



THE EFFECTS OF POST-MCO TOWARDS TRAVEL PREFERENCES AMONG STUDENTS UNIVERSITI MALAYSIA KELANTAN

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DECLARATION

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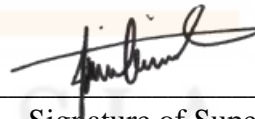


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TABLE OF CONTENTS

TITLE	Page
ACKNOWLEDGEMENT	i
TABLE OF CONTENTS	ii
ABSTRACT	iv
CHAPTER 1: INTRODUCTION	
1.1 Introduction	1
1.2 Background of the Study	2
1.3 Problem Statements	5
1.4 Research Objectives	7
1.5 Research Questions	8
1.6 Significance of the Study	8
1.7 Definition of Terms	9
1.8 Summary	10
CHAPTER 2: LITERATURE REVIEW	
2.1 Introduction	11
2.2 Literature Review	
2.2.1 Travel Preferences	11
2.2.2 Accommodations	13

2.2.3	Food	14
2.2.4	Transportation	15
2.3	Hypotheses	
2.3.1	The Relationship between Accommodations and Travel Preferences	17
2.3.2	The Relationship between Food and Travel Preferences	17
2.3.3	The Relationship between Transportation and Travel Preferences	18
2.4	Conceptual Framework	19
2.5	Summary	20

CHAPTER 3: METHODOLOGY

3.1	Introduction	21
3.2	Research Design	21
3.3	Population	23
3.4	Sample Size	23
3.5	Sampling Method	25
3.6	Data Collection	25
3.7	Research Instrument	26
3.8	Data Analysis	28
3.9	Summary	28

CHAPTER 4: RESULTS AND DISCUSSION

4.1	Introduction	29
4.2	Results of Descriptive Analysis	29
4.3	Results of Reliability Test	31

4.4	Result of Inferential Analysis	33
4.5	Discussion Based on Research	38
4.6	Summary	42
CHAPTER 5: CONCLUSION		
5.1	Introduction	43
5.2	Recapitulation of the Findings	43
5.3	Limitations	45
5.4	Recommendation	46
5.5	Summary	47
	REFERENCES	48

ABSTRACT

This study aims to examine the effects of post-MCO on accommodations, food, and transportation toward travel preferences among university students. A total of 368 respondents comprising Universiti Malaysia Kelantan (UMK) students were selected in this study using a quantitative approach. The findings of this study showed that accommodation, food, and transportation are the significant factors that influence travel preferences among UMK students. Furthermore, the findings of this study were extending the knowledge of travel preferences within the context of the tourism industry in general and Malaysia in particular.



ABSTRAK

Kajian ini bertujuan untuk mengkaji kesan pasca MCO terhadap penginapan, makanan dan pengangkutan terhadap pilihan perjalanan dalam kalangan pelajar universiti. Seramai 368 responden yang merangkumi pelajar-pelajar Universiti Malaysia Kelantan (UMK) telah dipilih dalam kajian menggunakan pendekatan kuantitatif. Dapatan kajian ini menunjukkan bahawa penginapan, makanan, dan pengangkutan adalah faktor penting yang mempengaruhi pemilihan perjalanan di kalangan pelajar UMK. Seterusnya, penemuan kajian ini adalah memperluas pengetahuan mengenai pilihan perjalanan dalam konteks industri pelancongan secara amnya dan di Malaysia khususnya.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

The world economy today has forced many countries to start thinking of exit strategies to return to normal life and revive trade and economy ever since the COVID-19 pandemic hit all nations worldwide. Similarly, students need an extent of change, freedom, relaxation, and temporary escape from the usual or new norm lifestyle and home routine. As a consequence of the pandemic situation along with the enforcement of the Movement Control Order (MCO) in Malaysia, many students find it difficult to travel and gain benefits from their travel rights.

As such, the current study examines the effects of post-movement control order (MCO) toward travel preferences among Universiti Malaysia Kelantan (UMK) students from several perspectives by highlighting possible indicators such as accommodations, food, and transportation. This chapter begins with an introduction to this study, followed by the background of the study, problem statement, research objectives and research questions, significance of the study, definition of terms, and finally a summary of this chapter.

1.2 BACKGROUND OF THE STUDY

Coronavirus is a large family of disease-causing viruses ranging from a common flu to severe respiratory illnesses such as Middle East Respiratory Syndrome (MERS) and Severe Acute respiratory syndrome (SARS). In December 2019, China reported an outbreak of pneumonia for unknown reasons and this epidemic further became a public health condition that had gained international attention. In January 2020, a seafood market in Wuhan was identified as an epidemic center by the U.S. Centers for Disease Control and Prevention (CDC) and since then, the market was closed. The provisional name given to this new virus was novel coronavirus 2019 (nCoV-19) and later known as COVID-19. In Malaysia, the first COVID-19 cases were confirmed on 25 January 2020, which involved three people from China who came to Malaysia via Johor from Singapore on 23 January 2020. The virus further spread in Malaysia by new carriers not long after the first few cases and, as a result, the government had imposed stricter orders by enforcing the enhanced movement control order as the first few steps in curbing the spread of the virus in the country.

Movement Control Order or MCO was implemented as a preventive measure by the federal government of Malaysia in response to the COVID-19 pandemic in the country. The first phase of the MCO took place for 14 days from 18 March to 1 April 2020 before it was later extended depending on the number of cases being reported. This is often termed as "lockdown" or "partial lockdown" by both the local and international media. Among the orders enforced in the MCO are that all visitors and residents were prohibited from leaving their houses except for essential personnel or head of the family, outside visitors were neither allowed to enter the area subject to the order nor travelling interstate, medical bases to be set up in each area and guarded by the police or military, and the closure of non-essential

businesses or entrances. However, on 7 June 2020, the Prime Minister of Malaysia, Muhyiddin Yasin announced the Recovery Movement Control Order (RMCO) to implemented on 9 June 2020. Interstate travel was also allowed beginning 10 June 2020 to areas under the RMCO except for the areas that remain under MCO to date.

According to Cooper et al. (2008), travel and visits are incomplete without a place to stay. Accommodations are very important to people because accommodations are a basic need and places to live, besides serving as living quarters provided for public convenience. Accommodations refer to buildings or rooms where people live or stay, and accommodations are important for tourists to relax, fulfill their demands, and find comfort for a temporary vacation in an area including a space in a building for specific things, people, or activities. In this vein, students who travel definitely need to find accommodations, especially when they travel far or even for a few days. Among the accommodations provided are hotels, budget hotels, chalets, resorts, rest houses, guest houses, and campsites.

Food is a life necessity, which refers to something consumed to help the growth of the body with ingredients that usually consist of fats, carbohydrates, minerals, vitamins, and proteins. Food is important because it denotes a physiological need of all beings (Tikkanen, 2007) and serves as an essential component of a society's life for survival. Besides, food also serves as an important representation of human activities such as gatherings, ceremonies, rituals, religions, and travel (Giorda et al., 2014). In this regard, the food eaten by a particular community comes from various countries, which expresses or reflects culture, history, and heritage (Hall et al., 2003 Jalis, Zahari, Izzat & Othman, 2009). In fact, food can also be used as a differentiation method in an increasingly competitive global market.

Transportation is a necessity for individuals to move from one place to another. Examples of transportation are automobiles, motorcycles, buses, aero planes, bicycles, trucks,

helicopters, air crafts, and watercraft. This also includes transport structures such as roads, railways, canals, waterways, airways, and terminals such as railway stations, bus stations, airport, trucking terminals, and fuel stations (Litman 2007; May, et al. 2008). Travelling is commonly associated with taking aero planes and using public transport. As such, domestic tourism and travel using private cars tend to be the optimal solution according to the situation (Kapa Research, 2020). While transportation plays an important role in facilitating economic growth and globalization, poor transportation planning may cause air pollution and land use. Therefore, good transportation planning is very important to ease the traffic flow and withstand the extension of the city. Besides, information on high-quality transportation is provided in the annual Highway Statistics report by the state and regional government agencies, which outlines standard data worth more than three decades and available free of charge in a spreadsheet format that can be used for planning, evaluation, and research purposes. Meanwhile, students who like travelling normally seek transportation that allows them to go to certain areas easily. For instance, students who prefer travelling abroad require transportation such as aero planes to take them to their desired destinations.

Since tourism is often associated with ample leisure time, improved economy and facilities such as transportation can, therefore, allow more people to travel. The nature of each trip may, however, vary according to one's travelling purpose (Peerapatdit, 2004). According to Hong and Leong (2006), 'experiencing new and different style' and 'taking it easy and relax' are among the main purposes for travelling. In general, tourism is a temporary movement of people to other destinations outside of their usual place of residence and work, including the activities they do during their stay and the facilities provided to fulfill their needs. Nonetheless, tourism has been considered a luxury because not everyone has the time and money to go on a trip. In Malaysia, tourism has recorded rapid growth and huge profits in the form of foreign exchange besides making Malaysia famous in the eyes of the world.

Malaysia is a beautiful tropical tourist destination with great potential in Asia, which does not only attract international tourists but also the locals. Besides, tourism has also become a smart investment field that encourages the growth of related industries in line with Malaysia's mega-development towards becoming a developed country. The potential of the tourism industry as the new economic generator in Malaysia can be realized and developed through an emphasis on related issues such as the environment, visas, transportation system, eco-tourism, environmental hygiene, and tourism safety to increase the number of tourist arrivals in Malaysia. This is because the success of the tourism industry does not solely depend on campaigns and promotional advertisement involving millions of ringgits within and outside the country.

Based on the above discussion on MCO, accommodations, food, and transportation with reference to the tourism industry in general, the current study will further elaborate on the effects of post-MCO on accommodations, food, and transportation towards travel preferences among university students as the main objective. This will help the students gain new travelling knowledge besides enabling others to understand the condition of the environment in terms of whether or not travelling is safe during the current state of challenging economy.

1.3 PROBLEM STATEMENT

The post-movement control order (MCO) influences how students plan their trip. The first effect of post-MCO is the type of accommodation students choose while travelling. For instance, in the past, the price offered for each accommodation on a normal day was predetermined and considered expensive for students (Karpinski, 2012). However, after the

enforcement of the movement control order (MCO), every available accommodation in Malaysia has now offered a discounted price for each room that is considered cheap and affordable for students during their trip.

The second effect of post-MCO on the travel preferences among university students is food. For example, before MCO, most students who were travelling must spend money on food such as the food available in stores or restaurants. However, after MCO, the students were forced to bring food from home or supplying their own food to avoid the risk of COVID-19 infection. Alternatively, some students had also opted for restaurants with fewer people to avoid infection. To date, after the movement control order was further tightened due to the increasing COVID-19 cases, travelling is yet to be allowed (Andrew, 2020).

The third effect of post-MCO is the type of transportation. For instance, in the past, most students prefer to travel with family or friends using both public and private transport such as cars, buses, and aero planes. However, after the enforcement of MCO, most students have been using private transport instead of public transport to avoid excessive crowding to avoid the spread of COVID-19. However, for those who want to travel post-MCO, it has been highlighted that the transportation movement on the road should be limited. Besides, everyone was required to practice social distancing of at least 1 meter and wear a face mask as well as reducing congestion when using public transport (Karim & Khairah, 2020).

Considering the differences between pre-MCO and post-MCO, this study, therefore, attempts to examine the influence of accommodations, food, and transportation on travel preferences among university students during the post-MCO period.

1.4 RESEARCH OBJECTIVES

This study mainly focuses on the effects of post-MCO on accommodations, food, and transportation towards travel preferences among UMK students in particular. In line with this aim, the following objectives are addressed in this study:

1. To examine the factors influencing travel preferences among UMK students during the post-MCO period.
2. To examine the relationship between accommodations and travel preferences among UMK students during the post-MCO period.
3. To examine the relationship between food and travel preferences among UMK students during the post-MCO period.
4. To examine the relationship between transportation and travel preferences among UMK students during the post-MCO period.

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1.5 RESEARCH QUESTIONS

To achieve the objectives, the following research questions were developed in this study:

1. What are the factors influencing travel preferences among UMK students during the post-MCO period?
2. What is the relationship between accommodations and travel preferences among UMK students during the post-MCO period?
3. What is the relationship between food and travel preferences among UMK students during the post-MCO period?
4. What is the relationship between transportation and travel preferences among UMK students during the post-MCO period?

1.6 SIGNIFICANCE OF THE STUDY

The findings of this study are expected to contribute to the tourism literature, particularly on accommodations, food, and transportation that influence travel preferences. This study helped tourism players improve the financial situations in the tourism industry because the COVID-19 pandemic has made it difficult for people to make the best choices in determining their travel preferences. Besides, the findings helped potential tourists gain new

knowledge of accommodations, food, and transportation besides enlightening the effects of post-MCO on travel preferences before and during post-MCO.

1.7 DEFINITION OF TERMS

i. Travel Preferences

Travel preferences refer to a moving strength behind the characteristics of a tourist (Carolina & Tanja, 2020).

ii. Accommodations

Accommodations refer to a tourist organization that offers its facilities and services to individuals or groups of people (Ricky Nutsugbodo, 2016).

iii. Food

Food refers to any material consumed or drank by all beings. While the word “food” also applies to liquid beverages, meat is the primary source of energy and nutrients for livestock and is typically of animal or plant origin. There are four basic food sources of energy: fats, proteins, carbohydrates, and alcohol (World of Molecules, 2021).

iv. Transportation

The transportation of goods and people from one location to another and the different means by which such movement is carried out (Britannica, 2019).

1.8 SUMMARY

This chapter has discussed the background of the study as well as the effects of post-MCO on accommodations, food, and transportation towards travel preferences among university students. This chapter has also addressed the issues related to this study, including the research objectives and research questions. The significance of the study has further been outlined and this chapter concludes with several definitions of terms relevant to this study. The next chapter provides a literature review to discuss the past studies and the current study in detail.



CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter presents a literature review of past studies related to travel preferences in general and the effects of accommodations, food, and transportation on travel preferences. Subsequently, a conceptual research framework will be developed based on the literature review to illustrate the relationships between the post-MCO effects and travel preferences.

2.2 LITERATURE REVIEW

2.2.1 Travel Preferences

Travel preferences are not solely limited by income and family considerations but rather represent the places people want to visit. Meanwhile, the actual travel behavior can be limited to macrosystems such as age, life cycle, and income, which can give a big impact on travel intention and preferences as per the leisure constraints model (Samdahl & Jekubovinch, 1997). The authors examined the differences between travel preferences and travel intention among Australian travelers by considering factors such as age, life cycle, lifestyle, income, and gender that influence their Asian and overseas travel preferences, intention, and planning. The authors found significant relationships between travel

preferences, intention, and planning with the factors of age, life cycle, lifestyle, income, and gender. However, age and gender were reportedly not suitable for travel intention and travel planning.

The authors used data generated from cross-sectional surveys related to travel and tourism. The study also employed a qualitative method by which a large sample of 49,105 Australian respondents was interviewed for two years and the interview was conducted every week. The respondents showed their travel intention to destinations in the next 12 months and travel behavior in the previous 12 months. Roy Morgan's lifestyle variables were used to measure the data in co-development with Colin Benjamin and the recorded data were provided by the Roy Morgan Research Centre, Australia.

Overall, travel preferences, travel intention, and travel planning were measured as dichotomous variables in the study. All three measures were taken at the same time from the same respondents with respect to both Asian and overseas destinations. The sample in this study also represented the Australian population and, thus, can be compared in aggregate.

Additionally, since the researchers examined the relationships between travel preferences, travel intention, travel planning, and the roles of demographic variables, it was reported that the travel constraints determined by a combination of age, lifestyle, life cycle, and income were relevant to these differences. The study has also shown a consistent pattern in determining travel choices, travel planning, and travel preferences in Asian and overseas destinations. Furthermore, consistent relationships were also evidenced between travel choices and travel planning with life cycle and lifestyle. However, other variables such as age and gender did not have consistent relationships with travel choices and travel planning.

2.2.2 Accommodations

According to Wiki Travel (2012), accommodations are a problem for tourists when finding a place to pitch a tent or a luxury suite in a luxury resort. Booking accommodations, coping with a wide range of budget hotels, and considering different accommodation options are all challenges that tourists encounter. Accommodations generally contribute about one-third of total travel expenditure (Sharpley & Forster, 2003). As stated by Middleton Victor et al. (2009), accommodations are an addition to the travel destination. As such, while choosing a holiday destination, accommodations are widely revered by tourists according to their own requirements and aspirations (Albaladejo & Diaz, 2007).

According to Sharpley and Forster (2003), the characteristics of accommodations can directly influence the type of tourism and tourists attracted to a destination, thus influencing their travel experience in the host country. For example, hotels and motels are the overnight stay mode chosen by domestic tourists from the USA with 43%, (TIA, 2000). Besides, most of the tourists staying in these types of accommodations are frequent business travelers. For example, these tourists might be salespersons, business partners, senior executives, or a team or group from a company that travels for a particular project at a particular location.

Unlike countries in Europe, there are not many hostels in Malaysia and, therefore, budget hotels are the best choice for tourists who come to this country. Nevertheless, there are not many assumptions on the part of tourists because cheap hotels are very affordable and serve as adequate amenities rather than exclusivity (Lam, 2003).

2.2.3 Food

Food and eating are widely recognized as the physiological need of all beings. In the context of this study, food offers tourists happiness, pleasure, and opportunities during their trips (Frochot, 2017). Additionally, food and tourism are also closely related (Henderson, 2017; Horng and Tsai, 2019) and relevant past studies have demonstrated that the relationship between tourism and food can be evaluated from various aspects.

Evidently, food is an attraction for visitors or tourists (Henderson, 2017; Hjalager and Richards, 2018) and with more and more tourists seeking authentic and new experiences, food has become one of the most important attractions and alternative forms of tourism (Boniface, 2003; Horng and Tsai, 2012; Kim and Eves, 2012). Unlike other tourist activities and attractions, food is available all year round at any time and in any weather. Regardless of whether or not food is the main tourist attraction, food surely creates pleasant memories for every tourist visiting a destination (Kivela and Crotts, 2016).

According to Quan and Wang (2016), tourists may sometimes seek new experiences with food rather than solely maintaining food habits and routines. This is also seen as an indispensable part of the travel experience. In fact, food plays an important role in influencing tourist satisfaction (McKercher et al., 2008; Okumus et al., 2013). Therefore, in this regard, local and regional food has the potential to contribute to the competitiveness of destinations, both in terms of tourism development and perspectives in destination marketing (du Rand and Health, 2006; Ignatov and Smith, 2006; Okumus et al., 2007).

Food is involved in different stages of travelling. For instance, food at the pre-travel stage to Chongqing, China is not as essential as the analysis suggests. Food has, however, shown its importance in terms of tourist arrivals to Chongqing as well as its significance in

the post-travel stage. Therefore, based on this finding, tourism players can identify the target market to accelerate the development of food tourism at the destination (Kim et al., 2011).

2.2.4 Transportation

The simple meaning of transportation is the process of transporting passengers from one point to another. The transport system consists of five major sectors, namely air transport, vehicles, rail transport, and water transport (Bose, 2009). Within the tourism framework, transportation simply refers to the transport of tourists from their place of residence to the place where tourist products are introduced to them (Eden, 2005). Tourists' travel and tourism experiences including ideas about tourism products begin and end with transportation; therefore, tourism cannot be considered without this variable. With cheaper transport costs such as fuel (especially for air transport) and people's ability to acquire a car, travelling becomes more accessible for all population categories including young students (Eden, 2005).

Another previous study had examined a sample of students who travelled from Spain by pointing out elements such as their desire to travel, their experience and behavior as tourists, the main cities they visited during their studies, and their means of transportation for travelling. Evidently, these elements are useful to many entities in the tourism field such as travel agencies, transport companies, accommodation units, and other related units in helping them adapt their offers to the actual needs of this segment of tourists (Aluculesei Alina, 2013).

2.3 HYPOTHESES

2.3.1 The Relationship between Accommodations and Travel Preferences

Accommodations are one of the most significant sub-sectors in the tourism economy that influence the travel preferences of individuals. Since tourists need a location where they can relax and revive while travelling in a destination (Cooper et al., 2008), accommodations, therefore, become a need or option for tourists to relax and refresh throughout their trip. In addition, accommodations are a tourism matrix that increasingly grows the tourism industry (Saxena, 2008). For instance, comfortable hotels and other accommodation facilities play an important role in influencing individual preferences and satisfaction. While accommodations available in various places have focused on providing comfort to tourists with affordable facilities and prices, accommodation providers must provide a comfortable experience to people of various economic backgrounds according to what they can afford (Ahliya 2010). Therefore, based on the above discussion, the first hypothesis was formed:

H1: There is a significant relationship between accommodations and travel preferences.

2.3.2 The Relationship between Food and Travel Preferences

Food is one of the important elements that influence the tourist experience. Generally, food tourism can be classified as a form of tourism or special interest tourism (Hall and Mitchell, 2001). For instance, tourists may taste all kinds of food around the world while learning about each food from each destination. As such, food tourism is not encompassed

within a luxurious dining category but is more about learning a local culture through travelling. As people become more open-minded to learn and try new cuisines, marketing tourism will grow accordingly. Besides, the relationship between food and tourism can be further enhanced by promoting local food (Hall, 2002). The provision of local food by restaurant operators is very important in order to significantly increase its production in the market so that the local food may become the leading food market for the continuous purchase of regional food by customers. Additionally, the characteristics of a restaurant may also influence customer satisfaction; hence, restaurant managers must develop specific strategies to fulfill the needs of different customers according to the type of the restaurant. For example, Choi and Zhao (2010) examined various factors influencing restaurant preferences such as cleanliness, services, environment, price, and health issues, while Abdelhamid (2011) examined customer intentions by measuring the factors of local dishes, healthy meals, toilet hygiene, parking, and many more. Besides, Liu et al. (2014) also developed a productive scale based on four types of restaurant characteristics such as food, service, environment, and price value. Nonetheless, while some customers choose to dine while travelling, some would prefer buying their food from the grocery store. Hence, based on the above discussion, the second hypothesis was formed:

H2: There is a significant relationship between food and travel preferences.

2.3.3 The Relationship between Transportation and Travel Preferences

According to Steven et al. (1999), transportation mode and preferences usually determine how people travel. In their analysis, six mode options were considered including cars (driving a private vehicle), motorcycles (riding a private vehicle), trains (express), buses (express), and many more. In this regard, the intercity travel preferences are based on the

utility maximization hypothesis, which assumes that an individual's mode preference reflects the underlying preferences for each of the available alternatives as well as the individual's selection of the alternatives with the highest preferences or utility (Bhat, 1995). Additionally, each type of transport available has its own demand and different features that influence the users. As stated by Brog and Erl (1983), perceptions may not only have a significant influence on mode selection, but they can also change and cause changes in attitudes, considerations, and behavioral preference of individuals in choosing modes. Furthermore, Kenyon and Lyon (2003) stated that ordinary tourists consider the cost, duration, comfort, and alternative facilities for their travel. Besides, as evidenced by Van Exel and Rietveld (2001), positive experiences with alternative travelling methods can also influence successive travel preferences. Thus, based on the above discussion, the third hypothesis was formed:

H3: There is a significant relationship between transportation and travel preferences.

2.4 CONCEPTUAL FRAMEWORK

According to Lin et al. (2015), an analysis of the microdata by examining individual consumption allows for the consideration of the diversity and heterogeneity of travel behaviors and preferences. Hence, it is important to consider many facets of travel decisions because travelling does not only encompass a single product but also several interrelated sub-products (Fesenmaier and Jeng, 2000). Drawing from the three independent variables (accommodations, food, and transportation) addressed in this study and their relationships with the dependent variable (travel preferences among university students), a conceptual framework has been developed for this study as illustrated in Figure 2.1.

Independent variables

Dependent variable

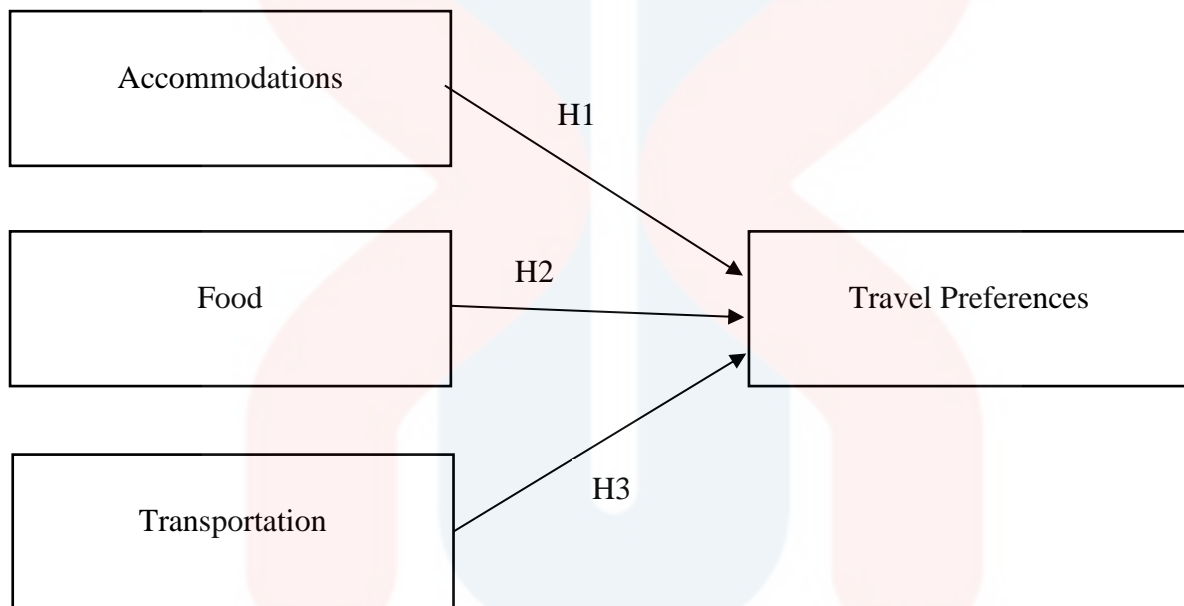


Figure 2.1: Conceptual framework

2.5 SUMMARY

This chapter has elaborated on the three factors highlighted in this study, namely accommodations, food, and transportation including their effects on travel preferences. Furthermore, in this chapter, the researchers have also developed a conceptual framework to illustrate the relationships between the independent and dependent variables, respectively. The next chapter discusses the methodology employed in this study.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter discussed the research methodology, which comprises nine segments that begin with the research design, followed by population, sample size, sampling method, data collection procedure, research instrument, data analysis, and chapter summary.

3.2 RESEARCH DESIGN

A research design refers to a guide for data collection and analysis in a study. A research design can be exploratory, descriptive, or hypothetical (Sekaran & Bougie, 2016). The selection of a research approach is very important in the research design process because it determines the extent of the important information provided for the study although the research design may include many interrelated decisions (Sileyew, 2020).

The researchers employed a cross-sectional survey design in this study for data collection. In cross-sectional research, data are usually collected at a single point in time (Sekaran & Bougie, 2016); therefore, employing a cross-sectional design in this study benefits the researchers in some ways. As far as costs are concerned, since the researchers need to collect the data only once due to cost and time constraints, this type of research design is more cost-effective compared to the longitudinal design. Besides, a cross-sectional design has a variety of benefits such as relatively inexpensive and not time-consuming since the data for all

variables can be collected at the same time (Bland, 2001). Therefore, the use of the cross-sectional survey design is deemed appropriate for this study.

Besides, the current study also employed a quantitative approach, which encompasses formal, objective, and systematic processes where the data are used to obtain information on any subject (Burns and Grove, 2005). This type of approach can also help the researchers explain the causal relationships between variables (Coolican, 1990).

The researchers used an online questionnaire survey instrument to collect data from the respondents in order to obtain information on the effects of post-MCO on accommodations, food, and transportation toward travel preferences among university students. To distribute the online questionnaire to the respondents, the researchers used Google Forms, which is a cloud-based data management tool for designing and developing web-based questionnaires. Google Forms is a survey administration software that is included in the Google Docs Editors software suite along with Google Docs, Google Sheets, and Google Slides (About Fusion Tables, 2020). By using Google Forms, the researchers can easily disseminate the questionnaire links through WhatsApp and social media platforms to a large number of targeted respondents. Besides able to obtain enough information from the respondents, it also saves time and costs throughout the data collection process. Overall, Google Forms is a good resource that is believed to perform well in this study.

3.3 POPULATION

The population in this study includes Universiti Malaysia Kelantan (UMK) students from three different campuses: Bachok Campus, Jeli Campus, and City Campus. There are approximately 9,465 students in Universiti Malaysia Kelantan including 45 international

students (TopUniversities, 2020). Overall, 4% of the local students are postgraduate students, whereas the remaining 96% are undergraduate students. As for the international students, 69% of them are postgraduate students, while the rest are undergraduate students with 31%.

3.4 SAMPLE SIZE

The determination of sample size refers to the process of selecting the number of observations or replicates to be enclosed within the applied mathematics sample. In general, the scale of the sample is a very important feature of any empirical study during which the target is to create inferences concerning the sample population. Besides, determining a sample size is important in terms of linear costs in the number of subjects (Cohen, 1988).

According to Davis (2000), the sample size is determined based on many factors such as the diversity of the sample group, statistical power, costs, consistency, analytical processes, and personnel. Hence, there has been considerable debate over what constitutes an acceptable sample size with no simple and definitive rule to define an appropriate sample size (Flynn & Percy, 2001). Based on Krejcie and Morgan's (1970) table for determining sample size, the total population of the university students in this study is 9,465; hence, the target sample size includes a total of 368 students from Universiti Malaysia Kelantan (UMK).

Table 3.1: Krejcie and Morgan's (1970) Table for Determining Sample Size

Table 3.1									
<i>Table for Determining Sample Size of a Known Population</i>									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	100000	384

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

Source: Krejcie and Morgan (1970)

3.5 SAMPLING METHOD

The most important part of a research process is the sampling method (Hair et al. 2010). According to Sekaran and Bougie (2016), convenience sampling, as the name suggests, refers to the gathering of information from members of the public that are readily willing to supply the information. Thus, convenience sampling is widely used in exploratory research because it is the easiest sampling technique for collecting information more rapidly. In the current study, the sampling frame was created by narrowing down specific characteristics such as students from Universiti Malaysia Kelantan and students who have had travelling experiences.

DATA COLLECTION PROCEDURE

Primary research data can be collected in several ways such as through interviews, observations, questionnaires, and physical measurements (Sekaran & Bougie, 2016). In the current study, the researchers collected the data from the respondents based on several criteria. For instance, the respondents must be students of Universiti Malaysia Kelantan and had travelled during the post-MCO period. A total of 368 questionnaires were distributed to the respondents online and collected upon completion. A student is also estimated to take about 5-10 minutes to answer each questionnaire.

Subsequently, the questionnaires were analyzed by the researchers and categorized based on certain characteristics such as travelling experiences during the post-MCO period, use of own cars or other vehicles, and classifications of their travel expenditure.

3.7 RESEARCH INSTRUMENT

Table 3.2: The variables and items for travel preferences, accommodations, food, and transportation, which were measured using a five-point scale.

VARIABLE	ITEM
Travel Preferences	<p>The pandemic does not influence my travelling and I will continue travelling the world.</p> <p>I will stay at home and postpone my travelling for a long time.</p> <p>I have not planned any travelling journey, but I am thinking about it.</p> <p>I have gained a lot of new knowledge and experience while travelling.</p>
Accommodations	<p>I prefer the cleanliness of the hotel.</p> <p>I am satisfied with the attitude and service provided by the hotel staff.</p> <p>I like the price of additional activities offered at this hotel (e.g., drinks, souvenirs, handcrafted products, excursions, and beauty and relaxing programme).</p> <p>I am satisfied with the hotel staff because they put their guests first.</p> <p>I like this hotel because it has a unique image.</p>
Food	<p>I want to try the food that I normally cannot get back</p>

	<p>home.</p> <p>I actively seek out information about where my food comes from.</p> <p>I prefer to taste and try local food when travelling.</p> <p>I want to try and see their traditional food and beverages.</p> <p>I am satisfied with the food service provided.</p>
Transportation	<p>I prefer to drive my own car while travelling.</p> <p>I would use public transport while travelling.</p> <p>I prefer to focus on the comfort and cleanliness of public transport.</p> <p>I am satisfied with the service quality of the public transport.</p> <p>I am satisfied with the public transport's affordable price.</p>

3.8 DATA ANALYSIS

This section discusses the statistical procedures used to analyze the data collected from the respondents in order to achieve the research objectives and answer the research questions.

Firstly, to verify “the goodness of” data, the current study observed the response rate, the respondents’ demographics and other information, non-response bias, and the validity and reliability of the data. Descriptive analysis refers to the transformation of raw data into clean data that are easier to interpret and understand (Zikmund, 2003). This includes statistical

calculation such as the average and the distribution of frequency and percentage of the information provided by the respondents in the questionnaire.

According to Bryman and Bell (2007), reliability is defined as a certain technique that is used to repeatedly analyze the same object and produces the same result each time (Babbie, 2008). In this analysis, Cronbach's alpha is used to measure the reliability based on the coefficient values to show the correlations among items. This can be calculated in terms of the average inter-correlations among the items being measured (Sekaran, 2007) in which if Cronbach's alpha value is closer to 1, the internal consistency is considered high. Besides, while the construct validity is used to show how results are obtained from the use of fit measurement with the theory of the test designed, the reliability test is used to measure the consistency of items. The reliability of a measure indicates the extent to which the items are without bias (error-free) and, hence, ensuring consistent measurement across time and various items in the instruments" (Sekaran, 2003, p. 203). As mentioned previously, reliability test using Cronbach's alpha coefficient most frequently estimates internal consistency; hence, if the value is higher, the items generated from the scale are more reliable. This means that the items demonstrate a high degree of inter-correlations (Sekaran & Bougie, 2016). The reliability test also allows the researchers to study the properties of measurement scales and their items. In this study, the Social Package for the Social Sciences version 22 software was used to conduct a reliability test to measure the correlations among the items.

3.9 SUMMARY

This chapter has outlined and discussed the methodology used in this study such as the research design, population, sample size, sampling method, data collection procedure, research instrument, and the data analysis technique used to test the hypotheses proposed in this study.



CHAPTER 4
DATA ANALYSIS

4.1 INTRODUCTION

This chapter describes the descriptive analysis, reliability analysis, inferential analysis, and discussion based on the research objectives and summary. A total of 368 respondents were required to answer the questionnaire to obtain the research data. The Statistical Package for the Social Sciences (SPSS) software was used to analyze the data after they have collected.

4.2 DESCRIPTIVE ANALYSIS RESULTS

A total of 368 respondents who are Universiti Malaysia Kelantan students were involved in this study. The distribution of respondents based on their demographic background was examined using descriptive statistics, including frequencies and percentages as shown in Table 4.1.



Table 4.1:

Distribution of respondents according to the demographic background (n=368)

No.	Demographic Background		Frequency	Percentage
1.	Gender	Male	186	50.5
		Female	182	49.5
2.	Age	18-20 years old	117	31.8
		21-23 years old	213	57.9
		Above 24 years old	38	10.3
3.	Race	Malay	271	73.6
		Chinese	65	17.7
		Indian	31	8.4
		Kadazan	1	0.3
4.	Marital status	Single	333	90.5
		Married	35	9.5
5.	Income	Below RM1,500	272	73.9
		RM1,501-RM2,000	74	20.1
		RM2,001-RM2,500	3	0.8
		RM2,501-RM3,000	11	3.0
		RM3,001-RM3,500	6	1.6
		RM3,501 and above	2	0.5

Table 4.1 shows the demographic profile of the respondents. The analysis of respondents according to gender shows an imbalance between male and female. Out of 368 respondents, 186 (50.5%) are male respondents and 182 (49.5%) are female respondents. Meanwhile, in terms of age, the distribution of respondents for 18-20 years old was 117 (31.8%), 21-23 years old was 213 (57.9%), and above 24 years old was 38 (10.3%). In terms of race, the majority of the respondents are Malays with 271 (73.6%), followed by Chinese with 65 (17.7%), Indians with 31 (8.4%), and Kadazans with 1 (0.3%). As for their marital status, the majority of the respondents are single with 333 (90.5%) and the minority of the respondents are married with

35 (9.5%). On the other hand, in terms of income, the majority of the respondents earn below RM1,500 with 272 (73.9%), followed by RM1,500-RM2,000 with 74 (20.1%), RM2,001-RM2,500 with 3 (0.8%), RM2,501-RM3,000 with 11 (3.0%), RM3,001-RM3,500 with 6 (1.6%), and above RM,3501 with 2 (0.5%).

4.3 RELIABILITY TEST RESULTS

The reliability of the questionnaire was assessed using reliability analysis. Cronbach's alpha was used to ensure that the information was reliable. Table 4.2 shows the rule of thumb for Cronbach's alpha coefficient size according to Hair et al. (2017).

Table 4.2: Alpha coefficient range and strength of association

ALPHA COEFFICIENT RANGE	STRENGTH OF ASSOCIATION
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9	Excellent

Sources: Hair et al. (2017)

Table 4.3 shows the overall consistency (pilot test) for the dependent and independent variables. The pilot test was conducted on 368 respondents through the online survey method.

Table 4.3: Reliability test results (Cronbach's alpha) for the variables

VARIABLE	NUMBER OF ITEMS	CRONBACH'S ALPHA	STRENGTH OF ASSOCIATION

		COEFFICIENT	
Travel preferences	5	.786	Good
Accommodation	5	.766	Good
Food	5	.776	Good
Transportation	5	.769	Good

Table 4.3 shows that the Cronbach's alpha values of the questionnaire were ranging from low (0.766) to very high (0.786). A total of three independent variables have been tested using Cronbach's alpha. Accommodation was below the acceptance level (5 items: $\alpha = 0.766$), while food had a high correlation strength (5 items: $\alpha = 0.776$), and transportation had a good strength of association (5 items: $\alpha = 0.769$). Furthermore, the dependent variable, travel preferences were also found to achieve good reliability (5 items: $\alpha = 0.786$). The remaining variables remained with five (5) items since the current reliability test results are already above the acceptance level. Therefore, the data were considered suitable for further analysis.

4.4 INFERENCE ANALYSIS RESULTS

4.4.1 Univariate analysis

This section presents the univariate analysis results conducted for each item in each variable in the form of mean and standard deviation. All of the items for the dependent and independent variables were measured using a five-point Likert scale ranging from Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), and Strongly Agree (SA).

4.4.1.1 Travel preferences

Table 4.4 the descriptive statistics of the dependent variable (travel preferences)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The pandemic does not influence my travelling and I will continue travelling the world	368	1	5	2.21	1.014
I will stay at home and postpone my travelling for a long time	368	1	5	3.44	1.229
I have not planned any travelling journey, but I am thinking about it	368	1	5	3.45	1.140
I have gained a lot of new knowledge and experience while travelling	368	1	5	3.70	1.053
I have more free time to travel	368	1	5	3.41	1.109
Valid N (listwise)	368				

Table 4.4 shows the total mean and standard deviation for travel preferences, which comprises five questions. The mean for 'the pandemic does not influence my travelling and I will continue travelling the world' was 2.21 and the standard deviation was 1.014, while the mean for 'I will stay at home and postpone my travelling for a long time' was 3.44 and the standard deviation was 1.229. Subsequently, the mean for 'I have not planned any travelling journey but I am thinking about it' was 3.45 and the standard deviation was 1.140, whereas the mean for 'I have gained a lot of new knowledge and experience while travelling' was 3.70 and the standard deviation was 1.053. Lastly, the mean for 'I have more free time to travel' was 3.41 and the standard deviation was 1.109.

4.4.1.2 Accommodation

Table 4.5 the descriptive statistics for the independent variable (accommodation)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation

I prefer the cleanliness of the hotel	368	1	5	3.93	1.298
I am satisfied with the attitude and services provided by the hotel staff	368	1	5	4.14	.891
I like the price of additional activities offered by this hotel (e.g. drinks, souvenirs, handcrafted products, excursions, beauty, and relaxing programme)	368	1	5	3.80	1.082
I am satisfied with the hotel staff because they put their guests first	368	1	5	3.93	1.015
I like this hotel because it has a unique image	368	1	5	3.89	1.002
Valid N (listwise)	368				

Table 4.5 shows the total mean and standard deviation for accommodation, which consists of five questions. The mean for 'I prefer the cleanliness of the hotel' was 3.93 and the standard deviation was 1.298, while the mean for 'I am satisfied with the hotel staff's attitude and services' was 4.14 and the standard deviation was 8.91. Next, the mean for 'I like the price of additional activities offered by this hotel (e.g. drinks, souvenirs, handcrafted products, excursions, beauty, and relaxing programme)' was 3.80 and the standard deviation was 1.082,

while the mean for 'I am satisfied with the hotel staff because they put their guests first' was 3.93 and the standard deviation was 1.015. Finally, the mean for 'I like this hotel because it has a unique image' was 3.89 and the standard deviation was 1.002.

4.4.1.3 Food

Table 4.6 the descriptive statistics for the independent variable (food)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I want to try the food that I normally cannot get back home	368	1	5	3.71	1.241
I actively seek out information about where my food comes from	368	1	5	3.99	.977
I prefer to taste and try local food when travelling	368	1	5	3.87	1.082
I want to try and see their traditional food and beverages	368	1	5	4.08	.915
I am satisfied with the food services provided	368	1	5	3.93	1.024
Valid N (listwise)	368				

Table 4.6 shows the total mean and standard deviation for food, which comprises five questions. The mean for 'I want to try the food that I normally cannot get back home' was 3.71 and the standard deviation was 1.241, while the mean for 'I actively seek out information about where my food comes from' was 3.99 and the standard deviation was 0.98. Subsequently, the mean for 'I prefer to taste and try local food where travelling' was 3.87 and the standard deviation was 1.082, while the mean for 'I want to try and see their traditional food and beverages' was 4.08 and the standard deviation was 0.92. Lastly, the mean for 'I am satisfied with the food services provided' was 3.93 and the standard deviation was 1.024.

4.4.1.4 Transportation

Table 4.7 the descriptive statistics for the independent variable (transportation)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I prefer to drive my own car while travelling	368	1	5	3.48	1.314
I would use public transport while travelling	368	1	5	3.69	1.118
I prefer to focus on the comfort and cleanliness of the public transport	368	1	5	3.90	1.096

I am satisfied with the service quality of the public transport	368	1	5	3.77	1.000
I am satisfied with the public transport's affordable price	368	1	5	3.86	.978
Valid N (listwise)	368				

Table 4.7 shows the total mean and standard deviation for transportation, which consists of five questions. The mean for 'I prefer to drive my own car while travelling' was 3.48 and the standard deviation was 1.314, while the mean for 'I would use public transport while travelling' was 3.69 and the standard deviation was 1.118. Next, the mean for 'I prefer to focus on the comfort and cleanliness of the public transport' was 3.90 and the standard deviation was 1.096, while the mean for 'I am satisfied with the service quality of the public transport' was 3.77 and the standard deviation was 1.0. Lastly, the mean for 'I am satisfied with the public transport's affordable price' was 3.86 and the standard deviation was 0.98.

4.5 DISCUSSION BASED ON RESEARCH OBJECTIVES

Hypothesis 1: Accommodation

H0: There is no significant relationship between accommodation and travel preferences.

H1: There is a significant relationship between accommodation and travel preferences.

Table 4.8: Pearson's correlation for accommodation and travel preferences

	TP	A
Travel preferences		
Pearson's correlation	1	.288**
Sig. (2-tailed)		.000
N	368	368
Accommodation		
Pearson's Correlation	.288**	1
Sig. (2-tailed)	.000	
N	368	368

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

Table 4.8 shows Pearson’s correlation, significant value, and sample size. The p-value showed 0.000 and reported as $p < 0.001$, which is less than the 0.05 significance level. Therefore, this study rejected the null hypothesis H0 for hypothesis H1. The Pearson’s correlation value of 0.288 also suggested a slightly positive poor correlation between accommodation and travel preferences.

Hypothesis 2: Food

H0: There is no significant relationship between food and travel preferences.

H1: There is a significant relationship between food and travel preferences.

Table 4.9: Pearson’s correlation for food and travel preferences

	TP	F
Travel preferences		
Pearson correlation	1	.248**
Sig. (2-tailed)		.000
N	368	368
Foods		
Pearson Correlation	.248**	1
Sig. (2-tailed)	.000	
N	368	368

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

Table 4.9 shows Pearson's correlation, significant value, and sample size. The p-value is showed 0.000 and reported as $p < 0.001$, which is less than the 0.05 significance level. Therefore, this study rejected the null hypothesis H0 for hypothesis H2. The Pearson's correlation value was 0.248 and this suggests a slightly positive poor correlation between food and travel preferences.

Hypothesis 3: Transportation

H0: There is no significant relationship between transportation and travel preferences.

H1: There is a significant relationship between transportation and travel preferences.

Table 5: Pearson's correlation for transportation and travel preferences

	TP	T
Travel preferences		
Pearson correlation	1	.274**
Sig. (2-tailed)		.000
N	368	368
Transportation		
Pearson Correlation	.274**	1
Sig. (2-tailed)	.000	
N	368	368

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

Table 5 shows Pearson's correlation, significant value, and sample size. The p-value showed 0.001 and reported as $p < 0.001$, which is less than the 0.05 significance level. Therefore, this

study rejected the null hypothesis H_0 for hypothesis H_3 . The Pearson's correlation value was 0.274 and this suggests a slightly positive poor correlation between transportation and travel preferences.

4.6 SUMMARY

In summary, this has chapter discussed the data analysis conducted by the researchers to analyze the collected data using descriptive analysis, reliability test, inferential analysis, normality, Pearson's correlation analysis, univariate analysis, and discussion based on the research objectives. The conclusion for this study is discussed in the next chapter.

CHAPTER 5

DISCUSSIONS AND CONCLUSION

5.1 INTRODUCTION

This final chapter discusses the research findings and provides a conclusion for this study, which consists of a recapitulation of research findings, limitations of the study, and recommendations for future research from the theoretical, practical, and methodological perspectives.

5.2 RECAPITULATION OF RESEARCH FINDINGS

5.2.1 Accommodation

The first hypothesis predicts a positive and significant relationship between accommodation and travel preferences. The study found that accommodation and travel

preferences have a significant and slightly positive poor correlation. The findings of this study were supported. The variable of accommodation is considered necessary for this study to protect customers and help them choose the accommodation facility that best suits their needs and expectations (Tefera and Govendar, 2015). Additionally, Markovic and Raspor (2010) and Eusebio and Figueiredo (2013) found a significant relationship between accommodation quality and tourist satisfaction. Tourists believe that the local communities or service providers' promptness, friendliness, and behaviour will enhance accommodation quality and satisfaction (Ryu et al., 2012; Ali, Kim, Li, & Jeon, 2016). This was also supported by Mensah (2013) and Banki, Ismail, Dalil, and Kawu (2014) who found that satisfaction is positively related to revisit intention.

5.2.2 Food

The second hypothesis predicts a positive and significant relationship between food and travel preferences. The study found that food and travel preferences have a significant and slightly positive poor correlation. This suggests that food is related to travel preferences. This can be supported by Weiermar (2000), Alenxandaris et al. (2002), Vermeir and Verbake (2006), Chang et al. (2010), and Kim et al. (2011) who found a relationship between perceived quality of local foods and tourist perceptions, thus indicating that tourist purchase behavior of local food is significant and positive. Studies have also found that tourist purchase intention has a mediation effect on the relationship between tourist satisfaction and tourist purchase behavior of local foods at a particular destination (Zabkar et al. 2010; Del Bosque and San Martin, 2008; Lee et al., 2008). Thus, it can be said that tourists are satisfied with their perceptions of the quality of local foods.

5.2.3 Transportation

The third hypothesis predicts a positive and significant relationship between transportation and travel preferences. The study found that transportation and travel preferences have a significant and slightly positive poor correlation; hence, the relationship between transportation and travel preferences is supported. According to Thrane (2015), a destination is accessible through different modes of transport such as cars, boats, airplanes, and buses that allow tourists to choose the option that suits their budget, travel distance, and length of stay. This was supported by De Vos et al. (2016) who mentioned that travel satisfaction is highly correlated with the preferred mode choice.

5.3 LIMITATIONS

The study has discussed the relationships between accommodation, food, and transportation with travel preferences. This study was based on a quantitative method and the data were collected using a questionnaire via Google Forms that can be used to communicate and interact in cyberspace through the platform provided by the researchers, which requires the respondents to fill out an online survey and allow them to provide feedback for the answers they choose. This survey was conducted on university students for data collection.

The researchers faced a few challenges and limitations in this study during the distribution of online questionnaires. The first limitation is the interaction and communication between the respondents and researchers. For example, the respondents had a problem understanding the questions on Google Forms. The second limitation is in terms of internet connection or internet access. For example, most of the respondents did not have strong internet access, thus making it difficult for them to answer the survey questions on Google Forms.

The last limitation is the difficulties of the respondents to understand the instruction. For example, the scale used in the questionnaire with 1 for “strongly disagree”, 2 for “disagree”, 3 for “neither agree nor disagree”, 4 for “agree”, and 5 for “strongly agree” was misunderstood by the respondents that the scale ranges from 1 as higher-ranking to 5 as lower-ranking. Hence, some of the respondents filled up the questionnaire with a wrong perception.

5.4 RECOMMENDATIONS

First of all, the results gained from this study can be used by the authorities or government bodies to improve any drawback concerning the students' responses. For example, accommodation, food, and transportation are the main key elements that the government should consider increasing travel preferences among students and travelers. Other than that, it is also suggested that future research consider other factors such as travel expenditures and other demographic factors such as health status, marital status, or age.

Besides, it is recommended that future research focuses on a mixed method to gain more information on travel preferences, accommodation, food, and transportation. Future researchers can either use a qualitative or a quantitative method to collect data and they can use the information to emphasize accommodation, food, and transportation to relate with travel preferences.

Lastly, it is suggested that future researchers conduct the survey by expanding the respondents' area. For example, future researchers can collect information from students from other local universities; thus, they can analyze and classify the information based on the data more broadly.

5.5 SUMMARY

In conclusion, the findings of this study showed that accommodation, food, and transportation are the significant factors that influence travel preferences among UMK students. The findings also demonstrated that travel preferences or intention may consider other factors such as age, life cycle, lifestyle, income, and gender. For instance, accommodation allows the students to choose and prefer good facilities when travelling. The findings also demonstrated that food may influence the students' purchase behaviour of local food at a particular destination when travelling and that transportation allows for accessible mode preferences at a destination.

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APPENDIX

EFFECTS OF POST MCO ON ACCOMMODATIONS, FOODS, AND TRANSPORTATIONS: KESAN PASCA MCO TERHADAP PENGINAPAN, MAKANAN DAN PENGANGKUTAN

Dear Respondents,

We are second and third-year students pursuing a Bachelor of Entrepreneurship in Tourism (Hons) from the University Malaysia Kelantan (UMK). This research is conducted as part of our subject that is "Projek Penyelidikan Tahun Akhir II" - (PPTA II). The purpose of this study is to investigate the effects of post-MCO on accommodations, foods and transportation toward travel preference among UMK students. You can participate in this survey if you are a UMK student and in the age between 18-25 years old above. The data collected from this survey will be used for academic purposes only and the questionnaire will take less than 10 minutes of your valuable time. Your participation is highly appreciated. Thank you.

Responden yang dihormati,

Kami adalah pelajar tahun dua dan tiga yang mengikuti Ijazah Sarjana Muda Keusahawanan dalam Pelancongan (Kepujian) dari Universiti Malaysia Kelantan (UMK). Penyelidikan ini dilakukan sebagai sebahagian daripada subjek kami iaitu "Projek Penyelidikan Tahun Akhir II" - (PPTA II). Tujuan kajian ini adalah untuk mengkaji kesan post-MCO terhadap penginapan, makanan dan pengangkutan terhadap pilihan perjalanan di kalangan pelajar UMK. Anda boleh mengambil bahagian dalam tinjauan ini sekiranya anda adalah pelajar UMK dan berumur antara 18-25 tahun ke atas. Data yang dikumpulkan dari tinjauan ini akan digunakan untuk tujuan akademik sahaja dan soal selidik akan mengambil masa kurang dari 10 minit dari masa berharga anda. Penyertaan anda amat dihargai. Terima kasih.

NUR TAUFIAH BINTI AHMAD SHUHIMI H18A0432

NURHANIS SABRINA BINTI ABDUL AZIZ H18A0449

SITI AIN NADIAH BINTI MOHD AZLAN H19B0780

Gender / Jantina *

Mark only one oval.

- Male / Lelaki
 Female / Perempuan

Age / Umur *

Mark only one oval.

- 18-20 years / 18-20 tahun
 21-23 years / 21-23 tahun
 Above 24 years / 24 tahun dan ke atas

Races / Bangsa *

Mark only one oval.

- Malay/ Melayu
- Chinese/ Cina
- Indian/ India
- Other/ Lain

Marital status / Status Perkahwinan *

Mark only one oval.

- Single / Bujang
- Married / Berkahwin

Income / Pendapatan

Mark only one oval.

- Below RM1500 / RM 1500 ke bawah
- RM1501-RM2000 / RM1501-RM2000
- RM2001-RM2500 / RM2001-RM2500
- RM2501-RM3000 / RM2501-RM3000
- RM3001-RM3500 / RM3001-RM3500
- RM3501 and above / RM3501 dan ke atas

Part B: Descriptive Analysis

The pandemic does not influence my travelling and I will continue travelling the world / Pandemik ini tidak mempengaruhi perjalanan saya dan saya akan meneruskan perjalanan ke seluruh dunia *

Mark only one oval.

1 2 3 4 5

strongly disagree / sangat tidak setuju strongly agree / sangat setuju

I will stay at home and postpone my travelling for a long time / Saya akan tinggal di rumah dan menangguhkan perjalanan saya untuk masa yang lama *

Mark only one oval.

	1	2	3	4	5	
strongly disagree / sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree / sangat setuju

I have not planned any travelling journey but I am thinking about it / Saya belum merancang perjalanan melancong tetapi saya memikirkannya *

Mark only one oval.

	1	2	3	4	5	
strongly disagree / sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree / sangat setuju

I have gained a lot of new knowledge and experience while travelling / Saya telah memperoleh banyak pengetahuan dan pengalaman baru semasa melakukan perjalanan *

Mark only one oval.

	1	2	3	4	5	
strongly disagree / sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree / sangat setuju

I have more free time to travel / Saya mempunyai lebih banyak masa lapang untuk melancong *

Mark only one oval.

	1	2	3	4	5	
strongly disagree / sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree / sangat setuju

I prefer the cleanliness of the hotel / Saya lebih suka kebersihan hotel *

Mark only one oval.

	1	2	3	4	5	
strongly disagree / sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree / sangat setuju

I am satisfied with the attitude and service provided by the hotel staff / Saya berpuas hati dengan sikap dan layanan yang diberikan oleh kakitangan hotel

*

Mark only one oval.

	1	2	3	4	5	
strongly disagree / sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree / sangat setuju

I like the price of additional activities offered at this hotel (e.g. drinks, souvenirs, handcrafted products, excursions, beauty and relaxing programme) / Saya suka harga aktiviti tambahan yang ditawarkan di hotel ini (cth: minuman, cenderamata, produk buatan tangan, lawatan, kecantikan dan program santai) *

Mark only one oval.

	1	2	3	4	5	
strongly disagree / sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree / sangat setuju

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I am satisfied with the hotel staff because they put their guest first / Saya berpuas hati dengan kakitangan hotel kerana mereka mengutamakan tetamu mereka *

Mark only one oval.

	1	2	3	4	5	
strongly disagree / sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree /sangat setuju

I like this hotel because it has a unique image / Saya suka hotel ini kerana mempunyai imej yang unik *

Mark only one oval.

	1	2	3	4	5	
strongly disagree / sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree / sangat setuju

I want to try the food that I normally cannot get back home / Saya ingin mencuba makanan yang biasanya saya tidak dapat pulang ke rumah *

Mark only one oval.

	1	2	3	4	5	
strongly disagree / sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree / sangat setuju

I actively seek out information about where my food comes from / Saya secara aktif mencari maklumat mengenai dari mana makanan saya berasal *

Mark only one oval.

	1	2	3	4	5	
strongly disagree / sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree / sangat setuju

I prefer to taste and try local food when travelling / Saya lebih suka merasai dan mencuba makanan tempatan semasa melakukan perjalanan *

Mark only one oval.

	1	2	3	4	5	
strongly disagree / sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree / sangat setuju

I want to try and see their traditional food and beverages / Saya ingin mencuba dan melihat makanan dan minuman tradisional mereka *

Mark only one oval.

	1	2	3	4	5	
strongly disagree / sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree / sangat setuju

I am satisfied with the food service provided / Saya berpuas hati dengan perkhidmatan makanan yang disediakan *

Mark only one oval.

	1	2	3	4	5	
strongly disagree / sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree / sangat setuju



I prefer to drive my own car while travelling / Saya lebih suka memandu kereta sendiri semasa dalam perjalanan *

Mark only one oval.

	1	2	3	4	5	
strongly disagree / sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree / sangat setuju

I would use public transport while travelling / Saya akan menggunakan pengangkutan awam semasa dalam perjalanan *

Mark only one oval.

	1	2	3	4	5	
strongly disagree / sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree / sangat setuju

I prefer to focus on the comfort and cleanliness of public transport / Saya lebih suka menumpukan pada keselesaan dan kebersihan pengangkutan awam *

Mark only one oval.

	1	2	3	4	5	
strongly disagree / sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree / sangat setuju

I am satisfied with the service quality of the public transport / Saya berpuas hati dengan kualiti perkhidmatan pengangkutan awam*

Mark only one oval.

	1	2	3	4	5	
strongly disagree / sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree /sangat setuju

I am satisfied with the public transport's affordable price/ Saya berpuas hati dengan harga pengangkutan awam yang berpatutan *

Mark only one oval.

	1	2	3	4	5	
strongly disagree / sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree / sangat setuju

End of the survey

Soalan tamat

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