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**THE EFFECT OF CORONAVIRUS DISEASE  
(COVID-19) RISK PERCEPTION ON  
BEHAVIOURAL INTENTION TOWARDS UNCONTACT  
TOURISM IN MALAYSIA**

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**Bachelor of Entrepreneur Tourism with Hons**

A report submitted in partial fulfilment of the requirements for the degree of  
**Bachelor of Entrepreneur Tourism with Hons**

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

2020

## APPENDIX B: DECLARATION

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## ACKNOWLEDGEMENTS

In carrying out our investigation, we had to require the assistance and rule of a few well-respected people who deserved our most liberal appreciation. The completion of this is asking us for much enchantment. We need to express our deep and heartfelt gratitude to our investigative leader, Mrs Nurzehan Binti Abu Bakar, to give us great rule through various discussions. Her dynamism, her vision, her earnestness, and her inspiration have deeply driven us. She advised us to carry out the investigation and prove the investigation works as plainly as conceivable.

It was a fantastic gain and pleasure to do something under his guidance. We are incredibly grateful to our guardians for their adoration, prayers, caring, and penance to teach and prepare our future. In addition, we would like to increase our sincere gratitude to all those who have directed us directly and by implication in composing this inquiry. Numerous individuals, particularly our classmates and group individuals, have made valuable comments on this study, motivating us to move forward with our research. We would like to thank all individuals for helping directly and through involvement in completing this thinking.

Finally, we would like to thank the instructors for distinguishing us and understanding our time as an understudy between lessons and enquiry.

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## LIST OF SYMBOLS AND ABBREVIATIONS

### Abbreviations

COVID-19	Corona Virus-19
SARS	Severe Acute Respiratory Syndrome
MER-CoV	Middle East Corona Virus-Related Respiratory Syndrome
USA	The United State of America
TOPB	Theory of Planned Behavior
CPRS	Corona Virus Perceived Risk Scale
IV	Independent Variable
DV	Dependent Variable
RQ	Research Questions
SPSS	Statistical Package for Social Science
www	Web Wide Web

## ABSTRACT

In Malaysia, the effect of COVID-19 has put the tourism industry under pressure. The prolonged dissemination of the novel coronavirus had caused Malaysia to move to untact tourism. Untact tourism is a new paradigm that accommodates individuals' need to minimise their perceived risks. However, untact tourism caused travellers' refusal as they perceived it negatively. In addition, not many researchers have been done in investigating traveller risk perception following health crises. Thus, this research is designed to study the impact of the perceived risk of COVID-19 on behavioural intentions towards untact tourism among Malaysian tourists. It explored cognitive, affective, and emotional perceived risk on behavioural intention towards untact tourism. This research will use a questionnaire as a method to collect the data. Data collected from this questionnaire will be analysed using SPSS. This study is believed to provide a good insight towards academicians and practitioners in preparing them to the post-corona field for a new normal after the experience of restricted living during an unprecedented pandemic.

**Keywords:** COVID-19, untact tourism, perceived risk.

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## ***ABSTRAK***

Di Malaysia, kesan COVID-19 telah meletakkan industri pelancongan di bawah tekanan. Penyebaran novel koronavirus yang berpanjangan telah menyebabkan Malaysia berpindah ke pelancongan yang tidak bersentuhan. Pelancongan yang tidak bersentuhan adalah paradigma baru yang menampung keperluan individu untuk meminimumkan risiko yang dilihat mereka. Walau bagaimanapun, pelancongan yang tidak bersentuhan menyebabkan keengganan pelancong kerana mereka melihatnya negatif. Di samping itu, Tidak banyak kajian telah dilakukan dalam menyiasat persepsi risiko pengembara berikutan krisis kesihatan. Oleh itu, kajian ini direka untuk mengkaji kesan risiko COVID-19 yang dilihat terhadap niat tingkah laku terhadap pelancongan yang tidak aksama di kalangan pelancong Malaysia. Ia meneroka kesan kognitif, kolektif, dan emosi yang dilihat risiko ke atas niat tingkah laku ke arah pelancongan yang tidak menarik. Penyelidikan ini akan menggunakan borang soal selidik sebagai kaedah untuk mengumpul data. Data yang dikumpul daripada borang soal selidik ini akan dianalisis menggunakan SPSS. Kajian ini dipercayai memberi gambaran yang baik kepada ahli akademik dan pengamal dalam menyediakan mereka ke bidang pasca korona untuk normal baharu selepas pengalaman hidup terhad semasa pandemik yang tidak pernah berlaku sebelum ini.

**Kata Kunci:** COVID-19, pelancongan tanpa sentuhan, risiko yang ada

# CHAPTER 1

## INTRODUCTION

### 1.1 INTRODUCTION

This chapter sets out the basis for the study. It begins with a discussion of the background to the study, followed by a problem statement, the research objective and the research question. Next in line is the presentation of the significance of the study and the definition of the term of the study based on the effect of coronavirus (COVID-19) risk perception on behavioural intention towards untact tourism. This chapter ends with a summary of the organization of this study.

### 1.2 BACKGROUND OF STUDY

A coronavirus newly identified, SARS-CoV-2, has caused a global respiratory pandemic called COVID-19 (Jun Zheng, 2020). COVID-19 is a disease that started in China in December 2019 due to the new coronavirus. The symptoms of COVID-19 include cough, fever or chills, shortness of respiration or difficulty in breathing, muscles or body weariness, sore throat, taste or smell loss, diarrhoea, headache, new tiredness, nausea or vomiting, and conjuring or running nose. Respiratory coronavirus syndrome (SARS) and the Middle East respiratory syndrome (MER-CoV) may be divided into two

distinct categories of coronavirus (World Health Organization, 2020). Coronavirus is an infecting virus family that means that people have not discovered a new type of virus. Both animals and human beings can receive coronavirus. Coronavirus is a family of viruses that commonly infect the airways, and coronavirus also refers to discovering a new virus type that humans have never discovered. This virus can spread to both animals and humans. This virus infection is close to other influenza infections and has more severe complications with the compromised immune system (Ruchi et al., 2020). COVID-19 may be severe, and some cases have caused death (Tanu Singhal, 2020).

COVID-19 has badly affected all industries, including the tourism industry (Seyyed Zabihi, 2020). Now hotels, airlines, and cruise operators are some of the worst-hit tourism industries, and this effect is due to the need to avoid the tourism part of the world. The impact of COVID-19 has caused many global travel withdrawals, business cancellations, public events, temporary work changes, and decreased wages (Eurofound, 2020). Air Asia suffering from painful losses due to the COVID-19 crisis is one example (Prem Kumar, 2020). Air Asia Group has reported a loss of 804 million ringgit (\$188 million), the low-cost Southeast Asian carrier. The COVID-19 crisis has led to a 22 per cent reduction of total passengers transported to 9,85 million on most important AirAsia markets such as Malaysia, Thailand, Indonesia, the Philippines, China and India. The largest low-cost airline in Southeast Asia reported that this was starting well before in February, the market conditions abruptly deteriorated, with the spread of coronavirus.

In Malaysia, the effect of COVID-19 has put the tourism industry under pressure on the country's tourism economic sector through three main channels (Linda Bethke,

2020). First of all, additional entry restrictions and movements for domestic tourism activity have affected the tourist industry and the industries. Second, the global supply chain was affecting the economic sectors of the country. For instance, production in the automobile and facial mask industry in countries affected by the COVID-19 like China was affected by a shortage of raw material production. Thirdly, every time it reduced or temporarily suspended operations in the U.S. Segment, air operations were also affected by the company's emergence (Linda Bethke, 2020).

'Untact culture' has expanded since the COVID-19 outbreak. An expert says that the "untact movement," with the COVID-19 outbreak as an impetus, will continue to develop. 'Untact movement' has reduced contact between individuals to a minimum, as stated (Sam Kim, 2020). 'Untact tourism' can be defined as a way of travelling without direct contact with other people and keeping them distant (Sam Kim, 2020). In Korea and other countries, this term has become popular to describe a new type of travelling that prioritises social distance by preventing crowded spaces and indoor activities. Tourism Malaysia and Government have also encouraged domestic tourism and natural attractions such as hiking trails, forests and parks. Furthermore, the term "uncontact" has been known in itself as the "uncontacted" term. "Uncontacting" Tourism Malaysia and the government have also promoted national tourism and nature attractions, such as hiking trails (Corinne Wan, 2020).

Due to the emerging 'untact culture' in travelling and the increasing concern on risk involve in untact tourism. Thus, this research is conducted to study the risk perception of untact tourism. This study is believed to provide great insight to

academicians and tourism players in providing a nuanced view of tourist behaviour during future infectious disease outbreaks.

### **1.3 PROBLEM STATEMENT**

The current pandemic situation of COVID-19 has led people to pursue a new lifestyle called “untact tourism”. This is the only way to avoid crowded places or indoor activities rather than to turn to outside places with plenty of space (So Young Bae & Po-Ju Chang, 2020). Untact is a brand-new term introduced first in Trend Korea 2018 that reduces face-to-face interaction customer conduct (So Young Bae & Po-Ju Chang, 2020). New processes implemented recently in daily operations include self-service counters, online payment and technology development (Lee & Lee, 2020). This new way of working adapted to the various interaction processes to continue our way of life after COVID-19, especially in the tourism sector.

However, this new culture has caused refusal from traveller as they perceived it negatively (Stewart & Leggat, 2006). In general, this perceived risk among tourists hurts images, as tourists tend to avoid risky destinations (Wise et al., 2020). During the first week of the COVID-19 pandemic, the authors disclosed changes in perception of the U.S.’s risk and noted a growing risk awareness and the frequency with which protection was involved. This type of tourist behaviour is similar to Cahyanto et al.’s previous study (2016). The authors concluded that the Ebola outbreak in the U.S. increased the perceived health risk and severity of domestic tourists. Similarly, Huang et al. (2020)

have found empirical evidence that tourists involved in preventative behaviour mitigate Tibetan health risks.

Besides, a tourist's risk perception is influenced by individual characteristics and demographic factors (Carr, 2001). Other factors include internal factors such as cultural background and past experiences and external factors such as the media, other sources of information and surrounding groups (Lepp & Gibson, 2003). This perceived travel risk is positively related to the intention that one's travel plans should be changed (Schroeder et al., 2013). Thus, the link between the perception of risk and travel behaviour is essential to understand.

Moreover, some area use technology to mitigate COVID-19 risk. However, not all tourists are familiar with the technologies introduced. Not all tourists are skilled with advanced technology (Belen Vidal, 2019). Tourist will feel troublesome and uncomfortable in using the technologies, especially among senior citizens tourist. For example, many senior tourists feel awkward using the MySejahtera application, and they would prefer to record the name, phone number and temperature in the permit book.

A wide range of studies has investigated the traveller's risk perception following medical crises (Floyd et al., 2004). It is unknown what impact COVID-19 is on traveller's risk perception and how a pandemic exceeding all former tourism crises affects travel behaviour over time. This problem and gap questioned the future of the tourism industry and, more importantly, how risk perceptions could potentially influence tourists' travel post-crisis rebound behaviour, especially the impact of the current public



health crisis in COVID-19. Therefore, this research is being carried out to study the impact on Malaysian tourists' behavioural intentions of the perceived risk of COVID-19.

#### **1.4 RESEARCH OBJECTIVES**

1. To examine the impact of cognitive risk perception on behavioural intention towards untact tourism.
2. To examine the impact of affective risk perception on behavioural intention towards untact tourism.
3. To examine the impact of emotional risk perception on behavioural intention towards untact tourism.

#### **1.5 RESEARCH QUESTION**

1. How to examine the impact of cognitive risk perception on behavioural intention towards untact tourism?
2. How to examine the impact of affective risk perception on behavioural intention towards untact tourism?
3. How to examine the impact of emotional risk perception on behavioural intention towards untact tourism?

## 1.6 SIGNIFICANCE OF THE STUDY

This study has timely and insightful implications for tourism experts and academics who expect to prepare the field after a limited life experience during an unprecedented pandemic for a new normal. It has several theoretical consequences.

First of all, this study represents an academic trial by interpreting the ongoing global issue that has caused significant upheavals worldwide and people's lives to contribute to tourism literature. Considering the potential COVID-19 second wave in the fall following temporary international relief (Maxouris, 2020), the study results will provide an essential benchmark for longitudinal studies to monitor the change in tourists' short- and long-term conduct as recommended by Gössling et al. (2020). Furthermore, this study's results provide nuanced insights into tourist conduct during future outbreaks of infectious diseases.

Next, the government benefits from this study by formulating a new untact tourism policy. This policy will help ensure that the epidemic of COVID-19 is not spreading and reduced by distancing socially between individuals in public areas the number of persons affected by this epidemic. Indirectly, it benefits the government when the community complies with the policy that has made, and there is a decline in the number of individuals affected by this disease, and no new cases are recorded.

This study also has practical implications for the Korean tourism industry and the global tourism market. Tourist practitioners may have to consider new tourism as a

new paradigm that addresses individuals' need to reduce their perceived risks and meet their travel needs. Tourist practitioners could communicate their efforts to practice without any contact to safeguard tourists' safe travel experience.

## **1.7 DEFINITION OF TERMS**

### **1.7.1 PERCEIVED RISK**

The perceived danger is the shopper's instability when buying items, mainly those extremely expensive, for example, vehicles, homes, and computers. Each time a shopper considers the purchase of an item, he or she has specific questions about the item, especially if the object in the address is intensely estimated.

### **1.7.2 UNTACT TOURISM**

In Korea, a concept with the negative prefix 'un' in the word 'touch' may be a recently coined concept referring to behaviour used to describe coordination contact between people (Bae & Chang, 2020). Untouched use includes a self-service counter, online procurement and installation and unexpected booths focusing on creative development and the independence of present individuals (Lee & Lee, 2020).

### **1.7.3 BEHAVIOURAL INTENTION**

Behavioural intention refers to “a person who has a subjective probability of executing a few behaviours” (Fishbein & Ajzen, 1975). Behavioural purposeful expansion is three autonomous predecessors’ work: demeanour consumers, subjective norm, and perceived behavioural power.

## **1.8 SUMMARY**

In conclusion, untact tourism has become popular in Korea to describe a new travelling style, prioritizing social distancing by avoiding crowded places and indoor activities. In Malaysia, the effect of COVID-19 has put the tourism industry under pressure on the country’s tourism economic sector. Hotels, airlines, and cruise operators are some of the worst-hit tourism industries. The prolonged dissemination of the novel coronavirus had caused Malaysia to move to untact tourism. There is limited research on the effects of perceived risk on behavioural intentions, particularly in a COVID-19 pandemic. This research has examined the risk perception of untact tourism and the impact on the perception of risk and behavioural purposes of Malaysian tourists. This study provides practical implications both for the Malaysian tourism industry and for the global tourism market. Tourists may need a new paradigm that addresses people’s necessity to minimize their perceived risk. Tourism is a new paradigm. In either case, behavioural intention is the most significant predictor of behaviour.

**CHAPTER 2**  
**LITERATURE REVIEW**

**2.1 INTRODUCTION**

This chapter provides a study of the literature related to research. The report specifies a better understanding of the implications for the risk of behavioural intention towards untact tourism of the coronavirus disease (COVID-19). It also addresses the link between behavioural intention risk perception, cognitive perceived risk, affective perceived risk and emotional perceived risk towards behavioural intention on untact tourism. Finally, this chapter acknowledges the gaps in the literature.

**2.2 LITERATURE REVIEW**

**2.2.1 UNTACT TOURISM**

Risk perception refers to subjective convictions or assessing dubious circumstances arising from the specific hazard (Bauer, 1960). Under specific circumstances, individuals regularly use accessible heuristics to evaluate future occasions (Butler & Mathews, 1987). Many investigators then inspected the concept of the hazard seen instead of the real opportunity since human behaviour is the most

decisive factor (Dillard et al., 2012). Researchers inspected hazard from two cognitive and emotional measurements (Brug et al., 2004). Cognitive acknowledgement of chance incorporates the perceived powerlessness and earnestness of chance. By contrast, a complete sense of chance discernment alludes to unrest or concerns about chance presentation (Sjöberg, 1998). Past investigation on the distinguishing cognitive angle (Shim & You, 2015). However, in 2001, Loewenstein and his colleagues presented the risk-as-feeling assumption that the full recognition of the risk influenced certain conduct (Loewenstein et al., 2001). In particular, they have stated that recognizing the complete sense of chance becomes a more effective calculation in human behaviour when an individual faces a deeply dreadful hazard (Peter & Slovic, 1996).

The hazard was considered a key concern in the tourism field for traveller worldwide (Kozak et al., 2007). Since an individual's inborn security requirement is met, security and security issues can heavily impact travel choices (Beirman, 2002). Moreover, tourism involvement and intangibility often lead to more prominent visitor hazards (Fuchs et al., 2013). Tourism hazard recognition is characterized as people's discernment of "the likelihood for a chance from an activity that can influence travel choices on the off chance that the seen threat surpasses a satisfactory level" (Chew & Jahari, 2013). Hazard from wounds, mishaps, militant psychological exercises, characteristic calamities, political flimsiness, and plagues may be included. Since the 1990s, tourism analysts have been exploring hazard and their effect on visitor choice and conduct (Huang et al., 2020). As real illnesses like SARS, Avian flu and MERS have had a severe influence on the tourism industry, a considerable discussion has taken place on the financial impact and impact of pandemics in the tourism industry (Floyd et al., 2004; Lee et al., 2012). Some analysts have examined health-proof sightseer practices such as

anticipation of visitors (Hartjes et al., 2009), health search practices related to travel (El-Ghitany et al., 2018) and mediation free of disease (Lee et al., 2012).

Risk perception was considered a key component in predicting health behaviours (Rosenstock, 1974). Those at risk are expected to take more preventive health actions to avoid or minimize health risks (Chen et al., 2017). HBM is a framework for clarifying the health-protection actions of individuals during the COVID-19 pandemic.

### **2.2.2 BEHAVIORAL INTENTION**

A term for behaviour used in different meanings as TORA, Fishbein and Ajzen (1975) describes behavioural intentions as the subjective probability of a behavioural agent. This concept differs from everyday language intentions, Warshaw and Davis (1985) argue. They define behavioural intentions as ‘as far as a person has consciously formulated plans or fails to conduct specific conduct in the future (Warshaw & Davis, 1985). They describe the original concept of Fishbein and Ajzen as behavioural hope. In the first TOPB version of Ajzen (1985), the idea of behaviour and expectation distinguished from Warshaw and Davis is applied. Ajzen assumes that behavioural expectations are commensurate with objective behavioural and subjective control. This study will learn the impact on behavioural intent toward new tourism of coronavirus or COVID-19 risk perception. Behaviour has many factors, but the researcher only focuses on three cognitive, emotional and affective elements.

### 2.2.3 AFFECTIVE PERCEIVED RISK

An affecting reaction offers insight into a situation and the sentiments that have influenced risk assessments based on similar past experiences and associations (Gilovich et al., 2007; Peters et al., 2006).

An affective sense of risk refers to anxiety and concerns about risk exposure (Sjöberg, 1998). In 2001, however, Loewenstein and his colleagues introduced the risk-as-feeling theory, which stresses the effects on individual conduct affecting risk perception (Loewenstein et al., 2001). Specifically, they said affective risk perception becomes more critical when an individual is exposed to a highly fearful risk to explain human actions (Peters & Slovic, 1996).

The perception of risk is affected by two types. First, the adverse effects measured as an example of predictive emotions that are part of the risk perception process may be interpreted. In other words, when people take a risky task into account, they anticipate that they have negative emotions (e.g., fear when imagining a car crash as a consequence of dangerous driving). Secondly, we also showed that risk perception could be influenced by the adverse effects and the stress-free participants perceived as above-assigned participants of a risk-assigned activity. These findings somewhat conform to the emotional model (Lerner et al., 2015) that assumes that the emotions felt when the choice was made are constituted by both the sentiments that form part of the choice problem and unrelated emotions (Traczyk & Fulawka, 2016).



#### 2.2.4 COGNITIVE PERCEIVED RISK

Generally, cognitive means a mental process for interpreting, learning and understanding something. Cognitive risk perception will have a positive and negative influence that can be significant on behavioural intentions. According to the previous study, Icek Ajzen (1991) determines human behaviour by behavioural intentions influenced by attitudes, subjective norms and perceived behavioural control. The problem of the COVID-19 pandemic is closely linked. More patients infected with the epidemic each day must consider this disaster's psychological and mental health consequences. It should be clarified that pandemics affect the economy not only medically but also indirectly.

Cognitive evaluation is when the individual assesses the relevance to a given encounter's well-being in the environment and how. There are two phases. Primary assessment refers to an estimate of a person's involvement with anything in the meeting. Meetings can be assessed as irrelevant, benign, or stressful. Is the meeting potentially harmful to the well-being or health of a person, for example? Evaluating an assessment of a person's impact on the conference's outcome is a critical indicator of the primary evaluation, such as assessing the disturbance, threat or challenge of the meeting.

The cognitive dimension of the risks is associated with the probability and severity of the previous report's impact (Sang Hwa et al., 2015). This assessment is based on available information. The current study works on the risk characteristics of knowledge, knowledge and control for the cognitive dimension. Expertise can be defined as understanding how well people know a risk (Rolf Skjong, 2015). People may

regard a particular risk as risky when they are unknown or unknown (Rolf Skjong, 2015). In his study, Sustain (2002) also suggested that unfamiliarity panics ordinary people even when risk is relatively low. According to the previous study by Slovic (1999), familiarity refers to how people are used to a threat. Another important feature that could influence risk perception is controllability: people will consider the threat less severe in the course of their study if they perceive it can control a danger (Williams, 2007).

Given the potential of the COVID-19's long-term psycho-social impact on people's lives during and after the pandemic, pandemic scales must be developed to serve research and practice thoroughly. Such an amount would be beneficial to identify the perception of individuals about the pandemic. This study has adapted and tested the factor structure of a Risk Perception Scale related to coronavirus, CPRS, and COVID-19. The CPRS was expected to yield a two-factor solution, cognitive and emotional. We predicted that every size of the scale would be reliable internally.

This study deals with people judging the risks of a particular hazard based on the combined (perceived) range of risk features such as fear, knowledge and controllability, according to the psychometric paradigm of Slovic (1987).

### 2.2.5 EMOTIONAL PERCEIVED RISK

An “emotional” response is required by cognitive processing. Emotional responses simultaneously modulate and guide awareness to allow environmental adaptation. It depends on how we see our world, how our memory is organized and how we decide critically. In this review, we provide an overview of current affective science theorisation and research. We discuss the conceptualization of the interactions between cognitive and emotive processes by psychological theories of emotion. We then study how our perception, attention, memory, and decision-making impacts emotional effects. We illustrate the mechanisms and neural substrate underlying the cognition and emotion interactions by studies with healthy participants and clinical populations.

Psychool (2009), from his previous study, writes that man is the most emotional animal, referring to the fact that, through sophisticated nervous systems, emotionality is increasing across species. This observation suggests that emotion can perform an adaptive function requiring a certain amount of complexity in processing. We have previously theorized that the emotional role is to unite stimulus and behavioural response, allowing flexible adaptation (Psychool, 2009) to environmental contingencies. A reflex or fixed pattern of action connects a specific motivation inflexibly to a response. By contrast, an emotional response produces a latency period in which physiological responses can be initiated, and several tendencies for action can be prepared during a further analysis of the situation.

According to Liang et al.'s previous study (2006), how is an emotion related to the perceived risk in consumer experience? The author argues that negative emotions are optimistic and positive related to perceived risk. Negative emotions and perceived differences in the circumstances and the environment around perceived risk are found.

Therefore, an emotional person is characterized by a high interdependence of the organismic subsystems, with their neural sub circuits provide an emotional response and essentially cognitive functions. We shall now illustrate in more detail how cognitive functions such as perception, attention, memory and choice during an emotional response are modulated.

The emotional impact on awareness and attention frequently face large quantities of sensory information in our daily environment. Because of our brain's limited capacity, we cannot thoroughly process all information that enters our senses but must select a subset to prioritize its processing for other details.

## **2.3 HYPOTHESIS DEVELOPMENT**

### **2.3.1 RELATIONSHIP BETWEEN COGNITIVE PERCEIVED RISK AND BEHAVIOURAL INTENTIONS**

Cognitive means are learning and understanding mental processes, including thought, knowledge, recollection, assessment and problem-solving (Cherry, 2020). Perceived sensitivity and severe risk include cognitive risk perception (Sjöberg, 1998). The perceived knowledge refers to how well people know risk concerning cognitive dimensions (Brug et al., 2004). Cognitive risk references analytical, systematic, deliberative, and logical risk analysis and subsequent decisions, according to Slovic and Peters (2006). The following hypothesis is developed based on the above discussion:

*Hypothesis 1: There is a relationship between cognitive perceived risk and behavioural intention towards untact tourism.*

### **2.3.2 RELATIONSHIP BETWEEN AFFECTIVE PERCEIVED RISK AND BEHAVIORAL INTENTIONS**

Affective risk perception refers to anxiety or risk exposure concerns (Sjöberg, 1998). Loewenstein and his colleagues highlighted the impact of affective perception on some compartments (Loewenstein et al., 2001). In particular, they indicated that affective

risk perception becomes a more significant determinant of human activity if a person faces a very frightening risk (Peters & Slovic, 1996). The behavioural purposes of individuals are influenced by a high level of perceptions of risk, according to Choi et al. (2013) and Lee (2009). Fishbein and Ajzen (1975) show that a person intends to participate (personal conviction and feelings towards that behaviour). Over and above the concerns associated with risk perceptions, people experienced during the COVID-19 pandemic various affective conditions such as anxiety, anger, loneliness, frustration, confusion, lack of adequacy and uncertainty. Exploring quarantine psycho-social results. The following hypotheses are proposed based on the above discussion:

*Hypothesis 2: There is a positive relationship between affective perceived risk and behavioural intention towards untact tourism.*

### **2.3.3 RELATIONSHIP BETWEEN EMOTIONAL PERCEIVED RISK BEHAVIORAL INTENTIONS**

Practitioners must know about rumours and the potential risk of “emotional infection” in any pandemic (Goodwin et al., 2011). The social context can also affect the level of professional concern. The lower-income class, for example, deals more with problems like equitable health service distribution. In this way, an outbreak in China has shown increased anxiety, depression, sensitivity to social risk, and decreased satisfaction in life, and a pandemic could lead to emotional responses to health risks, increased awareness of risk, increased negative feelings such as anger or fear and considerable

challenges in risk reductions (Vaughan & Tinker, 2019; Li et al., 2020). The following hypotheses are recommended based on the discussion:

*Hypothesis 3: There is a relationship between emotional perceived risk behavioural intentions is a more likely positive attitude towards untact tourism.*

## 2.4 CONCEPTUAL FRAMEWORK

This study will show the impact on the behavioural intention for untact tourism of the coronavirus disease or COVID-19.

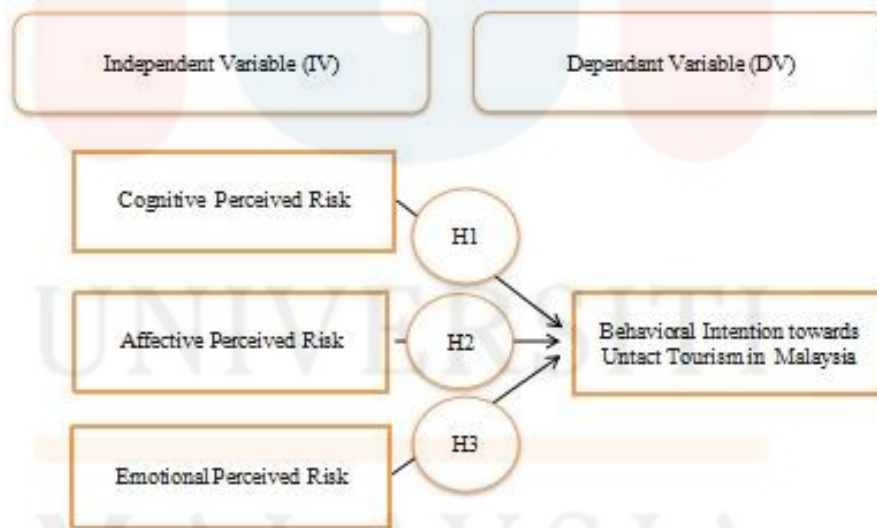


Figure 2.1 shows Conceptual framework adapted from Theory of Planned Behavior (Ajzen, 1985)

The cognitive theory is based on the model (Lewin, 1951). In contrast, the cognitive thesis emphasises the subjective value of consequences and the subjective expectation of results from a behaviour, which claims that repetitive behaviour results from an individual's immediate reward after a specific activity (Champion & Skinner, 2008). If used in health behaviour, a person who values avoiding health risks can also be assumed to expect a specific action that promotes health to minimize this risk.

A significant history of subjective standards and perceived behavioural controls were also perceived risk (Lee, 2009). People who perceive a particular risk are expected to conduct themselves more preventively to prevent or reduce health hazards.

## **2.5 CONCLUSION**

To conclude, this chapter examined the effect of risk perception (COVID-19) on behavioural intent towards new tourism in the existing literature. Development was also discussed of the relationship between affective risk perceived, cognitive risk perceived, emotional risk perception and behavioural intent. To examine the relationship between independent and dependent variables, the researcher constructed a conceptual framework for this study. The following table provides an overview of these research questions and hypotheses. The methodology to be used in this study is described in this chapter. (See table 2.1)



Table 2.1 shows The Relationship between Research Question and Hypothesis

Research Question	Description	Hypothesis
RQ1	How to examine the impact of cognitive risk perception on behavioural intention towards untact tourism?	There is a relationship between cognitive perceived risk and behavioural intention towards untact tourism.
RQ2	How to examine the impact of affective risk perception on behavioural intention towards untact tourism?	There is a positive relationship between affective perceived risk and behavioural intention towards untact tourism.
RQ3	How to examine the impact of emotional risk perception on behavioural intention towards untact tourism?	There is a relationship between emotional perceived risk behavioural intentions is a more likely positive attitude towards untact tourism.

## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 INTRODUCTION

The method used in this research was explained in this chapter. This chapter will include all the research components, from research design, population, sample size, sample method, data collection method, research tool and data analysis. Finally, a detailed summary of the research is provided in this chapter.

#### 3.2 RESEARCH DESIGN

The research design is the structure of the research methods and techniques selected by a researcher (Sileyew K, 2019). The design assists scientists in studying and developing research methods suitable for the subject (Sileyew K, 2019). There are collection, measurement, and analysis of three principal types of research (Gunderson, 2002). The current study used **the quantitative method to examine** coronavirus (COVID-19) risk perception on behavioural intention on untact tourism. The research meant that the data were collected using a questionnaire; this study aimed at determining the effect of perception of the risk from coronavirus disease (COVID-19). The scientist also uses a descriptive method in this study. Descriptive research is a suitable choice for

researchers to identify features, frequencies, trends or categories (Shield Patricia, 2013). The researcher used a **descriptive method** because the researcher wanted to investigate the impact on behavioural intent towards unchallenged tourism of the cognitive, adequate and emotional perceived risk.

### 3.3 POPULATION

The study's target populations are a **tourist who has the intention to travel in Malaysia**. The researcher chooses tourist to become their target. According to Tourism Malaysia statistic from 2017 until 2019, the addition tourist arrivals in Malaysia has been ups and down. The number of tourists coming to Malaysia is 25.95 billion people in 2017 and drop to 25.83 billion tourists in 2018. In 2019, the statistic of tourist arrival increase to 26.10 billion people. The researcher chooses tourists to become their respondents because they use different facilities, and the researcher wants to know their exposure to untact tourism during pandemic COVID-19.

### 3.4 SAMPLE SIZE

The sample is the systemic population distribution (Fenstermacher & Richardson, 2005), which includes a process for the selection of the higher group multiple samples (samples) as the basis for the assessment or implication of reality, the circumstances, and

the significance of the higher group (Kumar, 2006). This analysis was used to calculate the size of unknown population samples using Krejcie and Morgon.

The researcher stated from the previous study that only 96 respondents were used. In our study, researchers chose to use **200** respondents to examine coronavirus (COVID-19) risk perception due to behavioural intent towards untouched visitation in Malaysia to identify the results of this research. Previous studies on cognitive, affective, and emotional perceived risk also used a similar sample size. For instance, So Young Bae & Po-Ju Chang (2020) used 200 and 230 respectively in their study.

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
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	100000	384

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

Table 3.1 Krejcie and Morgan Model

### 3.5 SAMPLING METHOD

According to Lance et al.(2014), sampling collects a subset or statistical sample of individuals from a statistical population. In this research, we choose a sampling from a probability sample. A probability sample was a sample likelihood greater than zero for any unit in the population to be selected in the sample. This probability can be accurately calculated. By weighing the sampled units according to their likelihood of selection, combining these characteristics makes it possible to generate unbiased population totals (Shamon, 1984).

The researcher selects **simple random sampling** as the method of obtaining the results of our research. A random sample is a group of individuals from a population selected. Every person is chosen by chance to have the same probability of being always selected for the survey during the sampling procedure (Moore Daren.S, 2008). This technique was employed to ensure that the variables for the study are represented relatively equal.

### 3.6 DATA COLLECTION

Collecting data collects valuable information to ensure a logical answer is provided by the analysis (Sapsford & Jupp, 2006). **Primary and secondary data collection methods** were employed for this study. The collection of primary data

involved the collection by the researcher or taught data collector directly from subjects. Quantitative data are collected to arrange and portray population characteristics and behaviour (Parahoo, 2006). Robson (2007) claimed that the less complicated way a researcher should collect information to find answers to the research questions should be used and that more information would be collected than required. The survey method for this study was selected among the primary data collection methods. Researchers also selected a questionnaire as an instrument for data collection to achieve the goals of this study.

Due to the pandemic COVID-19, the researcher plan to distribute the questionnaire through google form to the tourist by handing out questionnaires to social media such as the Facebook page of “Ministry of Tourism, Arts, and Culture Malaysia by government organization and “Kaki Travel page” to get respondents because the researcher wants to know their exposure on untact tourism during pandemic COVID-19. The introductory letter will be indicated first to the respondent’s enhancement of the explanation and the importance of this study. Other than that, the objective and subject of the inclusion will explain to the respondent. Next, the questionnaire will be given to the 200 respondents to gain an accurate, helpful response for the study. The questionnaire will be handed out for 48 hours for the respondent to respond and close after 48 hours. It is to avoid an unappreciated survey. Finally, the gathered data will be analyzed with the selected method.

The secondary data from different sources are collected in the meantime. Secondary data were used to support results and analyses. In this study, the secondary data used were literature, journals, articles, books, and websites (www).

### 3.7 RESEARCH INSTRUMENT

In the survey research collection, **the questionnaire** is the primary tool used to gather data from respondent. A series of standard queries are often called items to collect individual information on one or more specific subjects under a fixed scheme. Sometimes questionnaires become confusing interviews. A formal contract in which the wording and order of questions in the instrument govern the conversation involves a particular type of interview. A questionnaire is a research tool consisting of a set of queries or other types of suggestions to provide a respondent with information (The Ultimate Guide to Great Questionnaires, 2020). The form of the survey, the sequence of questions and responses are all fixed and written. Researchers only need permission from respondents, and data can be obtained quickly. The researchers then performed a rigorous data analysis to determine the real significance and value of the data. It is easy to quantify this method.

The questionnaire is prepared with the Likert scale in a simple format. The respondents choose a 5-size choice. In the Likert scale, the respondent had a 5-scale choice of 1) strongly disagreed, 2) disagreed, 3) moderated, 4) agreed, 5) firmly agreed. Answers to the question should be classified accordingly.

Question	1	2	3	4	5
	Strongly Disagree	Disagree	Moderate	Agree	Strongly Agree

Table 3.2 shows The Likert Scale

### 3.8 DATA ANALYSIS

The data analysis is the systematical application and illustration, condensing and recapturing statistical and logical techniques and assessing data. According to Shampoo and Resnik (2003), several analytical methods allow inductive inferences from data to be drawn and the signal distinguished from the noise. The **Statistical Package for Social Science (SPSS)** will be used to simplify researchers' analytical data. For the current study, three tests include descriptive statistical analysis, such as reliability testing, descriptive analysis, and Spearman correlation.

#### 3.8.1 DESCRIPTIVE STATISTIC

Descriptive statistics summarize data organised by describing the relationship between variables in a sample or population. (Vikas et al., 2018). A descriptive statistic is a brief descriptive coefficient that summarizes a given data set, representing the entire population sample. Descriptive statistics are broken down into measures of central tendency and measures of variability (spread). The descriptive statistic can simplify a more massive amount of data sensibly. The distribution, central tendency, and dispersion are three significant characteristics of descriptive statistics.



### 3.8.2 RELIABILITY TEST

The reliability test determines the measurement of the intended measurement to which the test is consistent and stable. The reliability test aims to investigate data constancy and immovability (Malhorta and Peteraon, 2006).

Table 3.3: Rule of Thumb Cronbach's Alpha

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

Source: Matkar (2012)

### 3.8.3 SPEARMAN CORRELATION

The correlation of Spearman can be identified as a non-parameter test for measuring the difference level between the two variables (Bonnett, 2008). The correlation can be the strength of the relationship and the directions of the relationship between two variables. The force and direction of the association between two classified variables are measured. However, it is essential first to understand Pearson's correlation before we discuss the Spearman correlation coefficient. A Pearson correlation is a measure of the strength of the linear relation of pair data. The value correlation coefficient varies between +1 and -1. The strength of the relationship and a value of  $\pm 1$  indicates that the two variables are correctly connected. The value is 0, while the relation of the two variables is weak. The correlating value is 0. A sign of the coefficient shows the relation's direction; a sign of + indicates a positive and negative relationship. In statistics, we usually measure four correlations: the Pearson, the Kendall, the Spearman, and the Point-Biserial, respectively, correlations. The correlation of Spearman is chosen in this research to determine the critical link between IV and DV.

Table 3.4: Rule of Thumb of Correlation Coefficient Size

Coefficient Range (r)	Strength of Correlation
$\pm 0.90$ until $\pm 1.0$	Very high positive/negative correlation
$\pm 0.70$ until $\pm 0.90$	High positive/negative correlation
$\pm 0.50$ until $\pm 0.70$	Moderate positive/negative correlation
$\pm 0.30$ until $\pm 0.50$	Low positive/negative correlation
$\pm 0.00$ until $\pm 0.30$	Negligible correlation

Source: Bonnet (2008)

### 3.9 CONCLUSION

In conclusion, every element involved in conducting such research will also be mentioned in this chapter, including a summary of research design, population, sample size, sampling method, data collection procedure, research instruments, and data analysis. The research meant that the data were collected using a questionnaire. To examine the association between the research question created, data collected in this questionnaire were analyzed using a structured questionnaire to explore the impact of the cognitive, affective, and emotional risk perception on behavioural purpose towards untact tourism. Primary and secondary data collection methods should be employed for this study. The collection of primary data involved the collection by the researcher or taught data collector directly from subjects. The survey method for this study is selected among the primary data collection methods. Researchers also selected a questionnaire as

an instrument for data collection to achieve the goals of this study. There are three tests for the current study: descriptive statistical analyses such as reliability testing, descriptive analysis, and the correlation between Spearman. The Descriptive Statistically, the relationship between variables in a sample or population used to sum up data organized. Descriptive statistics are brief descriptive coefficients that summarize a data set representing either a population or a population sample. A Pearson correlation is a measure of the strength of the linear relation of pair data. A summary of research questions and data analysis used in the study is provided below (See table 3.2)

<b>Research Question</b>	<b>Data Analysis</b>
How to examine the impact of cognitive risk perception on behavioural intention towards untact tourism?	Spearman correlation
How to examine the impact of affective risk perception on behavioural intention towards untact tourism?	Spearman correlation
How to examine the impact of emotional risk perception on behavioural intention towards untact tourism?	Spearman correlation

Table 3.5 shows The Summary of Research Questions and Data Analysis

**CHAPTER 4**  
**RESULT AND DISCUSSION**

**4.1 INTRODUCTION**

This chapter covers data analysis techniques such as descriptive statistics, reliability tests, and Spearman's Correlation. Every investigation will decipher and resolve the research questions, while descriptive analysis will rationally simplify a more significant amount of data. As a result, the reliability test determines whether the test is consistent and stable in its measurement of the intended size. Additional analyses and exploration of the relationship between the variables will be conducted using Spearman's correlation test.

**4.2 RESPONSE RATE**

A whole amount of 1 questionnaire distributed online. From the 235 questionnaires collected from the targeted respondents, only 235 refunded questionnaires were used. There all amount 235 use able questionnaires collected online.

A test moderately established the study's overview, an analysis can provide reasonable reaction rates, and superior precision is less clear. The reaction rate, which is

the number of study respondents who responded positively to the quality tested, is frequently used to measure how far can be applied the study results.

Table 4.1: Total Number of Questionnaire

<b>Number of questionnaires distributed</b>	<b>235</b>
<b>Questionnaires returned and use able to be analysis</b>	235
<b>Response rate</b>	100%
<b>The questionnaire used for analysis</b>	235

Source: Fieldwork Study (2021)

#### 4.3 RESPONDENT'S DEMOGRAPHIC

A total of 235 questionnaire sets were assigned via the online portal. This section included the respondents' contextual profiles. This section focuses on the demographic profile and experience of the respondent, including gender, age, race, marital status, education, and income.

Table 4.2: Respondent Demographic Profile – Gender

<b>Respondent's Profile</b>	<b>Frequency (N= 235)</b>	<b>Percentage (%)</b>
Male	108	46%
Female	127	54%
Total	235	100%

Source: Fieldwork Study (2021)

### Percentage of Respondent's Gender

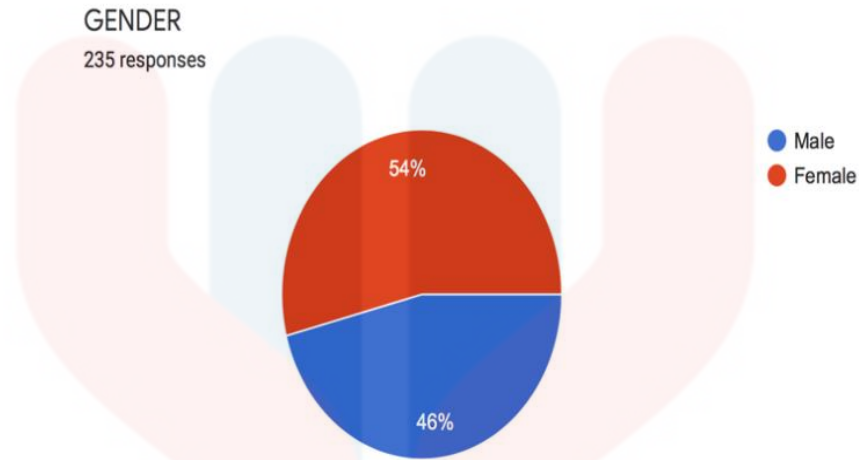


Figure 4.1: Percentage of Respondent's Gender

Table 4.2 displays common of the respondents are female with 54% (n=127) related to 46% (n=108) are male.

Table 4.3: Respondent Demographic Profile – Age

Respondent's Age	Frequency (N= 235)	Percentage (%)
Below than 20 years old	30	12.7%
21-30 years old	142	60.4%
31-40 years old	43	18.3%
41-50 years old	13	5.5%
51-60 years old	6	2.7%
Above 60 years old	1	0.4%
Total	235	100%

Source: Fieldwork Study (2021)

**Percentage of Respondent’s Age**

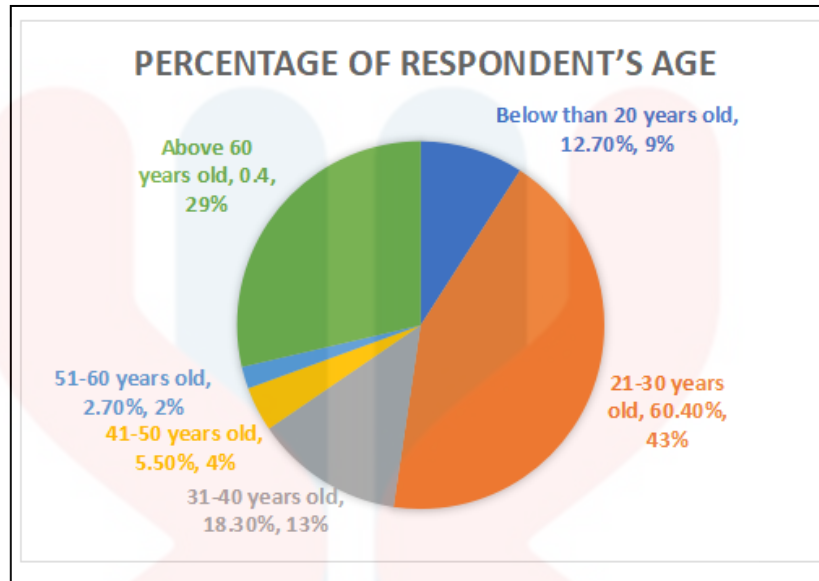


Figure 4.2: Percentage of Respondent’s Age

In table 4.3, respondents who responded to this survey are obscenely aged between 21-30 years old, with a frequency of 142 respondents (60.4%). Respondents below 20 years old observe this with the frequency of 30 respondents (12.7%), 31-40 years old with only 43 respondents (18.3%), 41-50 years old with 13 respondents (5.5%), 51-60 years old with 6 respondents (2.6%) and above 60 years old with 1 respondent (0.4%).

Table 4.4: Respondent Demographic Profile – Marital Status

Respondent’s Marital Status	Frequency (N= 235)	Percentage (%)
Single	167	71.1%
Married	68	28.9%
Total	235	100%

Source: Fieldwork Study (2021)



**Percentage of Respondent’s Marital Status**

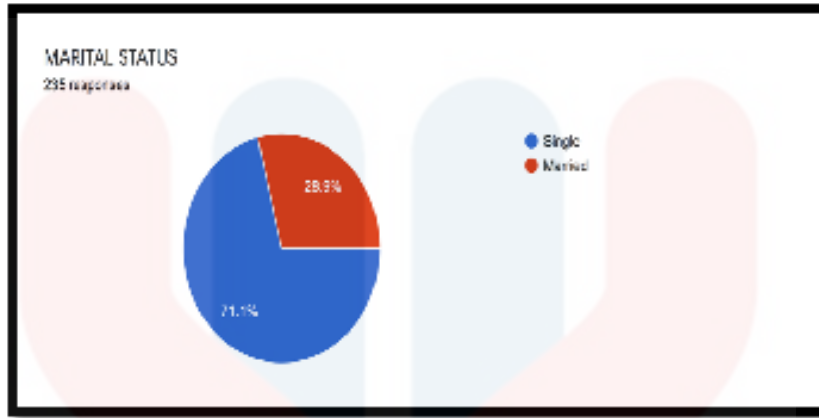


Figure 4.3: Percentage of Respondent’s Marital Status

Table 4.4 shows the percentage of respondent’s marital status, which most of the respondent’s marital status are single with 167 respondents (71.1%) and followed by respondent’s marital status, which is married to 68 respondents (28.9%).

Table 4.5: Respondent Demographic Profile – Income

<b>Respondent’s Income</b>	<b>Frequency (N= 235)</b>	<b>Percentage (%)</b>
Below RM 2000	109	46.4%
RM 2001-3000	64	27.2%
RM 3001-4000	37	15.7%
RM4001-5000	11	4.6 %
Above RM 5000	14	6.1%
Total	235	100%

### Percentage of Respondent's Income

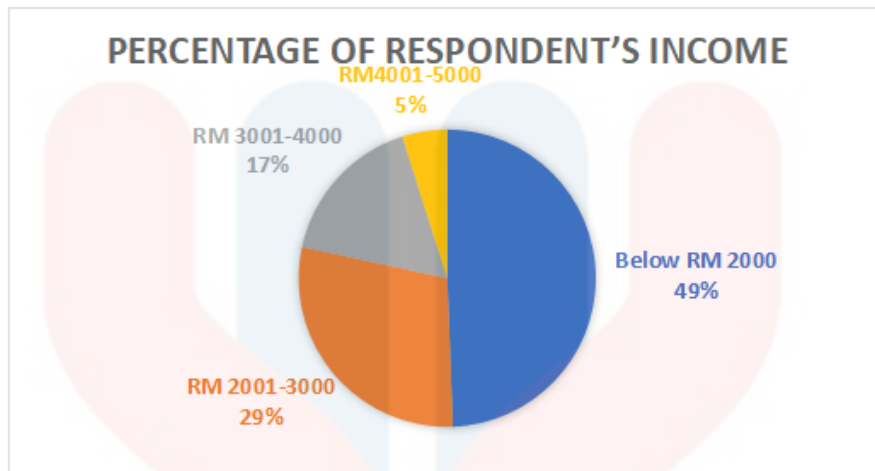


Figure 4.4: Percentage of Respondent's Income

Based on table 4.5 shows the average income of the respondents. Most of the respondent's income is below RM 2000 with 109 respondents (46.4%), RM 2001-3000 with 64 respondents (27.2 %), followed by respondents with income above RM 5000 with 15 respondents (6.1%), for income RM4001-5000 are 11 respondent (4.6%) and lastly respondent with income RM 3001-4000 with 37 respondents (15.7%).

Table 4.6: Respondent Demographic Profile – Education

Respondent's Occupation	Frequency (N= 235)	Percentage (%)
PhD	16	6.8%
Master Degree	56	23.8%
Bachelor's Degree	71	30.2%
Honours/Degree/ STPM	29	12.3%
Graduate Diploma	36	15.3%
SPM	27	11.5%
Total	235	100%

**Percentage of Respondent’s Education Status**

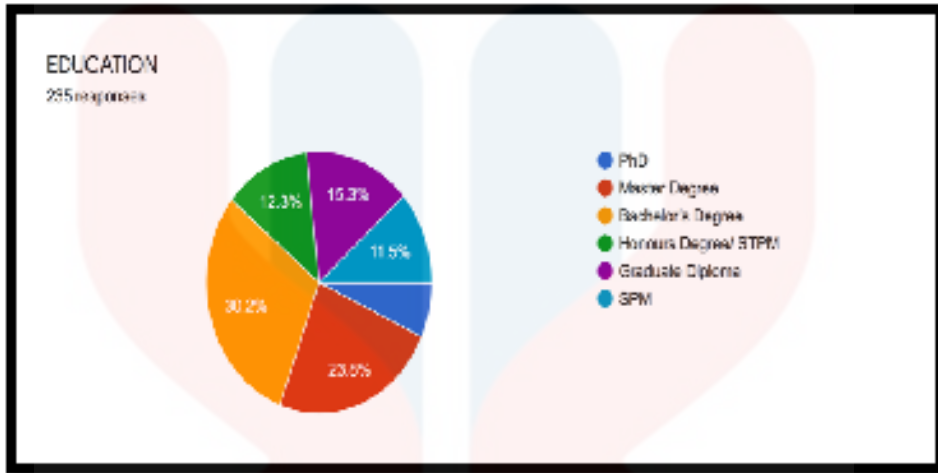


Figure 4.5: Percentage of Respondent’s Education Status

Table 4.6 showed the percentage of respondent’s Education which most of the respondents' Education are Bachelor’s Degree with 71 respondents (30.2%), followed by respondent’s education, which is Master Degree with 56 respondents (23.8%). Furthermore, respondent’s education which Honours/Degree/STPM, has 29 respondent (12.3%), Graduate Diploma with 36 respondents (15.3%), followed by respondent’s education which is in SPM with 27 respondents (11.5%).

**4.4 RELIABILITY TEST**

The reliability coefficient is a method for determining the internal accuracy of a scale. As a result, the data was examined using the Cronbach’s Alpha study as a guide to determine the degree of accuracy. Cronbach’s Alpha must be greater than 0.7 for all

variables. Table 4.8 below shows the Rules of Thumb of Cronbach's Alpha Coefficient size according to Matkar (2012).

Table 4.7: Rule of Thumb Cronbach's Alpha

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

Source: Matkar (2012)

Table 4.8: Result of Reliability Coefficient Alpha for the Independent Variable and Dependent Variable

<b>Variable</b>	<b>Number of items</b>	<b>Reliability Cronbach's Alpha</b>	<b>Comment</b>
<b>Cognitive risk perception</b>	4	0.771	Acceptable
<b>Affective risk perception</b>	4	0.668	Questionable
<b>Emotional risk perception</b>	5	0.810	Good
<b>Behavioural intention towards untact tourism in Malaysia.</b>	4	0.824	Good

Table 4.7 of the SPSS findings showed the importance of both independent and dependent variables in this analysis. According to Table 4.7, 2 of the variables were over

0.800; meanwhile, 1 of the other variables was over 0.700 and 0.600. The questionnaire was approved, and 4 questions were used to access the cognitive risk variable. The Cronbach's Alpha result for the cognitive risk variable questions is 0.771 and has been proven to be acceptable. The coefficient obtained for cognitive risk variable questions was also accurate.

Other than that, for measuring the affective risk variable, 4 questions were used, and the result of the Cronbach's Alpha is 0.668, which indicated as questionable. Hence, the coefficient obtained for these questions in the affective risk variable was reliable.

Then, 5 questions were used to calculate the emotional risk variable, and the Cronbach's Alpha outcome is 0.810, which also indicated as good. The coefficient obtained in the aesthetic variable for this emotional risk variable was accurate.

Finally, 4 questions were used to calculate the tourist's response behaviour variable towards untact tourism, and the Cronbach's Alpha outcome was 0.824, which was indicated as good. The coefficient obtained for these questions in the behaviour towards untact tourism response variable was reliable.

#### **4.5 DESCRIPTIVE ANALYSIS**

Descriptive statistics are used to describe the basic characteristics of data in research. They provide a simple summary of samples and metrics. Together with simple

graphical analysis, they form the basis of almost all quantitative data analysis. This study analyses the mean and standard deviation for Section B and Section C of the questionnaires.

#### **4.5.1 OVERALL MEAN SCORE FOR VARIABLES**

This segment information showed the mean score attained as of the descriptive analysis. Overall mean score and standard deviation of variables and sub-variables were designed based on 5 points Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree). The overall mean (M) and standard deviation (SD) for each variable and measurement are exposed as indicated in Table 4.9.

Table 4.8 showed that independent variables verified the average mean score (M=4.493, SD=). Altogether the dimension variables also scored an average mean score where cognitive risk 17.97 (SD=2.388), affective risk 18.31 (SD=1.895), emotional risk 22.37 (SD=2.921). Besides, the dependent variable verified the middle mean score where the sub variable named behaviour intention toward untact tourism gained 17.65 (SD=2.626).

Table 4.9: The Overall Mean Score on Each Variable and Dimension

SECTION	DIMENSION	N	M	SD
<b>PART 1</b>	Cognitive Risk	235	4.56	2.388
<b>PART 2</b>	Affective Risk	235	4.70	1.895
<b>PART 3</b>	Emotional Risk	235	4.56	2.921
<b>PART 4</b>	Behavioural Intention Towards Untact Tourism	235	4.57	2.626

Source: Fieldwork study (2021)

**4.5.2 DESCRIPTIVE ANALYSIS FOR INDEPENDENT VARIABLES (IV) COGNITIVE RISK, AFFECTIVE RISK AND EMOTIONAL RISK PERCEPTION.**

Table 4.10: Descriptive Analysis for Independent Variables – Cognitive Risk Perception

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
1. There is a high likelihood of acquiring COVID-19 in general.	235	2	5	4.50	.764
2. There is a high likelihood that I will acquire COVID-19 compared to other people.	235	1	5	4.45	.858
3. There is a high likelihood of acquiring COVID-19 compared to other diseases.	235	2	5	4.46	.769
4. There is a high likelihood of dying from COVID-19.	235	1	5	4.56	.704
Valid N (listwise)	235				

Source: Fieldwork study (2021)

Table 4.10 showed the number of respondents, the mean and standard deviation of the first independent variable (IV), and cognitive risk perception. Based on Table 4.9, cognitive risk makes up four (4) questions. The mean score of the four (4) questions in social capital ranges from 4.0 to 4.64. The query with the highest ‘There is a high likelihood of dying from COVID-19’ (M=4.56, SD=0.704) followed by ‘There is a high likelihood of acquiring COVID-19 in general ’ (M=4.50, SD=0.764), ‘There is a high likelihood of acquiring COVID-19 compared to other diseases’ (M=4.46, SD=0.769),



‘There is a high likelihood that I will acquire COVID-19 compared to other people’ (M=4.45, SD=0.858).

Table 4.11: Descriptive Analysis for Independent Variables – Affective Risk Perception

Descriptive Statistics							
	N Statistic	Minimum Statistic	Maximum Statistic	Sum Statistic	Mean Statistic	Std. Error	Std. Deviation Statistic
1. I am worried that I will contract COVID-19.	235	1	5	1050	4.51	.052	.792
2. I am worried about my family members contracting COVID-19.	235	2	5	1100	4.68	.037	.566
3. I am worried about COVID-19 occurring in my region.	235	2	5	1061	4.51	.046	.700
4. I am worried about COVID-19 emerging as a health issue.	235	3	5	1081	4.60	.039	.593
Valid N (listwise)	235						

Source: Fieldwork study (2021)

Table 4.11 showed the number of respondents, the mean and standard deviation of the destination image, and the second independent variable (IV). There are four (4) items for affective risk perception: part B in the questionnaire section B. The mean score of the four (4) substances ranges from 4.00 to 4.70. the highest to lowest score was stated as ‘I am worried about my family members contracting COVID-19’ (M=4.68, SD=0.566). ‘I am worried about COVID-19 emerging as a health issue.’ (M=4.60, SD=0.593), ‘I am worried that I will contract COVID-19.’ (M=4.51, SD=0.792), ‘I am worried about COVID-19 occurring in my region.’ (M=4.51, SD=0.700).

Table 4.12: Descriptive Analysis for Independent Variables – Emotional Risk

## Perception

Descriptive Statistics							
	N Statistic	Minimum Statistic	Maximum Statistic	Sum Statistic	Mean Statistic	Std. Error	Std. Deviation Statistic
1. Does this situation evoke negative emotions ?	235	1	5	1036	4.41	.056	.854
2. Does this situation evoke fear ?	235	2	5	1074	4.57	.041	.632
3. How intense emotions does this situation evoke ?	235	2	5	1052	4.48	.049	.747
4. When watching news and stories about COVID-19 on social media, I become nervous and anxious.	235	2	5	1040	4.43	.052	.804
5. My heart races or palpitates when I think about getting COVID-19.	235	1	5	1054	4.49	.053	.818
Valid N (listwise)	235						

Source: Fieldwork study (2021)

Table 4.12 showed the number of respondents, the mean and standard deviation of the last independent variable (IV), and emotional risk perception. According to Table 4.11, emotional risk perception has five (5) questions. The mean score of the five (5) questions in emotional risk perception range from 4.00 to 4.60. The highest to lowest score was reported as ‘Does this situation evoke fear’ (M=4.57, SD=0.632), ‘My heart races or palpitates when I think about getting COVID-19.’ (M=4.49, SD=0.818), ‘How intense emotions does this situation evoke’ (M=4.481, SD=0.747), ‘When watching news and stories about COVID-19 on social media, I become nervous and anxious.’ (M=4.43, SD=0.804), ‘1. Does this situation evoke negative emotions?’ (M=4.41, SD=0.854).

#### 4.5.3 DESCRIPTIVE ANALYSIS FOR DEPENDENT VARIABLE (DV), THE IMPACT OF BEHAVIOURAL INTENTION TOWARDS UNTACT TOURISM IN MALAYSIA.

Table 4.13: Descriptive Analysis for Dependent Variables – Behavioural Intention Towards Untact Tourism

Descriptive Statistics							
	N Statistic	Minimum Statistic	Maximum Statistic	Sum Statistic	Mean Statistic	Std. Error	Std. Deviation Statistic
1. I intend to travel using untact tourism in the near future.	235	1	5	1012	4.31	.059	.906
2. I am planning to travel using untact tourism in the near future.	235	1	5	1054	4.49	.048	.742
3. I will make an effort to travel using untact tourism in the near future.	235	1	5	1031	4.39	.055	.847
4. I will certainly invest time and money to travel using untact tourism in the near future.	235	1	5	1050	4.47	.048	.741
Valid N (listwise)	235						

Source: Fieldwork study (2021)

Table 4.13 showed the number of respondents, mean and standard deviation of the dependent variable (DV), the Behavioural Intention Towards Untact Tourism Malaysia. Referring to Table 4.12, there are four (4) items under behavioural intention towards untact tourism response. The most highly rated outcome was ‘I am planning to travel using untact tourism in the near future’ scored (M=4.49, SD=0.742), followed by ‘I will certainly invest time and money to travel using untact tourism in the near future’ (M=4.47, SD=0.741). ‘I will make an effort to travel using untact tourism in the near

future' (M=4.39, SD=0.847). 'I intend to travel using untact tourism soon' (M=4.31, SD=0.906).

#### **4.6 SPEARMAN'S CORRELATION**

To evaluate the relationship between the independent and dependent variables, Spearman's correlation coefficient method was used. The correlation coefficient can require a numerical review of the heading and the quality of the direct connection between IV and DV. Spearman gave a digital examination of the title and quality of the direct relationship between IV and DV. Spearman's correlation coefficient ( $r$ ) is between -1 and +1 to indicate a positive or negative correlation. Pallant (2007) pointed out that the size of the absolute value sums up information about the relationship's quality. The correlation results between the variables are as follows.

##### **4.6.1 RELATIONSHIP BETWEEN COGNITIVE PERCEIVED RISK AND BEHAVIOURAL INTENTION TOWARDS UNTACT TOURISM.**

In this hypothesis, cognitive perceived risk and intention towards untact tourism are independent and dependent variables. Results of the relationship between these two variables are presented in Table 4.14.

Table 4.14: Correlation between cognitive perceived risk and behavioural intention towards untact tourism.

			Cognitive perceived risk	Behavioural intention towards untact tourism
Spearman's rho	Cognitive perceived risk	Correlation Coefficient	1.000	.677**
		Sig. (2-tailed)	.	.000
		N	.377	.377
	Behavioural intention towards untact tourism	Correlation Coefficient	.676**	1.000
	Sig. (2-tailed)	.000	.	
	N	.324	.324	

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

In table 4.14 it shows that the results of the correlation between cognitive perceived risk and behavioural intention towards untact tourism are 0.676, which indirectly augment the relatively strong relationship between variables. It shows a significant, strong, and high positive (negative) correlation between cognitive perceived risk and behavioural intention towards untact tourism. Hence, H1, which measures the relationship between cognitive perceived risk and behavioural intention towards untact tourism, is accepted.

**4.6.2 RELATIONSHIP BETWEEN AFFECTIVE PERCEIVED RISK AND BEHAVIOURAL INTENTION TOWARDS UNTACT TOURISM.**

In this hypothesis, affective perceived risk and behavioural intentions are independent and dependent variables respectively. Results of the relationship between these two variables are shown in table 4.15.

Table 4.15: Correlation between affective perceived risk and behavioural intentions

			Affective perceived risk	Behavioural intention towards untact tourism
Spearman's rho	Affective perceived risk	Correlation Coefficient	1.000	.862**
		Sig. (2-tailed)	.	.000
		N	345	345
	Behavioural intentions	Correlation Coefficient	.952**	1.000
		Sig. (2-tailed)	.000	.
		N	343	343

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

Table 4.15 established that the relationship between affective perceived risk and behavioural intentions stated as 0.862. This result exposes the existence of the relationship between the variables. The positive value of correlation coefficient 0.952 indicated that their relationship is very high positive. Hence, H2, which is designated to

assess the relationship between affective perceived risk and behavioural intentions, is accepted.

#### 4.6.3 RELATIONSHIP BETWEEN EMOTIONAL PERCEIVED RISK AND BEHAVIOURAL INTENTION TOWARDS UNTACT TOURISM.

In this hypothesis, emotional perceived risk behavioural intentions are independent and dependent variables, respectively. Results of the relationship between these two variables are presented in Table 4.16

Table 4.16: Correlation between emotional perceived risk behavioural intentions

		Emotional perceived risk	Behavioural intention towards untact tourism
Spearman's rho	Emotional perceived risk	Correlation Coefficient	1.000
		Sig. (2-tailed)	.641**
		N	322
	Behavioral Intention	Correlation Coefficient	.641**
		Sig. (2-tailed)	1.000
		N	323

Table 4.16 established that the relationship between emotional perceived risk and behavioural intentions stated as 0.641. This result exposes the existence of the relationship between the variables. The positive value of correlation coefficient 0.641 indicated that their relationship is moderate positive (negative). Hence, H3, which designated to assess the relationship between emotional perceived risk and behavioural intentions is accepted.

Table 4.17: The summary result of Spearman Correlation Coefficient

Hypothesis	Result	Finding of Data analysis
H1: There is a relationship between cognitive perceived risk and behavioural intention towards untact tourism.	$r = 0.677, p = 0.000$ Moderate positive	H1: Accepted
H2: There is the relationship between affective perceived risk and behavioural intentions to use untact tourism	$r = 0.862, p = 0.000$ Moderate positive	H2: Accepted
H3: There is the relationship between emotional perceived risk and behavioural intentions to use untact tourism	$r = 0.641, p = 0.000$ Moderate positive	H3: Accepted



#### 4.7 SUMMARY

The study found that all the hypothesis in this study is accepted. The correlation coefficient of all independent variables shows different, which is 0.677 for cognitive perceived risk, 0.862 for affective perceived risk and 0.641 for emotional perceived risk. The results of the correlations answered the research questions whether there is a relationship between the independent variables and dependent variable. To conclude, there is a significant relationship between cognitive risk, affective risk, and emotional risk perception.

## CHAPTER 5

### CONCLUSION AND RECOMMENDATION

#### 5.1 INTRODUCTION

This chapter addresses the three parts of the quantitative study of the findings in chapter 4. The first section explores and highlights the results which support the main objective of the analysis.

##### 5.1.1 RESEARCH OBJECTIVE

The research objective is as follows:

- 1) To examine the impact of cognitive risk perception on behavioural intention towards untact tourism.
- 2) To examine the impact of affective risk perception on behavioural intention towards untact tourism.

- 3) To examine the impact of emotional risk perception on behavioural intention towards untact tourism.

To meet the research objectives, the following questions were formulated:

- 1) How to examine the impact of cognitive risk perception on behavioural intention towards untact tourism?
- 2) How to examine the impact of affective risk perception on behavioural intention towards untact tourism?
- 3) How to examine the impact of emotional risk perception on behavioural intention towards untact tourism?

## **5.2 RECAPITULATION OF THE FINDINGS**

In this section, the findings were summarized in a way that explicitly reflects the study's most important findings. Discussion findings were included in the findings' overview, with anchor verbiage that justifies rather than distorts the findings' intent. The below is a summary of the findings based on the study objectives:

## 5.2.1 DISCUSSION ON OBJECTIVE 1

Table 5.1: Discussion on objective 1 (Cognitive Risk Perception)

Research objective 1	To examine the impact of cognitive risk perception on behavioural intention towards untact tourism?
Research question 1	How to examine the impact of cognitive risk perception on behavioural intention towards untact tourism?
Hypothesis 1	There is a relationship between cognitive perceived risk and behavioural intention towards untact tourism.

It was stated in Chapter 1 that the first objective of this study was to examine the impact of cognitive risk perception on behavioural intention towards untact tourism. The data collected and output in Chapter 4 shows a significant relationship between cognitive risk and behavioural intention towards untact tourism. The first independent variable the impact of cognitive risk perception on behavioural intention towards untact tourism. The result of the relationship between the independent variable and dependent variable indicates the reflection by H1.

Most of the respondents agree that the participant's cognitive risk perception influences their behavioural intention towards untact tourism as they tend to share their

experience in answering a questionnaire about the risks they would face about cognitive risk. The impact of cognitive risk perception on behavioural intention towards untact tourism influencing the respondents' answers and making a positive impact with some of the questions given to the respondents significantly impacted them. Respondents also agree that the cognitive risk enhances their philosophy of living through the tourism experience. According to table 4.9 in the previous chapter, the result presented revealed that the impact of cognitive risk perception was positively related to behavioural intention towards untact tourism ( $\beta = 0.676$ ,  $R^2 = 0.324$ ). From this result, it is proven that the first hypothesis of the study is supported. This shows that the respondents/tourists feel that the risks they will face meet their expectations. Through this study, they will also be more inclined to safe tourism. We obtained an excellent range of results from the survey we obtained from google forms through the data obtained because of our research. The previous study by Icek Ajzen (1991) determines human behaviour through behavioural intentions influenced by attitudes, subjective norms, and perceived behavioural control. The problem of the COVID-19 pandemic is closely linked. More patients infected with the epidemic each day must consider this disaster's psychological and mental health consequences. Previous research has demonstrated the influence of perceived risk on cognitive risk perception (Stefani 2008) (Visschers & Siegrist, 2008). Risk perception has been found to exert a significant favourable influence on behavioural intention (Floyd 2004). Therefore, in this study, we hypothesized the following. There are many influences on how people perceive and respond to risks. Several participants in the previous research (Stefani 2008), (Visschers & Siegrist, 2008) individuals' values, beliefs, and attitudes and the more comprehensive social or cultural values or dispositions strongly influence economic change, and social risks are perceived or accepted by them.

## 5.2.2 DISCUSSION ON OBJECTIVE 2

Table 5.2: Discussion on objective 2 (Affective Risk Perception)

Research objective 2	To examine the impact of affective risk perception on behavioural intention towards untact tourism?
Research question 2	How to examine the impact of affective risk perception on behavioural intention towards untact tourism?
Hypothesis 2	There is a positive relationship between affective perceived risk and behavioural intention towards untact tourism.

The second research objective focuses on examining the impact of affective risk perception on behavioural intention towards untact tourism. The data analysis results in Chapter 4 show that affective risk perception positively relates to the behavioural intention towards untact tourism. The outcome of the relationship between the independent and dependent variables indicates the reflection of the H2. Most of the responses agree that affective risk perception and behavioural intention relate to their behavioural intention risk. They also agree that affective risk perception and behavioural intention towards Untact tourism increase their purpose to make a relationship between affective and dependent variables.

The impact of affective risk perception on behavioural intention towards untact tourism and the result shows positive, and the affective risk perception make respondents feel impressed when travelling to a place. The questionnaire addressed to the respondents from google forms also had a positive impact as they felt that this effect gave them an advantage in feeling the risk if they wanted to go somewhere. The data obtained also allows us to make data analysis well and easy.

According to table 4.15 in the previous chapter (4), the result presented revealed that the impact of affective risk perception was positively related to behavioural intention towards untact tourism ( $\beta = 0.862$ ,  $R^2 = 0.343$ ). From this result, it is proven that the first hypothesis of the study is supported. This shows that respondents and time felt their impact while engaging in tourism activities and activities in the tourism industry. This will make them feel more inclined towards tourism activities. Through previous studies, based on (Sjöberg, 1998) an affective sense of risk refers to anxiety and concerns about risk exposure. In 2001, however, Loewenstein and his colleagues introduced the risk-as-feeling theory, which stresses the effects on individual conduct affecting risk perception (Loewenstein, 2001). Specifically, they said affective risk perception becomes more critical when an individual is exposed to a highly fearful risk to explain human actions (Peters & Slovic, 1996). These findings somewhat conform to the emotional model (Lerner et al., 2015) that assumes that the emotions felt when the choice was made are constituted by both the sentiments that form part of the choice problem and unrelated emotions (Traczyk & Fulawka, 2016). Besides the recent studies by (Chen & Tung, 2014 & Park, 2017) and the previous research has examined the relationship between these three variables and behavioural intentions, confirming the validity of the TPB (Chen & Tung, 2014 & Park, 2017) also received similar result as we

did it. In particular, subjective norms should have been the significant driver of affective risk perception towards untact tourism, particularly in the Korean context. Even during the pandemic's peak, there have been no significant lockdown or movement restrictions in Korea, while the health authorities asked Korean citizens to practice nationwide social distancing (Campbell, 2020). However, Korean people's behaviours have been highly influenced by affective pressure to comply with preventive behaviours such as social distancing, mask-wearing, and frequent handwashing to avoid public blame. Thus, based on previous results of the TPB study and the Korean context, we hypothesized the following.

### 5.2.3 DISCUSSION ON OBJECTIVE 3

Table 5.3: Discussion on objective 3 (Emotional Risk Perception)

Research objective 3	To examine the impact of emotional risk perception on behavioural intention towards untact tourism?
Research question 3	How to examine the impact of emotional risk perception on behavioural intention towards untact tourism?
Hypothesis 3	There is a relationship between emotional perceived risk behavioural intentions is a more likely positive attitude towards untact tourism.



The study's third objective is to examine the impact of emotional risk perception on behavioural intention towards untact tourism. Based on the data analysis outcomes in Chapter 4, there is a positive relationship between emotional risk perception and behavioural intention towards Untact tourism. It shows that H3 reflects the relationship between the independent variable and the dependent variable. The positive result most respondents felt like they could be feeling responses to COVID-19 can influence their emotions towards tourism. According to table 4.16 in the previous chapter (4), the result presented revealed that the emotional risk perception was positively related to behavioural intention towards untact tourism ( $\beta = 0.641$ ,  $R^2 = 0.323$ ). From this result, it is proven that the first hypothesis of the study is supported. This indicates that the respondents' emotions have a negative and positive impact on this study. As a result, they will be more prone to stable emotions in carrying out tourism activities. This study can be attributed to the findings Psychool (2009), from his previous study, writes that man is the most emotional, referring to the fact that, through sophisticated nervous systems, emotionality is increasing across species. This observation suggests that emotion can perform an adaptive function requiring a certain amount of complexity in processing. We have previously theorized that the emotional role is to unite stimulus and behavioural response, allowing flexible adaptation (Izard, 2010) to environmental contingencies. A reflex or fixed pattern of action connects a specific motivation inflexibly to a response. In addition, the recent studies by W. Gerrod Parrot (2017), in the previous studies "Role of Emotion In Risk Perception", also received similar result. The ways that emotions affect the perception of risk are grounded in a conception of emotion involving appraisals, feelings, and preparations for behavioural and cognitive action that manifest on biological, individual, and social levels of analysis. Because these components are evoked and modulated by goal-relevant properties of the

environment, emotions typically adjust responses, including the perception of risk, in practical ways. This chapter explicates this approach to emotions and describes how it is employed in the two major theories of how emotions influence risk perception. The appraisal-tendency framework accounts for how emotional appraisals and action tendencies modify the perception of risk. The other, feelings-as-information theory, accounts for how emotional feelings may serve as a heuristic for a person's overall assessment of situational risks and benefits.

### **5.3 LIMITATION**

Due to the risk perception behaviour toward COVID-19 of this research and the limited literature in this field, several limitations regarding the studies highlight future research. First, the current study is limited to 235 samples which can be considered a small sample size. Although, as stated by Roscoe (1975) that the number would be enough and acceptable, a bigger sample size could be used to generalize the effect of coronavirus disease (COVID-19) risk perception on behavioural intention towards untact tourism in Malaysia

Second, the sampling method used in this study was simple random sampling, which is chosen by chance at any point so that everyone has the same probability of being selected for the survey at all times during the sampling procedure from the background profile. For instance, in terms of gender, there is more female than men, and most respondents are 21 – 30 years old compared to other ages. The results will probably

show a slight difference compared to the current result if the study uses different sampling methods such as probability sampling.

Third, the current study is limited to Malaysian respondents via the WhatsApp application. The study may produce a different result if it is applied to several application. Other factors might influence the result of the current study. Therefore, future research may require more work to develop and test a scale applicable for both Malaysian and international respondents and other contexts.

#### **5.4 RECOMMENDATION**

Based on the previous chapter, some empirical factors that determine the experiential effect of Coronavirus Disease (COVID-19) risk perception towards untact tourism in Malaysia have been determined. As a result, some recommendations to improve the research for future study have been made.

The researcher's recommendation to improve this study is to increase the total sample size. According to the sample size, 200 respondents are needed to ensure this study runs smoothly. Researchers have distributed questionnaires via WhatsApp only. This causes respondents to be obtained only through friends and family. Researchers can

further expand the distribution of questionnaires through social sites such as Facebook, Twitter, and Instagram and email and linked-in to obtain respondents from various backgrounds.

The second researcher's recommendation is not to limit respondents from Malaysia and increase the time to get feedback from respondents. This is because by limiting respondents from Malaysia only, the researcher could not ascertain how tourists from abroad are aware of this untact tourism. If this study is not limited to the Malaysian population only, the researcher will undoubtedly get more information and how untact tourism is practical. Expending the time is required to ensure that the set number of respondents can be achieved.

Although methodologically challenging, it would be helpful to conduct some long-term studies to measure the effect of Coronavirus Disease (COVID-19) risk perception towards untact tourism in Malaysia.

## 5.5 SUMMARY

In conclusion, this chapter addresses the three parts of the quantitative study, and the objective of this study is to examine the impact of cognitive risk perception on behavioural intention towards untact tourism, to examine the impact of affective risk perception on behavioural intention towards untact tourism and lastly is to examine the impact of emotional risk perception on behavioural intention towards untact tourism.

This study has used a framework from the Theory of Planned Behavior (Ajzen, 1985) to inspect the relationship between the three independent variables: cognitive perceived risk, affective perceived risk, and emotional perceived risk with the dependent variable: behavioural intention towards untact tourism in Malaysia. The outcome gives an outline of the influence level of independent variables on the dependent variable.

According to the findings, it is shown that these three independent variables were influencing behavioural intention towards untact tourism in Malaysia. Summary of the liable knowledge, the whole objective of this research has been answered. In terms of cognitive perceived risk, respondents agree that it enhances their philosophy of living through the tourism experience. Other than that, affective perceived risk makes respondents feel impressed when travelling to a place. Lastly, emotional perceived risk. Most respondents felt like they could be feeling responses to COVID-19 can influence their emotions towards tourism.

This study has timely and insightful implications for tourism experts and academics who expect to prepare the field after a limited life experience during an

unprecedented pandemic for a new normal. First, this study represents an academic trial by interpreting the ongoing global issue that has caused significant upheavals worldwide and people's lives to contribute to tourism literature. Next, the government benefits from this study by formulating a new untact tourism policy. This study also has practical implications for the Korean tourism industry and the global tourism market. Tourist practitioners may have to consider new tourism as a new paradigm that addresses individuals' need to reduce their perceived risks and meet their travel needs.



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THE EFFECT OF CORONAVIRUS DISEASE (COVID-19) RISK PERCEPTION ON  
BEHAVIORAL INTENTION TOWARDS UNTACT TOURISM IN MALAYSIA

Dear respondents,

We are student from UNIVERSITI MALAYSIA KELANTAN, which is currently pursuing our Bachelor of Entrepreneurship in Tourism. Currently, we are conducting a research survey on the topic of the effect of coronavirus disease (COVID-19) risk perception on behavioral intention towards untact tourism in Malaysia.

The objective of this research are to investigate the relationship between the impact of cognitive, affective and emotional risk perception on behavioural intention towards untact tourism.

All the information given will be treated with strictest confidentiality and only for the research propose. You may contact us at the following telephone number 01169616051 (Norizzaidah Bt Ahmad Zawawi) or email address : [zaidahzawawi98@gmail.com](mailto:zaidahzawawi98@gmail.com) for further information.

We hope that you would co-operate in completing the questionnaire with the best of your ability. There is no right or wrong answer. Your participation will enrich for future research.

Thank you for your willingness to participate in the study.

## Part A: Demographic Profile

This section intends to get an information about respondent 's demographic background.

Please tick ( ✓ ) in the best answer according to your information.

1. Gender:

- Male     Female

2. Age:

- Below 20 years old     41 – 50 years old  
 21 – 30 years old     51 – 60 years old  
 31 – 40 years old     Above 61 years old

3. Marital status:

- Single     Married

4. Income:

- Below RM 2000     RM 4001 – 5000  
 RM 2001 – 3000     Above RM 5000  
 RM 3001 – 4000

5. Education:

- PhD     Honours Degree/ STPM  
 Master Degree     Graduate Diploma  
 Bachelor's Degree     SPM

6. Nationality:

- Malaysian     Non-Malaysian

**Part B: Descriptive analysis**

In this part, respondents are asked to tick (✓) their agreement level on a Likert five-point scale ranging from one (1) with "strongly disagree", two (2) with "disagree", three (3) with "neutral", four (4) with agree, or five (5) with "strongly agree".

**SECTION 1 : The Impact Of Cognitive Risk Perception On Behavioral Intention Towards Untact Tourism.**

	Reasons	1	2	3	4	5
1.	There is a high likelihood of acquiring COVID-19 in general.					
2.	There is a high likelihood that I will acquire COVID-19 compared to other people.					
3.	There is a high likelihood of acquiring COVID-19 compared to other diseases.					
4.	There is a high likelihood of dying from COVID-19.					

**Section 2: The Impact Of Affective Risk Perception On Behavioral Intention Towards Untact Tourism.**

	Reasons	1	2	3	4	5
1.	I am worried that I will contract COVID-19.					
2.	I am worried about my family members contracting COVID-19.					
3.	I am worried about COVID-19 occurring in my region.					
4.	I am worried about COVID-19 emerging as a health issue.					

**Section 3: The Impact Of Emotional Risk Perception On Behavioral Intention Towards Untact Tourism.**

	Reasons	1	2	3	4	5
1.	Does this situation evoke negative emotions ?					
2.	Does this situation evoke fear ?					
3.	How intense emotions does this situation evoke ?					
4.	When watching news and stories about COVID-19 on social media, I become nervous and anxious.					
5.	My heart races or palpitates when I think about getting COVID-19.					

**Section 4: The Impact Of Behavioural Intention Towards Untact Tourism In Malaysia**

	Reasons	1	2	3	4	5
1.	I intend to travel using untact tourism in the near future.					
2.	I am planning to travel using untact tourism in the near future.					
3.	I will make an effort to travel using untact tourism in the near future.					
4.	I will certainly invest time and money to travel using untact tourism in the near future.					



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