

**FACTORS INFLUENCING VOLUNTEER TOURISM AWARENESS AMONG
UNIVERSITY STUDENTS IN UNIVERSITI MALAYSIA KELANTAN CITY
CAMPUS**



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UNIVERSITI MALAYSIA KELANTAN

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ABSTRACT

This study aims to identify the determinants of volunteer tourism awareness among university students in University Malaysia Kelantan City Campus, particularly in terms of their awareness in volunteer tourism. To achieve the best research outcome, the researchers outlined three objectives in this study: (i) to examine the relationship between attitudes and volunteer tourism awareness among university students in University Malaysia Kelantan City Campus; (ii) to examine the relationship between social influence and volunteer tourism awareness among university students in University Malaysia Kelantan City Campus; and (iii) the relationship between perceived behavioral control (PBC) and volunteer tourism awareness among university students in University Malaysia Kelantan City Campus. For data collection, the researchers used primary data including a convenience sampling method to select a total of 359 university students in University Malaysia Kelantan City Campus. Quantitative data collection through questionnaires that comprise three sections was employed to help the researchers obtain continuous data and subsequently perform data analysis to achieve the objectives addressed in this study. Overall, awareness of voluntary tourism, attitudes, social influence, and perceived behavioral control (PBC) is the marketing tourism factors believed to influence voluntary tourism awareness among university students in University Malaysia Kelantan City Campus.

Keyword: Volunteer tourism, attitudes, awareness

ABSTRACT

Kajian ini bertujuan untuk mengenal pasti faktor-faktor penentu kesukarelawan dalam kalangan pelajar universiti di Universiti Malaysia Kelantan Kampus Kota khususnya kesedaran dalam pelancongan sukarelawan. Bagi mendapatkan hasil yang terbaik, pengkaji menggariskan tiga objektif dalam kajian ini: (i) untuk mengkaji hubungan antara sikap dan kesedaran mengenai pelancongan sukarelawan dalam kalangan pelajar universiti di Universiti Malaysia Kelantan Kampus Kota (ii) untuk mengkaji hubungan antara pengaruh sosial dan kesedaran mengenai pelancongan sukarelawan dalam kalangan pelajar universiti di Universiti Malaysia Kelantan Kampus Kota dan (iii) untuk mengkaji hubungan antara kawalan tingkah laku yang dirasakan (PBC) dan kesedaran mengenai pelancongan sukarelawan dalam kalangan pelajar universiti di Universiti Malaysia Kelantan Kampus Kota. Untuk pengumpulan data, pengkaji menggunakan data primer termasuk kaedah pensampelan mudah untuk memilih 359 pelajar universiti di Universiti Malaysia Kelantan Kampus Kota. Pengkaji menggunakan pengumpulan data kuantitatif melalui borang soal selidik yang merangkumi tiga bahagian telah digunakan bagi membantu pengkaji mendapatkan data berterusan dan seterusnya menjalankan analisis data untuk mencapai objektif-objektif yang digariskan dalam kajian ini. Secara keseluruhannya, kesedaran mengenai pelancongan sukarelawan, sikap, pengaruh sosial, dan kawalan tingkah laku yang dirasakan (PBC) adalah faktor-faktor pelancongan pemasaran yang dipercayai dapat mempengaruhi kesedaran dalam pelancongan sukarelawan dalam kalangan pelajar universiti di Universiti Malaysia Kelantan Kampus Kota.

Kata kunci: Pelancongan sukarelawan, sikap, kesedaran

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This study aims to determine the factors influencing volunteer tourism awareness among university students in University Malaysia Kelantan City Campus. In this chapter, the researchers discuss and delineate the research background, problem statement, research objectives, significance of the study, definition of terms and, finally, a summary of this chapter.

1.2 RESEARCH BACKGROUND

Volunteer tourism refers to an adventure that requires physical and mental abilities to help the community (Stainton, 2020). Besides often performed in a systematic situation that requires the integrity of all parties involved in the search and leisure to make the programme successful (Lyons & Wearing, 2012; Mostafanezhad, 2013), volunteer tourism has also been increasing significantly due to efforts to commercialize this type of tourism to the public (Lyons & Wearing, 2012). In this regard, the industry creates an alternative form of tourism that involves the social and cultural aspects of the local community through volunteer tourism activities such as charity tours, goodwill, and many more. This type of tourism is also performed to implement small projects for the local communities that are beyond the tourism industry (Wearing & McGehee, 2013). To illustrate the overall programmed and re-innovate volunteer tourism, trust and relationships between youths and organizers such as the Ministry of Tourism and Culture (MOTAC) are, therefore, required in order to meet the need and satisfaction towards authentic experiences that allow tourists to learn the local community's culture, language, and daily activities besides helping the neighborhood. This does not only

benefit the organizers but also the local community, thereby increasing intrinsic and extrinsic motivation among tourists and prospective tourists (Han, Meng, Chua, Ryu, and Kim, 2019).

Based on the 'voluntourism.my' webpage (Travel Research Info, 2020), 1Voluntourism provides several volunteer tourism programmes for tourists who are interested in this type of tourism. Programmes such as 'Voluntutoring', 'Volunsharing', 'Malaysia Green', and 'Culture and Heritage' are offered through the 1Voluntourism programme, which is fully supported and in collaboration with several prominent agencies such as the Ministry of Tourism and Culture Malaysia (MOTAC), National Blue Ocean Strategy (NBOS), and the Ministry of Youth and Sports (KBS). As indicated by the APEC Tourism Working Group, holding promotions for those involved in volunteer tourism can enhance the brand of the company (Milne et al., 2018).

To enhance awareness within the broad community, volunteer tourism programmes must be marketed in a way that piques the interests of the community through strategic and extensive measures so that they could satisfy the volunteering participants as well as achieving volunteer tourism objectives (Ithnin, 2018). Given the rapid growth of volunteer tourism in the country, the government has, therefore, encouraged students in higher education institutions to participate in volunteer programmes (Abdul Rahman, 2017) such as the Malaysian Civil Defense Force (APM) and the Department of Social Welfare Malaysia (JKM). However, since the difficulties related to volunteer tourism require more in-depth research (Benali, 2018), different concepts and theories will, therefore, be discussed in this study in detail.

1.3 PROBLEM STATEMENT

Student volunteering in Malaysia varies in many aspects (Faizli, 2013; Mohamed, 1986). In this regard, university students are encouraged to volunteer because the vision and the logo of the country should always be defined and elevated to the highest standard; however, before examining the role of youths and their involvement in voluntary work in Malaysia, it is first important to understand university students and Malaysian university students in particular. While volunteer tourism is well-received by many others, most university students do not clearly understand how volunteer tourism works within society and they also perceive volunteer tourism as a barely important activity because they often do not have enough time and funds for expenses to perform volunteer tourism activities (Dubay, 2020).

Additionally, volunteer tourism can be seen from the increasing participation of voluntary organizations such as Majlis Sukarelawan Universiti-Universiti Malaysia (MASKUM), Yayasan Sukarelawan Siswa (YSS), Malaysian Association of Youth Clubs (MAYC), The Association of Peninsular Malaysia Students (GPMS) and Malaysian Association of Local Authorities (MALA) (Nawi & Asmuni, 2013), which actively aims for the participation of youth (ABIM). According to Azimi and Turiman (1996, 1997), youth organizations in Malaysia have not considerably improved since the 70s; however, Azizan (2007) indicated that volunteer tourism practices in Malaysia today are different from before. Studies have demonstrated that the involvement of volunteers is influenced by many factors (South, Purcell, Branney, Gamsu, & White, 2014; Von Bonsdorff & Rantanen, 2011) such as their altruistic spirit (Ali, Russ, Grarib, & Hadrami, 2014; Carpenter & Myers, 2010; Kahana,

Bhatta, Lovegreen, Kahana, & Midlarsky, 2013; Wearing & McGehee, 2013) and distinct incentives and goals in volunteer services (Houle, Sagarin, & Kaplan, 2005).

Despite the importance to engage youths such as university students in volunteer tourism work to help society (Checkoway, 2011), studies on the involvement of university students in volunteer tourism activities, particularly in the context of Malaysia are scarce (Siti Raba'ah et al., 2011; Turiman et al., 2009). Moreover, despite the existence of many non-government organisations (NGOs) offering various volunteer programmes around the world, many university students would rather prefer travelling than volunteering.

1.4 RESEARCH OBJECTIVES

- i. To examine the relationship between attitudes and volunteer tourism awareness among students in University Malaysia Kelantan City Campus.
- ii. To examine the relationship between social influence and volunteer tourism awareness among students in University Malaysia Kelantan City Campus.
- iii. To examine the relationship between perceived behavioral control (PBC) and volunteer tourism awareness among students in University Malaysia Kelantan City Campus.

1.5 SIGNIFICANCE OF THE STUDY

The findings of this study will benefit society, especially future researchers as a guide and reference for future studies related to volunteer tourism activities and their influence in the tourism industry. This study may also serve as an indicator for the utilization of technology and social media in the context of volunteer tourism. In addition, this study theoretically and practically highlights how volunteer tourism is applied in a broader context.

In the theoretical aspect, students nowadays are developing their interests in volunteer tourism or leisure tourism more than other types of tourism. More tourists can now find several volunteer trips online in different areas of interest such as artwork and culture, educational, environmental, elderly services, specialized needs treatment, sports, and agriculture (International Volunteer HQ, 2017). In 2012, Volunteer Vacations, the leading tour guide for voluntary tourism listed that more than 150 organizations have dedicated to volunteer tourism, which is perceived as short-term adventures that help individuals (McMillon, Geissinger, & Cutchins, 2012). In fact, each tourist comes to this encounter with one's own inspiration to travel and these changing needs have been addressed by volunteer tourism businesses.

In the practical aspect, some volunteer projects in some countries are specialized with broader options. For example, there are abundant volunteer programmes offered in Asia, Latin America, and Africa including other parts of the world. However, not all volunteer programmes can be found on a vast number of volunteer pages overseas because the voluntary involvement might be dysfunctional or, in some cases, dangerous to certain volunteers.

Therefore, the current study generally aims to examine the factors influencing volunteer tourism awareness in the context of university students in University Malaysia Kelantan City Campus, Malaysia particularly the influence of attitudes, social influence, and perceived behavioral control on volunteer tourism awareness in order to increase their level of awareness towards volunteer tourism awareness.

1.6 DEFINITION OF TERMS

The following concepts are used in this study:

1.6.1 Volunteer Tourism Awareness

Awareness refers to the purpose of creating a plausible validity of a thing (Schipper, 2014) for an individual to gain an in-depth understanding of something so that future predictions can be performed optimally by acquiring accurate information (Schipper, 2014).

Volunteer tourism is a branch of tourism that involves various environmental aspects. According to McGehee and Santos (2005, p. 121), voluntary tourism adds value to the implementation of tourism activities. Besides, most volunteers are keen to participate in volunteer tourism due to the need to increase their existing knowledge as well as spending their free time helping the local community (Manae et al., 2014).

1.6.2 Attitudes

Attitudes refer to the intrinsic psychological, mental, and emotional states of individuals such that their complex attitudes and actions are influenced through experience. This also denotes the individuals' state of mind about a value, which is triggered by a responsive expression of self, person, place, thing, or event (object of attitude) that, in turn, affects the thoughts and actions of the individuals. Leading psychologist, Gordon Allport, described this latent psychological construct as an individual attitude that describes how he or she controls the situation given the fact that the attitude itself is temporary.

1.6.3 Social Influence

Social influence has a wide and intact network (Flache et al., 2017) within a community or group of people, which influences an individual's movement, beliefs (Myers 1982), and thinking style (Bikhchandani et al. 1992). In fact, every human being needs to manage life and achieve a certain satisfaction level (Fenwick, 2010); thus, there are 5 types of needs based on the hierarchy of needs by Abraham Maslow (Fenwick, 2010), namely physiological (basic needs), safety (health and resources), belonging (friends and family), esteem (achievement), and self-actualization (satisfaction); the achievement of all of these levels further strengthens a community in the social network. As such, social influence can market volunteer tourism and strengthen the local community by preserving culture and other aspects (Stainton, 2020).

1.6.4 Perceived Behavioral Control (PBC)

Perceived behavioral control (PBC) refers to someone who has more than one attitude and each attitude is specifically supported by control factors. Perceived behavioral control also predicts the action to be taken in a situation with precise visual meaning and analysis. Meanwhile, social norms refer to behaviors or laws adapted by a community as a guideline to maintain how they talk and behave. For example, a group of students attending a lesson and completing their task on time can be associated with social norms.

1.7 SUMMARY

This chapter has explained the background of the study including the problems related to volunteer tourism. This chapter has also outlined the research objectives, the significance of the study, and the definition of terms used in the study based on past studies.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter provides a literature review related to the factors influencing volunteer tourism awareness among university students in University Malaysia Kelantan City Campus. Briefly, the current study aims to understand the theoretical background of the research variables as well as developing the research model and hypotheses. To identify the factors influencing volunteer tourism awareness, this chapter outlines three independent variables of attitudes, social influence, and perceived behavioral control to be tested against the dependent variable, which is volunteer tourism awareness among university students in University Malaysia Kelantan City Campus.

2.1.1 Attitudes

One of the factors influencing volunteer tourism awareness in the context of this study is attitudes, which refer to a positive or negative assessment of an individual through various aspects such as situation and environment. Attitudes typically change from time to time according to how one addresses and handles the situation and environment (Cherry, 2020).

Attitudes consist of three components, namely cognitive, affective, and behavioral components. While the cognitive component uses thoughts and beliefs in influencing individual attitude, the affective component, on the other hand, is more inclined towards influencing individual feelings about a situation, environment, or object. Meanwhile, the behavioral component refers to a self-action that affects an individual attitude (Cherry, 2020).

2.1.2 Social Influence

Social influence is treated as another factor influencing volunteer tourism awareness among university students in University Malaysia Kelantan City Campus. Social influence can change individual behavior in a way that allows the individual to follow the social-environmental demand and this is associated with external factors. According to Izuma (2017), external factors are formed through determinants such as influence and obedience, and these external factors further influence individual attitude in controlling a situation. This also includes a positive, moral social influence (McLeod, 2020).

Social influence explains the tendency of individuals to adapt to life norms and their ability to control their attitude based on the situation (Goodfriend & Heizen, 2018). For instance, peer and family influence has a significant social effect on positive youth adjustment. Besides, social influence is also believed to positively impact individuals despite their extent of inability in adapting to social norms (Telzer & Do, 2018). Hence, since tourism has many potential activities such as community service, environmental discovery, and art reinforcement (Stainton, 2020), social influence may influence volunteer tourism awareness in general.

2.1.3 Perceived Behavioral Control (PBC)

In this study, perceived behavioral control is the third factor that influences volunteer tourism awareness among university students in University Malaysia Kelantan City Campus. Perceived behavioral control can be defined as a situation in which an action performed requires a great deal of effort and should be maintained by deeds (Barlett, 2019). According to LaMorte (2019), perceived behavioral control also refers to an individual's action according to the current situation depending on whether or not the individual can analyze the situation positively or negatively.

Based on the theory of planned behavior by Ajzen (1991), behavioral determinant refers to individual intention towards participating in that behavior, which is defined by three constructs: behavior, subjective norm, and perceived behavioral regulation. According to Ajzen and Icek (2006), individual action and behavior, the influence of actions, and the purpose of actions are interrelated in the sense that if the beginning is good, then the whole thing will likewise be good. In the context of tourism, while attitudes are defined as measuring the tourists' cognition of their feelings about visiting a place, subjective norm refers to how the tourists' relatives, family, friends, and others influence their visit to the place and how perceived behavioral control influences them individually (Hsieh, Huang, & Hsu, 2017).

2.2 CONCEPTUAL DISCUSSION OF VARIABLES

Volunteer tourism is often conducted in a systematic situation that requires the integrity of all parties involved in making a volunteer tourism programme a success (Lyons & Wearing, 2012; Mostafanezhad, 2013). As such, this type of tourism has been significantly increasing due to efforts to commercialize volunteer tourism to the public (Lyons & Wearing, 2012), which is evident through the actions or involvement of university students in volunteer tourism programmes such as charity visits and goodwill that encompass social and cultural aspects of the local community. Besides, volunteer tourism is often carried out to undertake small projects including environmental and research initiatives beyond the tourism industry (Wearing & McGehee, 2013). To illustrate these programmes as a whole as well as innovating volunteer tourism, trust and relationships between youths and organizers of the volunteer programmes are indeed essential to meet the needs and satisfaction in enjoying the authentic experience whilst helping the neighborhood. Besides, this further enables tourists to

know the culture, language, and daily activities of the local community, thus providing benefits to both organizers and the local community as well as increasing intrinsic and extrinsic motivation to tourists and prospective tourists (Han et al., 2019).

2.3 PREVIOUS STUDIES

2.3.1 Attitudes

As indicated by UKessays.com (2018), a change in individual attitude can affect the thoughts and attitudes of a community to become more mindful owing to the good influence nurtured from the change of attitude. This also encourages the local community to engage in activities that contribute to the economy. According to Boogart (2017), understanding cultural differences is one of the key factors that contribute to the development of volunteer tourism.

In the tourism context, individuals who adapt to this sector tend to be well-behaved and portray effective communication and integrity. These are among the attitudes favored by everyone including customers and staff working in the sector (Abas, Mohd. Hanafiah, 2014).

2.3.2 Social Influence

According to Izuma (2017), external factors are formed through determinants such as influence and obedience, and these external factors further influence individual attitude in controlling a situation. This also includes a positive, moral social influence (Mcleod, 2020).

Social influence generally explains how individuals tend to adapt to life norms and control their attitude based on the situation (Goodfriend & Heizen, 2018). For example, influence from peer and family has a significant social effect on positive youth adjustment. Besides, social influence is also believed to have a positive impact on individuals although

they may not be as able to adapt to social norms (Telzer & Do, 2018). Given the potential activities of tourism such as community service, environmental discovery, and art reinforcement (Stainton, 2020), social influence may, therefore, impact volunteer tourism awareness.

2.3.3 Perceived Behavioral Control (PBC)

Perceived behavioral control constitutes a situation in which a performed action requires effort and maintained by deeds (Barlett, 2019). As indicated by LaMorte (2019), perceived behavioral control also denotes an individual's action in any current situation in terms of whether or not the individual can positively or negatively analyze the situation.

Based on Ajzen's (1991) theory of planned behavior, behavioral determinant entails individual intention towards performing a behavior, which is determined by three constructs of behavior, subjective norm, and perceived behavioral regulation. As stated by Ajzen and Icek (2006), individual action and behavior, the influence of actions, and the purpose of actions are interrelated such that if the beginning is favorable, then the whole thing will likewise be favorable. In the tourism context, while attitudes are defined as a measurement of the tourists' cognition of their feelings about a place they are visiting, subjective norm refers to the influence of the tourists' relatives, family, friends, and others on their visit and how perceived behavioral control influences them individually (Hsieh, Huang, & Hsu, 2017).

2.3.4 Awareness of Volunteer Tourism

A volunteer is a person who does not expect any return from the good given (Schlinker, 2018) and rather has empathy, positivity, and passion to restore the hopes of the people, community, or environment being helped. This influences the sincerity in making good deeds apart from the responsibility that encourages one to join volunteerism. Generally, tourism is an economic activity that involves all demands and offers on the needs and wants,

while travelling includes hospitality such as hotel services, restaurants, and tour guides (Schlinker, 2018).

Volunteer tourism is a type of tourism in which visitors go to a place to help people, communities, or the environment in need (Stainton, 2020). Volunteer tourism (VT) or better known as ‘voluntourism’ has been gaining popularity with positive and widespread impacts. Volunteer tourism is also known as a tourism model that requires cost and does volunteer work as a recreation (Oktavia, Mardiasuti, Rahman, 2019).

As indicated by warwick.ac.uk (2019), awareness is a situation where an individual uses the mind and senses to know an event or behavior at a particular time, which is crucial for allowing the individual to understand something and make good decisions. Furthermore, in this era of sophistication, the use of technology is widely popular; hence, to foster awareness of the widespread existence of volunteer tourism, the use of technology is strongly encouraged in disseminating this news. For instance, the use of print media, social media, and electronic media are very helpful in carrying out this effort (Hanan, Wee, Aminudin, & Hamid, 2018).

2.4 UNDERPINNING THEORY

This study uses the theory of planned behavior (Ajzen, 1985, 1987), which connects individual beliefs and behavioral motivation to identify the relationships between attitudes, subject norm, and perceived behavioral control with voluntary tourism awareness level among university students in University Malaysia Kelantan City Campus through the development of research hypotheses as specified in Section 2.6. Furthermore, since volunteer tourism is often carried out in systematic situations that require the integrity of all parties involved in making volunteer tourism a success (Lyons & Wearing, 2012; Mostafanezhad,

2013), the current study is, thus, conducted to examine the factors influencing volunteer tourism awareness based on the theory of planned behavior.

2.5 RESEARCH FRAMEWORK

Through an in-depth understanding of volunteer tourism based on previous studies, a conceptual framework is developed in this study (see Figure 2.1) to determine the factors influencing volunteer tourism awareness among students in University Malaysia Kelantan City Campus based on attitudes, social influence, and perceived behavioral control as the independent variables, and awareness of volunteer tourism as the dependent variable.

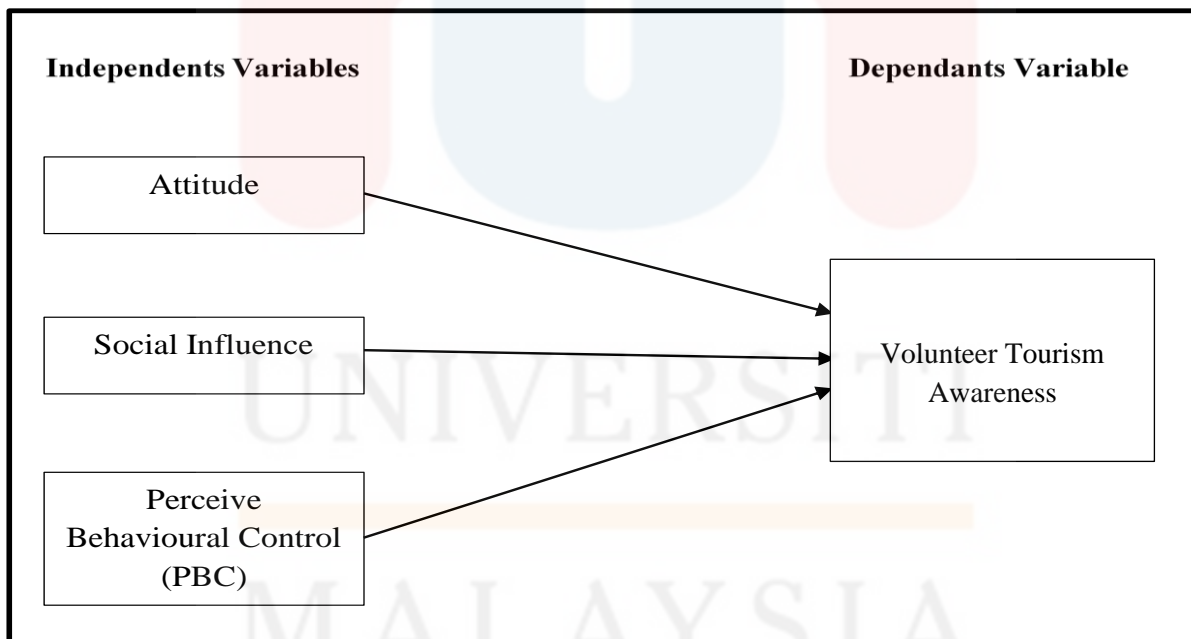


Figure 2.1: Conceptual Framework (Smith et al., 2007).

2.6 HYPOTHESIS STATEMENT

Based on the research framework, the following hypotheses are proposed in this study:

Hypothesis 1: There is a significant relationship between attitudes and volunteer tourism awareness.

Hypothesis 2: There is a significant relationship between social influence and volunteer tourism awareness.

Hypothesis 3: There is a significant relationship between perceived behavioral control and volunteer tourism awareness.

2.7 SUMMARY

This chapter has discussed the literature, the research variables, theoretical framework, and research hypotheses. The literature review further leads to the determination of the relationships between variables based on Ajzen's theory of planned behavior (TPB) including the development of research hypotheses. The next chapter discusses the research methodology employed in this study for testing the research model and hypotheses.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter discusses the methodology employed in this study, which includes the research design, followed by the data collection method and procedure, population and sampling, research instrument, and data analysis.

3.2 RESEARCH DESIGN

The research design can be regarded as a research system in which the 'gate' contains all elements of a research project (Creswell & Creswell, 2017). Research design is a data processing method that focuses on specialized and systematic preparation on the principle of relations between research variables (Kerlinger 1970). The methods and strategies used to respond to research questions are also included in a research design to monitor the causes of partiality that may influence the analysis results (McMillan & Schumacher 1984). The current study uses a non-experimental research design, which predicts and explains the innumerable verdicts correlated to the collection, treatment, and analysis of data but also provides a coherent basis for these choices (Marczyk, DeMatteo, & Festinger, 2005). In this regard, the researchers explore an issue that is not clearly identified to obtain a deeper

understanding of the current problem. As such, in the current study, the researchers use a survey as primary data and online resources as secondary data to propose the independent variables of attitudes, social influence, and perceived behavioral control and their relationships with the dependent variable of this study, which is volunteer tourism awareness.

3.3 DATA COLLECTION METHOD

Data from the primary and secondary sources used in this study are discussed as follows:

- **Primary Data**

Primary data are collected using self-administered questionnaires that constitute easily validated and formulated feedback. Besides, by using questionnaires, the data can be collected quickly and cost-effectively. By definition, a questionnaire refers to a collection of written questions or items designed to evaluate relevant information that may answer questions addressed in a study. Researchers are mostly the ones to select such information since they can extract data or information from interviewees more quickly and progressively (Gillham, 2000).

3.4 POPULATION AND SAMPLING

According to the Institute for Work and Health (2008), the sample size is a group of observers or target respondents that participate directly and indirectly in a study. As indicated by Omniconvert (2020), a researcher must decide the research topic and identify a group of subjects before selecting them as respondents that represent the sample size of a population. Pilot tests can also be conducted on the representatives of the target group of respondents to help the researcher identify any problems related to the study or research instrument.

There are interests associated with sample sizes such as margin error, confidence level, power, and effect size (Littler, 2020). The margin error usually involves the required number of samples. According to Littler (2020), in collecting certain data, the researcher needs to be more careful because the data will usually be more or less than the actual amount. Furthermore, as stated by Omniconvert (2020), this is also often expressed in actual population ratios and percentage. Meanwhile, the level of confidence denotes a range that is calculated to show the situation experienced to reach a 95 per cent rate and this can be evaluated intermittently by including the original ratio (Omniconvert, 2020).

According to Litler (2020), strength in sample size is the scientific proof of what is being studied. If the population of a group of respondents involves a large number, then the required sample size should also represent a large number to avoid margin of error and increase the percentage of range confidence level (Taherdoost, 2017). Besides, large sample size is also required to distinguish observations of a single situation (Taherdoost, 2017).

In the current study, the researchers select university students as the target respondents to assist in achieving the research objectives. Since the researchers need to ensure that the estimates to obtain a sample in this study are accurate and conclusive (Anderson, Kelly, and Maxwell, 2017), a convenience sampling method was, therefore, employed in this study because it encompasses the readiness of the respondents along with the easy accessibility and the time taken before selecting a population (Etikan, Musa, & Alkassim, 2016).

The researchers also decided to include students from University Malaysia Kelantan City Campus as the research population because the location is convenient to the researchers. Besides, this study will further use appropriate information concerning the research objectives to obtain data from university students. Overall, University Malaysia Kelantan

City Campus comprises a total population of 5,616 students; hence, based on Krejcie and Morgan's table for determining sample size, the researchers selected approximately 359 students from University Malaysia Kelantan City Campus as sample size. However, the total sample size that can be used for this study is 345 students due to error data.

3.5 DATA COLLECTION PROCEDURE

Data collection is the method for gathering information from available sources in order to find solutions, test the research hypotheses, and analyze data to obtain results. Data collection can be classified into two categories: secondary data collection and primary data collection. Since quantitative analysis is focused on different formats of mathematical equations and statistical measures, this type of analysis also includes the use of questionnaires, frequencies, percentages, correlation and mean values, median scores, and other statistical analyses.

In the social sciences field, survey methods such as interview surveys, questionnaires, and opinion polls are most widely used for gathering data from a large number of respondents who are commonly provided with the same set of questions that allow them to provide more insights and improve their ideas. Hence, as for the data collection procedure in this study, the researchers first developed and distribute questionnaires to the respondents to gather information related to their attitudes, social influence, and perceived behavioral control towards volunteer tourism awareness. Generally, a questionnaire is a testing tool that consists of a set of open-ended or closed-ended questions used to gather appropriate data from the research respondents and later utilized for several research purposes.

3.6 RESEARCH INSTRUMENT

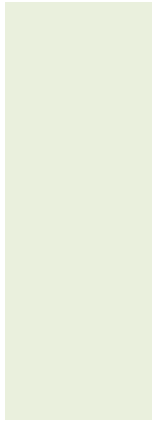
A research instrument is instrumentation used to gather information related to research interests including calculations and analyses based on scale measurements. To obtain numerous responses from a large sample of respondents, the researchers will employ questionnaires that comprise three sections: Section A, Section B, and Section C. Firstly, Section A entails the respondents' demographic information such as age, gender, race, and education level. Next, in Section B, the researchers focused on the independent variables outlined in this study, namely attitude, social influence, and perceived behavioral control. Finally, Section C measures the respondents' awareness level about volunteer tourism.

Additionally, the researchers used a Likert scale to measure the extent of the respondents' agreement or disagreement with the items. In general, a Likert scale is a measuring scale of five to seven points ranging from strong support to strong opposition, which allows for a balanced view of the public. As such, a Likert scale often includes a midpoint for those who are neutral in the matter. In this study, the researchers will use a five-point Likert scale that ranges from "strongly disagree (1)", "disagree (2)", "neutral (3)", "agree (4)", and "strongly agree (5)" in the questionnaires to be distributed to the respondents.

Table 3.1: Likert Scale

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

Section	Factor	Content	Item
A	Demographic Profile	Gender	1. Gender <ul style="list-style-type: none"> • Male • Female
		Age	2. Age <ul style="list-style-type: none"> • 19–21 years old • 22–24 years old • 25–27 years old • Above 28 years old
		Race	<ul style="list-style-type: none"> • Malay • Chinese • Indian • Others



Education

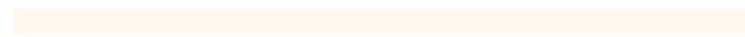
- Diploma

Level

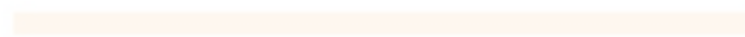
- Degree
- Bachelor's Certificates (Master's)
- Doctorate (PhD)



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B	Independent Variables	Attitudes	<ol style="list-style-type: none"> 1. I understand what volunteer tourism is. 2. I feel motivated through volunteer tourism. 3. I feel satisfied when volunteering. 4. Volunteer tourism makes me learn something new. 5. Volunteer tourism changes my mindset.
		Social Influence	<ol style="list-style-type: none"> 1. My friends who influence my behavior think I should join volunteer tourism. 2. My friends think I should join volunteer tourism. 3. My friends motivate me to join volunteer tourism. 4. Individuals who I deem important would support me in joining volunteer tourism.

5. Most people around me used to join volunteer tourism.

Perceived Behavioral Control (PBC)

1. If I wanted to, I could join volunteer tourism instead of leisure tourism.

2. I think it is easy for me to search volunteer tourism.

3. It is mostly up to me whether or not to join volunteer tourism.

4. I am confident of my ability to join volunteer tourism.

5. I know how to be part of volunteer tourism.

C Dependent Variable Awareness of Volunteer Tourism

1. I am always aware of volunteer tourism.

2. Mostly, the people around me give a huge commitment to volunteer tourism.

3. Volunteer tourism is not important to individuals.

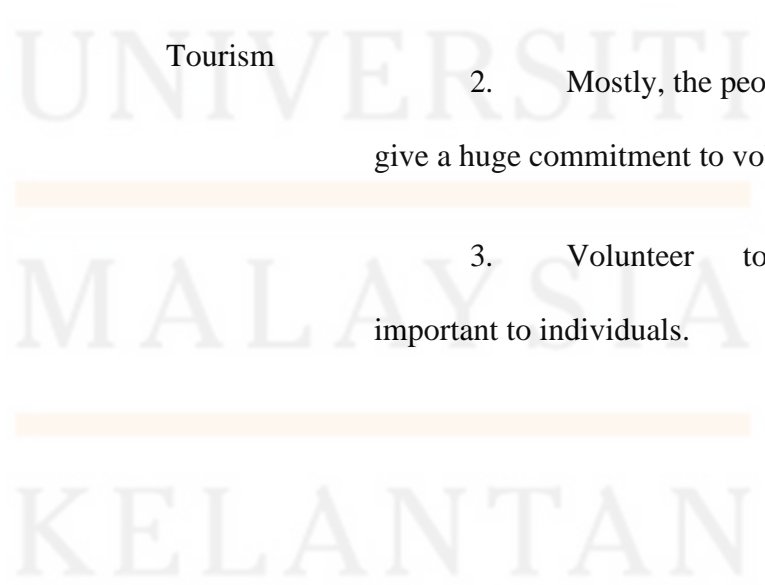


Table 3.1 above shows the survey questions included in the questionnaires, which comprise Sections A, B, and C. In Section A, the demographic profile of the respondents includes gender (male or female), age group (from 19 to 28 years old and above), race (Malay, Chinese, Indian, and others), and education level (diploma, bachelor's degree, master's degree, and doctorate). Meanwhile, Section B includes variables of attitudes, social influence, and perceived behavioral control, each comprising five items. Finally, Section C entails volunteer tourism awareness, which is measured using three items.

3.7 DATA ANALYSIS

The data obtained from the questionnaires distributed to the respondents were analyzed using IBM Statistical Package for the Social Sciences (SPSS) version 26 software and the results will be presented using frequencies and percentages. In addition, Pearson's correlation analysis was also conducted to examine the correlations between variables.

3.7.1 Pearson's Correlation Coefficient Analysis

To test the hypotheses developed in this study, the researchers applied Pearson's correlation analysis to test the continuous and linear associations between variables. According to Lutabingwa et. al. (2007), this is most accurate when it is based on a large number of pairs of observations. Thus, this analysis was used to determine the linear associations between variables in which the correlation coefficient value must range between good and poor.

According to Mukaka (2012), correlation represents a reciprocal relation between two or more things; a statistic representing how closely two variables co-vary, from -1 (perfect negative correlation) through 0 (no correlation) to $+1$ (perfect positive correlation). As such,

the best correlation coefficient values produce the power of the relationship, which is deemed solid such that the larger the value, the stronger the correlations between variables.

3.8 SUMMARY

This chapter has explained the methodology used in this study such as the research design, data collection method and procedure, population and sampling, research instrument, and data analysis. This chapter has also detailed the measurement of the variables as well as how the researchers collected data from a sample of university students and analyses the data statistically. The next chapter discussed data analysis results and findings of this study.



CHAPTER 4

DATA ANALYSIS

4.1 INTRODUCTION

The results of the research data were obtained from 345 respondents. After the data have been collected, the researchers used the Statistical Package for the Social Sciences (SPSS) version 26 software to analyze the data. Furthermore, this chapter discussed the reliability analysis, demographics of the respondents, descriptive analysis, and Pearson's correlation coefficient analysis.

4.2 DEMOGRAPHICS OF RESPONDENTS

Demographics refer to the characteristics of a population. Characteristics such as gender, age, race, and education background are typical examples of demographics used in this survey. The researchers must first assess the demographics of the respondents in order to classify the data into meaningful groups of respondents.

Table 4.1 shows the distribution of the respondents' backgrounds (gender, age, race, and education)

No.	Background		Frequency	Percentage (%)
1.	Gender	Male	140	40.6%
		Female	205	59.4%

2.	Age	19-21 years old	162	47.0%
		22-24 years old	167	48.4%
		25-27 years old	16	4.6%
		Above 28 years old	0	0.0
3.	Race	Malay	228	66.1%
		Chinese	50	14.5%
		Indian	39	11.3%
		Bugis	4	1.2%
		DusunSino	2	0.6%
		Bajau	3	0.9%
		Brunei	1	0.3%
		Kadazan	4	1.2%
		Bajau	3	0.9%
		Jawa	2	0.6%
		Lundayeh	2	0.6%
		Murut	2	0.6%
		Bumiputera Sabah	3	0.9%
		Orang Asli	2	0.6%

		Sri Lanka		
4.	Education	Diploma	40	11.6%
		Degree	298	86.4%
		Bachelor's Certificate	2	0.6%
		(Master's)	2	0.6%
		Doctorate Degree (PhD)	2	0.6%
		Matriculation	1	0.3%

Table 4.1 above shows the gender distribution of 345 respondents. The table shows that female respondents constituted 59.4% (n=205), which is more than male respondents 40.6% (n=140). The majority of the respondents in this study are females as opposed to men because the female respondents were more willing to answer the questionnaire compared to the male respondents. Besides, the female respondents were easier to approach and willing to spend some time answering the questionnaire during the data collection.

Among the four age groups, the highest number of respondents includes those from the age of 22 to 24 years old with 48.4% (n = 167), followed by the second-highest from 19 to 21 years old with 47.0% (n = 162), and 4.6% (n = 16) of the respondents from the age group of 25 to 27 years old. The reason why the respondents who are 22 to 24 years old belong to the highest age group is that the people within this age range have more awareness and time to travel around or carry out volunteer activities compared to other age groups. Meanwhile, the age group of 25 to 27 years old was the lowest because the people in this age

group possibly prefer traveling with their family members during holidays as a family trip and are less interested in participating in volunteer activities.

In terms of the percentage of respondents by race, among 345 respondents, 66.1% (n=228) of them are Malay, while 14.5% are Chinese (n=52), 11.3% are Indians, and the remaining 8.1% of the respondents, which is also the lowest percentage belong to other races.

As for the percentage of respondents by education background, 11.6% of the respondents had a diploma, 86.4% (n=298) were undergraduate students 0.06 (n=2), and those with a Doctorate Degree and matriculation respectively constituted 0.06% (n=2). Overall, the highest education level belongs to those with a degree with a total of 298 (86.4%) respondents.

4.3 RELIABILITY TEST RESULTS

Table 4.2 Cronbach's Alpha Coefficient for the Independent and Dependent Variables

Variable	Number of Items	Cronbach's Alpha Coefficient	Strength of Association
Attitude	5	0.812	Very Good
Social Influence	5	0.776	Good
Perceived Behavioral Control (PBC)	5	0.785	Good
Volunteer Tourism Awareness	5	0.775	Good

Reliability analysis was used by the researchers to measure the reliability of the questionnaire and the questionnaire was distributed to 345 respondents during the survey. Table 4.2 shows the Cronbach's alpha coefficient results for the independent and dependent variables in this study. Based on Table 4.2, all items in the questionnaire were accepted because the reliability value exceeded the recommended value of 0.7.

5 questions were used to measure the variable of attitude in influencing volunteer tourism awareness among University Malaysia Kelantan City Campus students. Based on Cronbach's alpha coefficient in Table 4.2, this variable produced a very good result with 0.812; hence, the coefficient obtained for attitude is reliable. In measuring the variable of social influence that affects volunteer tourism awareness among University Malaysia Kelantan City Campus students, 5 questions were used and based on Table 4.2, this variable produced a good result with 0.776; thus, the coefficient obtained for social influence is also reliable.

5 questions were used to measure the variable of perceived behavioral control (PBC) in influencing volunteer tourism awareness among University Malaysia Kelantan City Campus students. Based on Cronbach's alpha coefficient in Table 4.2, this variable produced a good result with 0.785; hence, the coefficient obtained for PBC is reliable. In measuring the variable of volunteer tourism awareness among University Malaysia Kelantan City Campus students, 5 questions were used and based on Table 4.2, this variable produced a good result with 0.775; hence, the coefficient obtained for social influence is also reliable.

4.4 INFERENCE ANALYSIS RESULTS

4.4.1 Normality Test

I- Attitude

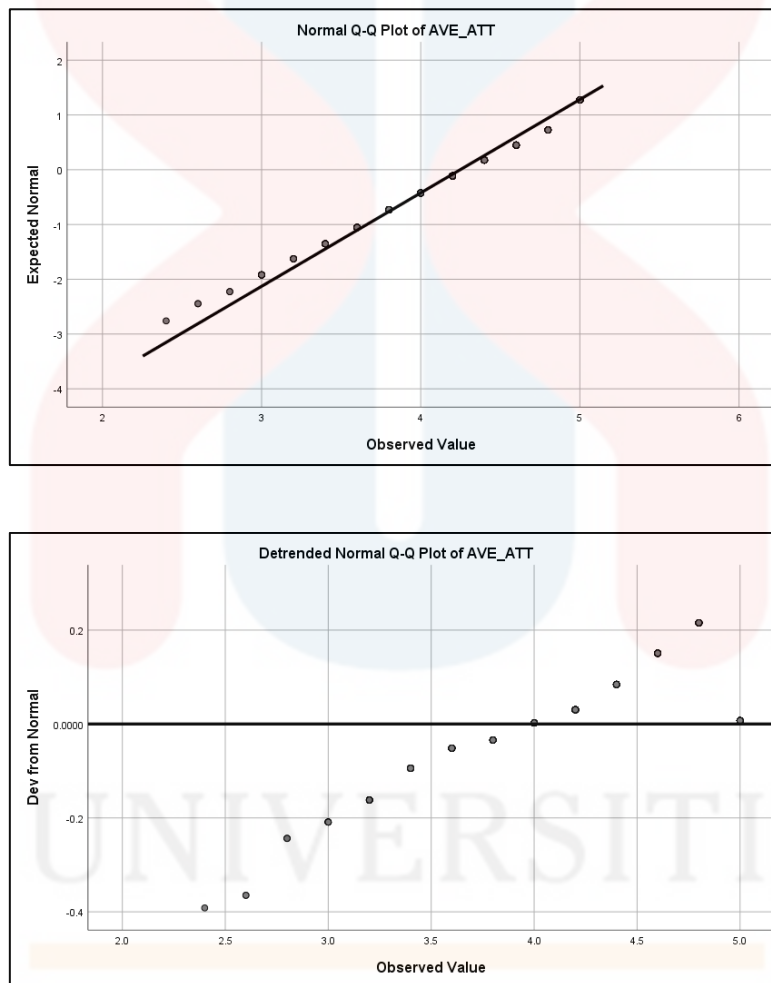


Figure 4.1: The Normal Q-Q Plot for Attitude

A Q-Q plot was used to identify and evaluate data in terms of whether the collected data were normally distributed or abnormally distributed. Based on Figure 4.1, the normal Q-Q plot for attitude shows that the data were normally distributed because each data point is located almost along the diagonal line.

II- Social Influence

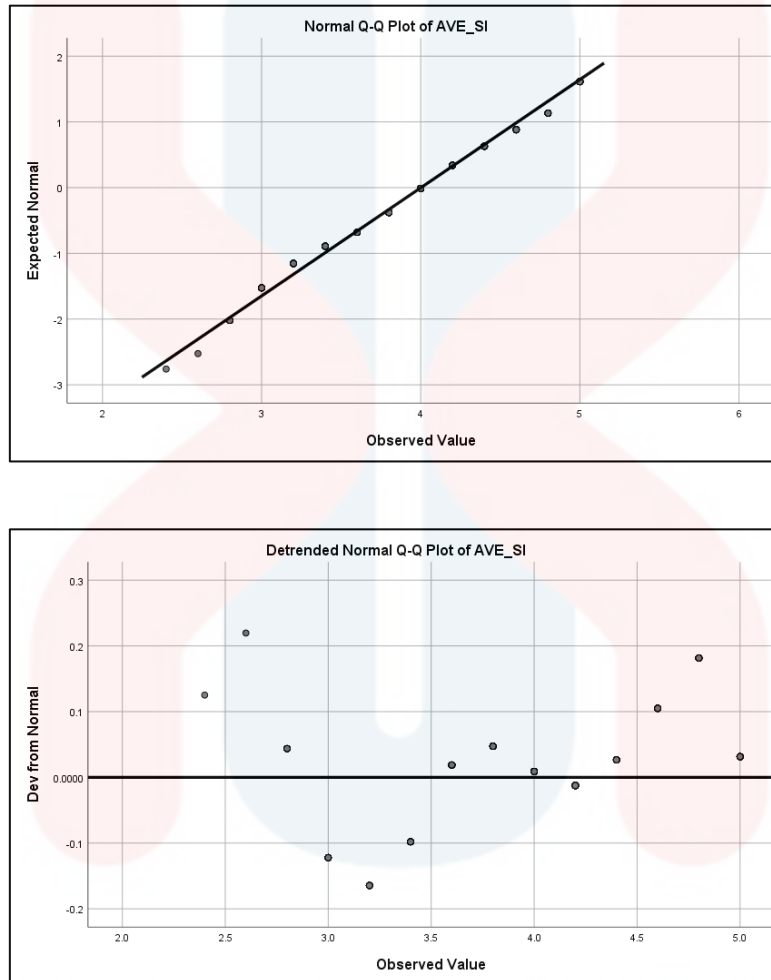


Figure 4.2: The Normal Q-Q Plot for Social Influence

A Q-Q plot was used to identify and evaluate data in terms of whether the collected data were normally distributed or abnormally distributed. Based on Figure 4.2, the normal Q-Q plot for social influence shows that the data were normally distributed because each data point is located almost along the diagonal line.

III- Perceived Behavioral Control (PBC)

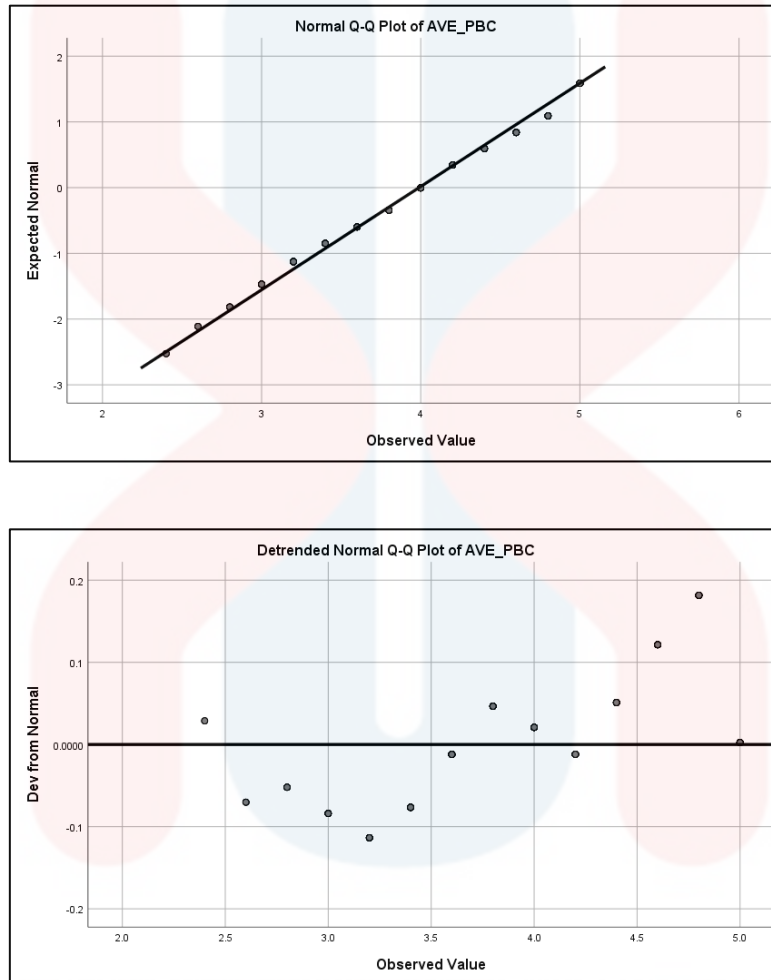


Figure 4.3: The Normal Q-Q Plot of Perceived Behavioral Control (PBC)

A Q-Q plot was used to identify and evaluate data in terms of whether the collected data were normally distributed or abnormally distributed. Based on Figure 4.3, the normal Q-Q plot for perceived behavioral control (PBC) shows that the data were normally distributed because each data point is located almost along the diagonal line.

IV- Volunteer Tourism Awareness

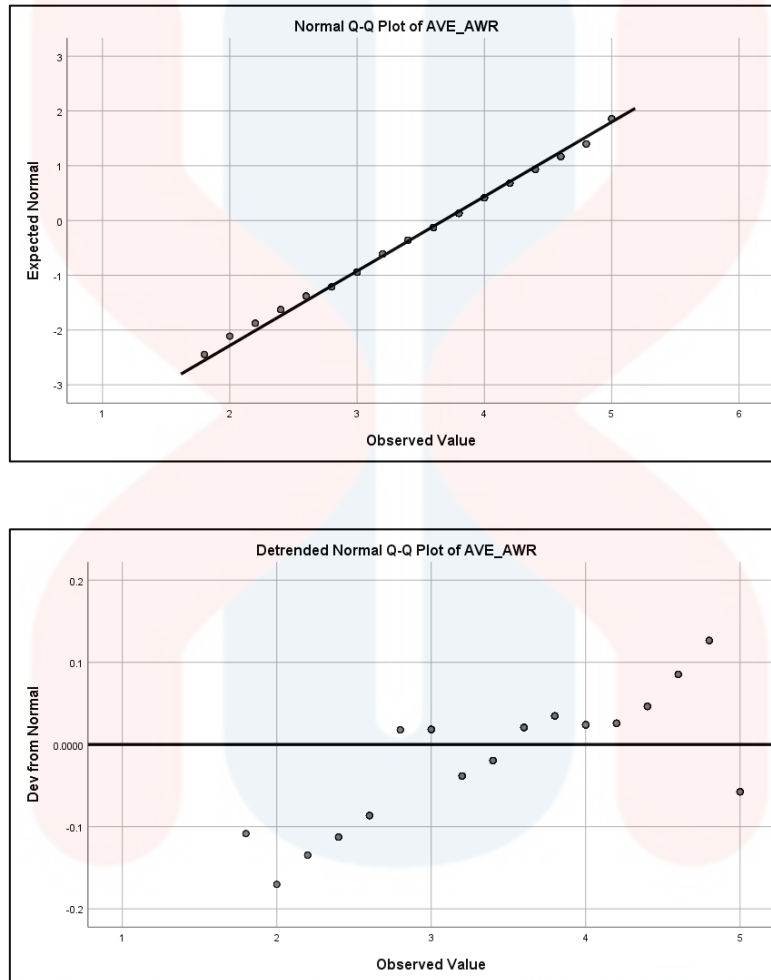


Figure 4.4: The Normal Q-Q Plot for Volunteer Tourism Awareness

A Q-Q plot was used to identify and evaluate data in terms of whether the collected data were normally distributed or abnormally distributed. Based on Figure 4.3, the normal Q-Q plot for volunteer tourism awareness shows that the data were normally distributed because each data point is located almost along the diagonal line.

4.4.2 Univariate Analysis

This section presents the univariate analysis results for the items in each variable in the form of frequency distribution, mean, and standard deviation. All items for the independent and dependent variables were measured using a five-point (5) Likert scale with Strongly Disagree (SD), Disagree (D), Moderate (M), Agree (A), and Strongly Agree (SA).

4.4.2.1 Attitude

Table 4.3 Descriptive Statistics for Attitude

Item	Frequency (N)					Mean	Standard Deviation
	SD	D	M	A	SA		
Q1 I understand what volunteer tourism is.	2 0.6%	9 2.6%	74 21.4%	135 39.1%	125 36.2%	4.08	0.854
Q2 I feel motivated when doing volunteer tourism.	0 0%	6 1.7%	59 17.1%	141 40.9%	139 40.3%	4.20	0.779
Q3 I feel satisfied when do volunteering.	0 0%	5 1.4%	55 15.9%	136 39.4%	149 43.2%	4.24	0.769
Q4 Volunteer tourism makes me learn something new.	0 0%	3 0.9%	42 12.2%	113 32.8%	187 54.2%	4.40	0.733
Q5 Volunteer tourism changes my mindset.	0 0%	3 0.9%	48 13.9%	130 37.7%	164 47.5%	4.32	0.741

Table 4.3 shows the frequency, mean, and standard deviation of the items used to assess the quality of the questionnaire for attitude. 5 questions were used to measure this variable and one of them (1) had the highest mean of 4.40 for item Q4 with the statement ‘Volunteer tourism makes me learn something new.’ A total of 187 respondents (54.2%) strongly agreed and 113 respondents (32.8%) agreed with Q4. However, item Q1 with ‘I understand what volunteer tourism is’ had the lowest mean of 4.08, where 2 respondents (0.6%) strongly disagreed and 9 respondents (2.6%) disagreed with the statement. Meanwhile, the mean values for Q2, Q3, and Q5 were 4.20, 4.24, and 4.32, respectively.

4.4.2.2 Social Influence

Table 4.4 Descriptive Statistics for Social Influence

Item	Frequency (N)					Mean	Standard Deviation
	SD	D	M	A	SA		
Q1 My friend who influences my behavior think that I should join volunteer tourism.	1 0.3%	8 2.3%	68 19.7%	171 49.6%	97 28.1%	4.03	0.773
Q2 My friends think that I should join volunteer tourism.	1 0.3%	8 2.3%	85 24.6%	163 47.2%	88 25.5%	3.95	0.787
Q3 My friends will motivate me to join volunteer tourism.	2 0.6%	7 2%	78 22.6%	145 42%	113 32.8%	4.04	0.829

Q4 Individuals who I regard as important would support me to join volunteer tourism.	0 0%	2 0.6%	67 19.4%	153 44.3%	123 35.7%	4.15	0.744
Q5 Most people surrounding me used to join volunteer tourism.	7 2%	29 8.4%	85 24.6%	119 34.5%	105 30.4%	3.83	1.021

Table 4.4 shows the frequency, mean, and standard deviation of the items used to assess the quality of the questionnaire for social influence. 5 questions were used to measure this variable and one of them (1) had the highest mean of 4.15 for item Q4 with the statement ‘Individuals who I regard as important would support me to join volunteer tourism.’ A total of 123 respondents (35.7%) strongly agreed and 158 respondents (44.3%) agreed with this statement. However, Q5 had the lowest mean of 3.83 with the statement ‘Most people surrounding me used to join volunteer tourism’ where 7 respondents (2%) strongly disagreed and 29 respondents (8.4%) disagreed with the statement. Meanwhile, the mean values for Q1, Q2, and Q3 were 4.03, 3.95, and 4.04, respectively.

4.4.2.3 Perceived Behavioral Control (PBC)

Table 4.5 Descriptive Statistics for Perceived Behavioral Control (PBC)

Item	Frequency (N)					Mean	Standard Deviation
	SD	D	M	A	SA		
Q1 If I wanted to, I could do volunteer tourism	0	12	69	145	119	4.08	0.825

instead of leisure tourism.	0%	3.5%	20%	42%	34.5%		
Q2 I think it is easy for me to search about volunteer tourism.	2 0.6%	19 5.5%	101 29.3%	132 38.3%	91 26.4%	3.84	0.898
Q3 It is mostly up to me whether or not to join volunteer tourism.	1 0.3%	5 1.4%	84 24.3%	132 38.3%	123 35.7%	4.08	0.825
Q4 I am confident in my ability to join volunteer tourism.	0 0%	16 4.6%	71 20.6%	147 42.6%	111 32.2%	4.02	0.845
Q5 I know how to be part of volunteer tourism.	2 0.6%	21 6.1%	91 26.4%	117 33.9%	114 33%	3.93	0.942

Table 4.5 shows the frequency, mean, and standard deviation of the items used to assess the quality of the questionnaire for perceived behavioral control (PBC). 5 questions were used to measure this variable and two of them (2) had the highest mean of 4.08 for items Q1 and Q3. A total of 119 respondents (34.5%) strongly agreed and 145 respondents (42%) agreed with the Q1 statement, which is ‘If I wanted to, I could do volunteer tourism instead of leisure tourism.’ Meanwhile, 123 respondents (35.7%) strongly agreed and 132 respondents (38.3%) agreed with the Q3 statement, which is ‘It is mostly up to me whether or not to join volunteer tourism.’ However, Q2 had the lowest mean of 3.84 with ‘I think it is easy for me to search about volunteer tourism’ where 2 respondents (0.6%) strongly

disagreed and 19 respondents (5.5%) disagreed with the statement. Meanwhile, the mean values for Q4 and Q5 were 4.02 and 3.93, respectively.

4.4.2.3 Volunteer Tourism Awareness

Table 4.6 Descriptive Statistics for Volunteer Tourism Awareness

Item	Frequency (N)					Mean	Standard Deviation
	SD	D	M	A	SA		
Q1 I am always aware of volunteer tourism.	4 1.2%	26 7.5%	100 29%	137 39.7%	78 22.6%	3.75	0.928
Q2 Mostly, the people around me give a big commitment to volunteer tourism.	1 0.3%	19 5.5%	87 25.2%	152 44.1%	86 24.9%	3.88	0.857
Q3 Volunteer tourism is not important to an individual.	55 15.9%	61 17.7%	81 23.5%	84 24.3%	64 18.6%	3.12	1.338
Q4 I always go for volunteer activities based on the search for information on social media.	5 1.4%	24 7%	91 26.4%	139 40.3%	86 24.9%	3.80	0.941

Q5 All information about volunteering on social media is from a reliable source.	4	20	97	130	94	3.84	0.931
	1.2%	5.8%	28.1%	37.7%	27.2%		

Table 4.6 shows the frequency, mean, and standard deviation of the items used to assess the quality of the questionnaire for volunteer tourism awareness. 5 questions were used to measure this variable and one of them (1) had the highest mean of 3.88 for item Q2 with the statement ‘Mostly, the people around me give a big commitment to volunteer tourism.’ A total of 86 respondents (24.9%) strongly agreed and 152 respondents (44.1%) agreed with this statement. However, Q3 had the lowest mean of 3.12 with the statement ‘Volunteer tourism is not important to individuals’ where 55 respondents (15.9%) strongly disagreed and 5 respondents (1.4%) disagreed with the statement. Meanwhile, the mean values for Q1, Q4, and Q5 were 3.75, 3.80, and 3.84, respectively.

4.4.3 Pearson’s Correlation Analysis

Table 4.7 Pearson’s Correlation Analysis Results

Item	Attitude	Social Influence	Perceived Behavioral Control (PBC)	Volunteer Tourism Awareness
Attitude	1			
Social Influence	0.526**	1		
Perceived Behavioral Control (PBC)	0.569**	0.675**	1	
Volunteer Tourism Awareness				1

Volunteer Tourism Awareness	0.306**	0.528**	0.614**	1
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Table 4.7 shows that attitude and volunteer tourism awareness are significantly correlated with $r = 0.306$, $p < 0.01$. This shows a low correlation between attitude and volunteer tourism awareness. Meanwhile, there was a moderate correlation between social influence and volunteer tourism awareness, which is indicated by $r = 0.528$, $p < 0.01$. There was also a moderate correlation between perceived behavioral control (PBC) and volunteer tourism awareness with $r = 0.614$, $p < 0.01$. In conclusion, there are moderate and high relationships between attitude, social influence, and perceived behavioral control (PBC) with volunteer tourism awareness.

4.5 HYPOTHESIS TESTING RESULTS

Table 4.8 shows a summary of hypothesis testing for this study.

	Hypothesis	Pearson's correlation result	
H1	There is a significant relationship between attitude and volunteer tourism awareness.	$r = 0.369$, $p < 0.01$	Supported
H2	There is a significant relationship between social influence and volunteer tourism awareness.	$r = 0.599$, $p < 0.01$	Supported
H3	There is a significant relationship	$r = 0.647$, $p < 0.01$	Supported

between perceived behavioral control and volunteer tourism awareness.

Based on Table 4.8, Pearson's correlation analysis was used to test the hypotheses for significant relationships between attitude, social influence, and perceived behavioral control with volunteer tourism awareness. The results showed that all of the proposed hypotheses were accepted at a 0.01 significance level.

4.6 SUMMARY

Briefly, this chapter has analyzed and discussed all of the research findings and results. The data analysis techniques used by the researchers to analyze the data include reliability analysis, descriptive analysis, inferential analysis, and Pearson's correlation analysis. This study has also shown positive Pearson's correlation results between the independent and dependent variables. The next chapter will provide a discussion and conclusion of this study.

CHAPTER 5

DISCUSSION & CONCLUSION

5.1 INTRODUCTION

In this chapter, several topics such as the recapitulation of findings and discussion, limitations, recommendations, and conclusion of this study will be provided. Through these elements, the researchers can understand the relationships between variables and limitations of this study in the future.

5.2 RECAPITULATION OF FINDINGS

5.2.1 The relationship between attitude and volunteer tourism awareness among university students in University Malaysia Kelantan City Campus

The first hypothesis predicts a positive and significant relationship between attitude and volunteer tourism awareness. Based on Pearson's correlation analysis results in Table 4.9, attitude has a low correlation with volunteer tourism awareness. Hence, the relationship between the first independent variable (attitude) and the dependent variable (volunteer tourism awareness) is positively low.

According to Rhodes and Courneya (2003), several factors influence a person's emotions and attitudes in making a decision whether the decision has a good or bad effect on themselves or those around them (Foxall et al., 2013) in spreading awareness. The state of a social network also plays a role in influencing (Terry, Hogg, & White, 1999) the emotional attitudes of a person (Leary, 2007) in making decisions (Foxall et al., 2013).

According to Courneya et al. (2001), individuals have their own opinions regarding strategy (Zmigrod et al., 2020), ability, performance, and intention towards volunteer tourism involvement and this influences a person's (Harrison, 1995) behavior and motivation (Foxall et al., 2013). Another thing that can also influence an individual's thinking is rewards (Foxall et al., 2013). Volunteer tourism requires high costs (Fisher & Ackerman 1998; Bussell & Forbes 2002; Mowen & Sujana 2005); besides, earning rewards or awards (e.g., Guy and Patton 1989; Batson 1991; Manner and Gailliot, 2007) such as money and certificate can also increase a person's motivation (Zmigrod et al., 2020) to participate in volunteer tourism (Foxall et al., 2013) and one's awareness of volunteer tourism. Individual participation in volunteer tourism activities can further increase one's potential in the learning process in the behavioral, psychological, and moral-ethical aspects (Shan et al., 2020) in addition to increasing the level of awareness (McGehee & Santos, 2005) with respect to one's surrounding communities.

Overall, there is a positive relationship between attitude and volunteer tourism awareness among University Malaysia Kelantan City Campus students. The attitude of volunteer tourism participants can explain why they want to travel to become volunteers (Woosnam et al., 2019); hence, these findings are supported in this study.

5.2.2 The relationship between social influence and volunteer tourism awareness among university students in University Malaysia Kelantan City Campus

The second hypothesis predicts a positive and significant relationship between social influence and volunteer tourism awareness. Based on Pearson's correlation analysis results in Table 4.9, social influence is moderately correlated with volunteer tourism awareness. Thus,

the relationship between the second independent variable (social influence) and the dependent variable (volunteer tourism awareness) is positively moderate.

Social media such as Twitter and Instagram (Jansen et al., 2009) are important platforms in disseminating important information in community networks (Benady, 2012; Leonhardt, 2011) that need to be taken into account by every individual (Gass & Seither, 2014). Generally, the dissemination of information will be effective with the involvement of three parties, namely specialized expertise, connectors, and salespeople (Gass & Seither, 2014).

In the context of volunteer tourism, specialized expertise refers to those who organize events involving volunteer tourism (Keller & Barry, 2003), connectors who market or disseminate information to the public regarding volunteer tourism (Gladwell, 2000), and salespeople who know about the information and disseminate or suggest other people do the activity (Gladwell, 2000) including family members, friends, and so on (Gass & Seither, 2014).

Generally, the salespeople are the ones who perform the process of persuasion to give awareness to other individuals about the existence and benefits of participating in volunteer tourism such as personality, the openness of mind, and empathy (Gass & Seither, 2014). Effective communication in social networks also influences a person's motivation (Singh et al., 2004) to participate in volunteer tourism (Jaques et al., 2019). Individuals who receive the message will understand it well and this will further increase volunteer tourism awareness.

Overall, there is a positive relationship between social influence and volunteer tourism awareness among University Malaysia Kelantan City Campus students. Encouragement from the people around can influence variations in the frequency of participation (Woosnam et al., 2019); hence, these findings are supported in this study.

5.2.3 The relationship between perceived behavioral control (PBC) and volunteer tourism awareness among university students in University Malaysia Kelantan City Campus

The third hypothesis predicts a positive and significant relationship between perceived behavioral control (PBC) and volunteer tourism awareness. Based on Pearson's correlation analysis results in Table 4.9, perceived behavioral control (PBC) is moderately correlated with volunteer tourism awareness. Hence, the relationship between the third independent variable (perceived behavioral control) and the dependent variable (volunteer tourism awareness) is positively moderate.

In this context, perceived behavioral control is applied to the individual's ability in terms of finance, stamina, time, trust, and any other factors involved (Hale, Householder, Greene, 2002) before the individual makes any decision to participate in any activity related to volunteer tourism. Perceived behavioral control is influenced by the internal and external environments of the individual (Rodgers et al., 2007; Bandura, 1999) in making rational decisions by making detailed analysis and it is further influenced by intentions aligned with beliefs (Ajzen, 2001). The external environment such as the support from close people, friends, attractive advertising, and complete information regarding volunteer tourism can also influence individual awareness of volunteer tourism and the decision making of individuals.

Good perceived behavioral control (PBC) enables an individual to make decisions rationally (McGehee & Santos, 2005; Morgan, 2010; Ulusoy, 2016; Zahra & McIntosh, 2007) by assessing his or her own capabilities (Mezirow, 1981) and contributions if the individual is involved in activities related to volunteer tourism in the future (Shan et al., 2020).

Overall, there is a positive relationship between perceived behavioral control (PBC) and volunteer tourism awareness among University Malaysia Kelantan City Campus students. Certain behaviors are a function of participants' trust in themselves as well as tourism volunteer organizations that allow them to also produce good outcomes or vice versa (Chua et al., 2021); hence, these findings are supported in this study.

5.3 LIMITATIONS

Based on this study, the researchers can state that several limitations and challenges in completing this study. The first limitation is the challenges faced by the researchers during the questionnaire distribution. First of all, when the Covid-19 pandemic occurred, all students had to be at home; hence, this makes it difficult for the researchers to approach the respondents and collect all information from them. Hence, alternatively, the researchers collected data from the respondents through an online questionnaire. In addition, the researchers used social messaging platforms such as WhatsApp to contact the respondents personally or in groups, which also made it harder for the researchers to approach and survey the university students face-to-face. Next, the researchers found that this study required a lot of money for questionnaire distribution due to the Covid-19 pandemic, for example, buying an online journal as a reference.

The second limitation of this study is in terms of data analysis that was complex and time-consuming since the data were evaluated quantitatively by the researchers. For analysis of the data, the researchers used the IBM SPSS software package used for interactive or batched statistical analysis. The study also required skills for an extensive statistical analysis, which can be difficult for researchers who are not exposed to this software. Thus, researchers

took the initiative to attend more workshops or meetings to analyze the data. In addition, the researchers also sought ideas from other sources, especially from the internet and YouTube.

5.4 RECOMMENDATIONS

During the survey, there were some challenges or limitations that the researchers had to face. This is also the most challenging part, especially when the researcher must get as many respondents as possible to support the results. Therefore, to overcome the limitations, credible recommendations for further study should be made. In addition, the current study focuses on only three aspects to increase consumer awareness about voluntary tourism. Therefore, a longitudinal case study method can be proposed to provide better results on the awareness of voluntary tourism among university students. Besides, the methodological issues suggest that data collection is not as important as rethinking collective; hence, the evaluation should involve an understanding of the network's goals, ambitions, and objectives to measure appropriate aspects and interpret information. Such an assessment can also support rethinking, help networks or communities redefine assets, and improve local policymaking and planning. Therefore, this method does not only measure the data but also supports local considerations of how the data applies and what the data means to the act in the future (de Jong, 2010).

Additionally, the study only involved 345 people hence, the findings can be measured in a small environment. Since the researchers only studied the youths, future research can also research individuals of all ages to compare the findings. Therefore, future studies can expand the sample to provide a more effective effect.

Next, future research should have a clear target of respondents to avoid damage to the data, which may cause data invalidity and the inability to survey everyone. Manual surveys will be more comfortable if future researchers can contact the respondents and describe the survey beforehand. In general, the survey will be more possible to complete if they submit a representative questionnaire and discuss their wants and needs (NewsCred, 2015).

According to Simon Kemp (2019), there are 3,986 billion active mobile internet users worldwide. As innovation moves forward nowadays, more target participants can be approached more easily and effectively. However, it is necessary to ensure that applications and surveys are optimized for mobile devices so that the respondents are not confused with the data and can complete the survey correctly. This is also very suitable to use, especially during the current pandemic situation.

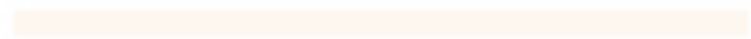
5.5 SUMMARY

As a result, the factors that influence volunteer tourism participation among university students in University Malaysia Kelantan City Campus have been tested. The study found that attitude, social influence, and perceived behavioral control significantly influence volunteer tourism awareness among university students. The findings also indicated that the factors influencing volunteer tourism participation are due to individuals' intention to learn something new and this could make individuals join volunteer tourism instead of leisure tourism. In addition, another factor influencing volunteer tourism is the big commitment that is mostly given by the people around the individuals like friends or family to involve in volunteer tourism. The findings also demonstrated the importance of joining volunteer tourism among university students in University Malaysia Kelantan City Campus. Lastly, this

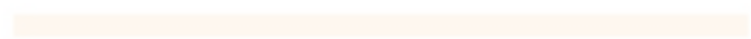
study can provide a lot of knowledge that may be useful for the volunteer tourism industry to develop more awareness among university students to participate in volunteer tourism.



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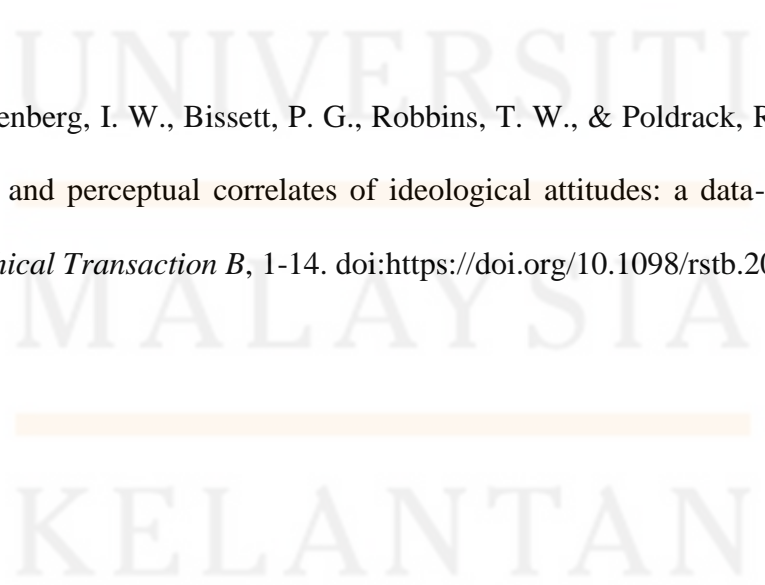
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APPENDIX A

DRAFT OF QUESTIONNAIRE



SURVEY ON DETERMINING FACTORS THAT INFLUENCE PARTICIPATION IN VOLUNTEER TOURISM AMONG UNIVERSITY STUDENT IN MALAYSIA

Dear respondents,

We are undergraduate students in Entrepreneurship in Tourism (Honors), from University Malaysia Kelantan (UMK). The purpose of this survey is to determine factors that influence participation in volunteer tourism among university students in Malaysia. Your answers will be saved for the purpose of the researcher's study. Please answer ALL questions in ALL sections. Filling out this form takes approximately 10 to 15 minutes.

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SECTION A: Respondent Demographic Data

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

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

1. Gender:

Male	<input type="checkbox"/>
Female	<input type="checkbox"/>

2. Age:

19 – 21 years old	<input type="checkbox"/>
22 – 24 years old	<input type="checkbox"/>
25 – 27 years old	<input type="checkbox"/>
Above 28 years old	<input type="checkbox"/>

3. Race:

Malay	<input type="checkbox"/>
Chinese	<input type="checkbox"/>
Indian	<input type="checkbox"/>
Others	<input type="checkbox"/>

4. Education level:

Diploma	<input type="checkbox"/>
Degree	<input type="checkbox"/>
Bachelor's Certificates (Master)	<input type="checkbox"/>
Doctorate degree (PHD)	<input type="checkbox"/>

SECTION B: INDEPENDENT VARIABLES

The following question is about the personal factor that influence participation in volunteer tourism among university student in Malaysia. The personal factor includes attitude, social influence and perceive behavioural control (PBC).

Based on your opinion, please indicate the most appropriate response with the scale given below.

Strongly Disagree	Disagree	Moderate	Agree	Strongly Agree
(1)	(2)	(3)	(4)	(5)

Instructions: Please tick (/) in the space provided.

Part 1: Attitude

No.	Item	1	2	3	4	5
1.	I understand what is volunteer tourism.					
2.	I feel motivated when doing volunteer tourism.					
3.	I feel satisfy when do volunteering.					
4.	Volunteer tourism makes me learn something new.					
5.	Volunteer tourism change my mindset.					

Part 2: Social Influence

No.	Item	1	2	3	4	5
1.	My friend who influences my behavior think that I should join volunteer tourism.					
2.	My friends think that I should join volunteer tourism.					
3.	My friends will motivate me to join volunteer tourism.					
4.	Individuals whom I regard as important would support me to join volunteer tourism.					
5.	Most people surrounding with me used to join volunteer tourism.					

Part 3: Perceive Behavioral Control (PBC)

No.	Item	1	2	3	4	5
1.	If I wanted to, I could do volunteer tourism instead of leisure tourism.					
2.	I think it is easy for me to search about volunteer tourism.					
3.	It is mostly up to me whether or not to join volunteer					

	tourism.					
4.	I am confident of my ability to join volunteer tourism.					
5.	I know how to be part of the volunteer tourism.					

SECTION C: AWARENESS OF VOLUNTEER TOURISM

This section is about awareness of volunteer tourism with personal factor.

Based on your opinion, please indicate the most appropriate response with the scale given below.

Strongly Disagree	Disagree	Moderate	Agree	Strongly Agree
(1)	(2)	(3)	(4)	(5)

Instructions: Please tick (/) in the space provided.

No.	Item	1	2	3	4	5
1.	I always aware about volunteer tourism.					
2.	Mostly, the people surround me give a big commitment in volunteer tourism.					
3.	Volunteer tourism is not important to individual.					

APPENDIX B

TABLE 1

Table for Determining Sample Size from a Given Population

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

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

(Sources: Krejcie & Morgan, 1970)



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