SOCIAL MEDIA INFLUENCE ON DESTINATION CHOICE: A STUDY AMONG STUDENTS OF UNIVERSITY MALAYSIA KELANTAN (UMK)

By

MAZLAN BIN RADZWAN (H18A0211)

MUHAMMAD ASLAM BIN MOHAMED HASAN FAROOK (H18A0251)

NADIRAH BINTI MOHD PERA'AID (H18A0280)

USAMAH BIN SAHRUDIN (H18A0656)

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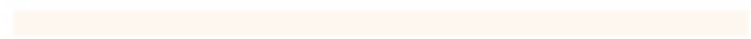Date:20/6/2021   Date:20/6/2021

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ABSTRACT

Social media are interactive technologies that enable people to create, share and exchange content, thoughts and other modes of expression through virtual communities and networks. Any multimedia medium that helps users to easily build and post content with the public is referred to as social media. The term "social media" refers to a variety of websites and applications. The aim of this research is to investigate the SOCIAL MEDIA INFLUENCE ON DESTINATION CHOICE AMONG STUDENTS OF UNIVERSITI MALAYSIA KELANTAN. Specifically, this study investigated what is the relationship between the independent variables which are the usage habit of social media, types of social media usage, the usefulness of social media usage, tourist attitude and destination choice which was the dependent variable. The researchers also want to identify the relationship between the usage habit of social media, types of social media usage, the usefulness of social media usage and also tourist attitude towards destination choice among youth in Universiti Malaysia Kelantan Kampus Kota. The researchers selected the sample of at least 330 students of Universiti Malaysia Kelantan Kampus Kota. Data collected using a questionnaire and analyse through descriptive analysis, reliability test and Pearson's Correlation Coefficient. As a result, the researchers understand the function of social media that provided benefits and convenience for tourist which rely on social media when travelling. From the results, the researchers can conclude that usage habit of social media is the highest significant which is 0.858 that influences destination choice of youth using social media and the lowest on is usefulness of social media usage, 0.676 which influences destination choice among youth using social media. Other ideas should be used as reference for future studies in order to learn more about the variables that influence destination choice among young people using social media.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Part one presents a presentation of this exploration and includes nine primary segments and section that presents the foundation, the assertion of the issue, research objective of the research with a research question. This is trailed by a different area which portrays that hugeness and diversity of this study, the operational meaning of the terms utilized that made up the reasonable model just as the constraints of this study. The last part of this chapter is the summary.

1.2 BACKGROUND OF THE STUDY

Throughout the long term, in our era of the travel industry has exceptionally been on one of the quickest developing industries that phenomenally had occurred on a worldwide scale, and it has drastically changed how are the worlds work all because of the birth of the internet (Moodley & Morris, 2004; Rizk, 2006). With that in mind, the truth behind the realization of that reality is social media. Social media is the main drive factor that pushes the world to its inhabitants which is us the humans. Social media make the impossible come true, which is people can share everything to everyone in a matter of one second with no border (Tsai, Huang, & Lin, 2005). All of that is the reason of why it being a significant impact on tourism (Xiang, Magnini & Fesenmaier, 2015).

People who love travel also been using it and they make it as their box of memories with their web-based social account (Luo & Zhong, 2015). So, they have been posting about the video vlog of their day when they go travel. Their followers and friend that follows them can see all of those videos, and without them realizing it they have taken their emotion to it and grew it at their heart to want to do the same and travel like that also (Xiang & Gretzel, 2010). These have stirred the tourism environments because it is altering the behaviour of both the tourists and business sectors (Jacobsen & Munar, 2012). Realizing it fast, the tourism industry uses it as a strategy to turn it into a massive flow of intense information about the tourism industry and its product and services (Buhalis & Licata, 2002; Tierney, 2000). They make the collaboration with the social media since social media allow tourists to do a challenge in producing, consuming and distributing a journey, the travel life and the travellers itself about the information so that it could deliver through to the Internet (Yoo & Gretzel, 2009).

Also, Xiang et al. (2015) say that the arrival of online and cloud access that can be reached and used through mobile devices could technically create a new source of information that it can be searched and use for various reasons and purposes. The probability is high on which it is, later on, will become progressively more much of a help in guiding travel decisions (Chung & Koo, 2015; Sigala, Christou, & Gretzel, 2012). This is because the way that the system has a numerous service and a feature that is pre-built in to serve many functions that they have amplified it, into a substantial measure of its admiration in individual who travel with the full utilization of the Internet capacity (Nezakati et al., 2015; Zeng & Gerritsen, 2014). For ordinary people nowadays if there want to travel, they depend on the internet while choosing a location and decide on a new one after that (Fodness & Murry, 1997; Vogt & Fesenmaier, 1998). They will find all the information that will be required about the location choosing, accommodations near it, public or rental transportation, attractions that the place holds, or even an event (Fodness & Murry, 1998; Hyde, 2008).

Back in the day, explorers basically found tourism industry data from business sources to form an accurate description of the place (Beerli and Martin, 2004). Now everything has changed very drastically as tourists no longer have to search for information when they want to travel because information about tourism itself will reach you through your social media sites (Bigné, Sánchez, and Sánchez, 2001). The easiness of information that arrives is one factor the follow up to after that is it has various types such as the destination of choice, the package offered, the price, and up to make a reservation for a private holiday package (Fodness and Murry, 1997; Hyde, 2008). Experts believe tourism has great potential to adopt internet advertising and make e-commerce as their key communication tools (Kim, Kim, & Han, 2007; Murphy & Tan, 2003).

1.3 PROBLEM STATEMENT

The tourism industry is one of the biggest fields, either in Malaysia or other country, and becomes a major distribution to the economy. It becomes more significant towards the society that loved to travel, within a country or overseas, due to several factors such as business purpose, a trip with family or friends and etc. Talking about social media, that creation being phenomena among Malaysians and known widely around the world. According to the Cambridge Dictionary, social media providing a platform called website or computer program that allows people to communicate and share information online by using a computer or mobile phone. In the context of the tourism industry, social media might already become a part of the way or tool to promote tourism. This could be proved when most of the tourism entrepreneurship or agencies using the technology to spread and promote their tourism matters-related. Besides, based on the previous studies, it's enough to show how significance social media's role in tourism management. For examples, tourism scholars have claimed that the usage of social media influence the tourists to choose their preferred destination and directly helps the tourism industry.

However, though social media have been said that it helps the tourism industry to be expanded, the stage of its influential in selecting destination choice is very low. The research about social media been used in destination choices is not as much as the research about social media been used as marketing purpose tool. This could be proved by an article from Magali Canovi & Francesca Pucciarelli (2019) that talked about social media usage in marketing and promoting wine tourism online. Besides, the low level of social media usage in destination choices might be caused by several factors such as coverage problem, lack of knowledge about technology and etc. In this study, we develop theoretical research of social media influence on tourists' destination choice and highlight its influential in helping tourist determine their destinations.

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1.4 RESEARCH OBJECTIVES

General objectives of this study are to explore the Social media influence on tourists' destination choice among Malaysians. While the specific objective as follows:

O1:   To examine the relationship between the usage habit of social media and destination choice.

O2:   To examine the relationship between types of social media usage and destination choice.

O3:   To investigate the relationship between the usefulness of social media usage and destination choice.

O4: To examine the relationship between tourist attitude and destination choice.

1.5 RESEARCH QUESTIONS

In this section it shows the order to meet the aims of this research, there are few questions that we use as research questions to conduct in this study. These are the following research questions of this study:

Q1: What the relationship between the usage habit of social media and destination choice.

Q2: What is the relationship between types of social media usage and destination choice.

Q3: What is the relationship between the usefulness of social media usage and destination choice.

Q4: What is the relationship between tourist attitude and destination choice.

1.6 SIGNIFICANCE OF THE STUDY

This research has its own findings that redound to the benefit of society specifically future researcher as it gave values to them to refer and use this research as a guideline and references expressly in studying preference in travelling. The usage of social media in choosing travel destination indicates its ability and influential in the tourism industry. This research might be a lead that more technologies and social media used and act as a huge influence in tourism contexts, not only specific in choosing the destination to society and other researchers. Furthermore, this could be proved by the growth of social media usage in any industry fields around the world that showed we are moved forward, along with the technology developing. Besides, this study emphasized and distinguish the context of social media that lead it to be influential and less influential in tourist destination choice.

1.7 SUMMARY

In conclusion, the researchers try to convey the purpose of this study after reviewing the problem related the field of study. The researcher intends to explore the factors of social media influencing tourist towards their destination. All the research questions will be answered and achieved by the researchers.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

In this chapter, researcher will study about the past finding related to purpose people travel destination due to the factors of social media. This based on theoretical framework as well as correlation in this study.

2.2 LITERATURE REVIEW

In this chapter, we will review the past results of people's choice of destinations because of their effect on social media. A systematic overview of previous studies on the subject is a literature review. The literature review reviews journal articles, books and other related research materials. This literature review should be impartial in estimating, describing, summarizing, analyzing and explaining previous studies. The theoretical basis should be given for research and allow researchers to decide the essence of the research. A literature review respects the work of previous researchers, ensuring that the study is well-planned (Cooper, 1988).

2.2.1 Social Media

The social media is an online network of people who exercise and express their normal interests. They have a wide range of links for users, from easy visits to multiple video meetings and the trade in straight e-mails to help at websites and discussion meetings (Miguéns, Baggio, & Costa, 2008). Online informal communities may likewise contain ordered connections like for previous schoolmates, intends to interface with companions with self-gathered portrayal pages, or proposal frameworks for some sort of articles or exercises. Well known spaces consolidate various elements of this sort (Miguéns et al., 2008).

The unstable development of Social Media has given large number of individuals the occasion to make and share content on a scale scarcely believable a couple of years prior. Huge interest in these informal communities is reflected in the incalculable number of sentiments, news and item audits that are continually posted and talked about in social destinations, for example, Facebook, Instagram and Twitter, to give some examples. Given this far and wide age and utilization of substance, it is normal to focus on one's messages to

profoundly associated individuals who will spread them further in the informal community (Romero, Galuba, Asur, & Huberman, 2011).

2.2.2 Social Media in Tourism

Social media are changing the culture of tourism. Benxiang Zeng (Zeng & Gerritsen, 2014) indicated that the use of social networks appeared to help to shape a modern tourism culture and to make physical travel and information and communication technology more and more convergent. Joint issues arose out of social media research such as the conceptualization of ties and disconnections, the effect of technology on the conventional physical spaces of social contact between backpacks and the increasing fluidity of 'tourism' encounters and no tourism. Through the effect of the social web on media landscapes, media consumption and the building of tourism creativity, the tourism world is evolving continuously (Zeng & Gerritsen, 2014).

The use of social media may also contribute to the growth of tourism awareness. He (Zeng & Gerritsen, 2014) have revealed that online networking is contributing positively to the exchange of information, creating awareness and creating ideas for peer-to-peer virtual communities thanks to the ability to create and affordable information online networking platforms. Social networking, like UGC, will influence processes to analyze and evaluate, such as the system of classification of participants from the tourism sector such as resorts and the system of the administrator. Social networking has become a medium for research in tourism studies. New tourism research opportunities have emerged, particularly by involving research objectives and the collection of data through social media protocols on tourism business websites and online tourists. The fact that students are a main user of social media, particularly Facebook, makes use of social media as a basis in tourism education also emerging themes. Some problems have however been established, such as the creation and

distribution of research involving intellectual property and data quality control (Zeng &
Gerritsen, 2014).

2.2.3 Social Media Influence

Social media are online networks of individuals who share normal interests and
exercises. They give a user's an assortment of different connection prospects, going from a
straightforward visit, to numerous video meetings, and from the trading of plain email
messages to the support in websites and conversation gatherings (Miguéns et al., 2008).
Online informal communities may likewise contain ordered connections like for previous
schoolmates, intends to interface with companions with self-gathered portrayal pages, or
proposal frameworks for some sort of articles or exercises. Well known spaces consolidate
various elements of this sort (Miguéns et al., 2008).

The unstable development of Social Media has given large number of individuals the
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destinations, for example, Facebook, Instagram and Twitter, to give some examples. Given
this far and wide age and utilization of substance, it is normal to focus on one's messages to
profoundly associated individuals who will spread them further in the informal community
(Romero et al., 2011)

Influence is described as a person with authority to decide to buy followers. People
who influence others do not only become marketing instruments but are very important to the
achievement of their marketing objectives by brands. There are four categories designed to
recognize influences of this type. In the first place, the same role as the efficiency with which
consumers decide to buy one specific brand relates directly to a celebrity. The second class is

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business experts (Tham, Mair, & Croy, 2020). The second classification, they may be authors, researchers, professionals or business experts. The third group is also referred to as bloggers or producers of content. Bloggers are really helpful because they know how to handle their readers and trust each other. Micro-influence is really the last type that constitutes the latest wave of influences. Each day, only on media platforms can this community display their awareness of services and goods (Tham et al., 2020).

2.2.4 Destination Choice

Destination Choice is defined as a moving method from a destination known to the decision-maker to raise awareness before eliminating destination, there are a few alternative options still available in the region listed, where they are regarded as highly suitable for tourism. Then a tourist selects the final destination from the few alternatives of the evoked range (Nur Amirah, 2019).

Destination choice is one of the critical components in vacationers' movement dynamic cycle. Contemplating sightseers' objective decision practices and distinguishing factors influencing vacationers' destination choice is of basic significance 2 for location advertisers to pull in travelers to visit and return to the locations. Sightseers' objective dynamic has been broadly investigated and various factors have been perceived as illustrative factors of destination choice (Liu, 2014). These factors could be commonly characterized into two classes: singular quality elements, for example, individual qualities and social-segment profiles, and natural variables, such as showcasing data and destination attributes (Liu, 2014).

Different inspirations, which contrast each time a decision is taken, stimulate the choice of destination, so that it recognizes what impact dynamically. Critically, duty or empowerment of rational decision-making. What is apparent is that, while it is conceivable to estimate objective decision as a judicious cycle, this cycle is additionally directed by relevant

contemplations (Tham et al., 2020). Subsequently, we have to like that web-based media's impact will be inside the inclined furthest reaches of a vacationer's unique situation, and the setting will give the limits of reasonable impact. Notwithstanding, as writing to date has given inadequate consideration to the function of web-based media impact as far as various travel settings, it is critical to inspect what online media adds to sightseers' objective decision results (Tham et al., 2020).

2.2.5 Tourists' Attitude

Measuring the attitude of tourists should be based instead of measuring the attitude towards the destination, towards the action of travel towards a specific destination (Um & Crompton, 1990). The role of social media seemed to validate the decisions of tourists, reducing dissonance, and not influence open choices (Tham et al., 2020). Standardized interviews were made with tourists, first to analyze the criteria for selecting a holiday destination and secondly to assess whether snowmaking is seen by tourists as an adjustment strategy for the reduction in snow reliability (Marco et al., 2011)

Attitude is the predisposition of a person to respond to the offer of a tourism product or service in a favorable or unfavorable way (Fratu, 2011). The mental reaction of persons to a stimulus can be called either positive or negative. Attitude tackles the random mental assessment of customers, helping consumers allow online procurement. It should be noted that the position of the attitude was clearly used in e-market and online research. It was a type of affective judgement that was promoted by individuals through the use of certain instruments to fulfill an aim (Hua, Ramayah, Ping, & Jun-Hwa, 2017).

There is an attitude towards an event or an entity in the form of positive or negative feelings of individuals. The medium of expectations and an attempt to use attitude. When it comes to tourist information travel searches, the relationship between attitude and the

intention to use social media was shown to be important. This is because the use of social networks is common to them. In addition, current research has confirmed the relationship between actions and attitudes to social use in the travel and hospitality industry (Hua et al., 2017).

2.3 HYPOTHESIS

This hypothesis was based on the questions of research and also on the research objective. The hypothesis of this study is as follows:

H1- The usage habit of social media has a positive effect on destination choice.

H2- The types of social media usage have a positive effect on destination choice.

H3- The usefulness of social media usage has a positive effect on destination choice.

H4- The tourist attitude has a positive effect on destination choice.

2.4 CONCEPTUAL FRAMEWORK

A conceptual framework is a tool that is used to get a comprehensive understanding of a phenomenon in any works or researches. For this study, our research framework as below:

INDEPENDENT VARIABLE   **DEPENDENT VARIABLE**
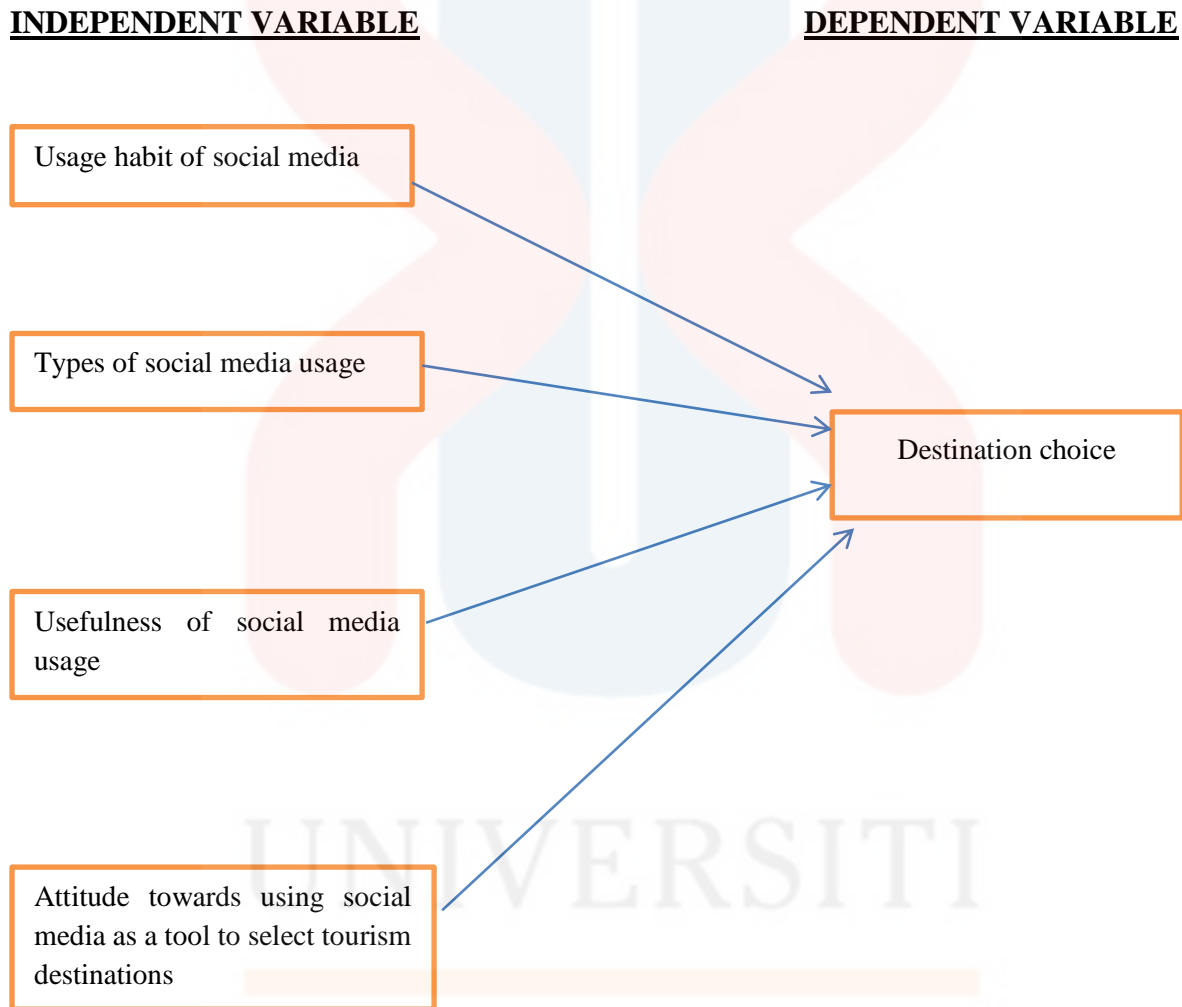
Figure 2: Research Framework

Source: Researchers' own, 2020

Based on the Figure 2 above, we could justify that social media is such a helper for tourist and became a trend among society. Tourist habit of using social media probably leads them to survey and choosing their travel destinations as they tend to get more information

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related it online. Besides, types of social media usage show that tourists did not refer to one source only. As people, preference is different. Same goes to the types of social media that be used. They might use that technology based on their convenience and the level of believing the information sources. Some people might turn more into using Instagram or Facebook whenever they want to get travel matters-related, but certain people might choose travel destinations based on sharing information through WhatsApp application. In addition, the usefulness of social media usage in daily routine leads tourists, as the consumer to choose travel destinations. They might think that by using social media, all the information are easier to get, without having to consult with staff management at the travel agency. Besides, certain people assumed that social media is not wasting their time and easy to access.

For the aspect of perspective in the direction of using social media as an instrument to select travel destination, the researcher thinks that it could be considered as to how tourists respond towards the finding result of destination choice by using social media. Owing to the circumstance that tourists nowadays are aware through social media, the probability they used that technology in determining travel destinations is huge. They might think it more convenience in using social media as it is flexible and could be used anytime wherever they are.

2.5 SUMMARY

In conclusion for this chapter, tourists used social media as a medium or platform to explore more about travelling and ease of visit planning. By using technology such as social media, it shows that this creation brought huge impact, either in tourism field or in society and this happened due to its various benefits facilitated daily business. Social media not only act as a medium of communication among society, but also as a tool to promote tourism development. One of the factors that tourism development growing widely in the world is because of its mass promotion via social media such as Instagram and Facebook. In the context of destination choice, social media helps tourist by providing vary options to meet their demands. Not only that, it's also facilitating tourists in other contexts such as transportation and attractions. This chapter has reviewed the literature that related to the major elements of this study. A conceptual is developing based on the independent and dependent variables.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter delivers an outline of the study methods followed in the making of this research. It provides a variety of information discussed in the study conducted and among the information is about the participants, namely visitors. The information in this chapter is the criteria to be included in this research. Which and who were the partakers involved and by what method they were sampled by researchers. The scholar designates the research design selected for this study and the reasons for this choice. The method used for this data gathering will also be provided in this chapter. The procedures followed to conduct this research are also counted in. Researchers also discuss the methods cast-off to analyze the information. Lastly, the principled problems followed in this process are also discussed.

3.2 RESEARCH DESIGN

Research design can be viewed as a research framework, but the 'glue' includes all of the elements in a research project, in brief it is a research project plan (Creswell & Creswell, 2017). Different social scientists interpret the conception of research in different ways; some of the meanings are that a research design delivers the conditions intended for data gathering and analysis so as to incorporate relevance to the research intent and economics and procedures. Analysis design focuses on the plan, framework, strategy and research to achieve the search question and variance of control. The research design predicts and explains the obviously innumerable verdicts correlated to the collection, treatment and analysis of data, but provides a coherent basis for these choices (Marczyk, DeMatteo, & Festinger, 2005).

Qualitative research can be characterized, in a naturalistic environment, as the collection of large data on several variables over a long period of time such that other types of research cannot provide insight. But this definition is also subject to the same issue, as it defines a qualitative term using a quantitative concept. Such variables are used as the basis for research using qualitative analysis (Yilmaz, 2013).

Quantitative investigations can be characterized as research explaining numeric values phenomena analyzed using mathematically based methods, especially statistics. From a more general point of view, the theory of variables measured with numbers and evaluated with statistics can be definite as per a form of academic researchers interested in a social phenomenon or human problem to evaluate whether the theory explains or forecasts interest phenomena (Yilmaz, 2013).

This study uses a descriptive method of research which is re-counting on something that could be a phenomenon, a present condition for the research method. This study used a quantitative method **through survey questionnaire** to gather and accumulate the data

required in order to perform this research by providing the questionnaire to the residents in Kota Bharu, Kelantan. Quantitative approaches underline quantitative calculation and statistical, mathematical or numerical data analysis by means of polling, surveying, questionnaires or manipulation using computer techniques of pre-existing statistical data. The questionnaire has many benefits, including the easy to administer the questionnaire; the data collected are accurate since the answers are limited to alternatives (Albattat, 2019).

Quantitative approaches enable researchers to use a standardized device or pre-set categories to match the various viewpoints and experience of the participants. They normally demand large representative samples randomly selected so that researchers can generalize their results from the study, that is, the logic and the power of probability testing. The main benefit of this approach is that it requires a few participants to quantify the answers to a small range of questions, thereby making it possible to compare and aggregate the statistics statistically. The results of the closed **questionnaire** allow scientists to recognize an overall pattern of care and programming reactions from participants (Yilmaz, 2013). Apart from that, another quantitative explanation for the researchers, as it is very difficult to do interviews in this Covid19 season and using this quantitative would improve the process of data collection because only questionnaires are used to obtain the information required, and they do not have to face other people.

3.3 POPULATION

In terms of research, population means a group of individuals, institutions, organizations that have one or more common characteristics. The general characteristics of the group distinguish it from individuals, institutions, organizations, and objects, and help the researchers to achieve their goals. For our research, we decided to choose the students in University Malaysia Kelantan (UMK) as our population target. According to the Active Student Enrollment for the 2020/2021 session, there are 2149 active students from semester 1 until semester 10 under Faculty of Hospitality, Tourism and Wellness. We choose this population because it is easier to get required information for the research.

3.4 SAMPLE SIZE

As for the sample size, it refers to a representative group of the population. Based on the representative of the population, the researcher selected and approached a group of individuals that shared particular characteristics to collect needed information for the research purpose. Regarding our research, we used an approach of probability sampling as we selected a total of students in UMK as our respondents. The questionnaires distributed to them (sample) to collect needed data. This method is more significance as we focused to small group of people.

For this study, the people who became a target respondent are 2149 active students in UMK. We contributed 330 questionnaires accordingly and based on the number of respondents that have been taken. Through the collection numbers of people that answered the questions, the data could be recorded.

3.5 SAMPLING METHOD

The sampling method the researcher used for this research is probability sampling. In probability sampling, this form uses random sample sampling to make the sample. In simple random sampling, the same opportunity to choose can be made based on one of each sample by the population. This means that the findings from the study of the sample can be generalized to the population. It also can be defined as a process to choose individual from the population to be included in the sample. The elements in the population have any probabilities attached in chosen as sample subjects. Some of the probability sampling plans are more dependable than others and could offer some important leads to possibly useful information relating to connected to the population.

Furthermore, researchers can create accurate samples from the population. This sampling is also very effective in terms of cost and time. Larger samples can be selected based on the selected number in the sample. The process is not too complicated because it is a very simple way to sample. This probability sampling also does not require high technical knowledge from the researchers and it does not need in terms of expertise for using it. Probability sampling is most often used during the exploratory phase of a research project and is maybe the best way of getting some basic information quickly.

3.6 DATA COLLECTION PROCEDURE

Data collection means the step or procedure of collecting, measuring and analyzing accurate insights or elements that perceived from observation for the conducted research. A hypothesis could be evaluated by the researches taking place on the base of the collected data. Most of the cases of the data gathering are the core and a significant step for research. Besides, the approach and procedure of collecting data are different for each of the studies and researches. It definitely depends on the required information or the purpose of the research. There are several objectives of collecting data, but the essential one is to ensure that the data collected for statistical analysis is the reliable one and have a lot of information, and could be made for research.

There are several choices of data gathering methods which are in-person interviews, mailing surveys, mobile surveys, and web/online surveys. Regarding this study, the researches decided to carry out this research and collecting data by doing online surveys. Therefore, the questionnaires consist of this research objectives and questions contributed to the respondents. This way is much better as the probability of data errors is very low. Furthermore, this choice is more appropriate to be done since we are in the midst of pandemic covid19. The measurement of this questionnaire used Likert Scale.

3.7 RESEARCH INSTRUMENT

The measurement of this questionnaire employed several approaches. The approaches are; scale response questions as well as Likert Scale. Researcher determining all the respondents by using the format; 1 strongly disagree, 2 disagree, 3 agree and 4 strongly agree.

Table 3.1: 4-Point Likert Scale. (Behnke and Kelly, 2011)

Strongly disagree	Disagree	Agree	Strongly agree
1	2	3	4

Source: (Behnke and Kelly, 2011)

The scale of Likert and its variants focuses on several dynamic problems such as validity, reliability and scale analysis. Researcher does not apply 5 or 7 point Likert scale because in certain cases, the asymmetric scale is forced to choices where the researcher's neutrality has no perceived value. Researcher distributed questionnaire to collect the required data. Questionnaire used to translate the abstract information needed into a set of specific responses that can be measured. The questionnaires consisted of three sections A, B and C. Section A covers the demographic information of respondents such as gender, age and races while Section B is comprised of questions eliciting independent variable which are usage habit of social media, types of social media usage, usefulness of social media usage, and attitude towards using social media as a tool to select tourism destination. For Section C, it focused on the dependent variable, destination choice.

The contents of questionnaires created by the researcher and evaluated and faced validity by the panel. The errors of questionnaire checked and correction. The researcher make sure that the format and ambiguity of the questionnaire are suitable for the research. It must be clear and understandable for the respondents. The item from the survey have been

adopted from the previous studies such as Behnke and Kelly in 2011 that use 4-point Likert scale for the journal that had been published. The same method for measurement that been used are from the journal Robinson and Shepard in 2011. For the internal validation, the questionnaire was sent to the two experts in business and tourism field for checking. A concern form has been received from these two experts and all comments from them were revised and corrected.

3.8 DATA ANALYSIS

The researcher collected the data from target respondents, the researcher used the Statistical Package for Social Sciences (SPSS) to analyse the data. The data analysis includes, reliability analysis, descriptive analysis and inferential analysis. All data analysis method discussed in following subsection.

3.8.1 Reliability Analysis

The reliability test has used by the researcher to measure the reliability of the questionnaire. The pilot test has been conducted and respondents have been chosen to conduct the test. The researcher conducts the pilot test is around the Kota Bahru.

The pilot test is a standard version of a complete study of test or test run done in research of the whole study. In this pilot test, the researcher has choose respondents around Kota Bahru to conduct the pilot test. From the pilot test the Statistical Package for Social Sciences (SPSS) to analyse the reliability of the data.

Reliability test can be a measure of the value of Cronbach's coefficient alpha. Below table shows:

Table 3.2: The rule of thumb for Cronbach's alpha coefficient value. (Hair., 2003)

Alpha Coefficient Range	Strength of Association
< 0.60	Poor
0.60 to < 0.70	Moderate
0.70 to < 0.80	Good
0.80 to < 0.90	Very good
0.90 >	Excellent

Source: (Hair., 2003)

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3.8.2 Descriptive Analysis

Descriptive analysis includes frequency and percentage analysis towards target respondent's demographic profile. All results will be shown in graphical such as pie chart, bar chart and more. According to Zikmund (2003), descriptive analysis is the analysis that makes it easier form to interpret the raw data information using rearranging, ordering, and manipulating data to generate descriptive information.

3.8.3 Pearson Correlation

Then, the researcher used the Pearson's Correlation Analysis to identify the relationship between independent and dependent variable. From this analysis, the researcher can make the hypothesis. It can be positive and negative hypothesis. Pearson's correlation can be defined as a test which measures the relationship between the independent variables and a dependent variable. In this research, the dependent variable is destination choice. Meanwhile, the independent variables were the usage habit of social media, types of media usage, usefulness as social media usage, and attitude towards using social media as a tool to select tourism destination. The objective of this test is to know whether the correlation is statically significant. Furthermore, it is used to identify the hypothesis should be accepted or rejected.

3.9 SUMMARY

In this chapter, researcher is discussing about the reliability of all variables which is existed in the research methodology. Basically, this study is a basic research. This chapter applies reliability analysis, descriptive analysis and inferential analysis. As stated above, the researchers are going to select 330 respondents for the questionnaires.

CHAPTER 4

RESULTS

4.1 INTRODUCTION

This chapter describes the results gathered from the analysis of the data collected from a questionnaire administered to 330 respondents. This chapter presents the data on reliability analysis, demographic characteristics of respondents, descriptive analysis, and Pearson's correlation coefficient. The data were analysed by Statistical Package for Social Sciences Statistics Version 26 to analyse data after it has been collected by processing statistical data and producing various outputs needed by researchers.

4.2 RELIABILITY ANALYSIS

Reliability test was conducted using Cronbach's Alpha analysis. It aims to measure the internal consistency of the sets of items for dependent variable and independent variables. The Cronbach's Alpha analysis able to determine whether the set of items has a high stability in measuring variable. For Cronbach's Alpha, the generally accepted cut off value of a reliable scale is 0.70 and above (Nunally, 1978). On the other hand, Moss, Prosser, and Costello (1998) suggested that Cronbach's Alpha value above 0.60 is considered acceptable. Hair et al. (2003) also stated that Cronbach's Alpha value of 0.60 or greater can be accepted in the research.

Table 4.2: The Rule of Thumb on Cronbach's Alpha

Cronbach's Alpha Coefficient Range	Strength of Association
< 0.60	Poor
0.60 to < 0.70	Moderate
0.70 to < 0.80	Good
0.80 to < 0.90	Very good
0.90 >	Excellent

Source: (Hair., 2003)

Table 4.2: Results of Reliability Cronbach's Alpha Coefficient analysis

Number of Items	Variables	Cronbach's Alpha	Strength of Association
10	Destination choice	0.800	Very good
10	Usage habit of social media	0.728	Good
10	Types of social media usage	0.878	Very good
10	Usefulness of social media usage	0.729	Good
9	Attitude towards using social media	0.775	Good

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as a tool to select tourism destinations	

Table 4.2 shows the results of reliability analysis for the study variables. As illustrated above, the Cronbach's Alpha for types of social media usage was measured by 10 items shows the highest alpha coefficient of 0.878. Next, usage habit of social media with 10 items produced an alpha coefficient of 0.728 and usefulness of social media usage with 10 items produced an alpha coefficient of 0.729. Moreover, attitude towards using social media as a tool to select tourism destinations with 9 items produced an alpha coefficient of 0.775 (independent variable) and destination choice is 0.800 (dependent variable).

Destination choice is the dependent variable in this study, since calculated value is 0.800, the variables used were acceptable and able to measure the destination choice. Usage habit of social media is 0.728, types of social media is 0.878 and usefulness of social media usage is 0.729, attitude towards using social media as a tool to select tourism destinations is 0.775 which is acceptable and reliable values because the score result was over 0.60.

As a conclusion, the Cronbach's Alpha reliability coefficients of independent variables in this study were acceptable and positively correlated one to another. As a result, the average intensity of coefficient for the variables is excellent, indicating that the questionnaires are highly reliable and that the research can be proceed.

4.3 FREQUENCY ANALYSIS

There are five questions were asked in demographic profile section in the questionnaire. There was gender, age, race, course, and year of study. Table used to present the respondent's demographic profile.

4.3.1 Number of Respondent based on Gender

Table 4.3: Gender of Respondent

Gender	Frequency	Percentage (%)	Cumulative Percentage (%)
Male	115	35	65.2
Female	215	65	100.0
Total	330	100	

Source: Research Data 2021

Results from the gender section are presented in frequency and the percentage number. As can be seen in Table 4.3, there are two gender distributions of respondents in this study. The total frequency is 330 respondents in this study. In this study, the higher the distribution of gender is female representing total of 215 (65.0 %) respondents compare male had 115 respondents (35.0 %).

4.3.2 Number of Respondent based on Age

Table 4.4: Age of Respondent

Age	Frequency	Percentage (%)	Cumulative Frequency (%)
Below 18 years old	2	0.6	0.6
18-22 years old	161	48.8	49.4
23-30 years old	167	50.6	100.0
Above 30 years old	0	0	
Total	330	100	

Source: Research Data 2021

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As can be seen in Table 4.4, the respondents were allocated into four groups of ages. The age group of 23 to 30 years old is dominated the respondents in completing the questionnaire with slightly half of total respondents 167 (50.6 %) respondents. Second higher group age was 18 to 22 years old representing a total of 161 (48.8 %) respondents and following the minority group age had 2 (0.6 %) respondents were age below 18 years old. There is no respondent from above 30 years old.

4.3.3 Number of Respondent based on Race

Table 4.5: Race of Respondent

Race	Frequency	Percentage (%)	Cumulative Frequency (%)
Malay	250	75.8	76.1
Chinese	46	13.9	90.0
Indian	25	7.6	97.6
Others	9	2.7	100.0
Total	330	100	

Source: Research Data 2021

The number and percentage of respondents is shown based on race in Table 4.5. 250 respondents were Malay, 46 respondents were Chinese, 25 respondents were Indian, and 9 respondents were other races. From the figure above, Malay respondents consisted of 75.8.0%, which is the highest race of respondents. For Chinese and Indian respondents were 13.9% and 7.6%. Meanwhile, the lowest percentage of race is others which are 2.7%.

4.3.4 Number of Respondent based on Course

Table 4.6: Course of Respondent

Course	Frequency	Percentage (%)	Cumulative Frequency (%)
SAP	198	60	60.0
SAH	87	26.4	86.4
SAW	45	13.6	100.0
Total	330	100	

Source: Research Data 2021

Table 4.6 showed the total respondents for course. A total number of 330 respondents equivalent to 60% were from course SAP, while the number of course from SAH was 87 respondents, which is 26.4% and course SAW has 45 respondents which is 13.6. In this study, it was found that respondents who were from course SAP more numerous than respondents who from course SAH and SAW.

4.3.5 Number of Respondent based on Year of Study

Table 4.7: Year of Study Respondent

Year of Study	Frequency	Percentage (%)	Cumulative Frequency (%)
Year 1	79	23.9	23.9
Year 2	52	15.8	39.7
Year 3	170	51.5	91.2
Year 4	29	8.8	100.0
Total	330	100	

Source: Research Data 2021

The number and percentage of respondents is shown based on year of study in Table 4.7. Third year student is the highest of respondents with 170 (51.5%). The second range is

first year student that is 79 (23.9%) meanwhile second year student is 52 (15.8%). There are

also has final year student which is fourth year students with 29 respondents (8.8%).

4.4 DESCRIPTIVE ANALYSIS

In this part, the analysis for each variable in this research will be presented. The researcher include further explanation of the result for this part.

4.4.1 Means Score for Types of Social Media

In this part, descriptive analyse of types of social media usage presented. The mean score is the arithmetic average of a group of scores and referred to determine the degree of agreement of the variables. This study used 4 points Likert Scale, the range of mean score shows 1.00 – 2.33 is regarded low, mean scores from 2.34 – 3.67 is regarded medium and 3.68 – 5.00 is regarded high. The table below shows means score of variables:

	N 330	Minimum	Maximum	Mean	Std. deviation
Which social media you spend your day the most on?		1	5	2.36	1.146
Which social media you refer/surfing the most whenever you are planning to take a trip?		1	5	2.56	.998
Which social media you trusted the most in surveying about destination/travelling?		1	5	2.74	.961
Which social media that always gives complete info that you needed?		1	5	2.72	1.068
Which social media do you think easier to deal with?		1	5	2.29	1.028
Which social media that you always suggest/recommend to friend/family?		1	5	2.30	1.022
Which social media you oftenly		1	5	2.63	.908

		1	5	2.67	.933
access while on travelling?					
Which of the following social media website do you currently have multiple accounts with?		1	5	2.67	.933
Which of the following social media you use the most to post picture?		1	5	2.52	.900
Which of the following social media you use the most to promote products/services?		1	5	2.28	.953
Valid N (listwise)	330				

Table 4.4.1: Types of Social Media

Based on the table above, it could be conclude the range of mean for the types of social media been used by respondents is from 2.28-2.74. From the table, we concluded the highest mean is which social media the respondents trusted the most in surveying about destination or travelling. The lowest mean which is 2.28 is referring to which social media respondents use the most to promote products/services. Next, the highest standard deviation which is 1.146 is referring to variable which social media respondents spend their day the most on. From this we may come to conclusion that respondents tend to spend their day by spending the time using social media.

4.4.2 Means for Usage Habit of Social Media

	N 330	Minimum	Maximum	Mean	Std. deviation
Your travel destination choice influenced by both positive and negative comments on social networks.		1	4	2.51	.686

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		1	4	3.60	.550
A tourism package published on social networks may attract you to travel.		1	4	3.60	.550
It would be different if you were to go on travel without social media.		1	4	3.59	.534
You would like to post a picture right away, while travelling.		1	4	3.50	.703
You always feel the need to post pictures while travelling.		1	4	3.18	.922
You tend to use social media while travelling.		1	4	3.27	.856
You have many accounts for one social media.		1	4	3.32	.836
Before going to the bed, the last thing you do is checking social media.		1	4	2.97	1.087
You feel incomplete if you do not access social media for a day.		1	4	3.43	.754
An ad on social media did not irritating you.		1	4	3.45	.735
Valid N (listwise)	330				

Table 4.4.2: Usage Habit of Social Media

From the table above, the highest mean is 3.60 meanwhile the lowest mean is 2.51. The highest mean is referring to variable a tourism package published on social network may attract respondents to travel. However, its standard deviation is 0.550 lower than other variables and this shows that not all respondents travelling influenced by the published package on social network. The lowest mean refers to variable respondents travelling influenced by both positive and negative comments on social networks. Based on its standard

deviation which is 0.686 it shows that majority respondents agree with the statement. Based on the table, the highest standard deviation is referring to variable the last thing respondents do before going to the bed is checking social media. From this we may conclude most of the respondents strongly agree with the statement.

4.4.3 Means for Usefulness of Social Media

	N 330	Minimum	Maximum	Mean	Std. deviation
The content and information on social media help you in choosing travel destination.		1	4	2.95	1.108
It is easy to access and survey/search about travel destinations by using social media.		2	4	3.33	.474
Social media definitely a significant tool to promote a tourism destination.		2	4	3.65	.521
Accessing social media is not wasting time and facilitating the consumer.		2	4	3.58	.512
Social media satisfied your needs by giving various choices.		1	4	3.64	.546
Social media is flexible and can be used everywhere.		1	4	3.46	.647
Social media considered as a tool to share the latest information.		1	4	3.48	.579
Social media is a suitable platform to communicate while at a distance.		2	4	3.62	.545

	N	Minimum	Maximum	Mean	Std. deviation
Social media enables people to share the most significant memories from their travels with other audiences.		2	4	3.66	.506
Social media is a great platform for tourism businesses to engage with their current and future customers.		2	4	3.68	.484
Valid N (listwise)	330				

Table 4.4.3: Usefulness of Social Media

Based on the table above, the range mean for this variable is 2.95-3.68. The highest mean which is 3.68 is referring to variable social media is a great platform for tourism businesses to engage with their customers. However, not many strongly agree with this statement since its standard deviation is only 0.484. Next, the lowest mean is referring to variable the content and information on social media are helping respondents in choosing their travel destination. Despite having the lowest mean, the same variable has the highest standard deviation. Judging from this, we may conclude that most respondents are strongly agree the content on social media is helping them determining their travel destinations.

4.4.4 Means for Tourist Attitude towards Using Social Media as A Tool to Select Tourism Destination

	N 330	Minimum	Maximum	Mean	Std. deviation
You always going to travel based on the search for information on social		2	4	3.65	.520

media.					
You tend to believe all the provided information on social media.		2	4	3.68	.517
All the information on social media is from reliable sources.		1	4	3.58	.590
You will survey/search travel-related information on social media.		1	4	3.23	.840
You will leave any comments on the website that promotes tourism.		1	4	3.10	.870
You always post about travel on social media as a sharing purpose.		1	4	3.58	.558
You will make a choice of travel destination wherever you are.		1	4	3.16	.871
You always get a quick response whenever you engage/deal through social media to select a destination.		1	4	3.42	.748
You would not select a destination that has the most negative comments.		1	4	3.40	.660
Valid N (listwise)	330				

Table 4.4.4: Tourist Attitude Towards Using Social Media as A Tool to Select Tourism Destination

Based on the table above, the range means for this variable is 3.10-3.68. The highest mean is referring to variable respondents tend to believe all the provided information on social media. Judging from its standard deviation which is 0.517 we may conclude not many respondents strongly agree with this statement. Following with the lowest mean, it is referring to variable respondents will leave any comments on the website that promotes tourism. Its standard deviation could be considered high since it is 0.870. this means respondents are agree that they will leave comments on the tourism promotion websites.

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Next, the highest standard deviation which is 0.871 is referring to the variable respondents will make a choice of travel destinations wherever they are. This shows most respondents strongly agree with the statement.

4.4.5 Means for Destination Choice

	N 330	Minimum	Maximum	Mean	Std. deviation
You ever made a travel decision based on social media.		1	4	3.30	.781
Social media ever help you determine which destination you want to travel to.		1	4	3.64	.545
You always use social media as a tool to select a destination.		1	4	3.60	.560
The content on social media tend to influence you to reschedule your plan.		2	4	3.56	.571
The choice of travel destination that you wanted can be found on social media easily.		1	4	3.62	.662
You tend to search for other tourists reviews on the promoted destination before making a choice.		1	4	3.47	.648
You used been deceived when making a choice destination on social media.		1	4	3.51	.585
Choosing travel destinations online saving your time.		2	4	3.57	.531
The destination choice in social media is unlimited, variable and		1	4	3.08	1.053

diverse.					
The destination choice information on social media is the same as in real life.		2	4	3.58	.558
Valid N (listwise)	330				

Table 4.4.5: Destination Choice

Based on the table, the highest mean is 3.64 meanwhile the lowest mean is 3.08. The highest mean is referring to variable social media ever help respondents in determining which destination they want to travel. However, judging from its standard deviation which is 0.545 it shows that not many respondents strongly agree with the statement. The lowest mean is referring to variable the destination choice in social media is unlimited, variable and diverse. We could say that many respondents are strongly agree with the statement since it has the highest standard deviation which is 1.053.

4.5 PEARSON CORRELATIONS

In this section, Pearson correlations are used to examine the relationship between independent variable (IV) and dependent variable (DV). Correlation coefficients are able to give an overview of numerical direction and strength linear relationship between IV and DV. The Pearson correlation coefficient (r) ranges from -1 to +1 for positive or negative correlation indications. According to Pallant (2007), absolute value measures encompass information about strengths relationship. Findings of the relationship between the independent variables with the dependent variables are summarized and presented in this chapter.

Table 4.5 Strength Interval of Correlation Coefficient

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

Table 4.5 shows the size of correlation and its interpretation which are used on the study to examine whether the hypothesis is supported.

Hypothesis 1: - The usage of social media has a positive effect on destination choice. The usage of media has a negative effect on destination choice.

Correlations		The Usage of social media	Destination Choice
The Usage of social media	Pearson Correlation	1	.503**
	Sig. (2-tailed)		.000
	N	330	330
Destination Choice	Pearson Correlation	.503**	1
	Sig. (2-tailed)	.000	
	N	330	330

Table 4.5.1 Correlation Coefficient for the usage of social media and Tourist destination choice among Malaysian.

Table 4.5.1 showed the relationship between the usage of social media and Tourist destination choice among Malaysian. The p-value was 0.000 which was less than significant level of 0.01. The correlation is at 0.503 making it as a moderate positive correlation. So, the relationship between the usage of social media and the tourist destination choice among Malaysian is a moderate positive relationship.

Hypothesis 2: - The types of social media users have a positive effect on destination choice. The usage of media has a negative effect on destination choice.

Correlations		The types of social media users	Destination Choice
The types of social media users	Pearson Correlation	1	.512**
	Sig. (2-tailed)		.000
	N	330	330
Destination Choice	Pearson Correlation	.512**	1
	Sig. (2-tailed)	.000	

	N	330	330

Table 4.5.2 Correlation Coefficient for the types of social media users and Tourist destination choice among Malaysian.

Table 4.5.2 showed the relationship between the types of social media users and Tourist destination choice among Malaysian. The p-value was 0.000 which was less than significant level of 0.01. The correlation is at 0.512 making it also as a moderate positive correlation. So, the relationship between the types of social media users and Tourist destination choice among Malaysian is a moderate positive relationship.

Hypothesis 3: - The usefulness of social media usage has a positive effect on destination choice. The usage of media has a negative effect on destination choice.

Correlations			
		The usefulness of social media usage	Destination choice
The usefulness of social media usage	Pearson Correlation	1	.594[**]
	Sig. (2-tailed)		.000
	N	330	330
Destination choice	Pearson Correlation	.594[**]	1
	Sig. (2-tailed)	.000	
	N	330	330

Table 4.5.3 Correlation Coefficient for the usefulness of social media usage and Tourist destination choice among Malaysian.

Table 4.5.3 showed the relationship between the usefulness of social media usage and Tourist destination choice among Malaysian. The p-value was 0.000, which was less than significant level of 0.01. The correlation coefficient is 0.594, this indicates that there was a moderate positive relationship between the usefulness of social media usage and tourist destination choice among Malaysian.

Hypothesis 4: - The attitude has a positive effect on destination choice. The attitude has a negative effect on destination choice.

Correlations		The attitude	Destination choice
The attitude	Pearson Correlation	1	.755[**]
	Sig. (2-tailed)		.000
	N	330	330
Destination choice	Pearson Correlation	.755[**]	1
	Sig. (2-tailed)	.000	
	N	330	330

Table 4.5.4 Correlation Coefficient for the attitude and Tourist destination choice among Malaysian.

Table 4.5.4 showed the relationship between the attitude and Tourist destination choice among Malaysian. The p-value was 0.000, which was less than significant level of 0.01. The correlation coefficient is 0.755, this indicates that there was a high positive relationship between the attitude and tourist destination choice among Malaysian.

4.6 FRAMEWORK ANALYSIS

INDEPENDENT VARIABLE   **DEPENDENT VARIABLE**

Usage habit of social media

R= 0.503

Types of social media usage

R= 0.512

Destination choice

Usefulness as social media usage

R= 0.594

R= 0.755

Attitude towards using social media as a tool to select tourism destinations
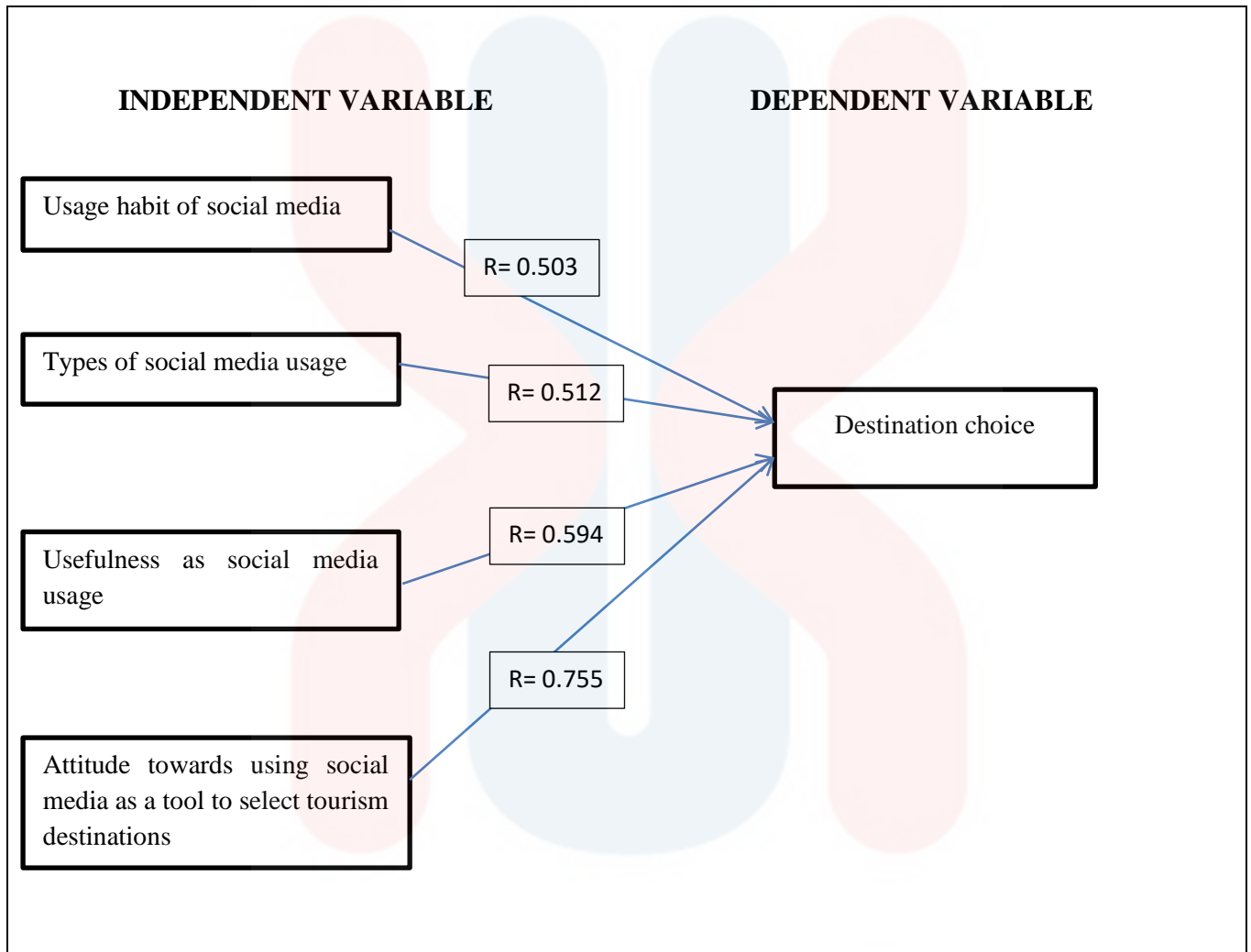
Figure 4.6: Correlation analysis

The Figure 4.6 shows the framework analysis which is the data value of the independent variables to the dependent variables are included. There have four independent variables which is the Usage habit of social media, types of social media usage, usefulness as social media usage and the attitude towards using social media as a tool to select tourism destinations. All of these four had a significant relationship to the dependent variable which is the destination choice. The lowest correlation value is 0.503 which is between the usage habit of social media and the destination choice. After that is the types of social media usage

and destination choice scored 0.512 of a correlation value. Next, the usefulness as social media usage and the destination choice scored the correlation is at 0.594. Meanwhile the highest correlation value is 0.755 which is the attitude towards using social media and the destination choice. Therefore, these are all the independent and the dependent variable that the researchers use in the study.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

In this chapter, all the findings of the study are discussed thoroughly. The research objectives are dissected and discussed one by one, the framework are also briefly discussed. In this section, all the limitations of the study are also being presented. All the implications of the current study are discussed. Next, the contributions about the recommendation of the study are presented.

5.2 RESULTS AND DISCUSSIONS

The key results of the study are summarized in this part. The aim of this analysis was already stated in the previous chapter. The below is a summary of the findings based on the study objectives:

5.2.1 Discussion on Objective 1(The Usage Habit of Social Media)

It is stated in Chapter 1 that the first objective of this study is to examine the relationship between the usage habit of social media and destination choice. Based on the data collected and output in Chapter 4, it shows that there is a significant relationship between the usage habit of social media and destination choice. The first independent variable shows that usage habit of social media determine destination choice among student. The result of the relationship between the independent variable and dependent variable indicates the reflection of Hypothesis 1. Most of the respondents agree that the usage habit of social media influences the destination choice of student as they tend to look up some of interesting destination choice using social media. Respondents also agree that their travel destination choice influenced by both positive and negative comments on social networks. According to previous research, the social media has been highlighted as a major factor for the destination in this research. Participants indicated to themselves that their choice of place was very influenced by social media (Tham, Mair, & Croy, 2020). Furthermore, the research shows that the expected results influence the link between the usage habits of social media and the choice of destination (Nur Amirah, 2019). As a consequence, social media were assumed to be a preferred way of communicating for students and would have a significant effect on destination choices (Davies & Cairncross, 2013).

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5.2.2 Discussion on Objective 2(Types of Social Media Usage)

The second research objective focuses on types of social media usage towards destination choice. The data analysis results in Chapter 4 show that types of social media usage positively relates to the destination choice. The Hypothesis 2 is reflected in the result of the interaction between the independent and dependent variables. The majority of the respondents use WhatsApp as their main social media to determine their own destination choice. This is because nowadays WhatsApp is one of the main social media that always been used by people either to communicate or to determine the destination choice for someone. The result is supported with the findings done about the sorts of social media that affect them and how other users react to posts. The results of the following table reveal that the majority of respondents agreed on each item in the second independent variable (Nur Amirah, 2019). Not only that, this result also supported by Davies and Cairncross (2013) in comparison to other conventional communication methods, social media is more efficient and efficient. Consequently, social media is one of the most powerful and effective instruments.

5.2.3 Discussion on Objective 3(The Usefulness of Social Media Usage)

The study's third objective is to investigate relationship between the usefulness of social media usage and destination choice. Based on the data analysis outcome in Chapter 4, there is a positive relation between the usefulness of social media usage and destination choice. It shows that Hypothesis 3 reflects the relationship between the independent variable and the dependent variable. Most respondents feel like it is easier for them to make a destination choice using social media because social media is easy to access and search about travel destination. Respondents also feel that social media is flexible and can be used anywhere to make sure that the destination choice that have been made is not regrettable. Respondents also agree that social media helps people to share their significant memories

from their travels with other audiences like their family and friends. Based on past studies, the presence of social media in everyday life of these individuals shows a higher effect on their choice of destination (Nur Amirah, 2019). In addition, research has shown that the positive effects influence the relation between social media use and destination choices (Davies & Cairncross, 2013).

5.2.4 Discussion on Objective 4(Tourist Attitude)

The study's fourth objective is to examine the relationship between tourist attitude and destination choice. From the data collected and the outcomes in Chapter 4, it is clear that tourist attitude has a significant relationship with destination choice. In conclusion, all four research objective has been achieved. Hypothesis 4 reflects the result of the relationship between the independent variable and the dependent variable. Most respondents believe that most of the information nowadays are provided on social media. This is because nowadays people tend to give reliable information on social media so that people did not outdated. Although that, respondent also agree that destination choice is determined by good comments because they would not pick any various destination with most negative comments. The result is supported by Hua, Ramayah, Ping, and Jun-Hwa (2017) that showed the people might call either a good or a bad psychological response to a stimuli. Attitude addresses the random mental evaluation of clients and helps consumers to access online purchases. This result also supported by Tham, Mair, and Croy (2020) that showed the good comments on simplicity of use helps to develop a good attitude of tourists. The users can continually utilize helpful and convenient social media sites, which can lead them to revisit social media sites.

5.3 LIMITATION OF THE STUDY

There are several barriers to completing this analysis, which the researchers cannot monitor. This adds to the study's shortcomings. However, testing is relevant in the future as it will develop and improve the consistency and results of the analysis. Thus, during this analysis, some limitations were found.

5.3.1 The Covid-19 Pandemic

The planet faces coronavirus after a couple of weeks of testing. It has prevented numerous industries and organizations. Most collaboration and networking operations are performed online remotely. This dilemma leads to a lack of clarity and ambiguity in the facts discussed during conversation. Also, the method of data processing is broken. Analysis and other operations have been hampered because of the pandemic. On the other hand, though, the pandemic has beneficial effects, as it changes the way people embrace and respond to emerging technological trends.

5.3.2 Limited Distribution Questionnaire

For the second limitation, the researcher only distributed their questionnaire using website which are using Google Form. This is because during the course of this study, there were several barriers that prevented researchers from distributing their questionnaires due to the covid-19 pandemic. Therefore, researchers have to take a different initiative that is to provide their questionnaire questions through Google Form and distribute their questions through social media platforms.

5.3.3 Sample size

For the third limitation, the research only limited their respondents to the students of Universiti Malaysia Kelantan Kampus Kota. This is because the researcher is one of the

student in Universiti Malaysia Kelantan Kampus Kota and the researchers can distribute the questionnaire easily to the students. The sample size's determination to fill out the questionnaire was about 330 respondents which all of the respondents is from the students of Universiti Malaysia Kelantan. To resolve this limitation, future similar studies will need to increase the sample size and validate this analysis on social media influence on destination choice more thoroughly in order to provide a more refined study outcome.

5.4 RECOMMENDATION FOR POLICY IMPLICATION

There are several suggestions could be made and implied so that the research will be more significant as time passes. This study might be a reference for the next students that want to study related topic. As time passes, students might be interested to study and seek more knowledge about the same topic and will refer to this research as one of their sources. This research might be additional information for them to start their own research and study deeper about the topic.

Not only that, the researcher suggested in future research they should be more committed in conducting the study especially in doing survey part. In order to get quick data or info from respondents, the researcher should be engaging actively in spreading the survey form or questionnaire form to respondents. This way could give plenty time to researcher to analyse the obtained data accurately. Besides that, future researcher also could use qualitative type of questionnaire to have interview with respondents to help them get more accurate info compare to with the quantitative type of questionnaire.

Next, researchers suggested that government party or tour operators to prepare comprehensive tourism recovery plans, to rebuild destinations, encourage innovation and investment. As we already knew, there were some situations customers been deceived when they engaged with tour operator. For example, the package that been promoted was different in real life or the services were not met their demands. In order to avoid the same mistakes, it is more convenience and better if the seller prepares a significant and reliable tourism plans to attract customers.

5.5 IMPLICATION

In this part, the researcher will explain about the implication of the study. The implication of this study, which are those factors that been used in this study may be a contributor for the future study that relate to this kind of topic. The result from the research will lead to both theoretical and practical implications that have authenticity importance for both academicians and practitioners.

In terms of theoretical implications, this study surely will be as additional information for related topic and show how far social media might be an influencer in choosing destination. Future researcher might be enlightened if they make this research as their references since this research used and refer to a few reliable journals that related with the topic. As we already knew, social media is an online network of people who exercise and express their normal interests. They have a wide range of links for users, from easy visits to multiple video meetings and the trade in straight e-mails to help at websites and discussion meetings. We may assume these situations make things easier for the consumers as they be offered by multiple options at social media platform and make a choice according to their convenience.

Not only that, the unstable development of social media has given large number of individuals the occasion to make and share content on a scale scarcely believable a couple of years prior. The needs of consumers to talk and post about daily activities in social destination on social media may be fulfilled with the various creations and existence of platforms such as Instagram, Facebook and Twitter. They are free to tell the audiences about their day and sharing precious moments. Besides, given this far and wide age and utilization of substance, it is normal to focus on one's messages to profoundly associated individuals who will spread them further in the informal community. Sometimes by sharing information

or opinion through social media make community aware and alert of their surroundings regarding any situations and this way indirectly will help to enhance community's safety.

Next, for the practical implications this study will show the effect of social media has in choosing destination choice. Furthermore, people might know why some people tend to use social media and others delight to consultant with travel agencies instead of using social media when making destination choice decision. However, the information obtained from social media is not totally trustworthy and reliable compared to traditional sources such as official and governmental tourism websites. It is way better if tourism entrepreneurs provide official websites or link for the customers to choose travel destinations.

5.6 CONCLUSION

In conclusion, this study has opened a new side of knowledge where based on all the information obtained and presented in this study proves that social media has a great power of influence where it can influence the decision -making of an individual. The effectiveness of this social media is very powerful because based on the findings of this study shows that the content on each social media is very different even though the issues discussed are the same. This shows that social media can be used for various things and purposes whether for personal or corporate use, business or politics or all at once. Finally, this study has proven that the use of social media is able to influence a person's decision to choose their travel destination.

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APPENDIX

1) Expert report for questionnaire:

Universiti Malaysia
KELANTAN

BORANG PENILAIAN PAKAR
(SOAL SELIDIK)

Setelah menyemak dan menilai soal selidik yang telah dibina, dengan ini saya mengesahkan bahawa :

NAMA PENGKAJI : DR. SHATHEES BASKARAN

NO. MATRIK : NIL

FAKULTI : UTM

TAJUK KAJIAN : SOCIAL MEDIA INFLUENCE ON DESTINATION CHOICE AMONG MALAYSIAN

Soal selidik yang dibina adalah SESUAI / TIDAK SESUAI untuk digunakan dalam kajian tersebut.

Ulasan secara keseluruhan:

Soal Selidik ini memerlukan perubahan seperti yang disarankan di soal selidik yang dilampirkan. Pastikan soal selidik yang sesuai diguna.

Tandatangan Panel Pakar : *Shathees Baskaran*

Tarikh : 10/12/2020

Cop Jawatan : Pensyarah Kanan

Figure 1: Expert Report for Questionnaire

2) Research Questionnaire

Faculty of Hospitality, Tourism and Wellness

SOCIAL MEDIA INFLUENCE ON DESTINATION CHOICE AMONG MALAYSIAN

Dear Respondent,

We are students of Bachelor of Entrepreneurship (Tourism) with Honour, University Malaysia Kelantan and we are currently conducting research about social media influence on destination choice: a study among students of University Malaysia Kelantan.

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

Responden yang dikasihi,

Kami adalah pelajar Ijazah Sarjana Muda Keusahawanan (Pelancongan) dengan Kepujian, Universiti Malaysia Kelantan dan kami sedang menjalankan satu kajian tentang pengaruh media sosial terhadap pilihan destinasi:kajian dalam kalangan pelajar Universiti Malaysia Kelantan.

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

RESEARCH OBJECTIVES:

RO1: To identify the relationship between the usage habit of social media and destination choice.

RO2: To identify the relationship between types of social media usage and destination choice.

RO3: To identify the relationship between the usefulness of social media usage and destination choice.

R04: To identify the relationship between tourist attitude and destination choice.

RESEARCH HYPOTHESIS

H1- The usage habit of social media has a positive effect on destination choice.

H2- The types of social media usage have a positive effect on destination choice.

H3- The usefulness of social media usage has a positive effect on destination choice.

H4- The tourist attitude has a positive effect on destination choice.

QUESTIONNAIRE

LIKERT SCALE:

Strongly Disagree *Sangat Tidak Setuju*	Disagree *Tidak Setuju*	Agree *Setuju*	Strongly Agree *Sangat Setuju*
1	2	3	4

SECTION A: GENERAL INFORMATION OF RESPONDENT

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

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

1) Gender

☐ Male

☐ Female

2) Age

☐ Below 18 years old

☐ 18-22 years old

☐ 22-30 years old

3) Race

☐ Malay

☐ Chinese

☐ India

☐ Others

SECTION B: INDEPENDENT VARIABLES

i)TYPES OF SOCIAL MEDIA (optional questions)

1) Which social media you spend your day the most on?
   ☐ WhatsApp
   ☐ Facebook
   ☐ Instagram
   ☐ Twitter
   ☐ Others

2) Which social media you refer/surfing the most whenever you are planning to take a trip?
   ☐ WhatsApp
   ☐ Facebook
   ☐ Instagram
   ☐ Twitter

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☐ Others

3) Which social media you trusted the most in surveying about destination/travelling?

☐ WhatsApp
☐ Facebook
☐ Instagram
☐ Twitter
☐ Others

4) Which social media that always gives complete info that you needed?

☐ WhatsApp
☐ Facebook
☐ Instagram
☐ Twitter
☐ Others

5) Which social media do you think easier to deal with?

☐ WhatsApp
☐ Facebook
☐ Instagram
☐ Twitter
☐ Others

6) Which social media that you always suggest/recommend to friend/family?

☐ WhatsApp
☐ Facebook
☐ Instagram
☐ Twitter
☐ Others

7) Which social media you oftenly access while on travelling?

☐ WhatsApp
☐ Facebook
☐ Instagram

☐ Twitter

☐ Others

8) Which of the following social media website do you currently have multiple accounts with?

☐ WhatsApp

☐ Facebook

☐ Instagram

☐ Twitter

☐ Others

9) Which of the following social media you use the most to post picture?

☐ WhatsApp

☐ Facebook

☐ Instagram

☐ Twitter

☐ Others

10) Which of the following social media you use the most to promote products/services?

☐ WhatsApp

☐ Facebook

☐ Instagram

☐ Twitter

☐ Others

ii) USAGE HABIT OF SOCIAL MEDIA

Questions	1	2	3	4
1)Your travel destination choice influenced by both positive and negative comments on social networks				
2) A tourism package published on social networks may attract you to travel.				
3) It would be different if you were to go on travel without social media.				
4) You would like to post a picture right away, while travelling.				
5) You always feel the need to post pictures while travelling.				
6) You tend to use social media oftenly even while travelling.				
7) You have many accounts for one social media.				
8) Before going to the bed, the last thing you do is checking social media.				
9) You feel incomplete if you do not access social media for a day				
10) An ad on social media did not irritating you.				

iii) USEFULNESS OF SOCIAL MEDIA

Questions	1	2	3	4
1) The content and information on social media help you in choosing a travel destination.				
2) It is easy to access and survey/search about travel destinations by using social media.				
3)Social media definitely a significant tool to promote a tourism				

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	1	2	3	4
destination				
4)Accessing social media is not wasting time and facilitating the consumer.				
5) Social media satisfied your needs by giving various choices.				
6) Social media is flexible and can be used everywhere.				
7) Social media considered as a tool to share the latest information				
8)Social media is a suitable platform to communicate while at a distance.				
9) Social media enables people to share the most significant memories from their travels with other audiences.				
10)Social media is a great platform for tourism businesses to engage with their current and future customers.				

iv) ATTITUDE TOWARDS USING SOCIAL MEDIA AS A TOOL TO SELECT TOURISM DESTINATION

Questions	1	2	3	4
1)You always going to travel based on the search for information on social media.)				
2)You tend to believe all the provided information on social media.				
3)All the information on social media is from reliable sources.				
4)You will survey/search travel-related information on social media.				
5)You will leave any comments on the website that promotes tourism.				
6)You always post about travel on social media as a sharing purpose.				

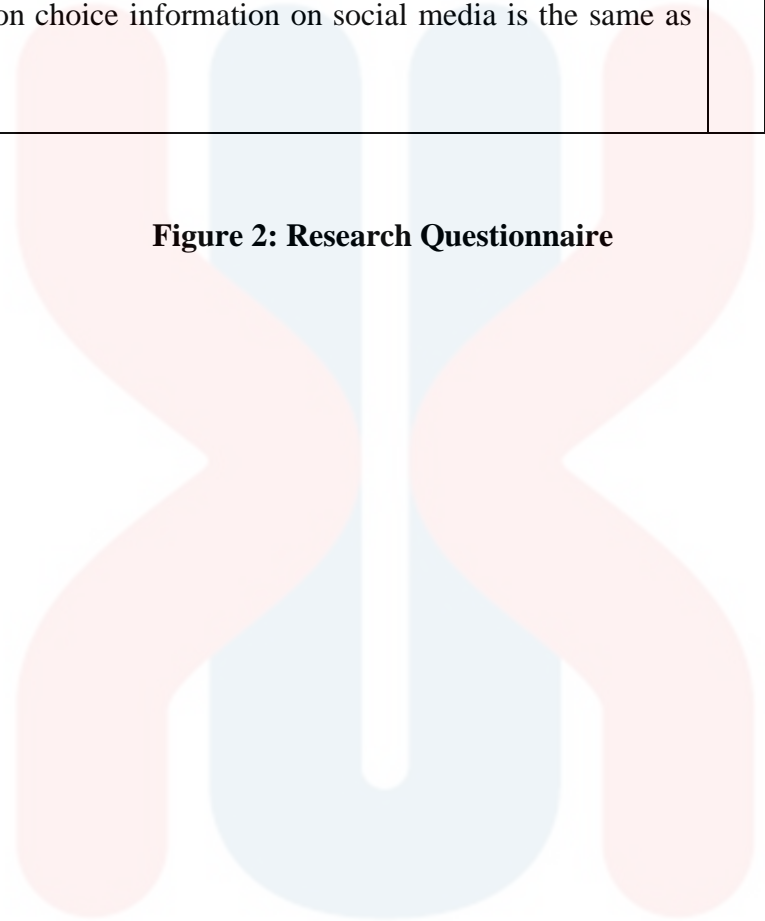|				
7)You will make a choice of travel destination wherever you are.				
8)You always get a quick response whenever you engage/deal through social media to select a destination.				
9)You would not select a destination that has the most negative comments.				

SECTION C: DEPENDANT VARIABLE

DESTINATION CHOICE

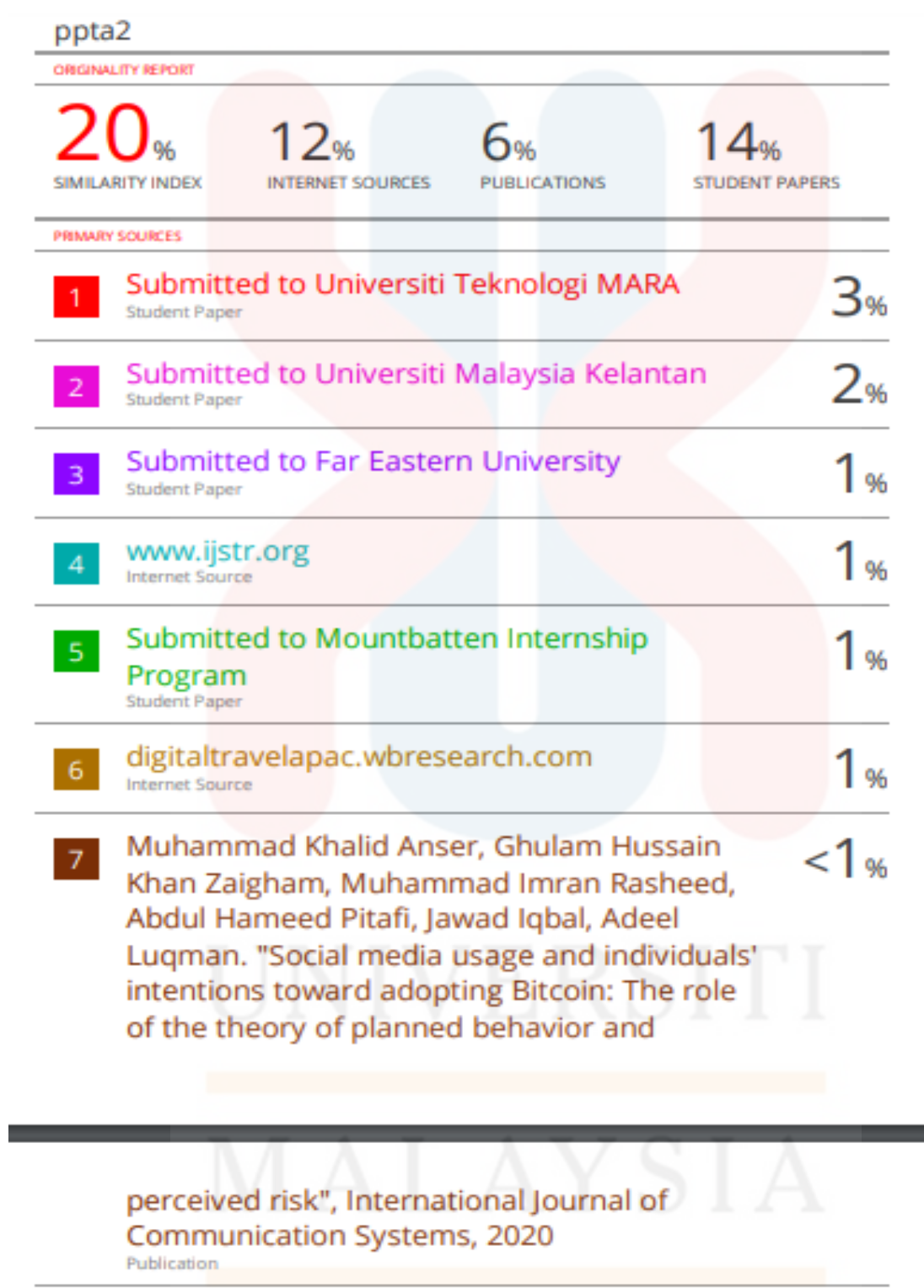| Questions	1	2	3	4
1) You ever made a travel decision based on social media				
2) Social media ever help you determine which destination you want to travel to				
3)You always use social media as a tool to select a destination.				
4)The content on social media tend to influence you to reschedule your plan.				
5)The choice of travel destination that you wanted can be found on social media easily.				
6)You tend to search for other tourists reviews on the promoted destination before making a choice.				
7)You used been deceived when making a choice destination on social media				
8)Choosing travel destinations online saving my time.				

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9)The destination choice in social media is unlimited and variable and diverse.				
10)The destination choice information on social media is the same as in real life.				

Figure 2: Research Questionnaire

TURNITIN'S RESULT

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ORIGINALITY REPORT

20%	12%	6%	14%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to Universiti Teknologi MARA Student Paper	3%
2	Submitted to Universiti Malaysia Kelantan Student Paper	2%
3	Submitted to Far Eastern University Student Paper	1%
4	www.ijstr.org Internet Source	1%
5	Submitted to Mountbatten Internship Program Student Paper	1%
6	digitaltravelapac.wbresearch.com Internet Source	1%
7	Muhammad Khalid Anser, Ghulam Hussain Khan Zaigham, Muhammad Imran Rasheed, Abdul Hameed Pitafi, Jawad Iqbal, Adeel Luqman. "Social media usage and individuals' intentions toward adopting Bitcoin: The role of the theory of planned behavior and perceived risk", International Journal of Communication Systems, 2020 Publication	<1%

Figure 3: Turnitin's Result