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THE EFFECT OF CRIME AND SAFETY PROGRAM ON TOURIST TRAVEL INTENTION IN MALAYSIA

By

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LIST OF ABBREVIATIONS

Abbreviations

SPSS	Statistical Package for Science Social
UN	United Nation
UNDP	United Nation Development Program
UNESCO	United Nations Economic, Social and Cultural Organization
UNICEF	United Nation Children's Fund



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ABSTRACT

The purpose of this research is to identify the effect of planned crime, opportunistic crime and the improvement of safety program on tourist intention to travel. Planned crime, opportunistic crime, and safety planning are the focus of many decision-making processes and destination selection models, which highlight the travel factor. It plays an important role in establishing destination awareness and influencing travel intentions. This survey has been distributed to 384 respondents in Malaysia through non-probability sampling by using Google form. The data was analyzed by using SPSS and was tested using descriptive analysis, reliability analysis using Cronbach's Alpha Rule of Thumb and correlation test. The result revealed that planned crime, opportunistic crime and safety program influence tourist travel intention.

Keywords: Travel Intention, Opportunistic Crime, Planned Crime, Safety Program

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ABSTRAK

Tujuan penyelidikan ini adalah untuk mengenal pasti kesan jenayah terancang, jenayah oportunistik dan peningkatan program keselamatan terhadap niat pelancong untuk melakukan perjalanan. Jenayah terancang, jenayah Peluang, dan perancangan keselamatan menjadi tumpuan banyak proses membuat keputusan dan model pemilihan destinasi, yang mempengaruhi faktor perjalanan. Ini memainkan peranan penting dalam mewujudkan kesedaran destinasi dan mempengaruhi niat perjalanan. Tinjauan ini telah diedarkan kepada 384 responden di Malaysia melalui persampelan bukan kebarangkalian dengan menggunakan *google form*. Data dianalisis dengan menggunakan SPSS dan diuji menggunakan analisis deskriptif, analisis kebolehpercayaan menggunakan Alpha Rule of Thumb Cronbach dan ujian korelasi. Hasil kajian menunjukkan bahawa jenayah terancang, kejahatan peluang dan program keselamatan mempengaruhi niat perjalanan pelancong.

Kata Kunci: Niat Perjalanan, Jenayah Peluang, Jenayah Terancang, Program Keselamatan

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter will discuss about the research background, problem statement, research problem, research questions, research objectives, significance of the study, definition of terms and closed by the summary of this chapter.

1.2 RESEARCH BACKGROUND

The most relevant measure or predictor of potential tourist's activity is the behaviour of visitors. The behaviour of an individual tourist may also be a predictor of others' behaviour, taking into account the social position of the tourist. Tourist set the social standards of conduct in the sense of tourism with their actions. Other customers often follow these standards; those who are not yet interested in travel or visitor behaviour, as well as those who do so.

Previous studies have identified behavioural variations between Western and Eastern travellers in the literature review. Based on Robert J.Fisher (1991) observation,

there was a vital link between intercultural contract and travel motivates linked to the experience of travellers such as meeting new people, schooling, escape and kinship. As stated by Sevil F.Sönmez (1998) risk and safety perceptions and travel experiences are likely to affect travel choices; attempts to predict future travel behaviour will benefit from tourist decision-making research, perception of risk and the effects of previous travel experience.

Besides that, according to this literature in the selection process for the destination to be visited, the perception of risk or lack of safety has important consequences. At a general point of view, a tourist would not visit the destination whether he or she has a preconceived view of a destination as defined by risk and safety concerns (Giovanni Giusti, 2019). Safety is the condition to avoid suffering or causing injury, injury or loss. Safety is the most important things when a person to do work, going to work, travelling to another country and many more.

Moreover, according to the Cambridge Dictionary, security is the condition of protection against danger and risk or the probability of causing it. Injury during doing something is because the person doesn't aware about the safety. In addition, safety is the things that need to be concerned the most. Globally, tourist's safety plays a big role in the tourism industry. Providing security for tourists is a priority and any destinations which didn't care about the responsibility stands to lose out the tourists.

Lastly, tourist intentions in deciding for which destination they are going to visit always attach-up with travel risks (C.Henderson, 2007). According to Grag (2015) in the event of a natural or man-made disaster, cancellation of airline/train tickets and hotel reservations will result in stagnation and slowing of the hotel and tourism industry. Factors as planned crime and opportunistic crime of the country will make the

tourists feel unsafe to travel to the country. Because of this situation, it affects the intentions of tourists, and from the point of view of tourists, there is a concept that safety and security are the most important factors in determining a travel destination (Hall et al., 2003).

1.3 PROBLEM STATEMENT

Clarifying and checking travel intentions within the scope of the itinerary is considered part of the complex decisions making process. These processes involve many interrelated decision factors or components (Beiger & Laesser, 2004; Cho et al., 2014). Planned crime, opportunistic crime, and safety program are the focus on numerous decision-making processes and destination selection models that highlight the travel factor. It plays a major role in determining destination awareness and influencing travel intentions.

Furthermore, according to Brás (2015) mentioned that it was often concluded that planned crime features an immediate impact on tourist's travel decisions as they are large compared to the opportunistic crimes. Different participants including tourists, service providers, and security agencies may also be difficult to avoid planned crimes by taking preventive measures due to local communities. In addition, Holcomb (2004) implies that how some crimes happen remains critical in long-term impact on tourists' decisions to travel to specific destinations.

Moreover, studies have shown that there is ample evidence that high crime rates against tourists and the negative news regarding them may prevent them from travelling to a specific destination (George, 2010). The more crime, the greater the impact on tourists' travel decisions. As a result, the tourist's travel intention was attracting hence researchers' constant attention (Chen et al., 2016). They have been seen as a prerequisite for tourist's travel intention (Alvarez & Campo, 2014).

1.4 RESEARCH OBJECTIVE

The purpose of this research is to identify the effect of crime and safety program on tourist intention to travel. Specifically, this research was conducted to realize the subsequent objectives:

RO1: To identify the effect of planned crime towards tourist intention to travel.

RO2: To identify the effect of opportunistic crime towards tourist intention to travel.

RO3: To identify the improvement of the safety program on tourist intention.

1.5 RESEACH QUESTION

This research conducted by identifying the effect of crime and safety program on tourist travel intention. Below are the important research questions posed towards discovery and direction in conducting this research:

RQ1: Does planned rime affect the travel intention among the tourists?

RQ2: Does opportunistic crime influence travel intention among the tourists?

RQ3: Does safety program effect travel intention among the tourist?

1.6 SIGNIFICANT OF STUDY

The research was mainly focused on the planned crime, opportunistic crime and safety program that can affect tourist's intention to travel. These are the issues influencing tourist's intention when making to travel an attraction nowadays. The significant of the study was to add value to the form of information on the planned crime, opportunistic crime and safety program.

Furthermore, this is considered to be part of the complex decision-making process, clearly expressing and checking the travel intention within the scope of the travel plan. These processes involve multiple interrelated factors or components. Many

decisions making processes and destination selection models highlight travel factors such as planned crime, opportunistic crime and safety program. In addition, it is hard to avoid planned crime and opportunistic crime. It is because planned crime and opportunistic crime has a direct impact on tourists travel intention. The increasing of crime, the more affects tourist's travel intention. As a result, tourists' travel intentions have attracted the constant attention of researchers. They are regarded as a prerequisite for tourists' intention to travel.

From the theory, this research may help the tourism industry to identify the planned crime, opportunistic crime and safety program that can affect tourist's intention. The findings of this study useful in helping the private, public and government to have a clearer view in the tendency of the causal relationship between the effect of crime and safety program on tourist travel intention.

1.7 DEFINITION OF TERMS

The terms used in this research study are the travel intention, planned crime, opportunistic crime and safety program. Below are all the definitions for each of the terms.

Table 1.7: Definition of Terms

No.	Variable	Definition
1.	Travel intention (Roberta MacDonald, 2010)	Refers to the subjective likelihood that a client will or will not take certain actions in relation to a tourism service.
2.	Planned Crime (Conklin, 2010)	Refers to the criminal activity by a perpetual structure or an organization developed and dedicated primarily to profit-seeking by illegal means.
3.	Opportunistic Crime (Rong, X, H., 2014).	Opportunity crime refers to the objective environment and conditions that are conducive to the implementation of criminal activities but not easy to find.
4.	Safety Program (PlanMalaysia@Selangor, 2020)	Safety program refers to a city that liberates from any physical, social, mental threat and therefore the inhabitant always during a state of more secure, prosperous, healthy and happy.

1.8 SUMMARY

In conclusion, this chapter describes the crime and safety program could affect the tourist intention to travel in Malaysia. There are a few questions that have been asked by the researcher to fulfil the research objective. Thus, this research intended to explore the effect of crime and safety program on tourists to travel in Malaysia. In this chapter, researchers describe the relationship between planned crime, opportunistic crime and safety program towards tourist intention to visit in Malaysia. The significant of this study benefit the private, public and government.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This section discussed about the effects of crime and safety program on tourist intention in Malaysia. It's going to lead the tourist to understanding each issue. For this study, it also follows by the development of theoretical framework and the relationships of the variables. This chapter also explains about the variables in details for this research.

2.2 INTENTION TO TRAVEL

Generally, the behavioural intentions are formed by a selection and decision process. Peter and Olson (1996) argue that consumer actions are based on beliefs about the benefits of taking a particular action (buying a product or traveling to a destination) and therefore the subjectively assessing whether others want the buyer to interact with their behaviour. The results of these reflective processes are built in to assess alternative behaviours and make a choice. During the election and outcome of

the process, intentions can change over time. The more time passes between the two, the greater the probability that unforeseen events result in changes in intent.

The intent to travel depends on the degree of certainty of tourists towards the destination (confidence generation) and inhibitors, which may cause tourists to respond differently than their attitudes dictate (Mountinho, 1987). Travel intentions are often defined because the subjective likelihood that a client will or will not take certain actions concerning a tourist service. These intentions to pass by potential customers are their perceived likelihood of visiting the destination within a selected period of time (Woodside & McDonald, 1994). In the travel and tourism literature, travel intentions are understandable and reviewed as part of travel planning behaviours. This involved complex and dynamic decision-making and behavioural processes with multiple encouragements from interdependent components (Decrop, 2000).

Decision-making and destination choice models often focus on interdependent variables and on-going interaction between elements. One variable is travel stimuli like marketing communications, travel literature, word of mouth, and travel trade suggestions and proposals. Another variable includes personal and social determinants of travel behaviours of socio-economic status, personality traits, social influences, and attitudes and values. There are also external variables such as confidence, destination picture, past travel experiences, assessment of objective or subjective risks, time constraints, costs, then on (Jang et al., 2009) of these variables can play a crucial role in destination awareness, influence on travel intentions and selection of sets of choices like destination, accommodation, activity, attraction, mode of transport, route, shopping and food.

Moreover, travel intention is predicated on attitude and predilection toward a product or brand (Beerli et al., 2004) (Chen et al., 2014). Supported by Wu (2015), tourism behaviour also determined by rational and affective condition. In other words, psychological and functional variables often influence their behaviour in relation to a destination, leading to travel intentions. Psychological are frequently in terms of emotions that are characterized by episodes of intense sensations (Prayag et al., 2013). Although, functionally ensures that specific goals must be met by features and environments within the destination (Orth, Limon & Rose, 2010; Trauer, & Ryan, 2005). In addition, the study by Shimn, Gehrt and Siek (cited in Wu, 2005) suggests that young people have a higher intention of travelling.

Many research studies abutments these findings along with, Baloglu and McCleary, 1999; Chen and Tsai, 2007; Chon, 1990; Gartner, 1986; Mathieson and Wall, 1982; Middleton, 1988; Moutinho, 1987; Reisinger and Mavondo, 2005; Schmoll, 1977; Um and Crompton, 1991, When studying the factors determining intentions, many tourisms studies have proposed that advertising as a promotional campaign “stimulates” intentions or visits to a specific destination (Burke and Gitelson, 1990; Kim, Hwang and Fesenmaier, 2005; McWilliams and Crompton, 1997; Woodside, 1996). This approach has typically focused on assessing individual responses to advertising campaigns in the context of destination awareness and travel intentions. This concerns above all the flow of events, from the stimuli of the tourist to the decision of acquisition (Moutinho, 1987).

In this context, Middleton (1988) identifies it as a “stimulus-response” that holds a sort of competitive products produced and commercialized by the tourist industry and communication channels like advertising, advertisement, pamphlets, personal marketing, and PR. These are often manipulated by tourism marketers to

stimulate prospective tourists to make decisions to obtain. Pechmann and Stewart (1990), however, advocate that only travellers who have already obtained a universal aim to impose a specific destination are likely to formalize the destination decision based on the exposure an advertisement.

2.3 OPPORTUNISTIC CRIME

Opportunistic crime refers to the objective environment and conditions that are conducive to the implementation of criminal activities but are not easily detected. It usually consists of three elements such as time, place suitable for the crime and the appearance of vulnerable objects. For a specific crime opportunity, the three are indispensable. The implementation of criminal acts is of great significance. For premeditated offenders, it has the significance of stimulating the execution of the crime; for opportunistic offenders, it has the significance of inducing the execution of the crime (Lin, 2003).

First of all, the perpetrator is simply aware of the opportunity to commit the crime, thereby contributing to opportunistic crime such as prostitution; pickpocketing; fraud; gambling; burglary; robberies and crimes committed on buses or airport terminals, subways or trains (Masron et al., 2020).

Furthermore, according to Bouchard et al. (2014) mentioned that dealing with the urban crime has always been a major challenge facing modern society. Unlike well-planned terrorist attacks, urban crimes are usually committed by opportunistic criminals

who are less cautious when planning attacks and are more flexible when implementing them. The almost universal use of preventive police patrols is aimed at curbing these crimes. At the same time, opportunistic criminals observe the deployment of the police and react speculatively. Therefore, it is very important to deploy police resources strategically to combat informed criminals.

Moreover, according to Miró (2014) mentioned that through this theoretical view, motivated criminals and the lack of effective guardians to prevent interaction between perpetrators and victims constitutes a condition for criminal activity. Tourist is taken under consideration valuable targets because they're often considered to possess wealth like camera, cash and credit cards. Tourist seems to be visible within the features because of factors like revealing clothing in the forest, mountain areas and isolated place. They often use cameras to capture people who are easily urged to get lost, and sometimes strangers will act their way, using rented marked vehicles. On the other hand, tourist destinations also take on the task of promoting criminal harm to tourists. As a result, environments that lack adequate security measure such as inadequate light or adequate security personnel increase the chances or criminal harm to tourist (Njoloma et al., 2019).

The increase in crime rates will bring negative impact. As shown from previous studies, when criminal cases increase it will make tourists feel anxious thereby affecting the desire to travel. So, it will reduce tourist's willingness to travel and spread negative word of mouth (Anuar et al., 2012). As a result, there is a significant relationship between opportunistic crimes towards tourist intention to travel.

2.3.1 THEORY OF DAILY ACTIVITY

The theory of daily activity considers crime already be a normal phenomenon and depends on the chances of offending (Burton et al., 2014). There are some police or private security personnel have the opportunity to commit crimes. Therefore, they have a certain understanding of the vulnerability of criminal targets and the overall opportunity for the crime. So, this will affect the choice of appropriate targets. However, it is impossible to commit a crime due to violates the common belief that if the offender can achieve his goal through lawful means.

Besides that, the theory of daily activities well supports opportunistic crime. Daily activities have been widely used and have become one of the most cited theories in criminology. The theory of daily activities is different from the criminology theory of criminology. It was studies crime as an event. It is closely related to the criminal environment and emphasizes the ecological process of crime, thus shifting academic attention from pure criminals to other places (Hollis-Peel et al., 2011).

Lastly, according to Njoloma et al. (2019) mentioned that the theory is formed by treating criminals as rational people seeking the value of victim in rational selection theory. These constitute a predatory attack and include unlawful conduct in which a person intentionally seizes or damages the property of another person.

2.4 PLANNED CRIME

According to Conklin (2010), planned crime is criminal activity through a perpetual structure or organization developed and devoted mainly to the pursuit of profits through illegal means. Gangland has the features of a proper organization a division of labour, coordination of activities through rules and codes, and a division of tasks in order to achieve certain objectives. The organization strives to guard against external and internal threats. Organized crime may be a structure that has two or more people whose purpose is to commit one or more serious crimes or offenses for gain or material benefit (Briggs, 2010).

Planned crime same like organization crime which may be a group with a selected structure and with members organized to commit criminal acts. Unlike self-acting criminals, individuals who are a part of a gangland group must answer the structure and fulfil certain functions. It's usually a more complicated task than ordinary theft or theft. These gangland groups engage in activities like drugs or the smuggling of weapons that are white smuggled or counterfeit. According to (Paul Castellano, 1959), gangland was often defined as a complex of highly centralized enterprises with the purpose of engaging in illegal activities. These organizations commit offences such as cargo theft, fraud, robbery, kidnapping for ransom and, as a result, the requirement for 'protection' payments. The main origin of income for these criminal syndicates is the supply of wares and services that are illegal except for which there's continued public demand, similar drugs, prostitution, loan-sharking (usury), and gaming.

Planned crimes directly affect traveller in the attraction places, for instance, of planned crimes is terrorism. Terrorist activities are a key form of planned crimes against visitors. In accordance with Muckley (2010), terrorism has a negative impact on tourism revenues and affects more than a single destination. Tourist hasn't suffered any terrorism related incidents in some situations, terrorism remains significant in causing extreme concern to the tourist audience, which in most shells, includes the host government as well because of the tourists' home government. It is not so much the tourism associated with the events that attracts the attention of the terrorists, but rather the “media value” of the attack.

Bethmann (2013) argues that terrorists are motivated by a desire to preserve their social heritage. This is often especially true when looking at the objectives of ethno nationalist terrorists. Moreover, the perceived wealth of the tourist makes their presence a representation of cultural and economic exploitation. Tourism, thus, shows itself as a ‘visible sort of the buyer society that's short lived, irritates the labour and makes it to react during a way that the bourgeoisie define as a crime’ (Pizam & Mansfield, 2010). As such, the victimization of tourists is taken into account as a “necessary evil” and justifies their fight for economic parity.

Terrorism on tourist has also served as an instrument of political vengeance. This is often particularly apparent when tourist of particular states becomes targets of attacks. For example, the Hutu militants' singling out of yank and British tourist from a gaggle of tourist of diverse nationalities on a Ugandan Safari resulted from the seeming backing of the Tutsi ethnic group of the two global powers (Hannan, Buncombe, Sengupta & Loughl, 1999). Similarly, the random killing of 38 tourists on a beach at Sousse Hotel in Tunisia in 2015 are often argued to have been encouraged

by the overwhelming presence of British tourists who number 30 among those killed (Farmer, 2017).

Fraud is a big and growing concern around the world. In recent years, the public has paid a lot of attention to the subject of fraud. Though fraud is relatively easy to commit, preventing or detecting corporate crime is a difficult task (Seetharaman et al., 2004). At the same time, understanding of the organisational conditions that can cut costs of white-collar crime is yet little is known (Schnatterly, 2003). Corporate crime is not new in Malaysia, and according to the number of incidents reported each year, it is on the rise. According to the KPMG Malaysia fraud survey (KPMG, 2005), there has been a 33 percent increase in the number of respondents encountering fraud in their firms, compared to the 2002 survey. From 1999 to 2002, white-collar crime in Malaysia resulted in losses of more than RM3.93 billion, with around 6,000 incidents reported year (Clarence, 2005). Furthermore, between January 2003 and December 2004, 36% of businesses suffered total losses ranging from RM10,000 to RM100,000 as a result of fraudulent activity, while 17% incurred losses surpassing RM1 million. On the other hand, determining a company's risk of corporate crime is becoming more difficult, especially when transactions are conducted electronically and operations are carried out in several geographical locations (Seetharaman et al., 2004). As a result, it is expected that corporate crime will continue to be a severe corporate problem.

From the previous study, Malaysia has always been a victim of international drug trafficking. Its vulnerability is exacerbated by its lengthy porous land and sea border, as well as its crucial geographic location. Despite countless efforts, preventative programmes, law implementations, and regional initiatives aimed at combatting this issue, drug-related offences continue to rise. This problem not only impacts a country,

but it also poses a serious threat to regional security. Now, unlike in the past, when drugs were transported using non-human instruments such as tyres, boxes, bottles, and so on, human beings are now employed as a tool to transport narcotics. There have been countless instances where people have been misled into transporting drugs to other countries. These individuals are known as drug mules. They were paid exceedingly well, and given that the tasks they were assigned were insignificant in comparison to the amount they were paid, these individuals fall into drug trafficking syndicates (Zarina Othman, Nor Azizan Idris & Mohamad Daud Druis, 2015).

Criminal activity against tourists is an extremely important for the tourism industry. This is often because it can affect the security and attraction of tourists to an area. It's possible to conclude the hypothesis there's significant relationship between planned crimes towards tourist intention to travel.

2.5 SAFETY PROGRAM

Safety is an important component altogether tourist destination. The element of safety is usually highlighted by tourist because it influences the success of a tourism destination. If there are many safety cases involving tourist, the destination would see a drop by the amounts of tourists. Safety can be described as a peaceful and prosperous (Kamus Dewan, 2010). In order to achieve this level, it was necessary to not be limited only for foundation utility and free from disease, but also to cover the safety aspect such

from the ferocity and disaster-free phenomena. The urbanization trend creates many problems in the city area, and safety is that the most issues that have lately been addressed are not locally but also nationally, so they impact the quality of life among city population. The hesitation problem in urban areas is caused by a rise in the incidence of crime. Rising crime cases will lead to the feeling of fear and scare among visitors.

Safe City Program is that the approach utilized in most cities to beat the matter of escalating crime in urban areas. (NKRA, 2013) was stated the aim for safe city program is to make city that free from violent harm to property, snatch stealing, house breaking and robbery. According to A Chalfi (2019), one promising approach is to require an edge making the physical environment less conducive to criminal activity. There are four risk factors which can cause the negative effect on the tourism industry in any destination, including conflict and political factor, health factor, crime factor and violent factor (Ahmad Nazrin Aris Anuar, 2010).

The understanding of the Safe City Program as “free crime cities” was originally drawn from the Safe City Program initiated at the worldwide level by UN-Habitat I in 1996. This program implemented through the agency, and it holds two main objectives: to supply total support to make an awareness of deteriorating urban safety, and to lead to the carrying out of policies to discourage violence. This program was implemented through agency and it had been necessary to gain understanding that crime is not forbidden by the judiciary organization, but the obligation to stay safety is responsible by all parties, including the local government agency, residential district and tourist.

UN-Habitat has collaborated with various global agencies like United Nation Development Program (UNDP), United Nation Children’s Fund (UNICEF) and United

Nations Economic, Social and Cultural Organization (UNESCO) to support all local agencies during this program at the international stage. UN-Habitat suggested that it organize this collaboration through three approaches. The main approach is the primary prevention strategy via design and physical environment. Secondly, in that respect is a supplementary preventative mechanism to vary group action for both the criminal actor and thus the victim of violence. The third approach is a formal prevention strategy whereby the punishment imposed directly on criminal actors also guarantees that these criminal actors will not commit an equivalent crime. Therefore, the prediction of safety program and the tourist intention to travel is it has a positive relationship.

2.6 THEORETICAL FRAMEWORK

The following is the theoretical framework that has been built based on the hypothesis to support the study that would be conducted. The variables that would be the basis of this study would be planned crime, opportunistic crime and safety program. Furthermore, this study examined the effect of crime and safety program's relationship between tourist intentions.

Independent Variable (IV)

Dependent Variable (DV)

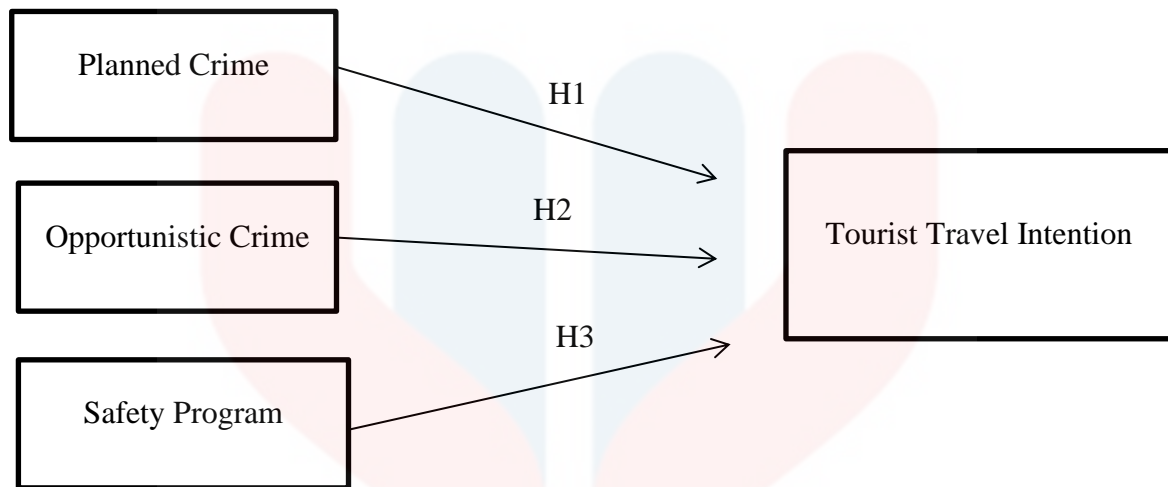


Figure 2.6: Theoretical Framework

2.7 SUMMARY

Overall, in this chapter the researchers discussed about the theory adapted for this model, and explained in details about the variables for this study. The independent variables for this study are planned crime, opportunistic crime and safety program while the dependent variables for this study are tourist intention to travel in Malaysia. It is also followed by the construction of theoretical framework to ascertain the connection between independent variables and dependent variable. The hypothesis has been introduced during at the end of each subsection.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter provides a description of the research methodology used in this study. The research methodology is the usual method of gathering information and data for the purpose of making commercial decision. In this chapter, the methodology was used to test the three assumptions and explained the research design, target population, sample size, sampling method, data collection, and data analysis. Three relationships were identified in Chapter 2 literature review and was test during this chapter which was planned crime, opportunistic crime and safety program which affect tourist's intention.

3.2 RESEARCH DESIGN

In this section, quantitative research used because it tends to identify the impact if crime and safety program on the tourist intention. Quantitative research usually

counts in numbers to obtain statistical results. So, research requires sufficient basic data to support quantitative research (Barnham, 2015).

Data sources are done through secondary and primary sources. Primary data known as the data that collected directly by a researcher using methods such as surveys and interview. Research projects are considered in the collection process and constitute the primary sources. The secondary data collected as well as social data include the census, organizational records, information collected by departments, and data initially collected for other research purposes.

The main data techniques in this research doing an observation, questionnaire, group discussion, primary data and secondary data. In primary data, the researcher prefers to use this method of observation.

3.3 TARGET POPULATION

A population is often defined as comprising all people or objects with the characteristic one wants to know. Population sampling refers to the method through which a gaggle of representative individuals is chosen from a population for the aim of statistical analysis. The target population of this research is closely regarding planned crime, opportunistic crime and safety program which affect tourist's intention. According to the definition, the population is often understood because the community or target group of individuals is engaged or selected by the researcher for the proposal.

3.4 SAMPLE SIZE

Sample size is the number of individual samples or observations in any statistical context such as a science experiment or public opinion survey. Although it is a relatively simple concept, the choice of sample size is a critical decision for a project. A too small sample produces unreliable results, whereas a too large sample requires considerable time and resources. In this research, the sample size is select from the population of this research would be the domestic tourist. According to the Tourism Malaysia, there were 25.7 million tourists are travel in Malaysia, RM 69.1 billion receipt. (Tourism Malaysia, 2016). So, the sample size is 384 respondents that have to be done (Krejcie & Morgan, 1970).

3.5 SAMPLING METHOD

Sampling could also be wont to draw inference regarding population or to generalize in reference to current theory. This depends, in turn, on the researcher choice of sampling technique.

Furthermore, researcher decided to choose non-probability sampling as sampling technique as to choose respondent to answer the questionnaire. According to (Vehovar, Toepoel, & Steinmetz, 2016), non-probability sampling defined as a deviation from the principles of probability sampling. This typically indicates that units with uncertain probabilities are included, or, that some of these probabilities are known

to be zero. Non-probability sampling, in contrast to probability sampling, is a sampling procedure in which not every member of the population has an equal chance of participating in the research. Each individual in the population has a known chance of getting chosen. Researchers use this method in this research where it is convenience sampling due to time and cost considerations.

3.5.1 CONVENIENCE SAMPLING

Convenience sampling is a technique used by researchers to obtain market research data from a pool of respondents who are readily available. It is the most widely used sample technique since it is extremely quick, simple and inexpensive. Members are often approachable to be a part of the sample in many situations. According to (Sousa et al., 2004), convenience sampling may be skewed because the members who choose to participate in a research may not completely represent the population from which the sample was selected. Because convenience sampling is based on voluntary involvement, researchers are more likely to select people who care deeply about the topic at hand and may prefer particular results. In this research, 384 respondents were randomly selected online for tourist (Krejcie & Morgan, 1970).

3.6 DATA COLLECTION

This research made use of a quantitative research design by means of the descriptive method as a data collection method. The researcher used questionnaire to collect the data. Data collection may be a method of collecting information from all available sources to find answers to the research problem, to verify the hypothesis and to analyse the results. In order to find out the effect of crime and safety program on tourist's intention, researcher needs to do preliminary studies.

3.6.1 QUESTIONNAIRE

This research used questionnaire method to acquire tourist intention. Questionnaire survey is designed using a Likert Scale. Likert scale is predicted on a 5-point scale, strongly agree = 1 and strongly disagree = 5. The questionnaire survey consisted of 5 parts- Part A, Part B, Part C, Part D and Part E that support the problem statement and research objectives. Part A included the demographic information of each respondent. Part B, Part C, Part D and Part E consisted of items regarding the dependent variable and independent variables of the research. 384 respondents were asked to complete the questionnaires (Krejcie & Morgan, 1970).

Table 3.6.1: Questionnaire

Variables	Source of scale	Questions
Travel Intention	Determinants of Travel Intention among foreign student in Malaysia survey (2015)	<ol style="list-style-type: none"> 1. The threat of terrorism will influence my decision to travel. 2. The threat of violence will influence my decision to travel. 3. If neighbouring countries having a war, it would influence my decision to travel. 4. My personal experience of the country will influence my intention to travel. 5. In the process of destination selection and travel planning, protection and safety are my top priorities.
Planned Crime	International Crime Victim Survey	<ol style="list-style-type: none"> 1. Planned crime is going to happen everywhere. 2. Tourists will be attracted to the place if there is planned crime. 3. Tourism industry will be affected if there is planned crime.
Opportunistic Crime	International Crime Victim Survey	<ol style="list-style-type: none"> 1. I have experienced someone entering my hotel room without my permission and trying to steal. 2. I have been rubbed or touched by someone for sexual reasons during traveling. 3. The increase in criminal cases will make tourists feel anxious, which will affect their desire to travel.
Safety program	Aberdeenshire questionnaire (2018)	<ol style="list-style-type: none"> 1. Safety is important for me, if I plan to travel somewhere. What you feel walking alone at local town centre? 2. I feel safe to stay in accommodation areas that provide safety program. How much you ever seen any kind of criminality that happen in a destination that provide Safe City Program? 3. I feel secure passing deserted (not crowded) places

3.7 DATA ANALYSIS

Data analysis is important because it is used to turn data into usable information and to examine the relationship between the dependent and independent variables. In data analysis, the SPSS software is adopted to interpret and analyse the data that have been collected. Besides, the major statistical techniques will be applied to our research such as descriptive analysis.

3.7.1 DESCRIPTIVE ANALYSIS

Based on Zikmund et al. (2010) descriptive analysis provides a way which able to describes, summarizes and transforms data in a simple and direct way. As a result, a descriptive analysis of the respondents' demographics was carried out on section A of the questionnaire. This area tested such as gender, age, marital status, residential status, length of residence, level of education as well as level of income. The pie chart and bar chart used to display all the data that has been collected. The scale used as a pie chart because it indicates the scale item in an easy to understand way. In addition, the bar chart will be used for ordered scale items because there is more option for these issues. Frequency bar chart is able to help the researcher easily recognizes the rankings of the data.

Descriptive statistics are used to describe the basic characteristics of information during a study and they also provide a direct summary of samples and

measurements through simple graphical analysis, which forming the idea of quantitative analysis of almost all data (Trochim, 2006). Descriptive statistic can be a short set of descriptive factors that summarize a given dataset that will represent a complete sample or population. Measures that describe datasets do not measure variability and concentration trends.

3.7.2 RELIABILITY TEST

The stability or consistency of test scores is measured by reliability. The reliability of a test reveals the degree to which it is free of bias and provides reliable cross-sectional computation over time and the various elements in the instrument along these lines. A reliability coefficient quantifies how effectively a test measures achievement. It is the fraction of the variance in observed scores that may be attributed to real scores. The term 'reliability coefficient' can apply to a variety of distinct coefficients. There are several techniques for determining the coefficient. In this research, the researchers use Cronbach's Alpha method to test the reliability as an estimation instrument. Matkar (2012) stated the principle of Cronbach's Alpha Coefficient as table below.

Table 3.7.2: Rule of Thumb Cronbach's Alpha

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

Source: Matkar (2012)

3.7.3 PEARSON CORRELATION

The researchers decided to choose the Pearson Correlation to analyse the data that have been collected. Pearson correlation is often used in linear regression to determine the theoretical reliability coefficient between parallel tests. Pearson Correlation Coefficient, (r) evaluates the degree to which two indicators have a direct relationship. It is used to indicate the relationship between two variables. A correlation coefficient of 1 indicates that for every positive rise in one variable, there is a fixed proportional increase in the other. A correlation coefficient of -1 indicates that for every positive rise in one variable, there is a fixed proportional drop in the other. Zero indicates that there is no positive or negative growth for every increment. This analysis determined whether or not there are any correlations between the independent variables (IV), which are planned crime, opportunistic crime and safety program and dependent variable (DV) which is tourist travel intention. If there is a relation, the researchers must determine the strengths and the direction of the association between the independent variables (IV) and dependent variable (DV).

3.8 SUMMARY

As to conclude this chapter, this chapter had discussed the research methods that are used for pretesting of the current research. The chapter began with a discussion of the population of the research, research design and sampling. Chapter 3 had identified the data collection method and procedure.



CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

This chapter focuses on data analysis which includes the response rate, Cronbach's Alpha reliability analysis, descriptive analysis and Pearson's correlation test. The results of the research data were obtained from 384 respondents. In this research, IBM SPSS Statistics version 24 was used to analyse the data after the data have been collected.

4.2 RESPONSE RATE

A whole amount of 384 questionnaires were distributed online. From 384 questionnaires collected from the targeted respondents, all of amount 384 questionnaires were usable. These 384 questionnaires were collected from online respondents.

The accuracy of research survey based on a questionnaire is less obvious, but it can have good response rate and accuracy. The response rate, of the percentage of

survey respondents who meet the quality criteria, is often used as a measure of how widely the survey results can be shared.

Table 4.2: Total Number of Questionnaire

Number of questionnaires distributed	384
Questionnaires returned and useable to be analysis	384
Response rate	100%
Questionnaire used for analysis	384

Source: Fieldwork Study (2021)

4.3 RELIABILITY ANALYSIS

The questionnaires' reliability was measured using reliability analysis, which is a method for assessing the internal correctness of a scale. Cronbach's Alpha analysis was used to guarantee the information's dependability and internal reliability. Cronbach's Alpha must be greater than 0.7 for all variables. Table 4.3.1 showed the Rules of Thumb of Cronbach's Alpha Coefficient size according to Matkar (2012) and Table 4.3.2 showed the result of reliability coefficient alpha for all variables.

Table 4.3.1: Rules of Thumb Cronbach's Alpha

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

Source: Matkar (2012)

Table 4.3.2: Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variable

Variables	Number of items	Cronbach's Alpha coefficient	Strength of Association
Travel Intention	5	0.804	Good
Planned Crime	3	0.399	Unacceptable
Opportunistic Crime	3	0.809	Good
Safety Program	3	0.866	Good
Overall variables	14	0.756	Acceptable

Sources: IBM Corp. Released 2019. IBM SPSS Statistics for Windows, Version 26.0. Armonk, NY

Table 4.3.2 showed the overall value of Cronbach's Alpha Coefficient for the independent and dependent variable in this research. From the table 4.3.1, three of the variables were over 0.800 and only one variable below 0.800 but for the overall

variables were 0.756. Therefore, the result shown is reliable and it can be accepted in this study.

There were six questions was approved and were used in measuring travel intention of tourist variable. The Cronbach's Alpha result for this section's question was 0.804 and has been proven to be good. Thus, the coefficient obtained for the questions in travel intention variable was reliable.

Next, there were three questions were used in measuring planned crime variable. The table showed that Cronbach's Alpha result for this section's question was 0.399 which resulted as unacceptable. Thus, the coefficient obtained for the question in planned crime variable was not reliable.

Other than that, in measuring the opportunistic crime variable, three questions were used. Table 4.3.1 showed that the Cronbach's Alpha result in this section's question was 0.809 which indicated as good. Thus, the coefficient obtained for the questions in opportunistic crime variable was accurate.

Lastly, in measuring safety program variable, three questions were used and the Cronbach's Alpha result for this section's question was 0.866 which resulted as good. Therefore, the coefficient obtained for the questions in safety program variable was also accurate and reliable.

Since the Cronbach's Alpha charge for the variables had exceeded 0.700, it shows that questionnaires are highly reliable and can proceed with the research. It has proven that the respondents understood the questions provided well and this means questionnaires have been accepted for this research.

4.4 RESPONDENT'S DEMOGRAPHIC

The basic analysis of this research included the frequency analysis. A total of 384 questionnaires sets were assigned via the online portal. The data from the questionnaires included the respondent's gender, age, race, marital status, educational level and experience being a victim of crime while travelling. The respondent's demographic profiles were presented in a form of table.

4.4.1 GENDER

Table 4.4.1: Respondents Demographic Profile – Gender

Gender	Frequency	Percentage (%)	Cumulative Percentage (%)
Male	106	27.6	27.6
Female	278	72.4	100.0
Total	384	100.0	

Sources: Fieldwork Study (2021)

Table 4.4.1 showed the gender of 384 respondents. The total number of male respondents was 106 respondents while the total number of female respondents was 278 respondents. Out of 384 respondents, 27.6% of total respondents were male and the remaining 72.4% of total respondents were female.

4.4.2 AGES

Table 4.4.2: Respondents Demographic Profile – Ages

Ages (Years old)	Frequency	Percentage (%)	Cumulative Percentage (%)
18 – 25	263	68.5	68.5
26 – 33	54	14.1	82.6
34 – 41	43	11.2	93.8
> 50	24	6.3	100.0
Total	384	100.0	

Sources: Fieldwork Study (2021)

Table 4.4.2 showed the age of 384 respondents. There were 263 respondents aged between 18 – 25 years and it showed the highest percentage of respondent with 68.5%. Followed by 54 respondents aged between 26 – 33 years old with the frequency of 14.1%, 43 respondents aged between 34 – 41 years old with the frequency of 11.2% and the rest of 24 respondent aged between 50 years old and above with the frequency of 6.3%.

4.4.3 RACE

Table 4.4.3: Respondent Demographic Profile – Race

Race	Frequency	Percentage (%)	Cumulative Percentage (%)
Malay	246	64.1	64.1
Indian	36	9.4	73.4
Chinese	59	15.4	88.8
Others	43	11.2	100.0
Total	384	100.0	

Sources: Fieldwork Study (2021)

Table 4.4.3 showed the race of 384 respondents. There were 246 respondents that are Malay, followed by Indian and Chinese as many as 36 and 59 respondents respectively and 43 respondents that are from others races. The highest percentage of respondents by race is Malay (64.1%), followed by the second highest is Chinese (15.4%), others (11.2%) and the last is Indian (9.4%).

4.4.4 MARITAL STATUS

Table 4.4.4: Respondent Demographic Profile – Marital Status

Marital Status	Frequency	Percentage (%)	Cumulative Percentage (%)
Single	301	78.4	78.4
Married	83	21.6	100.0
Total	384	100.0	

Table 4.4.4 showed the marital status of 384 respondents. The total numbers of single respondents are 301 respondents while the total numbers of married respondents are 83 respondents. Out of 384 respondents, 78.4% of total respondents are single and the remaining 21.6% of total respondents are married.

4.4.5 EDUCATIONAL LEVEL

Table 4.4.5: Respondent Demographic Profile – Marital Status

Educational Level	Frequency	Percentage (%)	Cumulative Percentage (%)
Primary	15	3.9	3.9
Secondary	31	8.1	12.0
Diploma	134	34.9	46.9
Bachelor of degree	195	50.8	97.7
Master degree	8	2.1	99.7

PhD	1	0.3	100.0
Total	384	100.0	

Table 4.4.5 showed the educational level of 384 respondents. The highest of respondent's educational level are bachelor of degree with 195 respondents (50.8%), followed by educational level of diploma with 134 respondents (34.9%), educational level of secondary with 31 respondents (8.1%), educational level of primary with 15 respondents (3.9%), educational level of master degree with 8 respondents (2.1%) and the least is educational level of PhD with 1 respondent (0.3%).

4.4.6 EXPERIENCE BEING A VICTIM OF CRIME WHILE TRAVELLING

Table 4.4.6: Respondent Demographic Profile – Experience Being a Victim of Crime While Travelling

Experience could affect intention to travel	Frequency	Percentage (%)	Cumulative Percentage (%)
Yes	90	23.4	23.4
No	294	76.6	100.0
Total	384	100.0	

Table 4.4.6 showed the experience of tourist being a victim of crime while travelling could affect the intention to travel of 384 respondents. A total number of 294 respondents with the percentage of 76.6% are not having experience being a victim of

crime while travelling that can affect their intention to travel but unfortunately, there are 90 respondents with the percentage of 23.4% are having experience being a victim of crime while travelling that can affect their intention to travel.

4.5 DESCRIPTIVE ANALYSIS

This study has analysed the mean and standard deviation for Section B, C, D and E of the questionnaires.

4.5.1 INDEPENDENT VARIABLES AND DEPENDENT VARIABLE

Table 4.5.1: Descriptive Statistics of Independent Variables and Dependent Variable

Variables	N	Mean	Standard Deviation
Travel Intention	384	4.3068	0.73974
Planned Crime	384	3.7326	0.77361
Opportunistic Crime	384	2.5553	0.92296
Safety Program	384	4.5964	0.67572

Sources: Development from SPSS

Table 4.5.1 showed the number of respondents, mean and standard deviation of independent variables and dependent variable. For the independent variables, Safety Program has the highest mean value (4.5964) with the lowest value standard deviation (0.67572), followed by Planned Crime with the mean value of (3.7326) with the standard deviation (0.77361). The mean value for Opportunistic Crime was (2.5553) with the value standard deviation (0.92296). For the dependent variable, Travel Intention has the mean value (4.3068) with the value standard deviation (0.7397)

4.5.2 PLANNED CRIME

Table 4.5.2: Descriptive Statistics of Planned Crime

No	Item Description	N	Mean	Standard Deviation
1.	Planned crime is going to happen everywhere.	384	4.05	1.107
2.	Tourists will be attracted to the place if there is planned crime.	384	2.78	1.394
3.	Tourism industry will be affected if there is planned crime.	384	4.37	0.887

Sources: Development from SPSS

Table 4.5.2 showed the mean and standard deviation analysis on the independent variable which was Planned Crime. The highest mean value (4.37) was the statement ‘Tourism industry will be affected if there is planned crime.’ the value of

standard deviation is (0.887). The lowest mean value (2.78) was the statement ‘Tourists will be attracted to the place if there is planned crime.’, and with the highest standard deviation value (1.394).

4.5.3 OPPORTUNISTIC CRIME

Table 4.5.3: Descriptive Statistics of Opportunistic Crime

No	Item Description	N	Mean	Standard Deviation
1.	I have experienced someone entering my hotel room without my permission and trying to steal.	384	2.00	1.392
2.	I have been rubbed and took away valuable items during travel.	384	2.04	1.451
3.	The increase in criminal cases will make tourists feel anxious, which will affect their desire to travel.	384	4.41	1.008

Sources: Development from SPSS

Table 4.5.3 showed the mean and standard deviation analysis of respondents on the independent variable which was Opportunistic Crime. The highest value of mean (4.41) was the statement ‘the increase in criminal cases will make tourists feel anxious, which will affect their desire to travel.’ the value of standard deviation is (1.008).

Besides, the lowest value of mean (2.00) was the statement ‘I have experienced someone entering my hotel room without my permission and trying to steal’, and with the standard deviation value (1.392).

4.5.4 SAFETY PROGRAM

Table 4.5.4: Descriptive Statistics of Safety Program

No	Item Description	N	Mean	Standard Deviation
1.	Safety is important for me, if I plan to travel somewhere.	384	4.67	0.701
2.	I feel safe to stay in accommodation areas that provide safety program.	384	4.53	0.848
3.	Safety factor is crucial for me to evaluate before I choose the destination to go traveling.	384	4.58	0.725

Sources: Development from SPSS

Table 4.5.4 showed the mean and standard deviation analysis of respondents on the independent variable which was Safety Program. The highest value of mean was (4.67) which was the statement ‘Safety is important for me, if I plan to travel somewhere.’ and has the lowest value of standard (0.701). Besides, the statement ‘I feel safe to stay in accommodation areas that provide safety program.’ has the lowest value of mean (4.53) with the highest value of standard deviation (0.848).

4.5.5 TRAVEL INTENTION

Table 4.5.5: Descriptive Statistics of Travel Intention

No	Item Description	N	Mean	Standard Deviation
1.	The threat of terrorism will influence my decision to travel.	384	4.28	0.961
2.	The threat of violence will influence my decision to travel.	384	4.23	0.983
3.	If neighbouring countries having a war, it would influence my decision to travel.	384	4.30	1.092
4.	My personal experience of the country will influence my intention to travel.	384	4.02	1.175
5.	In the process of destination selection and travel planning, protection and safety are my top priorities.	384	4.70	0.648

Sources: Development from SPSS

Table 4.5.5 showed the mean and standard deviation analysis of respondents on the dependent variable which was Travel Intention. The statement ‘In the process of destination selection and travel planning, protection and safety are my top priorities.’ score the highest mean value which was (4.70) and with the lowest standard deviation (0.648). The statement ‘My personal experience of the country will influence my intention to travel.’ was the lowest mean value which was (4.02) and with the highest standard deviation value (1.175).

4.6 PEARSON CORRELATION COEFFICIENT

One of the major analyses that assessed the linear relationship between the two variables was the Pearson's correlation coefficient. The focus of this analysis was to see if there were any correlations between the independent variables (planned crime, opportunistic crime and safety program) and the dependent variable (travel intention). If the relation is significant, researchers must evaluate if the level of strength of the correlation is acceptable.

Table 4.6.1: Strength Interval of Correlation Coefficient

Correlation Coefficient Ranges	Strength of Association
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

Sources: Hinkle, Wiersma and Jurs (2003)

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Hypothesis 1: Planned crime

H1: Correlation analysis affirms low positive relationship between Planned Crime towards tourist intention to travel

Table 4.6.2: Correlation Coefficient for Planned Crime Towards Tourist Intention to Travel.

		Travel Intention	Planned Crime
Travel Intention	Pearson Correlation	1	.396**
	Sig. (2-tailed)		.000
	N	384	384
Planned Crime	Pearson Correlation	.396**	1
	Sig. (2-tailed)	.000	
	N	384	384

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

Sources: SPSS

Table 4.6.2 presents Pearson Correlation coefficient and the cumulative number obtained was 384. The significance probability also implies p-value. The p-value gained was 0.000, which is lower than the significance level of 0.01. It is apparent from the correlation coefficient (r) shown 0.396 that represents a low positive correlation between tourist intention to travel.

Hypothesis 2: Opportunistic crime

H2: Correlation analysis affirms negligible correlation relationship between Opportunistic Crimes towards tourist intention to travel.

Table 4.6.3: Correlation Coefficient for Opportunistic Crime Towards Tourist Intention to Travel.

		Travel Intention	Opportunistic Crime
Travel Intention	Pearson Correlation	1	.044**
	Sig. (2-tailed)		.000
	N	384	384
Opportunistic Crime	Pearson Correlation	.044**	1
	Sig. (2-tailed)	.000	
	N	384	384

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

Sources: SPSS

Table 4.6.3 presents Pearson Correlation coefficient and the cumulative number obtained was 384. The significance probability also implies p-value. The p-value gained was 0.000, which is lower than the significance level of 0.01. It is apparent from the correlation coefficient (r) shown 0.044 that represents a negligible correlation between tourist intention to travel.

Hypothesis 3: Safety Program

H3: Correlation coefficient affirms positive relationship between improvements in the Safety Program on tourist intention.

Table 4.6.4: Correlation Coefficient for Improvements in The Safety Program on Tourist Intention.

		Travel Intention	Safety Program
Travel Intention	Pearson Correlation	1	.464**
	Sig. (2-tailed)		.000
	N	384	384
Safety Program	Pearson Correlation	.464**	1
	Sig. (2-tailed)	.000	
	N	384	384

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

Sources: SPSS

Table 4.6.4 presents Pearson Correlation coefficient and the cumulative number obtained was 384. The significance probability also implies p-value. The p-value gained was 0.000, which is lower than the significance level of 0.01. It is apparent from the correlation coefficient (r) shown 0.464 that represents a moderate positive correlation between tourist intention to travel.

4.7 FRAMEWORK ANALYSIS

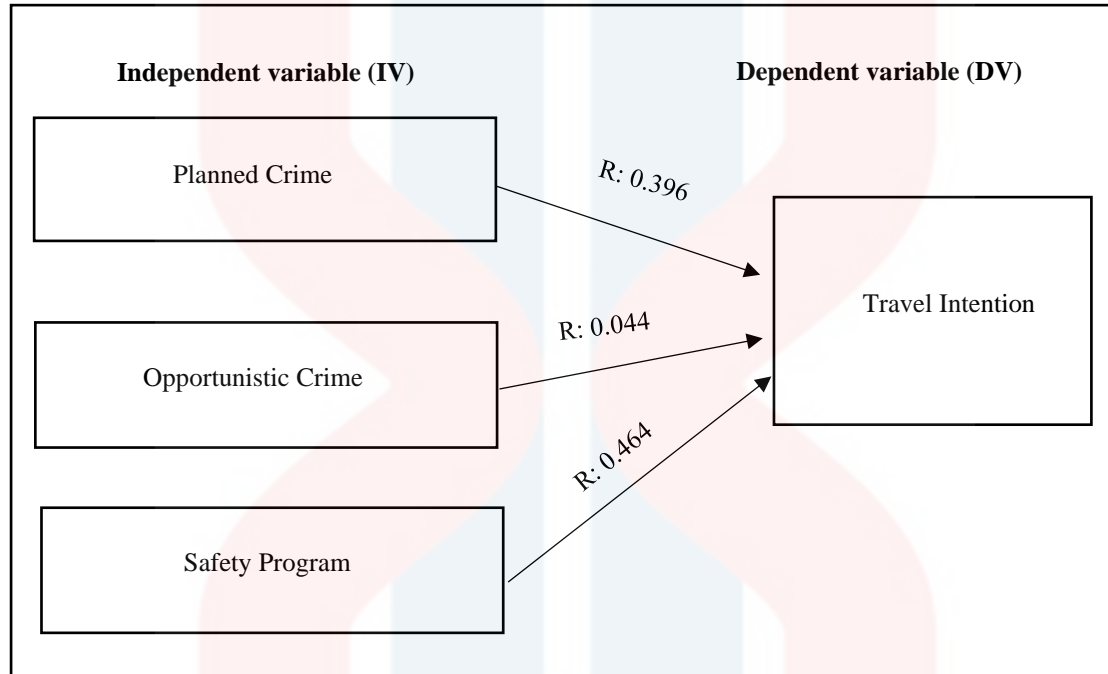


Figure 4.7.1 Correlation between planned crime, opportunistic crime, safety program and travel intention

The Figure 4.7.1 showed the framework with the data value for the significant independent variables to the dependent variables. There were two independent variables (planned crime and safety program) had the significant relationship to the dependent variable (travel intention). The moderate Pearson correlation value is between safety program and travel intention which is 0.464. Meanwhile the low positive Pearson correlation value is between the planned crime and travel intention which is 0.396. Besides that, negligible correlation value is between the opportunistic crime and travel intention which is 0.044. Therefore, there was only two independent variables included planned crime and safety program that had significant relationship to the travel intention.

4.8 SUMMARY

As the end, all the relationship among the variable, the study found that the two hypotheses in this study are accepted. All the independent variables show different correlation coefficient with the dependent value which is 0.396 and 0.464 for Travel Intention. The results showed a low positive and moderate positive correlation between two independent variables and dependent variable. It also answers the research questions whether are there any relationship between planned crime, safety program and travel intentions. To conclude, there are significant relationships between planned crime, safety program and travel intention.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

In this chapter discussed the research finding about the relationship between planned crime, opportunistic crime, and safety program and travel intention in Malaysia. Furthermore, this chapter also deliberated the limitations of the study and suggested several recommendations for future study.

5.2 RECAPITULATION OF THE FINDINGS

The discussion of recapitulation from the findings that researchers done in previous chapter (Chapter 4) which based on research objective, research questions and hypothesis for this study.

5.2.1 RELATIONSHIP BETWEEN PLANNED CRIMES TOWARDS TO TOURIST INTENTION TO TRAVEL.

Research question 1 of this study investigates the relationship between planned crimes towards to tourist intention to travel. This is to answer the RO1, RQ1 and H1. Table 5.2.1 shows the research objectives, questions and hypothesis.

Table 5.2.1: Research Objective 1 & Research Question 1

No	Research Objective (RO)	Research Question (RQ)
1	To identify the effect of planned crime towards tourist intention to travel.	Does planned crime affect the travel intention among the tourists?
	H1: There is positive relationship between planned crimes towards tourist intention to travel.	

The results of H1 answered RQ1 and RO1. H1 stated that there is a positive relationship between planned crimes towards tourist intention to travel. From the findings, it shows that there is low positive with correlation coefficient of 0.396. While p value is .000 which is less than the highly significant level .001. Therefore, H1 accepted.

5.2.2 RELATIONSHIP BETWEEN OPPORTUNISTIC CRIME TOWARDS TO TOURIST INTENTION TO TRAVEL.

Research question 2 of this study investigates the relationship between opportunistic crimes towards to tourist intention to travel. This also answers the second research objective and H2. Table 5.2.2 shows the research objectives, questions and hypothesis.

Table 5.2.2: Research Objective 2 & Research Question 2

No	Research Objective (RO)	Research Question (RQ)
2	To identify the effect of opportunistic crime towards tourist intention to travel?	Does opportunistic crime influence travel intention among the tourist?
	H2: There is a non-significant relationship between opportunistic crimes towards tourist intention to travel.	

The results of H2 replied to RQ2. H2 stated that there is a non-significant relationship between opportunistic crime towards tourist intention to travel. From the findings, it shows that there is a low positive correlation coefficient of 0.044. Therefore, H2 not accepted.

5.2.3 RELATIONSHIPS BETWEEN SAFETY PROGRAM TOWARDS TO TOURIST INTENTION TO TRAVEL

Research question 3 of this study investigates the relationship between safety program towards tourist intention to travel. This also answers the third objective and H3. Table 5.3 shows the research objectives, questions and hypothesis.

Table 5.2.3: Research Objective 3 & Research Question 3

No	Research Objective (RO)	Research Question (RQ)
3	To identify the improvement of safety program on tourist intention to travel.	Does safety program effect travel intention among tourist?
	H3: There is a positive relationship between safety program towards tourist intention to travel.	

The results of H3 replied to RQ3. H3 stated that there is positive relationship between safety program towards tourist intention to travel. From the findings, it shows that there is a high positive with the correlation coefficient of 1. Therefore, H3 is accepted.

5.3 DISCUSSION

Table 5.3.1 Descriptive Statistics of Independent Variables and Dependent Variable

	Item Description	N	Mean score	Standard deviation
IV 1	Planned crime	384	3.7326	0.77361
IV 2	Opportunistic crime	384	2.5553	0.92296
IV 3	Safety program	384	4.5964	0.67572
DV	Travel intention	384	4.3068	0.73974

Based on the table 5.3.1, the highest value of mean for the effect of crime and safety program on tourist travel intention in Malaysia is the safety program which show the mean score (4.5964). This means that most the respondent are agreed that the safety program could influence the tourist travel intention in Malaysia. The reason behind it is because Malaysia country is prioritizing the tourist safety while their travelling. Safety program concept is a one approach and as a part of liveable city's concept focuses on the crime problem in urban areas. This concept becomes more vital when UN-Habitat Nations was emphasized this concept in 1996 after the crime cases in the whole cities in the world have been increased (UN-Habitat Nations, 2009). Safety program has been used in tourism industry when urban tourism introduced especially in urban areas in Malaysia. The needs of safety in tourism areas had a several definitions while involving in any tourism destination or any tourism attractions, especially within in an urban area. The occurrence of crime such as murder, kidnap, robbery, rape and others frequently happen towards a tourist in urban areas. This kind of situation could contribute the bad impacts to the tourism industry and national economics where it was depended on tourism sector (Nurul Iswani, 2006).

The Pearson Correlation analysis was conducted to identify the effect of planned crime towards tourist intention to travel. The finding shown that the independent variable 1 (planned crime) indicated low positive relationships correlations between tourist intention to travel which the score is 0.396. the reasons behind it because there are several cases which reported and it involve by the planned crime happen in Malaysia. A 2005 BBC article investigate “Malaysia’s notorious triad gangs”. According to this article, the triads and Malaysia’s other criminals’ gangs dabble in any number of rackets”, however, as drug trafficking carries such severe penalties in Malaysia, they are more likely to be involved in prostitution, loan sharking, and pirated goods. From the finding, the independent variable which planned crime is uncommon to the tourist. However, the fact of this crime could also bring harm to tourist while they’re in travelling. So, the highest mean value for these variables is the tourism industry will be affected if there is planned crime which the score is 3.7326.

Next, the Pearson Correlation analysis also was conducted to identify the effect of opportunistic crime. The finding shown that these variables (opportunistic crime) indicated also in low positive relationship at score 0.044. this is means there are moderate of respondent which agreed that opportunistic crime could affect the tourist intention to travel. Recently, some broadened the ‘routine activities’ approach to suggest that any changes to opportunistic are likely to drive trends. Not just in Malaysia but in whole world. For instance, the long-term rise in shoplifting was caused by the shift of items to the shop floor where they were more accessible to thieves (Ross, 2013). Credit card effectively spawned a whole new method of fraud and the increase in criminal opportunity provided by the internet is obviously huge. The crucial aspect of this therefore, is that changes in crimes are explained by changes to the potential crime environment rather than by changes in the number of offenders or in their propensity to commit crime. From the finding, the highest value of mean for opportunistic crime is the increase in criminal cases will make tourists feel anxious, which will affect their desire to travel at score 2.5553. In this case, we can conclude that most of the respondent are agreed and accept the fact that the increasing cases by this kind of crime is literally influences the tourist intention to travel.

5.4 LIMITATION OF THE RESEARCH

This research had some flaws, one of which was the lack of respondents. Not all Malaysian tourists who willing to answer question or obtain a questionnaire from the researchers were eligible to participate in this study. Besides, some of the respondents believe that answering the researchers' questions would be waste of time. Any local visitors may not have wanted the researcher to invade their privacy and may not have been interested in answering the questionnaire.

The handful attitude from the tourist here is causing problems for the researchers to complete the research as soon as possible thus making process of collecting information from respondents longer. This needs the researchers to take almost one month to spread the questionnaire and getting their respond on the questionnaire. The researchers have to be very understanding and know how to interact with the targeted respondent as their behaviour or respond cannot be expected. However, the process of getting their respond goes well as many of the tourists give their commitment very nicely.

Next limitation in this study is variable. This study is only focus on the three independent variables which are planned crime, opportunistic crime, safety program and one dependent variable which is travel intention. As in the tourism sector, there are many factors that influence or interact with local tourists in travel intention. The others factors are also having relationship in this study as well. This was because of the limited resources and references for researcher to make a research base on other independent variables.

Furthermore, data collection method is also one of the limitations of this study. In this study, researcher only uses online survey which by the Google forms for the data collection method. This is because the research respondents for this study are local tourists in Malaysia, and in the meantime the country is facing a covid-19 pandemic, so it is impossible for the researcher to collect the data through interview. The disadvantage of conducting an online survey is that researchers cannot validate if the information provided by the respondents is correct or not. Furthermore, employing an online survey need a significant amount of time for respondents to complete the questionnaire, causing the data collecting process to be delayed.

The last limitation of this study is this research is quantitative research. This study solely focuses on quantitative research, thus there is no research expansion. When there no additional research for this study, particularly in qualitative research, subsequent researchers are unable to learn more about the factors that impact travel intention among Malaysians. The other researcher is unable to have a deeper grasp of this research.

5.5 RECOMMENDATIONS

This research suggest that further studies can be carried out on the foreigner tourist travel in Malaysia since this study had only focus among local tourist in Malaysia it could see whether there are any similarities in the findings. This study can produce different results if it applies to foreigner tourist in Malaysia. Therefore, there had other tourist to answer the questionnaires instead of focus on local tourist only.

Besides, current study only focuses for three factors that influencing the effect of crime on travel intention in Malaysia. However, this study may be ignoring other important factors that play an important role in influencing the effect of crime on travel intention in Malaysia. Therefore, future researchers can recommend other variables, such as social risk, to make new discoveries in their research.

Next, this study is limited to 384 samples that can be measured as small markets. According to Krejcie & Morgan (1970), that amount is sufficient and appropriate a larger sample size can be used to systematize millions of Malaysian local tourists. Therefore, future researchers will need to increase the sample size to improve the accuracy and reliability of their studies.

Lastly, instead of having respondents answer a scaled question table online, create an interview method or free-form question for the respondent. Using the interview method, researchers can get high response rates, clarify ambiguities, and track incomplete answers quickly. Thus, this approach can reduce misunderstandings and calculate better research results.

5.6 SUMMARY

As a conclusion, researchers must achieve the purpose of this study in relation to the problem in this study. This study investigates the relationship among the variables of planned crime, opportunistic crime and safety program that influence the effect of crime on travel intention in Malaysia. A research framework was developed based on the researched literature. The researcher intended to look into the link between each of the independent variables and the dependent variables.

384 respondents participated in this study using the online survey method. SPSS software version 26 was used to gather and analysed data using descriptive statistics, reliability analysis, and correlation analysis. From the result of the reliability analysis, the overall variables were 0.756. Therefore, the exhibited result is trustworthy and may be accepted in this study.

The research is to know the relationship between planned crime, opportunistic crime and safety program that influence the effect of crime on travel intention in Malaysia. The result of the research objectives which is examine the relationship between planned crime, opportunistic crime and safety program that influence the effect of crime on travel intention in Malaysia is accepted. Meanwhile, such results can be foretold about the planned crime, opportunistic crime and safety program are influence the effect of crime on travel intention in Malaysia.

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APPENDIX I
QUESTIONNAIRE



Dear respondent,

We are doing an academic research entitled:

The Effect of Crime and Safety Program on Tourist Travel Intention

We are students of Bachelor of Entrepreneurship of (Tourism) with Honours from University Malaysia Kelantan. As part of our Final Year Project (FYP), we are conducting a survey with a titled "The Effect of Crime and Safety Program on Tourist Intention". We hope you can help us by completing the questionnaire below. Your responses will be kept strictly confidential and will be used for academic purpose only.

Thank you for the cooperation and contribution to this research.

Researcher:

Nur Dy'anna binti Nordin H18A0371

Nur Farah Hanis binti Jalalol Khaizi H18A0374

Zainoor Sabrina binti Zainul Hisham H18A0680

Joanna Ng Row Yee H18A0739

SECTION A: DEMOGRAPHIC OF RESPONDENT

1. Gender:

- Male Female

2. Age:

- 18 – 25 years old 26 – 33 years old
 34 – 41 years old >50 years old

3. Race:

- Malay Indian
 Chinese Others

4. Marital status:

- Single Married

5. Educational level:

- Primary Secondary
 Diploma Bachelor of degree
 Master degree PHD

6. Do you have experience being a victim of crime while traveling that effect your intention to travel?:

- Yes No

SECTION B: TRAVEL INTENTION

For each statement, show the extent to which you agree or disagree with it by selecting one number from the scale provided.

1- Strongly Disagree	2- Disagree	3- Neither	4- Agree	5-Strongly Agree
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1. The threat of terrorism will influence my decision to travel.

Strongly Disagree Strongly Agree

2. The threat of violence will influence my decision to travel.

Strongly Disagree Strongly Agree

3. If neighbouring countries having a war, it would influence my decision to travel.

Strongly Disagree Strongly Agree

4. My personal experience of the country will influence my intention to travel.

Strongly Disagree Strongly Agree

5. In the process of destination selection and travel planning, protection and safety are my top priorities.

Strongly Disagree Strongly Agree

SECTION C: PLANNED CRIME

Planned crime refers to the criminal activity by an enduring structure or organization developed and devoted primarily to the pursuit of profits through illegal means. For example, planned crimes directly affect traveller in attraction places such as terrorism.

For each statement, show the extent to which you agree or disagree with it by selecting one number from the scale provided.

1- Strongly Disagree	2- Disagree	3- Neither	4- Agree	5-Strongly Agree
----------------------	-------------	------------	----------	------------------

1. Planned crime is going to happen everywhere

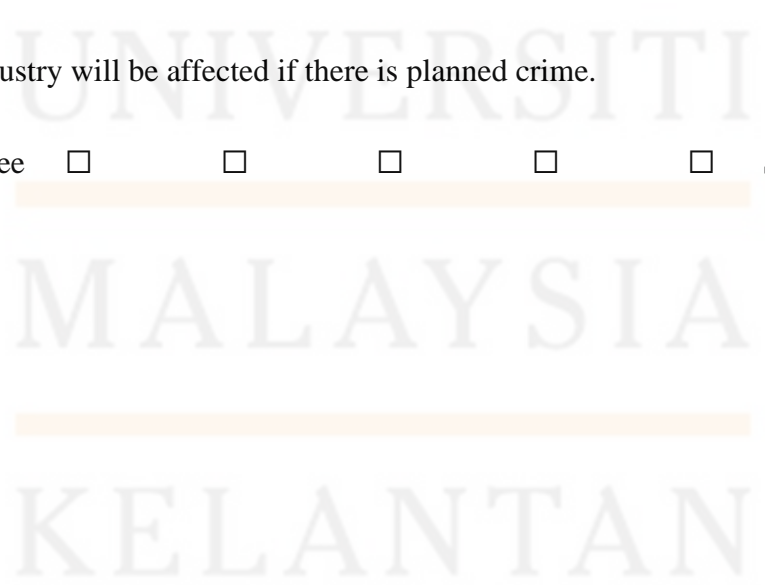
Strongly Disagree Strongly Agree

2. Tourists will be attracted to the place if there is planned crime.

Strongly Disagree Strongly Agree

3. Tourism industry will be affected if there is planned crime.

Strongly Disagree Strongly Agree



SECTION D: OPPORTUNISTIC CRIME

Opportunistic crime refers to the objective environment and conditions that are conducive to the implementation of criminal activities but not easy to find such as prostitution; pick pocketing; fraud; gambling; burglary; robberies; and crimes committed on buses or airport terminals, subways or trains.

For each statement, show the extent to which you agree or disagree with it by selecting one number from the scale provided.

1- Strongly Disagree	2- Disagree	3- Neither	4- Agree	5-Strongly Agree
----------------------	-------------	------------	----------	------------------

1. I have experienced someone entering my hotel room without my permission and trying to steal.

Strongly Disagree Strongly Agree

2. I have been rubbed or touched by someone for sexual reasons during traveling.

Strongly Disagree Strongly Agree

3. I have been injured by someone who used a weapon (knife or gun) and took away valuable items during travel.

Strongly Disagree Strongly Agree

4. The increase in criminal cases will make tourists feel anxious, which will affect their desire to travel.

Strongly Disagree Strongly Agree

SECTION E: SAFETY PROGRAM

For each statement, show the extent to which you agree or disagree with it by selecting one number from the scale provided.

1- Strongly Disagree	2- Disagree	3- Neither	4- Agree	5-Strongly Agree
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1. Safety is important for me, if I plan to travel somewhere.

Strongly Disagree Strongly Agree

2. I feel safe to stay in accommodation areas that provide safety program.

Strongly Disagree Strongly Agree

3. Safety factor is crucial for me to evaluate before I choose the destination to go traveling.

Strongly Disagree Strongly Agree



END OF SURVEY

THANK YOU VERY MUCH FOR YOUR KIND COOPERATION

APPENDIX II

The effect of crime and safety programme on tourist travel intention in Malaysia

ORIGINALITY REPORT



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