which, through the Ministry of Tourism, has been given particular importance by the

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Malaysian government. They said the Malaysian homestay is a community-based rest-house where the cost of living is low, and visitors have to stay with their hosts.

The tourist product has evolved over time from being fully regulated by conventional tourism to a relatively diversified industry that for example, meets the individual needs of its participants, the niche market has become an important force in the tourism industry reflecting the ability to diversify and tailor the industry to ensure the sustainability of the product.

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1.3 PROBLEM STATEMENT

Homestay is also regarded as a type of programme of community-based tourism used for the development of rural communities. In order to enhance the quality of life of people living in rural areas, it is an instrument for community growth. To improve their standard of living, homestay operators are able to reap the economic benefits of this form of tourism. The income earned from tourism activities would allow them to live a better life. Yusof, Ibrahim, Muda, & Amin (2012) claimed that community involvement, operations and facilities management, marketing, government assistance, and the problem of sustainability are all important factors in the success of homestay programs.

As required by the Ministry of Tourism, Arts and Culture, a number of requirements need to be met before a homestay operator is eligible to participate in the homestay programme. Access to the main road, no barriers in the house hallway, separate bedrooms and well-functioning toilets are among the conditions, and the homestay operator must be free of any criminal records or sicknesses. Mapjabil, Yusoh, Zainol, & Marzuki (2015) The selected homestay operators would be required to attend various courses before receiving a certificate of registration, according to the statement.

However, tourists and their real needs are still not recognised by most homestay owners, which contributes to the loss of tourists. There are variations in characteristics and attitudes about all, like their tastes or items that concern them. The decision of a visitor to visit a homestay accommodation would affect any "touch point" for visitors, including indoor and outdoor external perceptions. Besides that, there is a problem where a certain youth domestic tourist tends to choose a hotel instead of a homestay. Therefore,

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homestay owners should pay attention to the characteristics of the traveller and their real needs, particularly the requirements for choosing a homestay, in order to help the locals and generate income for the country.

As a consequence, this study intends to help homestay owners draw more youth domestic tourists to stay at their homestay based on the factors of enjoyment, social benefit, economic benefits and locational benefits. For homestay owners, the findings of this study would be useful to learn more about their tourists and to target the right category regarding their characteristics. This would contribute to productive expenditure allocation. In addition, focusing on the correct variables that affect the intention of young domestic tourist visiting homestay accommodation increases the production and marketing strategies, while also reacting with real insight to the target needs.

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1.4 RESEARCH OBJECTIVES

i. To examine the relationship between enjoyment and intention to stay at homestay.

ii. To examine the relationship between social benefits and intention to stay at homestay.

iii. To examine the relationship between economic benefits and intention to stay at homestay.

iv. To examine the relationship between locational benefits and intention to stay at homestay.

1.5 RESEARCH QUESTIONS

i. What is the relationship between enjoyment and intention to stay at homestay?

ii. What is the relationship between social benefits and intention to stay at homestay among?

iii. What is the relationship between economic benefits and intention to stay at homestay?

iv. What is the relationship between locational benefits and intention to stay at homestay?

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1.6 SCOPE OF STUDY

This study is analysing the impact of enjoyment, social benefits, economic benefits, and locational benefit toward intention to stay at Cameron Highlands' homestay among youth domestic tourists. There are many factors that would influence the intention to stay at Cameron Highlands' homestay among youth domestic tourists. In addition, this choice was made because we can identify a people's needs through many factors. The tourist's intention is the customer's overall image of the supplier and the items and services provided by the supplier. In this study, there are some limitations that would happen even though the research aims are reached, but there was some inevitable limitation. This study was implemented on intention to stay Cameron Highlands' homestay among youth domestic tourists, the respondents who are going to answer the questionnaire just the domestic tourists. This means that it was limited only to domestic tourists. Tourists' intention is an issue that is very significant in all marketing activities aimed at enjoyment, social benefits, economic benefits, and locational benefits. Therefore, this study aims to examine the relationship of factors affecting intention to stay at Cameron Highlands' homestay among youth domestic tourists.

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1.7 SIGNIFICANT OF STUDY

Tourists' travel intentions are influenced by their level of assurance in the place (confidence generation) as well as inhibitors, which may cause tourists to respond to other types of information based on their attitudes (Moutinho, 1987). The subjective probability of whether or not customers would or would not take particular actions related to a tourist service can be stated as travel intentions. This shows that Malaysian are affected under various issues toward tourist's intentions. As homestay programs are an important platform to carry out daily tasks like Malaysian people travel in Malaysia. The question of study is the determination of the intention to stay at Cameron Highlands' homestay among youth domestic tourists. Moreover, it would look into the relationship between the independent variable and dependent variable. The independent variable is enjoyment, social benefits, economic benefits and locational benefits. The dependent variable is tourist intention. This study is vital for policy makers such as the Ministry of Tourism, Arts and Culture Malaysia and homestay operators. In fact, the government or non-government organization would pay more attention to the villages and rural areas. This studied would help new research in search of related information about homestay, tourist's intention and others. This study can be used by future researchers as a valuable reference. This could become a secondary resource for potential researchers who use other methodologies such as quantitative methods to present the impact of enjoyment, social benefits, economic benefits, and locational benefits influence on intention to stay at Cameron Highlands' homestay among youth domestic tourists.

1.8 DEFINITIONS OF TERMS

Terms in this research study are determinants of intention, enjoyment, social benefits, economic benefits, and future intention.

1.8.1 ENJOYMENT

Enjoyment means the state or process of taking pleasure in something. It can be described as internal feelings of the person doing particular activity or the exciting activity that are provided at the place. Enjoyment, defined as a good impression resulting from positive stimuli or a feeling of contentment, is an essential component of a well-balanced life. (Joanna & Elżbieta, 2018). Marinao (2017) In tourism literature, it has also been stated that satisfaction can be the outcome of the tourist's perception of the place's value. It can also be attained as a result of emotional enjoyment, perceptions of the destination's image, or perceptions of the quality of the services given at the location.

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1.8.2 SOCIAL BENEFITS

Social benefits can be defined as beneficial things under a social security system such as getting to know and experience the local culture at the tourist place. Other than that, the social benefits also mean to have the social relationship with the local community. Traditional cultures are preserved, intercultural communication and understanding are improved, social welfare, quality of life is better, shopping is better, and leisure opportunities are expanded (Tomoko & Samuel, 2009).

1.8.3 ECONOMIC BENEFITS

Economic benefits are benefits that can be quantified in terms of money generated. The economic benefits in the context of homestays programs can be described as the price offer which may offer affordable price or have cheaper price from the other accommodation available. Economic benefits are usually regarded as the most important benefits of tourism and include increased employment opportunities, income generation, tax revenue and improved standard of living (Tomoko & Samuel, 2009)

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1.8.4 LOCATIONAL BENEFITS

Location means a particular place or position while locational benefits define the variety of amenities provided at the location such as public transport, tourist attraction, shops and more. This factor helps a lot to attract more tourists to visit the place with variety amenities offered in one place. A destination's allure the ability of destination attributes to suit the needs of tourists is assessed (Mayo & Jarvis, 1981).

1.8.5 DETERMINANTS OF INTENTION

Determinants of intention can be described as a person's feelings on choosing homestay as their main accommodation during their holiday. Ajzen (1991) defined behavioural intention is a user’s readiness to carry out a particular behaviour.

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1.9 SUMMARY

In this chapter, researchers give the overview of the study about determinants of intention to stay at Cameron Highlands' homestay among young domestic tourists in Malaysia. Researchers also explain the background of the study, problem statement, research questions and research objectives, the scope of study, significance of study and definition of terms.

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CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This following chapter is going to discuss the details about literature review of the determinants of intention to stay at Cameron Highlands' homestay. The first part of this chapter gives a brief description of enjoyment, social benefits, economic benefits, and locational benefits. The main purpose of our research is to determine the intention to stay at Cameron Highlands' homestay among youth domestic tourists. It would continue with the review of the relevant relationship between independent variable (IV) and dependent variable (DV) and a proposed conceptual framework. This chapter would end with the conclusion which summarizes the major session**.**

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2.2 HOMESTAY

Homestay is a type of tourism program that allows visitors to rent a room from a local family and learn about their culture (Ministry of Tourism, 2011). By operating homestays, the local family would also benefit financially in the form of additional income from rents (Hadi, Hamzah, Khalifah, Mohamad, Mustafa & Razzaq, 2011). According to the Ministry of Tourism (2011), one of the fastest and easiest methods to promote the real Malaysia is homestay program. It would enable guests to experience and understand the village lifestyles, foods and cultures.

According to McIntosh and Siggs (2005), As evident in the growing empirical studies on the phenomenon, the recent demand for homestay accommodation has been enormous. While the idea of homestay is not recent, it is seen as a form of tourist accommodation that allows visitors to stay at a destination in local homes (Gu and Wong, 2006). Therefore, visitors pay to stay with host families directly or indirectly (Lynch, 2003). Homestay refers to an accommodation choice for Welsh (2001: 4), It provides complete board and accommodation for students studying in a foreign nation, allowing them to become acquainted with the culture, language, and social systems of that nation.

Recently, a comprehensive body of literature on homestay has appeared. These include those exploring homestay tourism only from the point of view of host families (Amin et al., 2013; Brown and Lin, 2010; Engel, 2011; Gu and Wong, 2006; McIntosh et al., 2010; Osman et al., 2008; Richardson, 2004; Sweeney, 2008; Yusnita et al., 2012) and those from the point of view of guests only (Butcher and McGrath, 2004; Gutel, 2005; Hamzah, 2010; Hsu and Lin, 2011, Juveland, 2011; Musa et al., 2010; Seubsamarn,

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2009). Both host families and visitors were researched by some scholars (Campbell and Xu, 2004; Kayat, 2010; Kerdpermpoon, 2003; McIntosh and Siggs, 2005; Wang, 2007), while others studied both host families and coordinators of homestay. (2010 by Bruederle; 2006 by Liu).

Wang (2007) found that witnessing authentic local culture was one of the key reasons for choosing homestay. Statistically, due to 'Naxi culture or lifestyle,' the author discovered that about 45% of respondents preferred homestay. As Lynch and Tucker (2003) 'Having a relationship with local people' is one of the main advantages for choosing specialized lodging such as a homestay,' writes the author succinctly. Ibrahim and Razzaqq have confirmed this socio-cultural inspiration (2010). Lower costs, comfort, and convenience in guest rooms, Naxi home architecture and a feeling of being at home are other motivations worth noting (Wang, 2007). In addition, environmental protection is among the factors for selecting homestay facilities (Ibrahim & Razzaq, 2010; Roberts and Hall, 2001).

2.3 DETERMINANTS OF INTENTION TO STAY

The purpose of previous studies is described as "a stated probability of engaging in behaviour" (Oliver, 1997, p. 28). The expected behaviour theory (TPB) indicates that greater intent to conduct behaviour can lead to a higher degree of actual behaviour (Ajzen, 1991). Alegre and Cladera (2009) suggested that much research on tourist intentions

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centred on the variables that decide the intention to behave. Research on behavioural intentions therefore remains a significant topic in the study of tourism, as positive intentions display tourist loyalty (Prayag, Hosany, & Odeh, 2013). However, in addition to their enthusiasm for recommending the place to others, observational studies on travellers' intents to visit or revisit a place have lately been conducted (Isa and Ramli, 2014; Ahmed and Azam, 2010) (Sun et al., 2013; Kim and Brown, 2012; Rajaratnam et al., 2015).

Alexandris et al. (2002) reported that the perceived standard of service is a predictive factor in a substantial shift in behavioural intentions as well as intentions to select or buy. According to Ahmed and Azam, 2010; Alegre and Cladera, (2009), The impact of tourist plans on the choosing of places plays a vital role in tourism marketing by driving demand and assisting tourists in decision-making. As a result, proper knowledge and awareness of the elements influencing tourists' intentions are required in order to develop and implement successful plans and policies, which would improve tourism demand. Therefore, this research comprehensively examines the four large variables of tourist behavioural intentions, namely, enjoyment, social benefits, economic benefits, and locational benefits.

2.3.1 ENJOYMENT

This study is to identify enjoyment is the determinant of intention to stay at Cameron Highland 's homestay. Enjoyment means the state or method of enjoyment. It

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can be defined as an inner feeling or exciting activity of the individual doing a specific activity in the area. Play is an important part of a balanced life and is known to be a positive impression because of positive stimulus or otherwise fulfilment (Joanna & Elżbieta 2018). Identification of enjoyment and internalization characterized by the highest degree of psychological and emotional attachment to behaviour affect (Hwang, 2005). The instrumental character or enjoyment of the activity itself is a fundamental dimension of intrinsic motivation (Deci & Ryan, 1985; Lindenberg, 2001). Software developers contribute with intrinsic inspiration to open-source projects through pleasure and a feeling of competence. The enjoyment is an important factor in the use of information systems (Van der Heijden, 2004) and in information practises linked to sharing activities, as well like online sharing; (Nov, et al., 2010). However, the initial reason for working together does not justify or forecast sustained involvement (Fang & Neufeld, 2009).

An inquiry into the ongoing use of social networking sites has shown that the primary driver for enjoyment. (Lin & Lu, 2011). Social networking services and related service formats used elsewhere are particularly useful in promoting relationships (Hamari & Koivisto, 2015), which are main determinants inherently motivated use, such as pleasure.

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2.3.2 SOCIAL BENEFITS

Based on OECD Glossary of Statistical Terms in year 2001, Social benefits are existing transfers earned by households to meet the needs resulting from such conditions or situations, such as disease, unemployment, retirement, accommodation, education or family circumstances. According to Murphy, (1985), The image of tourism is influenced by both locals and nearby locations; the host community must work together to increase access to and develop these properties. During their stays, visitors are offered a range of packages and activities. These guests stay with a local family in a rural home and learn about close-knit family relationships, home-cooked cuisine, and the basic lifestyle of the countryside.

However, the understanding it engenders creates among tourists and hosts is one of the social benefits of tourism. Understandably, the cultures of different countries have variations. There are variations between the cultures of one part of the country and another part of the same country, also within nations. They can understand each other culturally, as visitors and hosts communicate. In the previous study, Guttentag (2013) asserts that tourists expect social experience from living with residents, adding to real travel experiences. Furthermore, Kim, Yoon, and Zo (2015) argue that direct interactions in peer-to-peer systems with other users (e.g., guest-host interactions in peer-to-peer accommodation) ultimately promote the establishment of social relations beyond

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economic exchanges. Therefore, it can be suggesting that the attainment of social benefits through staying in peer-to-peer accommodation led to the intention of staying at Cameron's homestay in the future.

2.3.3 ECONOMIC BENEFITS

One of the biggest advantages of tourism is the ability to profit from foreign exchange earnings. Tourism expenditures increase revenue for the host economy. In the economy, the revenue the country earns from tourism can then be reinvested. Pusiran & Xiao, 2013; Kayat, (2010) claimed that other from conserving Malaysia's traditions and ecology, the main motive for becoming a Homestay Program operator is to generate more revenue. According to Liu (2006), Homestay businesses may provide visitors not only with cheaper alternative accommodation but also with additional income to operators. Besides, Bhuiyan et al. (2011) reported that such homestay businesses give the local communities immediate benefits in terms of substantial work opportunities and enhanced quality of life.

Previous research into the drivers of satisfaction and intention to use peer-to-peer services in general has begun to surface in the business literature. For example, factors such as sustainability, enjoyment, and economic rewards have been found as influencing behavior in a peer-to-peer sharing network. (Hamari, Sjöklint, and Ukkonen, 2015). The effects of several of these drivers on satisfaction and possible intention to use peer-to-peer services were identified: cost savings, belonging to the community, familiarity, trust, and utility. This research, on the other hand, did not distinguish between consumers and

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suppliers and customers. (e.g, hosts and guests), contributing to a lack of specification in terms of satisfaction and purpose (Möhlmann, (2015). Hence, this study would focus on young domestic tourists to investigate the determinants of intention to stay at Cameron Highland 's homestay.

2.3.4 LOCATIONAL BENEFIT

The goal of this research is to discover a number of locational elements that homestay executives evaluate while deciding on a location. These considerations include the character and size of the city where the hotel is located, the region's political stability, the environment within the region, and the perception of the region as a desirable commercial site. (Assaf, Josiassen, & Agbola, 2015). Dunning and Kundu (1995) are already using the views of hotel and homestay managers from various destinations as their data to illustrate these locational variables. The locational factors that make a destination a preferred homestay using real on-location data from a broad location benefit (Dunning and Kundu (1995). Tussyadiah and Zach (2015) considered facilities and location comfort as significant characteristics for accommodation guest assessment. As a result, it is proposed that the benefits of accommodation amenities and location, which reflect utility and quality of service, lead to guest pleasure and, as a result, behavioral intentions to use the services again in the future. Norlida Hanim, et al. (2011) as cited in (Kunjuraman & Hussin, 2013), The satisfaction of both visitors with the destinations visited depends on one location to some other. This is because every destination has its own tourism products that are regarded by tourists as unique. There is no difference in

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the issue of satisfaction between local and foreign tourists as the tourism industry can only be strengthened if attempts to improve are continuously carried out.

2.4 CONCEPTUAL FRAMEWORK

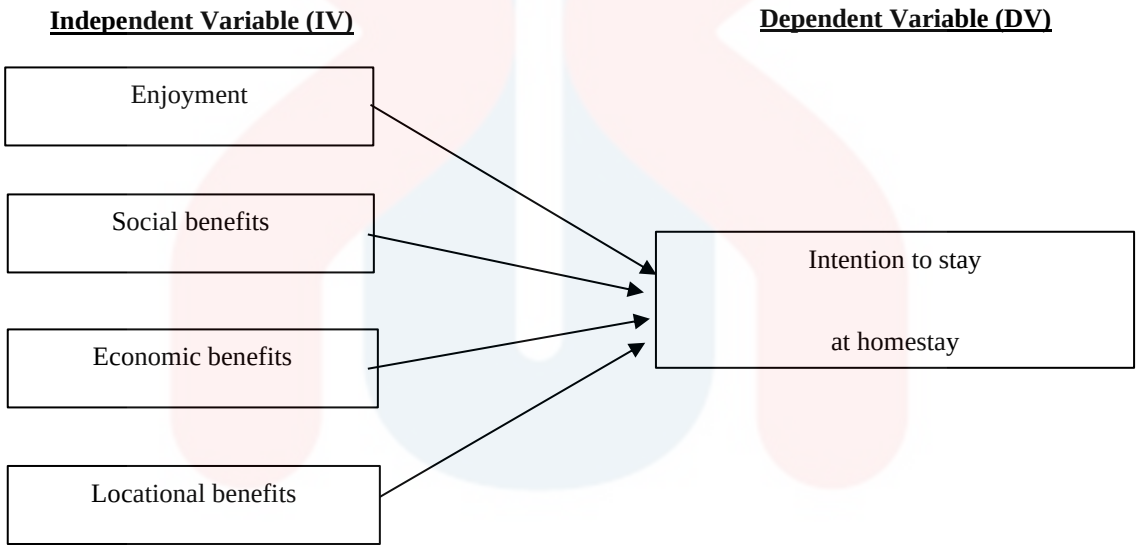

Figure 1 shows the conceptual framework of the determinants of intention to stay at Cameron Highland's homestay among young domestic tourists.

Figure above shows the few of independent variable (IV) and dependent variable (DV) of this research. The few of independent variable (IV) were the determinants of intention to stay Cameron Highlands' homestay while the dependent variable (DV) is the influence among young domestic tourists. There is a lot of independent variables (IV) on this research. However, we only choose four which are enjoyment, social benefits, economic benefits and locational benefits. The Figure above shows the relationship dependant variable (DV) independent variable (IV) is the determinants of intention to

stay Cameron Highlands' homestay among youth domestic tourist such as enjoyment, social benefits, economic benefits and locational benefits.

2.5 HYPOTHESIS

There are 3 hypotheses would be carried out to determine the intention to stay Cameron Highland 's Homestay among young domestic tourists. In other words, guests expect internal and external rewards from tourist's intention to stay at Cameron Highland's homestay, and attaining these benefits motivates people to act in the future. Internal and external rewards are divided into four categories in this study: enjoyment, social advantages, economic advantages, and locational benefits. These criteria are antecedents of behavioural tourists' intention to stay at Cameron Highland's Homestay among young domestic visitors, as they reflect returns on consumption.

H1: There is a relationship between enjoyment toward intention to stay Cameron Highlands' homestay among young domestic tourists.

H2: There is a relationship between social benefits toward intention to stay at Cameron Highlands' homestay among young domestic tourists.

H3: There is a relationship between economic benefits toward intention to stay Cameron Highlands' homestay among young domestic tourists.

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H4: There is a relationship between Locational benefits toward intention to stay Cameron Highlands' homestay among young domestic tourists.

2.6 SUMMARY

This study investigates the relationships of enjoyment and intention to stay at Cameron Highland's homestay among young domestic tourists in Malaysia. Besides that, this study also investigates the relationship between social benefits that influence the intention to stay at Cameron Highland's homestay among young domestic tourists in Malaysia that are including get insider tips on local attractions, have more meaningful interaction with locals, get to know people from the local neighbourhoods, develop social relationships, and connect with locals. Next, this study also investigates the relationship between economic benefits and intention to stay at Cameron Highland's homestay among young domestic tourists in Malaysia. In addition, this study also investigates the relationship between future intention and intention to stay at Cameron Highland's homestay among young domestic tourists in Malaysia. Overall, the other factors that influence intention to stay at Cameron Highland's homestay include word of mouth, motivation, destination image, and so on.

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CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter is about research methodology. This chapter defines the research method used to complete this study. In the further explanations this chapter would be discussing the research design that is being used to carry out this study, target population, sample size, sampling method, data collection, research instrument, data analysis and would close by the summary of this chapter.

3.2 RESEARCH DESIGN

The data was gathered using a research method and analysed for the goal of acquiring information. Descriptive analysis has been used in the study. When doing a descriptive analysis, specific data collection can be obtained. In addition, quantitative analysis has been used to measure data and provide evidence based on generic and generally applied types of statistics. In this study, quantitative can be applied because this

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study wants to find the data about the determinants of intention to stay at Cameron Highlands' homestay. Based on the judgment of the individuals and using the truth procedure can persuade the quantitative research (Sorensen, A.G., 2001).

Questionnaire was used in this study to gather input from respondents. The questionnaire was designed to analyse the relationship between the factor of enjoyment, social benefits, economic benefits, and locational benefits that can lead on the determinants of intention to stay at Cameron Highlands' homestay among youth domestic tourist youth between 15 until 30 years old.

The use of questionnaires is useful, inexpensive, fast, and effective. Relevant work has therefore been used to prevent errors in data collection. This study would also consider the evidence that some of those who had an intention to stay homestay in Cameron Highlands and even this study want to know that determinants of intention to stay at Cameron Highlands' homestay among youth domestic tourist.

3.3 POPULATION

Population refers to the researcher wishes to investigate things, people, or events (Mukesh et al., 2013). This research investigates young domestic tourists who have the intention to stay at Cameron Highlands' homestay. According to MOTAC, total tourist arrivals in Cameron Highland were 1.01 million in 2016, 1.33 million in 2017 and 1.44 million in 2018, of which 35% were international tourists. However, according to

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Tourism Pahang Malaysia, statistics of tourist arrival at Cameron Highland in 2019 is 1.43 million in January to December while 733 thousand in January to September in 2020.

3.4 SAMPLE SIZE

The sample refers to the population element. The subject is known as the sample participant, and the total number of subjects in the sample is known as the sample size. Normally, the sample size is determined by the population. Based on the Malaysia statistics, the population for the youth Malaysian was 8.3million Malaysians aged between 15-30-year-old. According to Krejcie and Morgan (1970), the appropriate sample is 384 for the population, which is more than 1, 000, 000. This is because the sample size grows as the population rises. Based on Krejcie and Morgan (1970), there are 384 of the young domestic tourists would select in order to obtain result in this study.

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

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

Note.—*N* is population size.
S is sample size.

Source: Kerjcie and Morgan (1970).

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3.5 SAMPLING METHOD

The technique of sampling is a method of selecting an appropriate subgroup from a population to participate in the research we are discussing. The different individuals would be chosen for the purpose of study. It was clear how the selected individuals were represented by the large group from which they were chosen. In addition, sampling is evaluated by samples and non-probability sampling. In this study, to fulfil the research goal, a non-probability technique was chosen. Etikan & Bala, (2017), Quota sampling, convenience sampling, purposive sampling, self-selection sampling, and snowball sampling are five forms of non-probability sampling techniques. Purposive sampling is defined as a judgemental, selective, or subjective sampling, would be a type of non-probability sampling in which researchers choose people from the public to participation in their studies based on their own judgement. Purposive sampling allows researchers to collect a lot of information from their collected data. This encourages researchers to investigate the significant implications of about their study results for the general public. Purposive sampling would be chosen due to the fact that it is extremely time and cost-effective when compared to other sampling methods. Since there are a limited number of primary data sources who can contribute to the study, then purposeful sampling could be the only feasible option. However, as for this study, researcher shall use purposive sampling when a difficult-to-reach population needs to be measured.

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3.6 DATA COLLECTION PROCEDURE

In this study, there are two categories of data collection which are primary and secondary data. Primary data are data collected for the particular research issue at hand, using processes that best match the research problem. Primary data can be described as data that researchers collect from first-hand sources using tools for data collection, such as surveys, questionnaires, interviews, or experiments. It can be viewed as original knowledge gathered for a particular research objective (Hox, J. J., & Boeije, H. R,2005). This study was applied to primary data and secondary data order to gather accurate information and data of study. In this study, primary data defines an original data source that data was gathered in research from first-hand source for specific research purposes. The population members would determine the survey and conduct a questionnaire survey, and it would record the answer by researcher. For this study, 384 sample is needed, which is among young domestic tourists. All young domestic tourists in the sample must have the same probability that each sample of size n is selected, 384 visitors from the population have the same chance of being selected. By using online Google forms, the researcher receives data through online questionnaires and distributes it through social media such as WhatsApp's, Facebook, and others. Apart from that, it is more popular to use this kind of method of data collection. Respondents were selected based on several characteristics. The respondents must be young domestic tourists. To make sure the respondents selected are qualified to all the criteria stated above, researchers would mention on the google form about only for young domestic tourists, before respondents answering the questionnaire. Besides that, for secondary data, researchers can get

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secondary data from many information which are magazines, Internet sources, newspapers, journals, book text and other.

3.7 RESEARCH INSTRUMENT

A Research Instrument is a tool used to collect, measure, and analyze data related to your research interests. Taherdoost (2016) questionnaires are one of the most effective data gathering tools for obtaining useful information. The questionnaire will be distributed to responders via the internet. This is because it is the most convenient way to contact the respondents. Table 3.2 below shows all the items including further explanation for each section.

Table 3.2: Questionnaire composition.

Sections	Items	Number of Items	Supporting References
Section A	Demographic data	5	Tussyadiah (2016) Researchers
Section B	Determinants of intention	18	Tussyadiah (2016)

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3.7.1 Questions Used in Section A of Questionnaire

In this section, the purpose is to collect the data of respondents' demographic profile. There would be questions about gender, youth domestic tourists' age, ethnicity, youth domestic tourists' state, and respondents' occupation. Table 3.3 show the items included in this section.

Table 3.3: Questions Used in Section A of Questionnaire – Demographic Profile of Respondents.

Dimensions	Supporting References	Items
Demographic profile of respondents	Tussyadiah (2016) Researchers	1. Gender (male; female) 2. Age (15 to 20 years old); 21 to 25 years old); (26 to 30 years old) 3. Ethnicity (Malay, Chinese, Indian and others) 4. Residence state (West Malaysia (In Pahang; West Malaysia (Outside Pahang); East Malaysia) 5. Occupation (Student; Employee; Unemployed; Self-employed)

3.7.2 Questions Used in Section B of Questionnaire

In this study, Section B would be developed to study Determinants of Intention to stay at Cameron Highlands' homestay. There would be 18 items for the factors of enjoyment, social benefits, economic benefits, and locational benefits. According to previous study by Tussyadiah (2016), researchers would use Five-point Likert scale for respondents to indicate their level of agreement. It would be range from one (1) "strongly disagree" to five (5) "strongly agree). Table 3.4 shows the items included.

Table 3.4 Five-point Likert Scale.

Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
1	2	3	4	5

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Table 3.5: Questions Used in Section B of Questionnaire – Determinants of Intention to Stay at Cameron Highland's Homestay.

Dimensions	Supporting References	Study Contents
Enjoyment	Tussyadiah (2016)	1. Staying at Cameron Highland's homestay is enjoyable. 2. Staying at Cameron Highland's homestay is exciting. 3. Staying at Cameron Highland's homestay is interesting. 4. Staying at Cameron Highland's homestay is fun. 5. Staying at Cameron Highland's homestay is pleasant.
Social Benefits	Tussyadiah (2016)	1. Staying at Cameron Highland's homestay allows me to get insider tips on local attractions. 2. Staying at Cameron Highland's homestay allows me to have a more meaningful interaction with locals. 3. Staying at Cameron Highland's homestay allows me to get to know people from the local neighbourhoods. 4. Staying at Cameron Highland's homestay allows me to develop social relationships. 5. Staying at Cameron Highland's homestay helps me connect with locals.
Economic Benefits	Tussyadiah (2016)	1. Staying at Cameron's homestay saves me money.

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		2. Staying at Cameron Highland's homestay helps lower my travel cost. 3. Staying at Cameron Highland's homestay makes travel more affordable. 4. Staying at Cameron Highland's homestay benefits me financially.
Locational Benefits	Tussyadiah (2016)	1. I will stay at Cameron Highland' homestay because it's close to transportation. 2. I will stay at Cameron Highland's homestay because it is close to restaurants. 3. I will stay at Cameron Highland's homestay because it is close to shops. 4. I will stay at Cameron Highland's homestay because it is close to tourist attractions.

3.8 DATA ANALYSIS

According to Uma Sekaran & Roger Bougie (2016), in the data analysis step, the data that would be collected would be statistically analysed to see if the hypotheses that were generated have been supported. In this study, researchers plan to use descriptive analysis which is the common method that is being used by researchers in quantitative methods.

3.8.1 DESCRIPTIVE ANALYSIS

Descriptive analysis is an analysis method that uses descriptive statistics. This analysis method commonly used by researchers to summarize data collection and find patterns. Research Methods Knowledge Base by Trochim (1999) stated that, descriptive statistics that are used in this method usually are median to find a set of values' numerical average, mode to find common value in a set of values and percentage to present the data of respondents. Descriptive analysis is suitable to use for this study because it is easy to find error in data calculation and no questionnaire needs to be thrown. Descriptive analysis is best to use in limited sample research and in small populations.

3.8.2 RELIABILITY ANALYSIS

The consistency and stability of the data are tested as part of the reliability analysis. The consistency of the items would reflect how well they measure the topic as a whole. Cronbach's alpha, often known as the dependability coefficient, is a measure of how well elements in a collection are positively associated. Cronbach's alpha is used in this method to measure the reliability in multiple-question Likert scale. There would be higher internal consistency reliability in the measure when Cronbach's alpha is closer to 1.

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Table 3.6: Rule of Thumb Cronbach's Alpha

Cronbach's Alpha	Internal Consistency
$0.9 \leq \alpha$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$06 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Source: Stephanie (2014)

3.8.3 Pearson Correlation

Pearson Correlation matrix would be used to indicate the direction, strength, and significance of the bivariate relationships among all variables that would be measure at an interval or ratio level. Pearson's correlation coefficient (r) is a measure of the strength of the association between two variables.

In this study, Pearson Correlation analysis would be used to investigate the relationships between enjoyment, social benefits, economic benefits, and locational benefits towards determinants of intention to stay at Cameron Highlands' homestay among youth domestic tourists. The result of questionnaire would be plotted for each factor in the scatter diagram. If the figure shows 1, it would be a perfect positive correlation between two variables but if the figure shows -1, it means the result is a perfect

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negative correlation while 0 would means there is no linear relationship between the two variables. Table 3.7 below shows the rule of thumb of Correlation Coefficient size.

Table 3.7: Rule of Thumb of Correlation Coefficient Size.

Coefficient Range (r)	Strength of Correlation
0.9 to 1.0 / -0.9 to -1.0	Very High
0.7 to 0.9 / -0.7 to -0.9	High
0.5 to 0.7 / -0.5 to -0.7	Moderate
0.3 to 0.5 / -0.3 to -0.5	Low
0.0 to 0.3 / -0.0 to -0.3	Little, if any

Source: Hinkle, Wiersma and Jurs (2003)

3.8.4 Pilot Study

Pilot study is one of the essential steps in any types of research studies. In general, a pilot study can be utilized as a scaled-down version of a larger study or as a test run in advance of a larger study. (Polit et al. 2001). The major goal of a pilot study is to see if the proposed strategy that the researchers would employ in the main study is feasible. (Leon et al. 2011).

There would be a total of 30 sets of questionnaires to be distributed to targeted respondents which are youth domestic tourists because it is the minimum requirement to

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conduct pilot study analysis. Pilot study is essential to be conducted in quantitative research with questionnaire because it can help to give clarification to respondents. It would be conducted to test the respondents' level of understanding towards the study. The data collected can be analysed with minimal mistakes and errors and can be fixed after the data been collected back from respondents.

3.9 SUMMARY

In this chapter, researchers discussed about the research design that would be used in this study which are descriptive analysis, quantitative analysis, and questionnaire. Furthermore, population and sample size were also discussed in this chapter. The population of this study is youth domestic tourists who have the intention to stay at Cameron Highlands' homestay while sample size of this study is 384 for the population. Sampling method also being mentioned with non-probability technique as the selected method of this study. For data collection, researchers choose to use both primary data and secondary data. Apart from that, the research instruments that would be used in this study is the questionnaire survey. Next, in data analysis, researchers used descriptive analysis, reliability analysis, Pearson's correlation and pilot study in this study.

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CHAPTER 4

RESULTS AND DISCUSSION

4.1 INTRODUCTION

This chapter discussed the result that obtained by distribution of questionnaire toward the target population of study that have been taken. This section would also describe the aim of the study which is the relationship between the independent variable (Enjoyment, Social Benefits, Economic Benefits and Locational Benefits) towards the determinants of intention to stay at Cameron Highland's homestay based on the data collected from 384 young domestic tourists. In general, this chapter would start with description on demographic of respondents, follow by question regarding the reason, benefit and component that concern by young domestic tourists in consumption determination of intention stay at Cameron Highland. Data obtained from the questionnaire has been evaluated by software program using Statistical Package for the Social Science (SPSS). Away from that, the results of the pilot test and the reliability test would be performed in the scale measurement analysis section. Pearson correlation was used to explore the relationship between the independent and dependent variables of the sample in order to analyse and address the research purpose and problem.

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4.2 RESULT OF RELIABILITY TEST

This study used reliability analysis to test the data's consistency and stability by calculating the questionnaire survey's dependability. Cronbach's Alpha was used in this study to measure each of the variables to determine how well items in a set are positively associated with one another.

Table 4.2 shows the result of reliability Cronbach's Alpha for the independent variables and dependent variable.

Table 4.2: Result of the Reliability Analysis

Variable	Cronbach's Alpha	Number of Items
Independent Variables (IV)		
Enjoyment	0.882	5
Social Benefits	0.863	5
Economic Benefits	0.861	4
Locational Benefits	0.781	4
Dependent Variable (DV)		
Intention to stay at a homestay	0.808	3

According to the table above, the average result of the reliability analysis is good based on the internal consistency of Cronbach's Alpha. The good value for Cronbach Alpha ranges from 0.7-0.9. All independent variables got a good result except the fourth

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independent variable that got an acceptable outcome. Independent variables of enjoyment, social benefits, and economic benefits have a good result but a different value of Cronbach's Alpha with 0.882, 0.863, and 0.861, respectively. However, the independent variable of locational benefits has an acceptable result with the lowest value, the 0.781 value of Cronbach's Alpha. Furthermore, the independent variable of enjoyment and social benefits has the same number of items and used five questions in the questionnaire survey. In comparison, the independent variable of economic benefits and locational benefits also has the same number of items and four questions in the questionnaire survey.

Besides that, the dependent variable of intention to stay at homestay has a good result too, and the value of Cronbach's Alpha is 0.808. In the questionnaire survey, this DV used three questions to participants. Generally, all of the variables pass the reliability test since the strength of variables are more significant than 0.60 value. Therefore, the researchers can conclude the reliability analysis based on Cronbach's Alpha to measure all variables accurately.

4.3 DEMOGRAPHIC PROFILE OF THE RESPONDENT

This segment is about the respondent demographic profile and their background such as gender, age, race, residence state, occupation, income per month, experience stay

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at Cameron's Highlands homestay, platform use regularly, frequency stay at Cameron's Highlands homestay and the choosing the type of room.

4.3.1 GENDER

According to the result in the table 4.3.1 there are 384 respondents that took part in answering this questionnaire which is 188 (49.0%) from male respondents and 196 (51.0%) from female respondents. That is because, female was natural romantic plot, more sensory, showing off life, escape and freshness than male.

Table 4.3.1 Number of Respondent by Gender

Gender	Frequency	Percentage %	Valid percent	Cumulative percent
Male	188	49.0	49.0	49.0
Female	196	51.0	51.0	100.0
Total	384	100.0		

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4.3.2 AGE

Table 4.3.2 shows the age range of respondent. The majority of respondent is from age 20-24 years accounted for 69.3% (266 respondent). Next is from age 25-30 years old that accounted for 17.4% from 67 respondents. And lastly are 51 respondents from age 15-19 years old accounted for 13.3%.

Table 4.3.2 Number of Respondent by age

Age (years old)	Frequency	Percentage %	Valid percent	Cumulative percent
15-19	51	13.3	13.3	13.3
20-24	266	69.3	69.3	82.6
25-30	67	17.4	17.4	100.0
Total	384	100.0		

4.3.3 RACE

The table 4.3.3 show that most of the respondent in race is from Malay with 182 respondents (47.4%). Next, followed by race from Chinese with 131 respondents

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(34.1%). Race from Indian with 47 respondents (12.2%). Lastly, race from others with only 24 respondents (6.3%).

Table 4.3.3 Number of Respondent by Race

Race	Frequency	Percentage %	Valid percent	Cumulative percent
Malay	182	47.4	47.4	47.4
Chinese	131	34.1	34.1	34.1
Indian	47	12.2	12.2	93.8
Others	24	6.3	6.3	100.0
Total	384	100.0		

4.3.4 RESIDENCE STATE

There are 13 state which is from 384 respondents that answering the questionnaire. The State that has same amount of the respondent with 41 respondents (10.7%) is Johor and Kedah. Next, the same amount of the respondent with 21 respondents (5.5%) followed by Melaka and Perak. The state that has same amount again with 16 respondents (4.2%) followed by Sabah and Penang. The State from Kelantan is 37 respondents (9.6%). State form Negeri Sembilan with 38 respondents (9.9%). Next, State from Pahang is 27 respondents (7.0%). State from Perlis is 18 respondents (4.7%).

The higher of respondent is from state Selangor with 50 respondents (13.0%). State from Terengganu with 25 respondents (6.5%). Lastly, state from Sarawak with 33 respondents (8.6%).

4.3.4 Number of Respondent by Residence State

Residence State	Frequency	Percentage %	Valid percent	Cumulative percent
Johor	41	10.7	10.7	10.7
Kelantan	37	9.6	9.6	20.3
Kedah	41	10.7	10.7	31.0
Melaka	21	5.5	5.5	36.5
Negeri Sembilan	38	9.9	9.9	46.4
Pahang	27	7.0	7.0	53.4
Perak	21	5.5	5.5	58.9
Perlis	18	4.7	4.7	63.5
Selangor	50	13.0	13.0	76.6
Terengganu	25	6.5	6.5	83.1
Sarawak	33	8.6	8.6	91.7
Sabah	16	4.2	4.2	95.8
Penang	16	4.2	4.2	100.0
Total	384	100.0		

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4.3.5 OCCUPATION

Table 4.3.5 show the type of occupation that consists of student, government sector, private sector and self-employed. The majority of the respondent is from Student who accounted for 237 respondents which contributes 61.7%. Then, 62 respondents are from government sector that accounted for 16.1%. Next, private sector with 57 respondents that accounted for 14.8%. Lastly, is from self-employed with 28 respondents that accounted 7.3%.

Table 4.3.5 Number of Respondent by Occupation

Occupation	Frequency	Percentage %	Valid percent	Cumulative percent
Student	237	61.7	61.7	61.7
Government Sector	62	16.1	16.1	77.9
Private Sector	57	14.8	14.8	92.7
Self-employed	28	7.3	7.3	100.0
Total	384	100.0		

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4.3.6 INCOME PER MONTH

Based on the table 4.3.6 shows the average monthly income. The majority income from the respondent is from RM 0-1000 with 215 respondents (56.0%). Second is income from RM1001-2500 with 100 respondents (26.0%). Next is income per month from RM2501-3500 with 44 respondents (11.5%). And the balance 25 respondents (6.5%) have income RM3500 and more.

Table 4.3.6 Number of Respondent by Income Per Month

Income per month (RM)	Frequency	Percentage %	Valid percent	Cumulative percent
0-1000	215	56.0	56.0	56.0
1001-2500	100	26.0	26.0	82.0
2501-3500	44	11.5	11.5	93.5
3500 and more	25	6.5	6.5	100.0
Total	384	100.0		

4.3.7 EXPERIENCE STAY AT CAMERON HIGHLAND'S HOMESTAY

Based on the result showed on the table 4.3.7 there are 320 respondents (83.3%) mentioned that have experience stay at Cameron Highland's homestay. Followed by 64 respondents (16.7%) that mentioned do not have any experience staying at Cameron Highland's homestay.

Table 4.3.7 Number of Respondent by Experience Stay at Cameron's Highlands Homestay

Experience	Frequency	Percentage %	Valid percent	Cumulative percent
Yes	320	83.3	83.3	83.3
No	64	16.7	16.7	100.0
Total	384	100.0		

4.3.8 REGULARLY PLATFORM

Table 4.3.8 showed the number with 384 respondents that has used what platform respondent used regularly. Majority of the platform they used with 180 respondents (46.9%) is Booking.com. Followed by Airbnb with 94 respondents (24.5%). Next, Home

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Away with 80 respondents (20.8%) and lastly the few platform respondents used with 30 respondents (7.8%) is Roomorama.

Table 4.3.8 Number of Respondent by Regularly Platform

Platform	Frequency	Percentage %	Valid percent	Cumulative percent
Airbnb	94	24.5	24.5	24.5
Home Away	80	20.8	20.8	45.3
Roomorama	30	7.8	7.8	53.1
Booking.com	180	46.9	46.9	100.0
Total	384	100.0		

4.3.9 FREQUENCY STAY AT CAMERON HIGHLAND'S HOMESTAY

Table 4.3.9 showed that the frequency 384 respondent staying at Cameron's Highlands Homestay. The majority frequency the respondent has visited Cameron's Highlands Homestay is about once a year accounted for 170 respondents (44.3%). Next, followed by about once every other year with 142 respondents (37.0%). 2-3 time a year is accounted for 47 respondents (12.2%) and lastly is frequency stay at Cameron's Highlands Homestay more than 3 times a year accounted for 25 respondents (6.5%).

Table 4.3.9 Number of Respondent by Frequency Stay at Cameron Highland's Homestay

Frequency (stay)	Frequency	Percentage %	Valid percent	Cumulative percent
About once every other year.	142	37.0	37.0	37.0
About once a year	170	44.3	44.3	81.3
2-3 times a year.	47	12.2	12.2	93.5
More than 3 times a year.	25	6.5	6.5	100.0
Total	384	100.0		

4.3.10 TYPES OF ROOM

All the 384 respondent has their own type of room they choose. The type of room has shared room and private room. Shared room is the majority the respondent chooses with 226 respondents (58.9%) and type of private room with 158 respondents (41.1%).

Table 4.3.10 Number of Respondent by The Type of Room

Type of room	Frequency	Percentage %	Valid percent	Cumulative percent

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Shared room	226	58.9	58.9	58.9
Private room	158	41.1	41.4	100.0
Total	384	100.0	100.0	

4.4 RESULTS OF DESCRIPTIVE ANALYSIS

4.4.1 Overall of DV, enjoyment, social benefits, economic benefits, and locational benefits.

Table 4.4.1 showed the number of respondents mean and standard deviation of the independent variable and dependent variable. For the independent variable, the highest mean is enjoyment which is 4.0161. Followed by locational benefit accounted by 3.8913. Next is by social benefit which is 3.8906 and lastly is economic benefit 3.8906. The mean for the dependent variable is 3.9332.

Table 4.4.1: Descriptive statistic.

Variables	N	Mean	Standard Deviation
Enjoyment	384	4.0161	0.72310
Social Benefit	384	3.8906	0.71238
Economic Benefit	384	3.8451	0.78169
Locational Benefit	384	3.8913	0.71014

Determinant of intention (DV)	384	3.9332	0.73725

4.4.2 Enjoyment

Table 4.4.2 showed there are five (5) questions about the independent variable by enjoyment. The means score from lowest m= 3.96 to the highest m=4.10. The query with the highest is 'The staying at Cameron Highland's homestay is enjoyable' (m=4.10. SD=0.863), followed by the same of mean and standard deviation (m=4.02, SD=0.901) by 'I stay at Cameron Highland's Homestay is interesting' and 'I stay at Cameron's Highlands Homestay is pleasant'. Next, by 'I stay at Cameron Highland's homestay is fun' (m=3.98 SD=0.865) and the lowest is 'I stay at Cameron Highland's homestay is exciting' (m=3.96 SD=0.853). The staying at Cameron Highland's homestay is enjoyable is the highest.

Table 4.4.2 : Descriptive Analysis for Independent Variables - Enjoyment

VARIABLE	N	MEAN	STANDARD DEVIATION
The staying at Cameron Highland's homestay is enjoyable.	384	4.10	0.863

I stay at Cameron Highland's homestay is exciting.	384	3.96	0.853
I stay at Cameron Highland's Homestay is interesting.	384	4.02	0.901
I stay at Cameron Highland's homestay is fun.	384	3.98	0.865
I stay at Cameron Highland's homestay is pleasant.	384	4.02	0.901

4.4.3 Social Benefits

Table 4.4.3 showed there are five (5) questions about the independent variable by social benefit range from 3.81 to 4.04. The highest to lowest reported as 'I stay at Cameron Highland's Homestay allows me to get insider tips on local attractions' (m=4.04 SD=0.908), next, 'I stay at Cameron's Highlands Homestay help me connect with locals' (m=3.89 SD=0.824). Next, 'I stay at Cameron Highland's homestay allows me to have a more meaningful interaction with local' (m=3.86 SD=0.873), next, 'I stay at Cameron's Highlands Homestay allows me to get to know people from the local neighbourhoods' (m=3.86 SD=0.893) and the lowest accounted with 'I stay at Cameron's Highlands Homestay allows me to develop social relationships' (m=3.81 SD=0.930). The highest is I stay at Cameron's Highlands Homestay allows me to get insider tips on local attractions.

Table 4.4.3 : Descriptive Analysis for Independent Variables - Social Benefit

VARIABLE	N	MEAN	STANDARD DEVIATION
I stay at Cameron Highland's homestay allows me to get insider tips on local attractions.	384	4.04	0.908
I stay at Cameron Highland's homestay allows me to have a more meaningful interaction with local.	384	3.86	0.873
I stay at Cameron Highland's homestay allows me to get to know people from the local neighbourhoods.	384	3.86	0.893
I stay at Cameron Highland's homestay allows me to develop social relationships.	384	3.81	0.930
I stay at Cameron Highland's homestay help me connect with locals.	384	3.89	0.824

4.4.4 Economic Benefits

Table 4.4.4 showed there are four (4) questions about the independent variable by economic benefit range from 3.80 to 3.90. The highest to lowest reported as 'I stay at Cameron's Highlands Homestay saves my money' (m=3.90 SD=0.970). Second is, 'I stay at Cameron Highland's Homestay benefits my financially' (m=3.84 SD=0.929). Next, 'I stay at Cameron's Highlands Homestay makes travel more affordable' (m=3.83

SD=0.897) and the lowest is 'I stay at Cameron's Highlands Homestay helps lower my travel cost' (m=3.80 SD=0.926). The highest is I stay at Cameron's Highlands Homestay saves my money.

Table 4.4.4 : Descriptive Analysis for Independent Variables - Economic Benefit

VARIABLE	N	MEAN	STANDARD DEVIATION
I stay at Cameron Highland's homestay saves my money.	384	3.90	0.970
I stay at Cameron Highland's homestay helps lower my travel cost.	384	3.80	0.926
I stay at Cameron Highland's homestay makes travel more affordable.	384	3.83	0.897
I stay at Cameron Highland's homestay benefits my financially.	384	3.84	0.929

4.4.5 Locational Benefits

Table 4.4.5 showed there's four (4) questions about the independent variable by locational benefit range from 3.80 to 4.01. The highest to lowest reported as 'I stay at

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Cameron's Highlands Homestay because it's close to tourists' attractions' (m=4.01 SD=0.903), Next, 'I stay at Cameron's Highlands Homestay because it's close to restaurants' (m=3.90 SD=0.902), Next, 'I stay at Cameron's Highlands Homestay because it's close to shops' accounted (m=3.85 SD=0.855) and the lowest is 'I stay at Cameron's Highlands Homestay because it's close to public transportation.' (m=3.80 SD=0.991). The highest is I stay at Cameron's Highlands Homestay because it's close to tourists' attractions.

Table 4.4.5 : Descriptive Analysis for Independent Variables-Locational Benefit

VARIABLE	N	MEAN	STANDARD DEVIATION
I stay at Cameron Highland's homestay because it's close to public transportation.	384	3.80	0.991
I stay at Cameron Highland's homestay because it's close to restaurants.	384	3.90	0.902
I stay at Cameron Highland's homestay because it's close to shops.	384	3.85	0.855
I stay at Cameron Highland's homestay because it's close to tourists' attractions	384	4.01	0.903

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4.4.6 Determinants of Intention

Table 4.4.6 showed the mean and standard deviation analysis of respondents on the dependent variable which was determinant of intention. The 'I expect to continue to choose homestay as an accommodation in the future' is the highest score that respondent agree that expect homestay as an accommodation in future with m=4.03, SD=0.844. The second is 'I can see myself choose homestay as an accommodation in the future' accounted m=3.89, SD=0.883 and lastly 'I will likely choose homestay as accommodation in the future' accounted m=3.87, SD=0.874.

Table 4.4.6 Descriptive Statistic of Determinants of Intention

VARIABLE	N	MEAN	STANDARD DEVIATION
I expect to continue to choose homestay as an accommodation in the future.	384	4.03	0.844
I can see myself choose homestay as an accommodation in the future.	384	3.89	0.883
I will likely choose homestay as accommodation in the future.	384	3.87	0.874

4.5 PEARSON CORRELATION ANALYSIS

Pearson Correlation analysis had been conducted to investigate the relationships between the independent and dependent variables. Pearson's correlation coefficient (r) would show positive correlation if the figure shows 1, and negative correlation if it shows -1. Table 4.5.1. shows the result of Pearson Correlation analysis of determinants of intention to stay at Cameron Highland's homestay towards enjoyment, social benefits, economic benefits, and locational benefits.

Table 4.5.1: Rule of Thumb of Correlation Coefficient Size

Coefficient Range (r)	Strength of Correlation
0.9 to 1.0 / -0.9 to -1.0	Very High
0.7 to 0.9 / -0.7 to -0.9	High
0.5 to 0.7 / -0.5 to -0.7	Moderate
0.3 to 0.5 / -0.3 to -0.5	Low
0.0 to 0.3 / -0.0 to -0.3	Little, if any

Source: Hinkle, Wiersma and Jurs (2003)

H1: There is a positive relationship between enjoyment toward intention to stay at Cameron Highland's homestay among youth domestic tourists.

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Based on Table 4.5.2, the result shows that there was high positive correlation between enjoyment and determinants of intention with r = 0.762**, p < 0.01. This proved that the hypothesis made is accepted. The correlation indicated that enjoyment inference the determinants of intention to stay at Cameron Highland's homestay among youth domestic tourists.

Table 4.5.2: Correlation between enjoyment and determinants of intention.

		Determinants of intention	Enjoyment
Determinants of intention	Pearson Correlation	1	.762**
	Sig. (2-tailed)		.000
	N	384	384
Enjoyment	Pearson Correlation	.762**	1
	Sig. (2-tailed)	.000	
	N	384	384

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

H2: There is a positive relationship between social benefits towards intention to stay at Cameron Highland's homestay among youth domestic tourists.

Based on Table 4.5.3, the result shows that there was moderate positive correlation between social benefits and determinants of intention with r = 0.653**, p < 0.01. This proved that the hypothesis made is accepted. The correlation indicated that social benefits inference the determinants of intention to stay at Cameron Highland's homestay among youth domestic tourists.

Table 4.5.3: Correlation between social benefits and determinants of intention.

		Determinants of intention	Social Benefit
Determinants of intention	Pearson Correlation	1	.653**
	Sig. (2-tailed)		.000
	N	384	384
Social Benefit	Pearson Correlation	.653**	1
	Sig. (2-tailed)	.000	
	N	384	384

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

H3: There is positive relationship between economic benefits toward intention to stay at Cameron Highland's homestay among youth domestic tourists.

Based on Table 4.5.4, the result shows that there was moderate positive correlation between economic benefits and determinants of intention with $r = 0.622^{**}$, $p < 0.01$. This proved that the designated hypothesis is accepted. The correlation indicated that economic benefits inference the determinants of intention to stay at Cameron Highland's homestay among youth domestic tourists.

Table 4.5.4: Correlation between economic benefit and determinants of intention.

	Determinants of intention	Economic Benefit

		intention	
Determinants of intention	Pearson Correlation	1	.622**
	Sig. (2-tailed)		.000
	N	384	384
Economic Benefit	Pearson Correlation	.622**	1
	Sig. (2-tailed)	.000	
	N	384	384

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

H4: There is a positive relationship between locational benefits toward intention to stay at Cameron Highland's homestay among youth domestic tourists.

Based on Table 4.5.6, the result shows that there was moderate positive correlation between locational benefits and determinants of intention with $r = 0.605^{**}$, $p < 0.01$. This proved that the hypothesis made is accepted. The correlation indicated that locational benefits inference the determinants of intention to stay at Cameron Highland's homestay among youth domestic tourists.

Table 4.5.5: Correlation between locational benefits and determinants of intention.

		Determinants of intention	Enjoyment
Determinants of intention	Pearson Correlation	1	.605**
	Sig. (2-tailed)		.000
	N	384	384
Enjoyment	Pearson Correlation	.605**	1
	Sig. (2-tailed)	.000	

	N	384	384

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

4.6 SUMMARY

In conclusion, SPSS software was used to analyses 384 sets of the data collected from young domestic tourists. Descriptive data are using to determine the all of the data answers by the respondents. Besides that, the scale measurement of reliability analysis is used to analyses the reliability of the determinants of intention to stay at Cameron's Highlands homestay. The Pearson Correlation analysis is using to determine the relationship and strength between independent variables and dependent variable. All research hypothesis is accepted. The further discussion would be discussed in next chapter.

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CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

In this chapter, it would be discussing about the discussion and conclusion of our study. After receiving the results for analysis in Chapter 4, the description of descriptive and inferential analysis would be further discussed. The following is a more in-depth overview at the main findings about how independent variables influence the dependent variable of determinant of intention to stay at Cameron's Homestay among young domestic tourists.

This chapter would also discuss the limitations of this research as well as make some suggestions for future research. An overall conclusion has been given to provide a clear picture of the entire research study and to summarize it.

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5.2 RECAPITULATION OF THE FINDINGS

This chapter abbreviates the main findings of the research. In the previous chapter, it has already mentioned the aim of this study. The recapitulation of the outcomes based on the research objectives is as state below:

5.2.1 DISCUSSION ON OBJECTIVE 1

It is stated in Chapter 1 that the first objective of this study is to examine the relationship between enjoyment and intention to stay at homestay. Based on the data collected and output in Chapter 4, it shows that there is a significant relationship between enjoyment and determination of intention to stay at Cameron Highlands' homestay. The first independent variable offers enjoyment towards the determination of intention to stay at Cameron Highlands' homestay among young domestic tourists. The result of the relationship between the independent variable and dependent variable indicates the reflection by hypothesis 1. Table 5.2.1 shows the discussion on objective 1 (Enjoyment Experience).

Table 5.2.1: Discussion on objective 1 (Enjoyment Experience)

Research objective 1	To examine the relationship between enjoyment and intention to stay at homestay.
Research question 1	What is the relationship between enjoyment and intention to stay at homestay?
Hypothesis 1	There is a relationship between enjoyment toward intention to stay Cameron Highland's homestay among young domestic tourists.

Most of the respondents agreed that the participant's enjoyment experience influences their intention to stay at Cameron Highland's homestay as they felt enjoyable when stay at homestay. The determination of intention to staying at Cameron Highland's Homestay also gave the respondents to feel exciting and fun. According to Hwang (2005), identification of enjoyment and internalization characterized by the highest degree of psychological and emotional attachment to behaviour affect. Respondents also agreed that stay at Cameron Highland's Homestay are interesting and pleasant through the enjoyment experience.

5.2.2 DISCUSSION ON OBJECTIVE 2

The second research objective is focusing to examine the relationship between social benefits and intention to stay at homestay. The data analysis results in Chapter 4

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showed that social benefits experience positively relates to the intention to stay at Cameron Highland's homestay. The outcome of the relationship between the independent and dependent variables indicates the reflection of the hypothesis 2. Table 5.2.2 shows the discussion on objective 2 (Social Benefits Experience).

Table 5.2.2: Discussion on objective 2 (Social Benefits Experience)

Research objective 2	To examine the relationship between social benefits and intention to stay at homestay.
Research question 2	What is the relationship between social benefits and intention to stay at homestay?
Hypothesis 2	There is a relationship between social benefits toward intention to stay at Cameron Highland's homestay among young domestic tourists.

The majority of the respondents agreed that stay at Cameron Highland's homestay allows them to get insider tips on local attractions. They also agreed that staying at homestay can helping them connect with local people. The respondents acknowledge that staying at homestay allows them to have a more meaningful interaction with local, get to know people from the local neighbourhoods and develop social relationships. The result shows that the participant's social benefits experience increases the possibility of determining participation intention to stay at homestay. According to Guttentag (2013), tourists expect social experience from living with residents, adding to real travel experiences.

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5.2.3 DISCUSSION ON OBJECTIVE 3

The third objective in this study is to examine the relationship between economic benefits and intention to stay at homestay. Based on the data analysis outcomes in Chapter 4, there is a positive relation between economic benefits experience and intention to stay at Cameron Highland's homestay among young domestic tourists. It shows that hypothesis 3 reflects the relationship between the independent variable and the dependent variable. Table 5.2.3 shows the discussion on objective 3 (Economic Benefits Experience).

Table 5.2.3: Discussion on objective 3 (Economic Benefits Experience)

Research objective 3	To examine the relationship between economic benefits and intention to stay at homestay.
Research question 3	What is the relationship between economic benefits and intention to stay at homestay?
Hypothesis 3	There is a relationship between economic benefits toward intention to stay Cameron Highland's homestay among young domestic tourists.

Most of the respondents felt like they could save money when staying at homestay rather than other accommodations. The respondents also agreed that staying at homestay could helps lower their travel cost, makes travel more affordable, and benefits their

financial. According to Liu (2006), Homestay businesses may provide visitors not only with cheaper alternative accommodation but also with additional income to operators. Besides, Bhuiyan et al. (2011) reported that such homestay businesses give the local communities immediate benefits in terms of substantial work opportunities and enhanced quality of life. This proves that staying at homestay can make respondents manage their budget well and planning their travel smoothly.

5.2.4 DISCUSSION ON OBJECTIVE 4

The fourth objective in this study is to examine the relationship between locational benefits and intention to stay at homestay. From the data collected and the outcomes in Chapter 4, it is clear that locational benefits experience has a positive relationship with intention to stay at Cameron Highland's homestay among young domestic tourists. In a nutshell, all the research objectives has been achieved. Hypothesis 4 reflects the result of the relationship between the independent variable and the dependent variable. Table 5.2.4 shows the discussion on objective 4 (Locational Benefits Experience).

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Table 5.2.4: Discussion on objective 4 (Locational Benefits Experience)

Research objective 4	To examine the relationship between locational benefits and intention to stay at homestay.
Research question 4	What is the relationship between locational benefits and intention to stay at homestay?
Hypothesis 4	There is a relationship between Locational benefits toward intention to stay Cameron Highland's homestay among young domestic tourists.

Most respondents agreed that staying at homestay make it close to tourists' attractions. They also agreed that staying at Cameron Highland's homestay make it close to public transportation, close to restaurants, and close to shops. Dunning and Kundu (1995) stated that the locational factors that make a destination a preferred homestay using a real on-location data from a broad location benefit. Besides, according to Tussyadiah and Zach (2015), facilities and location comfort as significant characteristics for accommodation guest assessment. It is therefore argued that the advantages of accommodation facilities and location, reflecting utility and quality of service, lead to guest satisfaction and subsequent behavioural intention to use the services again in the future.

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5.3 LIMITATIONS

In this study, there are several limitations that have been found by researcher. Firstly, the limitation stated is the sample size of the study. Researcher chose to do this research on Malaysian youth domestic tourist as respondents. The respondents were limited because it was simple to collect data from the younger population via an online survey, as this study focused on using advanced technology.

Next, researcher also put limitation on respondent only through Google survey. Due to pandemic Covid-19 and Movement Control Order (MCO) in Malaysia, face-to-face interview or direct survey cannot be held and restrict researcher to get direct respondent. Researcher have determined the sample size to fill out the questionnaire was 384 respondents who suitable to the research's population. It took about a month to complete all questionnaire answered because it hard to reach out the respondents directly.

Apart from that, limitations that have been found in this research was the researchers' time frame. According to the time frame that researcher have, it had limit researcher to prepare and complete the study within a period. Other than that, the time frame also has put limit for researcher to get more data collection within short period.

As suggestion for future related study, researcher have to focus on choose respondents wisely to make sure they can get direct respondents with great amount. Apart from that, future study can try to use other advance technology or face to face interview which can help researcher collect more data within shorter period.

5.4 RECOMMENDATIONS FOR FUTURE RESEARCH

Some experimental factors that decide of intention to stay at Cameron's homestay among young domestic tourists have been determined based on the previous chapter. As a result, some suggestions for future research have been made.

The first recommendation is a face-to-face interview with the target respondent is better than distributing questionnaires due to it can give guidance on participants to obtain accurate data collection. Gordon, R. A., Druckman, D., Rozelle, R. M., & Baxter, J. C. (2006), researcher can capture verbal and non-verbal cues. That is because the face-to-face interview is the ability to capture additional emotional and behavioural clues, such as discomfort or enthusiasm with questions that would not be able to pick up with any other interview methods. For example, additional information could make all the difference when it came to choosing two very close candidates in a job interview scenario. Researchers may know something about respondent's backgrounds and whether they meet the study's eligibility requirements. As a result, it would be able to resolve the inaccuracy of the data gathered from respondents. Moreover, it would reduce the time it takes to collect statistics when generating more reliable results, as if all of the data collected came from the target respondent. Furthermore, the researcher must be certain that the research questions chosen can be completed before the deadline.

Besides that, the researcher must avoid asking the respondents questions that are unclear or confusing. Therefore, the question in the questionnaire must be direct, detailed and easy-to-understand to prevent misunderstanding questions from the target respondents. Other than, researcher may notice that the rule "from general to particular"

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is not followed. Researchers are required to ask questions in the order that best suits the respondent's needs and makes them easier to answer. For example, the first question in the questionnaire should be simple and engaging for the respondent. The questions should be arranged in ascending difficulty from the easiest to the most difficult. The questions should be combined so that the respondent's interest is maintained, and they are prepared for the next question.

The other recommendation is homestay operator should improvement more enjoyment from aspect infrastructure and environment. Miscommunication between owners and visitors was another issue. Interaction with tourists would be difficult if there was a breakdown in communication. The intensity and enjoyment of the homestay experience are increased when both parties communicate effectively. The operator should increase or improvement facilities and view of homestay to fulfil the need of tourists. For example, creating a theme or style, maintenance and providing a safe environment and providing necessary amenities. Those ways can allow visitors to experience comfort and value for money. Governments can provide subside to operator in maintenance on homestay. To maintain homestay development, operators, governments, and marketing organisations must work together to improve demand for homestay tourism.

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5.5 CONCLUSION

In short, the findings in this research show there are relationships between enjoyment, social benefit, economic benefit, and locational benefit towards determinant intention to stay at Cameron's homestay. The results obtained in Chapter 4 using the Statistical Package for the Social Sciences (SPSS) were explored further, and conclusions were drawn as a result of the findings.

This study has been useful in highlighting the results of each element that has been counted, as well as highlighting the big item that needs to be improved such as face to face interview ease to find the respondent or avoid asking the respondents questions that are unclear or confusing is some of the recommendation that can conclude in this research. However, there are still some aspects of this study that could be strengthened. As a result, the researcher must continue to perform future research that would be added to the new determinant of intention to stay at Cameron's Homestay among young domestic tourists.

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APPENDIX A: DRAFT of RESPONDENTS

QUESTIONNAIRE

THE DETERMINANTS OF INTENTION TO STAY AT CAMERON'S HOMESTAY AMONG YOUNG DOMESTIC TOURISTS

Dear respondent,

We are undergraduate of bachelor's degree in entrepreneurship (Tourism) with honours, from Faculty Hospitality, Tourism and Wellness (FHPK), University of Malaysia Kelantan. Currently, we are conducting a research on "the determinants of intention to stay at Cameron's Homestay among young domestic tourists". The aim of study is measuring the relationship between the tourist's intention and the Cameron's homestay. We would like to express our sincerity appreciation for the time spending of you in filling this questionnaire. The obtained data would only be used in the academic research, writing. Lastly, thank you for the cooperation and contribution of you in this research.

Responden yang dihormati,

Kami merupakan mahasiswa Ijazah Sarjana Muda Keusahawanan (Pelancongan) dengan Kepujian, dari Fakulti Hospitaliti, Pelancongan dan Kesejateraan (FHPK), Universiti

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Malaysia Kelantan. Kami sedang menjalani satu kajian tentang faktor-faktor keinginan untuk menginap di rumah penginapan Cameron dalam kalangan pelancong domestic muda. Kami amat menghargai jika anda meluangkan masa dalam pengisian soal selidik ini. Maklumat yang diperolehi dalam kajian ini hanya akan digunakan dalam kajian dan penulisan akademik.

Researchers,

HA HAW SENG	H18A0136
NURUL AISYAH BINTI SAMSUDIN	H18A0469
FATIN FASIHAH BINTI MOKHTAR	H18A0119
WAN AMIRAH SHAHIRAH BINTI WAN HUSAIN	H18A0661

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Section A: Demographic of respondents/ Demografi responden

Please answering the question and choose appropriate answer.

Sila jawab soalan dan pilih jawapan yang sesuai.

1) Gender/ Jantina

	Male/ Lelaki
	Female/ Perempuan

2) Age/ Umur

	15-19 years old/ 15-19 tahun
	20-24 years old/ 20-24 tahun
	25-30 years old/ 25-30 tahun

3) Race/ Kaum

	Malay/ Melayu
	Chinese/cina
	Indian/india
	Others

4) Residence state/ Negeri Kediaman

	Johor
	Kelantan
	Kedah
	Malacca
	Negeri Sembilan

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	Pahang
	Perak
	Perlis
	Penang
	Selangor
	Terengganu
	Sabah
	Sarawak

5) Occupation/ Pekerjaan

	Student/ Pelajar
	Government Sector/ Sektor Kerajaan
	Private Sector/ Sektor Swasta
	Self-employed/ Bekerja Sendiri

6) Income per month/ Pendapatan bulanan

	RM0-RM1000
	RM1001-RM2500
	RM2501-RM3500
	RM3501 and more

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Section B: The Determinants of Intention to Stay at Cameron's Homestay Among Young Domestic Tourists.

Please respond to each statement by tick (/) your answer based on Scale Likert below.

Sila jawab soalan dibawah dengan menanda (/) pada jawapan anda berdasarkan skala likert di bawah.

1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree

No	**Enjoyment**	1	2	3	4	5
1	The staying at Cameron's Homestay is enjoyable.					
2	The staying at Cameron's Homestay is exciting.					
3	The staying at Cameron's Homestay is interesting.					
4	The staying at Cameron's Homestay is fun.					
5	The staying at Cameron's Homestay is pleasant.					

No	**Social Benefit**	1	2	3	4	5
1	The staying at Cameron's Homestay allows me to get insider tips on local attractions.					
2	The staying at Cameron's Homestay allows me to have a more meaningful interaction with local.					
3	The staying at Cameron's Homestay allows me to get to know people form the local neighbourhoods.					
4	The staying at Cameron's Homestay allows me to develop social relationships.					
5	The staying at Cameron's Homestay help me connect with locals.					

No	**Economic Benefits**	1	2	3	4	5
1	The staying at Cameron's Homestay saves my money.					
2	The staying at Cameron's Homestay helps lower my travel cost.					
3	The staying at Cameron's Homestay makes travel more affordable.					
4	The staying at Cameron's Homestay benefits my financially.					

No	**Locational Benefits**	1	2	3	4	5
1	I stay at Cameron's Homestay because it's close to transportation.					
2	I stay at Cameron's Homestay because it's close to restaurants.					
3	I stay at Cameron's Homestay because it's close to shops.					
4	I stay at Cameron's Homestay because it's close to tourists' attractions.					

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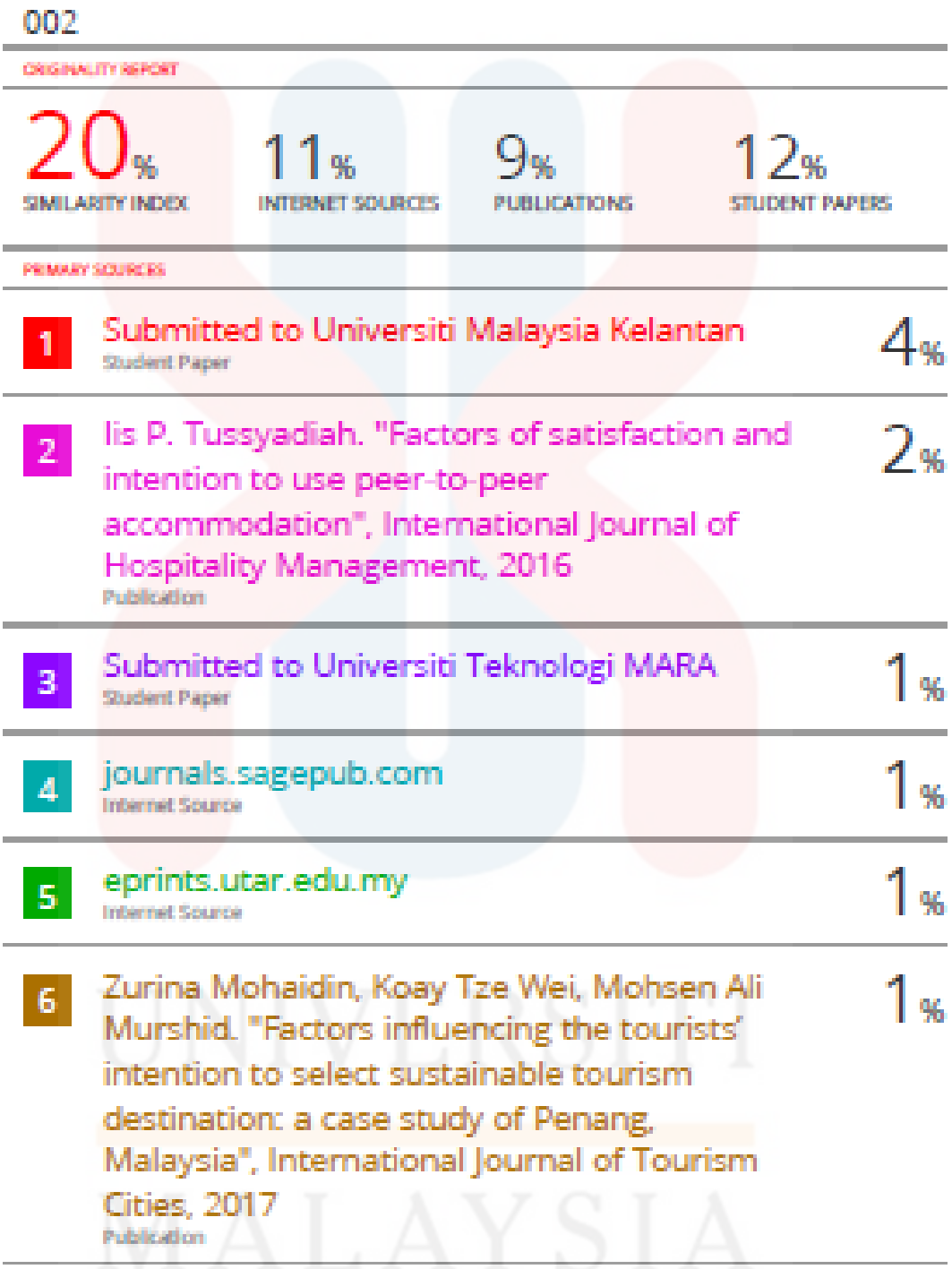
APPENDIX B: TURNITIN RESULT



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ORIGINALITY REPORT

20%	11%	9%	12%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

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5	eprints.utar.edu.my Internet Source	1%
6	Zurina Mohaidin, Koay Tze Wei, Mohsen Ali Murshid. "Factors influencing the tourists' intention to select sustainable tourism destination: a case study of Penang, Malaysia", International Journal of Tourism Cities, 2017 Publication	1%

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