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**A STUDY OF TOURIST SATISFACTION OF CROSS-  
BORDER TOURISM DEVELOPMENT IN RANTAU  
PANJANG, KELANTAN**

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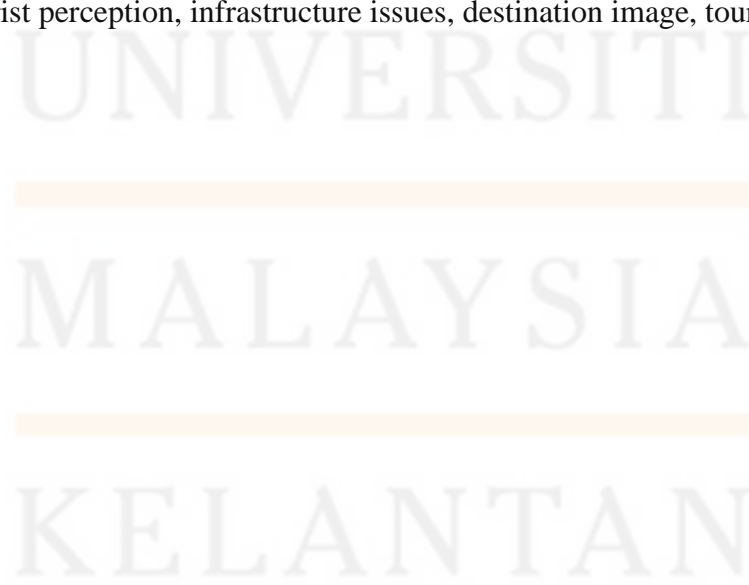
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## **ABSTRACT**

The goal of this study is to investigate the connection between influencing factors and tourist satisfaction with the growth of cross-border tourism in Rantau Panjang. The major goal of this study is to find out what factors affect tourists' satisfaction with the growing cross-border tourism industry in Rantau Panjang. It has been determined that concerns with tourist perception, infrastructure issues, destination image, and traveler numbers have an impact on the tourism sector. A total of 378 successfully founded respondents were questioned via the online survey regarding the 5.5 million local tourists who were targeted to visit Rantau Panjang, Kelantan, in 2021. Version 29.0 of the Statistical Package for Social Science (SPSS) was used for data collection and analysis. The relationship between tourist perception, infrastructure issues, and destination image was examined in this study using the Pearson correlation coefficient. The findings indicate a strong correlation between tourist perception, infrastructure issues, destination image, and tourist satisfaction with the cross-border tourism development in Rantau Panjang. Through this study, one can gain a deeper comprehension of the influences on tourist satisfaction of cross-border tourism development in Rantau Panjang.

**Keywords:** Tourist perception, infrastructure issues, destination image, tourist satisfaction.



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# CHAPTER 1

## INTRODUCTION

### 1.1 INTRODUCTION

In chapter one of this research, we discuss the problem statement, research purpose, research question, significance of the study, and definition of terminology, and the chapter concludes with a summary. Especially in tourist areas, the tourism industry plays an important role in the economic growth and revenue of the nation. One element that contributes to the attractiveness of an area as a tourist destination is the shape of the local topography. Local culture is an important factor in a region's attractiveness to tourists. Every year, more tourists visit Malaysia and make it their favorite destination, especially in Rantau Panjang, Kelantan. This is because travelers to Kelantan use Rantau Panjang as a commercial and shopping center. In the tourism industry, "visitor pleasure is highly correlated with both visitor safety and visitor culture". Manson, (2008). Tourists are people who use commercial services to travel outside of their own country to find of leisure, relaxation, and pleasure. The tourism industry is "a byproduct of the modern social systems that appeared in the 17th year, although its roots lie in classical antiquity". The difference between tourism and exploration is that tourists take the "beaten path," kind of from established service systems, and, as befits pleasure seekers, are often shielded from hardship, danger, and embarrassment. Tourism and other endeavors, procedures, and activities, such as pilgrimage, do, nonetheless, have certain similarities.

### 1.2 BACKGROUND OF THE STUDY

The Malaysian state of Kelantan contains the town of Rantau Panjang. On the east coast of Malaysia, it is one of the first border villages with Thailand. The state capital of Kelantan, Kota Bharu, is roughly 40 kilometers away from Rantau Panjang. Rantau Panjang and Kota

Bharu are connected via the Pasir Mas route. After departing from Rantau Panjang and traveling via the Thai border and the Sungai Golok River, travelers will reach the Thai border town of Sungai Kolok. The "Harmony Bridge," which spans Sungai Golok to link Rantau Panjang with Sungai Kolok, is also known as the Rantau Panjang-Sungai Golok Bridge. Around 45 kilometers separate Rantau Panjang from Kota Bharu, which is where it is located. Additionally, it serves as a primary point of entry for Thai citizens entering Malaysia. Compared with other duty-free zones in Malaysia, Rantau Panjang Duty-Free Zone is unique. Prior to the government designating the area as a duty-free zone, it was an ordinary neighborhood with access to basic services including clinics, mosques, and schools. All of the original residences and any facilities therein are included within the borders of the region which has been designated a duty-free zone. However, the majority of dealers are reluctant to relocate because of the much-increased lease prices, as well as other concerns like losing their loyal customers. Dealers of carts are included in the list of private business locations that are subject to different restrictions.

In 2015 saw 496,110 visitors come to Kelantan State, of whom 78% (384,866) were from within the country and 22% (111,244) were from abroad. Based on the ratio of shopping trends in Rantau Panjang of 10% (international travelers) and 20% (domestic tourists), approximately 11,124 domestic visitors visited the Rantau Panjang Duty-Free Zone (DFZ), while 38,487 domestic tourists visited the Rantau Panjang (domestic tourists). Based on the anticipated daily spending of 49,611 visitors, which comes to RM362, the estimated daily tourist spending in DFZ Rantau Panjang is close to RM18 million. The DFZ Rantau Panjang tourism business will be advantageous to the Royal Malaysian Customs Department (Kelantan), which charges duties on items exiting special economic zones like DFZ Rantau Panjang. The Royal Malaysian Customs Department (Kelantan) can anticipate daily tax receipts of RM 1.8 million at a 10% tax rate.

Table 1.1 List of Local and International Tourist Data in Kelantan

*Local and International Tourist Data in Kelantan*

Year	Local Tourist	International Tourist	Total
1985	220,012	27,000	247,012
1990	557,225	126,148	683,403
1995	1,209,170	391,873	1,601,043
2000	2,235,024	527,969	2,762,993
2010 <sup>a</sup>	4,464,017	922,073	5,386,090
2015 <sup>b</sup>	384,866	111,244	496,110

Three of the immigration border leading into the DFZ region are managed by authorities. There are no immigration officers stationed at the border crossings because all of the border gates are located in the Rantau Panjang region (Malaysian territory). All immigration-related transactions are done on the bridge that connects Sungai Golok and Rantau Panjang. All matters in the “duty-free zone must be monitored and enforced by the Pasir Mas “District Council”. The tiny Sungai Golok water body, which is only approximately 10meterses wide, is the principal geographical barrier in the area separating it from Thailand. The difficulties of developing cross-border tourism in Rantau Panjang are examined in this essay.

### 1.3 PROBLEM STATEMENTS

A problem statement is an explain in the research that describes the issue that is needed in the study. People travel and shop for a variety of reasons. Tourism is one of the factors that drive people to travel. The problem statement of this research is Rantau Panjang always experiences flooding. Following nonstop rain, a few areas close to Sungai Golok the border Malaysia-Thailand in Rantau Panjang experienced flash floods. The severe rain for one night has caused residents in Rantau Panjang to worry that Sungai Golok will breach its banks and flood. They still had recent memories of the flooding in February that closed off Rantau

Panjang from other districts and destroyed countless properties. Floods in Thailand's Sungai Golok town and neighboring areas, which borders Rantau Panjang in Kelantan, forced almost 13,000 residents to leave their homes. One resident, Nafisah Azmi, 28, gave the example of how the severe rain prevented her from sleeping the entire previous night. She was afraid that the water might fill her house, which had already flooded a little bit the previous two weeks. If floodwaters struck her house with the same degree of ferocity as the one in February, she said she would be at a loss. A sea of murky brown water enveloped the neighborhood turning them into islands. Rivers that are also streets and vehicles were washed away and overturned. Due to frequent flooding in the long region, has a negative impact on the country. Floods usually occur at the end of the year, which results in a reduction in the number of tourists in the country. This lack of tourist arrivals can result in losses for the country's economy because one of Malaysia's main businesses, tourism contributed 6.7 % to its gross domestic product in 2019.

Another problem statement is the increase in illegal smuggling activities. Smuggling is the “illicit movement of goods, materials, information, or persons across international borders or out of restricted areas like homes or prisons, in violation of the law or other rules”. Illegal activities are most widespread in places that states firmly regulate, even at official border crossings, despite the conventional misconception that it occurs in isolated and difficult-to-access frontiers. Many reasons exist for smuggling. These include engaging in illegal trade, such as the sale of drugs, illegal weapons, prostitution, human trafficking, kidnapping, trade in exotic animals, theft of works of art, heists, chop shops, illegal immigration or emigration, tax evasion, violations of import or export laws, giving illegal goods to prisoners, or stealing the goods that are being smuggled. Typically, gangs that were supported by financiers or entrepreneurs organized it. They picked remote sections of the coastline to unload ship freight. Small coves and river estuaries were among the many ideal locations found around Thailand – Malaysia border.



Because the border spans mountains and unforgiving terrain, large sections of it are difficult to police and monitor. The area is made even more difficult to navigate by an ongoing violent conflict on the Thai side of the border. Some areas of the border, on both the Thai and Malaysian sides, are more easily accessible and well connected, such as the province of Narathiwat. Large warehouses can be found on both sides of the Golok River in Narathiwat, which serves as the border between Thailand and Malaysia. Small ships travel back and forth between the warehouses in the two countries, frequently just a few metres from the official border crossings, heavily loaded with contraband T-shirts, rice, cooking oil, cigarettes, alcohol, and occasionally drugs. According to the news, 136 unlawful bases were discovered in May to be smuggling routes near Rantau Panjang, Pengkalan Kubor, and Tumpat along Sungai Golok. Migration smuggling is a genuinely global issue since it impacts so many countries as origin, transit, or destination points. It is a lucrative crime to smuggle migrants across borders and between continents. The other views large-scale smuggling as a sign of state weakness and fragility and views smuggling as fundamentally subversive. Both, in terms of policy, are connected to greater investment in border security as a strategy to support states, particularly in developing nations. Smuggling goods over international boundaries and borders separating areas ruled by various armed entities is a major component of war economies. For instance, many licitly smuggled products end up in conflict zones since people there are frequently cut off from supplies or have limited access to goods. As a result, a large population is dependent on smuggled commodities to survive, making smuggling lucrative.



#### **1.4 RESEARCH OBJECTIVE**

1. To finding the relationship between tourist perception and tourist satisfaction of cross-border tourism development in Rantau Panjang.
2. To finding the relationship between infrastructure issues and tourist satisfaction of cross-border tourism development in Rantau Panjang.
3. To finding the relationship between destination image and tourist satisfaction of cross-border tourism development in Rantau Panjang.

## 1.5 RESEARCH QUESTION

1. What is the relationship between tourist perception and tourist satisfaction of cross-border tourism development in Rantau Panjang?
2. What is the relationship between infrastructure issues and tourist satisfaction of cross-border tourism development in Rantau Panjang?
3. What is the relationship between destination image and tourist satisfaction of cross-border tourism development in Rantau Panjang?

## 1.6 SIGNIFICANCE OF STUDY

The significance of education is a declaration that expounds why the research was needed. It's vindicated of the substance of the work and also crashes it has on the investigation field. Moreover, it's offering to up to a minute understanding and how others will be satisfied with it. The significance of the study, also known as the thinking of the study, is mainly to bring to the bookworm why the research toil was key to the study. This may be an educational reviewer evaluating the manuscript under review, or an examiner reading the thesis.

This research is based on a study of tourist satisfaction of cross-border tourism development in Rantau Panjang. It is for this reason that, this research will ease the degree of magnitude, seriousness, and intensity of the issue being studied. These are one realization that have been made since no research on tourism part analysis to discuss the feasibility of establishing the Rantau Panjang (Kelantan/Malaysia).

Based on the researcher to deeds research, more tourists might get more enjoyment in cross-border tourism development. The corporation will have the learning what are the challenges facing these on an in-between-borders level in cross-border tourism collaborations. While conducting this study, the researcher will also be able to increase their regulation, knowledge, and exposure in the research field. In cross-border tourism partnerships, the relationship between the researcher and the traveler is established at each part during the distribution portion of the questionnaire.

In addition, the results of this study may provide the tourist industry with an opportunity to learn useful information on how to get around the difficulties associated with the growth of international tourism. The finding will also help the tourism organizations to enlarge the

development and upgrade cross-border tourism and also fascinate more tourists from other states as well as fulfilling the needs of tourists.

At long last, the institution will ultimately benefit from conducting quality research in a number of ways. Establishing a solid reputation for future scientists who might choose to direct their research toward the growth of international travel. They might obtain a lot more specific information that is pertinent to the study using the already collected data. In addition, it might provide aid to a young researcher and a recent corpus of knowledge.

## **1.7 DEFINITION OF TERMS**

Definition of terms define that term is a declaration indicate the essential mother nature of commodity that enables a common comprehension of key terms within an advance squad. Meaning is prime in inspect common understanding within development group. They take parts in make certain people acknowledge the same thing about key terms or problems. Moreover, their role is not to systematize or set a usual language, rather to sanction communication through finer grasp or rewording.

### **1.7.1 TOURIST PERCEPTION**

Perception is a group of internal sensory cognitive processes that the brain uses to detect, relate, analyse, and search for internal cognitive information at the subconscious level of cognitive function. Whether a tourist has a favourable or unfavourable attitude towards anything is referred to as their tourist perception. It is also about the previous experience of tourists. This defines tourist perception as a tourist's evaluation of a particular thing. The development of cross-border travel is hampered by visitor perceptions. Significant elements impact tourists' perceptions. A traveler, for instance, might acquire an impression of a place based on its reputation for safety, natural attractions, entertainment value, and relaxation options, as well as the general travel environment. There is a wealth of information available

to tourists that they can utilize to plan cross-border trips. Finally, it is evident why it is important to cultivate visitor perceptions from a variety of angles based on their travel preferences.

### **1.7.2 INFRASTRUCTURE ISSUE**

The infrastructure of a nation, city, or other locale is the grouping of structures and mechanisms that offers the facilities and services necessary for the operation of its economy, households, and companies. Highways, trains, bridges, tunnels, water supply, sewage systems, electrical grids, and telephones are just a few examples of the public and private physical constructions that are regarded as being part of the infrastructure (which also includes Internet connectivity and broadband access).

### **1.7.3 DESTINATION IMAGE**

Both an attribute-based component and a holistic component may be taken into account while analysing the destination image. Because of the significant roles that cross-border development is known to play in influencing destination choice, destination image is a subject that has received extensive attention in the literature on tourism development.

### **1.7.4 CROSS-BORDER**

There are challenges associated with this influence in international travel, and there are some authors who have examined them within a tourism context. The second goal of this research is to examine the institutional challenges that cross-border tourism faces in Rantau Panjang, Kelantan. This section will go over them in greater detail. When the literature on tourist satisfaction of cross-border tourism development was examined, a rather distinct pattern emerged. The majority of tourist satisfaction are related to social, cultural, economic, political, and regulatory factors, as well as organization and governance. When these are arranged into a figure, clear themes of tourist satisfaction in cross-border tourism emerge.

### **1.7.5 TOURISM DEVELOPMENT**

The study of tourism development focused on the political, economic, social, cultural, and psychological effects of borders on tourism. The majority of the literature focuses on the opportunities and satisfaction associated with cross-border situations in tourist destinations. Furthermore, he is said to have made significant contributions to the study of borders and tourism, and much of the research in the field is based on his prolific contribution.

### **1.8 SUMMARY**

Tourism is an important source of income and economic growth for the country, particularly in tourist destinations. The area around Rantau Panjang could be developed. Economic spillover effects from trade and investment will be impacted because the economic returns will span both areas. Extreme Places Dynamic and extensive economic activities will eventually lead to economic growth in the border regions and benefit the two bordering nations.

Following a bomb attack on the railroad tracks between Hatyai and Padang Besar, the Ministry of Home Affairs will increase cooperation in border control at the Thai-Malaysian border. Its minister, Datuk Seri Saifuddin Nasution Ismail, said cooperation with the neighboring country on preventive measures would be enhanced. The two governments must show their commitment to improving the socio-economic level of people living along the border. Based on their economic size, Thailand and Malaysia are quite significant in ASEAN. Regional integration will have a great impact if both nations can get things moving.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.0 INTRODUCTION**

The process of conducting a literature review results in the creation of a final document. It entails researching your topic to become familiar with pertinent research, identify problems, and close any research gaps. Instead of reading everything that has been written on a subject, you usually want to focus on the essential authors and crucial ideas. Your review's objective and target audience will likely have the biggest impact on how in-depth or detailed it is. For instance, if you're writing a literature review to assist you in writing a thesis or dissertation, you might want to have a very in-depth review that looks at all relevant literature on the subject as well as relevant sources beyond what is easily and freely available, like foundational scholarly articles that are not included in library collections. This chapter covers the conceptual framework (diagram and discussion), hypotheses, literature review, and summary. The correlation between the independent and dependent variables is also covered in this chapter.

#### **2.1 LITERATURE REVIEW**

A type of educational writing known as a literature review exhibits knowledge and understanding of the pedagogical literature on a given subject in relation to other sources. A critical evaluation of the sources is also part of a literature review. This is due to the fact that a literature review is referred to as such rather than a literature report and because it is both an endeavor to discuss the literature and a type of writing.

This study discusses a number of studies by earlier scholars on smugglers and their impacts on the border economy. Schoenberger and Turner's (2008) “study looks at the cross-



border trade networks that the Kinh, an ethnic minority in the highlands of northwestern Vietnam, and those in southwest China engage in". They discovered that through these commercial operations, access to the boundaries between the various societal elements is complicated, both in terms of domestic policy and the interactions between various ethnic groups in order to take advantage of economic opportunities.

Based on empirical data in post-socialist countries, Bruns et al. (2011) "offer their perspectives on the reasons behind small-scale, cross-border smuggling and trading operations". Even though such actions are prohibited by law, they may still take place because they have gained societal acceptance.

Most of the women participating in small-scale cross-border trade were between the ages of 20 and 40. This is because they are required to have more "economic clout in order to make judgments that could have an effect on their day-to-day life" (KOIS, 2011). Increased cross-border activity is a hallmark of the globalization of the international economy. Where a "number of scholars contend that state borders increasingly serve as porous barriers to allow cross-border contacts in business and society" (Dicken, 2000, Evans et al, 2000). But at the same time, modern borders serve as significant reminders of state authority over territorial boundaries and population shifts. In actuality, market, globalization.

States have always played a significant role in determining cross-border flows of "goods and people, refuting the idea that our world has no borders" (Hirst and Thompson, 1995; Ohmae, 1990). State boundaries define the area over which a state exercises authority and serve as "inspection agents" to regulate what can be carried into a country between the lines of political jurisdiction. They make the case that borders should be given more "consideration in light of a number of contemporary issues, such as cross-border regions, the



authority of governments, cultural landscapes, and the informal economy” (Donnan et al. and Wilson, 1994, 1999; Pavlakovich-Kochi et al., 2004; Newman, 2006).

Legislative field limits, according to Morehouse et al. (2004), “rarely reflect the reality of boundaries; rather, regional border zones and cultural landscapes are viewed from many angles”. People communicate with borders, exchanges inside them, and interactions beyond limits all shape border identity. Since people near the border frequently seek practical ways to negotiate border restrictions and state laws, government efforts to create political and economic constraints for cross-border connections frequently can't totally control what happens on a daily basis.

More enforcement of the legislation against smuggling will increase the cost of commodities per unit and decrease the volume of imported goods that are smuggled” (Martin and Panagariya 1983). The actual cost of smuggled products per unit and domestic import prices will rise when anti-smuggling enforcement laws are strengthened, but the amount and percentage of illegal imports relative to overall imports will decrease. Their model, however, is unable to account for how smuggling affects social welfare.

## **2.2 HYPOTHESIS**

The hypothesis is an assumption about the relationship between two or more variables that have not been proven. It is a detailed, testable hypothesis about what you expect a study to reveal. To give an example, the study's hypothesis might read, "This research is designed to value the hypothesis that sleep-deprived folks can perform lower on a test than individuals who are not sleep-deprived." Despite being a prophecy, the idea goes above and beyond typical speculation. Typically, the hypothesis begins with a query, which is then looked into through background research. Only now are scientists beginning to develop a testable hypothesis.

The framework makes it clear that every variable has a strong relationship with the others, which ultimately prompts the researcher to come up with three hypotheses as follows:

H1: There is a significant relationship between tourist perception and tourist satisfaction of cross-border tourism development in Rantau Panjang.

H2: There is a significant relationship between infrastructure issues and tourist satisfaction of cross-border tourism development in Rantau Panjang.

H3: There is a significant relationship between destination image and tourist satisfaction of cross-border tourism development in Rantau Panjang.

### **2.3 CONCEPTUAL FRAMEWORK**

A conceptual framework is represented of the relationship you anticipate seeing between your variables or the qualities or properties that you wish to investigate.

The “mass crucial knickknack comprehend with regard to your scheme is that it is first and foremost a fertilization or model of the things that are currently existing that you plan to study, as well as a clarification of what is incident in the company of them and purpose, as well as an unconfirmed proposition of the experience that you breath researching”. This thesis be in the service of with respect to escort for the other module of your representation, assisting you in check something out and honing your holy grail, create pertinent and realistic research questions, choosing the best techniques, and spotting any threats to the validity of your findings.

The conceptual framework for this research is seen in Figure 2.1. The tree factors that make up the independent variable that will be proposed are tourist perception, risk perception

and destination image towards cross-border tourism development. Cross-border tourism development challenges facing in Rantau Panjang is the dependent variable.

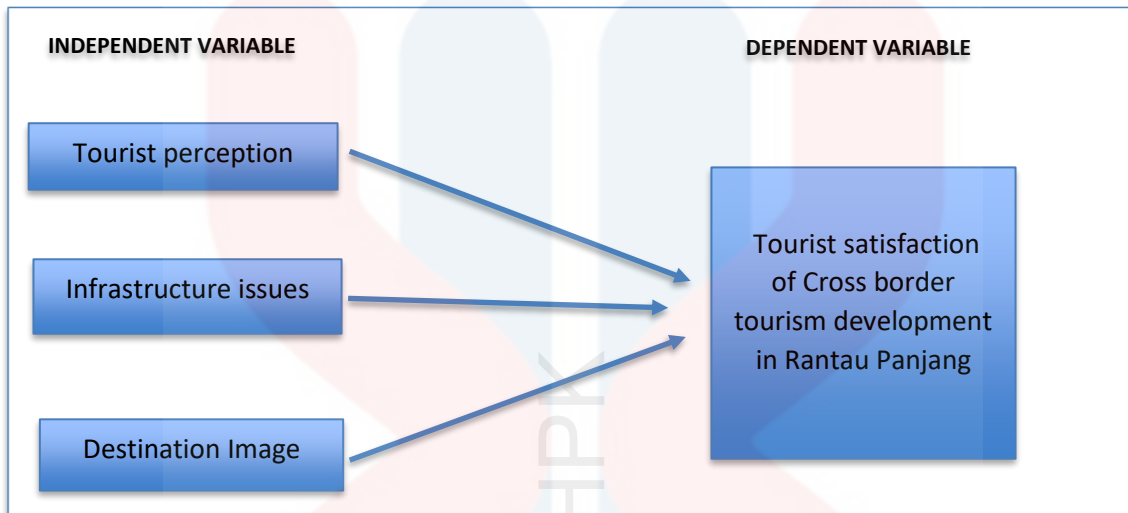


Figure 2.1: Conceptual framework of the relationship between tourist perception, infrastructure issues, and destination image in tourist satisfaction of cross-border tourism development in Rantau Panjang.

## 2.4 SUMMARY

In conclusion, this chapter investigated the literature on the relationship between tourist perception, infrastructure issues, destination image, and tourist satisfaction of cross-border tourism development in Rantau Panjang. This research analysis includes three independent variables it is “tourist perception, infrastructure issues, and destination image”. This study also includes a dependent variable, which is Rantau Panjang's tourist satisfaction with cross-border tourism development”. The research article used in this study's adaptation and modification was a research article that used a created conceptual framework. The conceptual framework is used to determine whether there is a strong relationship between tourist perception, infrastructure issues, destination image, and transboundary tourism development satisfaction in Rantau Panjang. According to the discussion in Chapter 2, there is a link between tourist

perception, infrastructure issues, destination image, and tourist satisfaction of cross border tourism development in Rantau Panjang".



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## **CHAPTER 3**

### **METHODOLOGY**

#### **3.0 INTRODUCTION**

By choosing the best and most efficient means to conduct the study while adhering to the research purpose and goals, the methodology is utilised to solve research difficulties. The strategy includes providing answers to the what, why, and how of your investigation. The research technique discusses and explains the procedures used to gather and analyse data.

All the steps involved in the investigation are outlined in this chapter. All the components of this research's methodology are covered in this chapter, from the research design and population to the sample size and sampling method to the research instrument and data analysis. In-depth explanations of the chosen mode of analysis and the data-gathering technique are also provided in this chapter.

#### **3.1 RESEARCH DESIGN**

In order to ensure that you properly handle the research topic, you must choose a research design. The research design acts as a broad method that you use to organise the many components of the research in a logical and cogent manner. Utilizing technical frameworks and procedures, “research design can combine the many research components to solve research challenges in a logical and effective manner” (Adi Bath, 2018). Researchers used quantitative research to gather data for this study. In quantitative research, “numbers and statistics are utilized to describe and evaluate results in order to find the relationship between variables” (Kumar, 2013). In order to comprehend and identify the relationship between the independent variables of tourist perception, risk perception, and destination image and the dependent variable, identifying hurdles to cross-border tourism growth in Rantau Panjang, quantitative research was used in this study. To gather data and determine the obstacles to an increase of

cross-border tourism in Rantau Panjang, the researcher conducts a survey using a questionnaire.

### **3.2 POPULATION AND SAMPLE SIZE**

“A research population is generally a big collection of people or things that is the focus of the researcher's study” (Sekaran & Bougie, 2013). A population is a whole group about which you want to make conclusions. The population of this study is the communities living in Rantau Panjang. Based on the data provided, the total number is 26,668 people. This population was chosen because it helps the study analyze tourist satisfaction of cross-border tourism development in Rantau Panjang.

A sample is a chosen group from which data will be gathered. The sample size is always less than the population's overall size. Those people who make up a sample are taken from a broader population. Sample refers to the group from which you choose to actually gather data for your study. The researcher is focusing on individuals aged 24-49 in Rantau Panjang, Kelantan to serve as respondents in this study. Tabachnick and Fidell (2001) said that a sample size below 150 is bad and above 300 is good and excellent. Also, the researcher assumed that a sample size of 378 is sufficient for the study. In this study, the researcher uses Tabachnick and Fidell's (2001) the table of to determine the sample size and to know how many samples the researcher needs for the questionnaire.

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	1000000	384

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

### 3.3 SAMPLING METHOD

Sampling procedures are the ways you take a sample from a population. Usually, when conducting research, you're interested in the findings for the entire population. Unfortunately, they are frequently too big to adequately study. As a result, while generating statistical inferences about a population, researchers use samples to support their findings. Probability



sampling means that each member of the population has a chance of being selected. It is mainly used in quantitative research. If you want results that are representative of the entire population, probability sampling is the best choice. A researcher is unlikely to be able to collect data from all cases in order to answer the research questions. As a result, a sample must be chosen. The population is the group of cases from which the researcher selects a sample. Indeed, researchers lack the time and resources to analyze all populations in order to reduce the number of cases through sampling techniques. There are two types of sampling methods it is probability and non-probability sampling.

The non-probability sampling strategy used in this study is based on belief sampling. The sample is chosen from the population at random by the researchers, who only consider areas that are easily accessible to them. The researchers didn't consider selecting a sample that is typical of the whole population because these samples are simple to recruit, so they chose this sampling strategy instead. This sample is chosen because it is affordable and makes the sample more readily available.

This method is utilized to sample the target population for this study, which is the people in Rantau Panjang, Kelantan, which focuses on the public stakeholders for the growth of cross-border tourism. The survey was created with Google Forms and disseminated via internet channels like social media apps like WhatsApp and others. The researcher was able to contact respondents from Kelantan State who are challenging to meet in person by using Google Forms and social media.

### **3.4 DATA COLLECTION**

Data collection is the process of gathering and measuring information on variables of interest in accordance with established, rigorous guidelines in order to respond to the research questions posed, test hypotheses, and evaluate results. Data collection is an efficient process



for gathering and analyzing information from any of the sources in order to obtain complete and reliable data. It is possible to classify one of the groupings as primary data and the other as secondary data. In this study, primary and secondary data-gathering methods were both using. For instance, questionnaires, observations, interviews, and surveys can all yield primary data. Primary sources like books, articles, and research papers are good places to look for material that already exists.

The primary method of data collecting is quantitative research, and real-time data is included. In quantitative research, statistics are generated by used techniques like structured questionnaires in large-scale surveys. Because it helps to boost the accuracy of the data obtained, the simple random sample method is employed in the primary data collection process. A questionnaire was also selected as the method since it allows for the quickest collection of data from respondents. The questionnaire consists of four sections matched in the dependent and independent variables. The responses are recorded for the research. The names of the respondents will not be used in this study and will be kept confidential to protect their identity and ensure their confidentiality.

### **3.5 RESEARCH INSTRUMENTS**

A research tool is a device that enables you to gather, quantify, and examine data relevant to your study objectives. These tools the most frequently used to evaluate patients, clients, students, teachers, and employees, in the social, educational, and health sciences. A research tool could be anything from questionnaires to checklists to interviews. The researcher often chooses the research tool, which is linked to the study technique. Examples of study procedures and research tools are given in this document.

The questionnaire for this study was divided into five sections: A, B, C, D, and E. In order to collect information for this study, a self-completed questionnaire was designed. To

accommodate the different backgrounds of the respondents, the questionnaire was updated and expanded. To avoid misunderstanding, the questionnaire was written in two languages it is English and Malay. The closed-ended questionnaire used for the analysis consists of standard questions. The first kind of this method is that it is simple and easy to answer. Second, “respondents spent less time filling out the questionnaire than the open-ended questionnaire” (Foard et al., 2006). Closed-ended questionnaires are either rating scales or interval scales. Each instrument in the study, as stated earlier, is increasing and growing in five sections, using the Likert scale instrument to determine the level of agreement.

Therefore, five instrument parts include A, B, C, D, and E for this analysis. Part A deals with the demographic profile of the respondents, Part B is about the tourist perception, Part C is about infrastructure issues, Part D will destination image and Part E will cover tourist satisfaction of cross-border tourism development in Rantau Panjang.

The “Likert scale will be used to measure opinions, preferences, and attitudes”. According to Ogden and Lo (2012), Likert’s form or frequency scale uses a defined response format, and attitudes or opinions are being tested.

Additionally, a 5-point Likert scale is included in this questionnaire. In order to measure “independent and dependent variables, a Likert scale with a 5-point scale was utilized, with 1 denoting strongly disagree, 2 denoting disagree, 3 denoting neutral, 4 denoting agree, and 5 denoting strongly agree”. Chyung and others (2017). This survey questionnaire was created in Malay and English, two bilingual languages.

<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly agree</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Figure 1: Table of measurement of likert scale

### 3.6 DATA ANALYSIS

Although many individuals, organizations, and experts approach data analysis in various ways, the bulk of them may be summed up in a single, all-encompassing definition. Data analysis is a method for processing, cleaning, and analyzing the raw data to provide useful, connected information that helps businesses make informed decisions. The method lowers the risks involved in making decisions by providing connected information and data, which is typically presented as a chart, graphics, tables, and graphs. When we make a choice in our daily lives, we evaluate whatever happened previously or what may occur if we make these decisions, which is a simple form of data analysis. Essentially, this is the act of examining a previous or future and make a choice based on the results of that analysis.

Data analysis is the process for every researcher discovers the connections and learn what information from the data gathering truly means and how it is significant. The discussion phase of research relies on data analysis to provide the "who cares" and "what is actually occurring" answers (Albers, 2017). The analysis of the collected data is the most crucial component of the study since it enables researchers to analyze their research questions. After find the relationship between the dependent variable and the independent variables, data analysis may be used to transform the data into valuable information.

Worldwide, researchers and academics rely heavily on SPSS, a statistical programme created by IBM (Ong and Puteh 2017). Any statistical test may be performed with this tool because of how user-friendly it is. Thus, using univariate, bivariate, and multivariate analysis for both parametric and non-parametric statistical techniques, this statistical programme performs comparative and correlational statistical tests.

### **3.6.1 DESCRIPTIVE STATISTICS**

Short information coefficients called descriptive statistics are used to describe a certain data set, which could be the entire population or only a subset of it. Measures of central tendency include the mean, median, and mode, whereas measures of variability include statistical significance, variance, maximum and minimum variables.

Archaeological data are statistically summarised using descriptive statistics, with a focus on measures of central tendency like median, mean, and trimmed mean as well as measures of dispersion like interquartile range, median absolute deviation, and standard deviation on interval scales. The discussion is concluded by taking a look at statistical summaries of enumerated data, which are the total number of observations assigned to nominal scale categories with proportions and medians (Banning, 2020).

" Additionally three basic types of descriptive statistics" are available, according to Mishra (2019). The first group includes frequency and percent measures of frequency. Second, there are statistics that identify broad trends, such as mean, median, and mode. Measurements of dispersion or variation, including "variance, SD, standard error, quartile, interquartile range, percentile, range, and coefficient of variation" make up the third group. The sample and the measurements are summarised in that sentence. A frequency measure is often employed for categorical data, whilst other measures are "utilised for quantitative data".

### **3.6.2 RELIABILITY TEST**

How consistently a method assesses something is referred to as its reliability. The measurement is regarded as reliable if the same result can be consistently obtained by applying the same techniques under the same conditions. Respondents are asked using Likert scales whether they agree or disagree with the statement. In this study, a typical classical scale of strongly disagree, disagree, neutral, agree, and very agree is employed to assess the consistency

of the dependent variable and the independent variable. This leads to the statement that "internal consistency of measures refers to the homogeneity of the object, whereas stability refers to a repeated measure that yields consistent results." In this study, the reliability alpha of the independent variables and the dependent variable dimension was used to assess internal consistency.

Table 1: "Rule of Thumbs about Strength of Association using Cronbach's Alpha"

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

Sources: Hair et al., (2007)

### 3.6.3 PEARSON CORRELATION

The linear correlation between two random variables is measured by Pearson's correlation coefficient vectors with real values. The first normalized correlation measure was the Pearson correlation, which is now one of the most frequently used measures of connection. The normalization factor is, "technically speaking, defined as the sum of the standard deviations of the two variables, X and Y" (2016). Pearson's correlation "evaluates the existence and strength of a linear relationship with two variables using a p-value and a re-value ranging

from -1 to +1”. It is applied when the underlying assumptions are correct. We can assume a correlation if the result is noteworthy.

Table 2: “Rule of Thumbs about Correlation Coefficient Size”

Coefficient range (r)	Strength of correlation
0.90 to 1.0 / -0.90 to -1.0	Very high
0.70 to 0.90 / -0.90 to -0.70	High
0.50 to 0.70 / -0.50 to -0.50	Moderate
0.30 to 0.50 / -0.30 to -0.30	Low
0.00 to 0.30 / -0.00 to -0.30	Little, if any

Sources: Hinkle, Wiersma & Jurs (2003)

### 3.7 SUMMARY

The research decides on tourist satisfaction of cross-border tourism development in Rantau Panjang in the chapter. These researchers are aware of the study since they made the decisions regarding the “research design, target population, sample size, sampling method, data collecting, research equipment, and data analysis”. The administration of the questionnaire and its potential application in this study were also covered in this chapter. We really hope that in

last of the chapter, all of the parts of this research can be used in the future. Besides that, after finishing this chapter, the researchers began to plan the search for the study.



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## CHAPTER 4

### RESULT AND DISCUSSION

#### 4.1 INTRODUCTION

This chapter examined reliability as well as the respondents' demographic data, descriptive analysis, and Pearson's coefficient analysis. The results of the study were based on a survey of 378 participants. IBM SPSS Statistics Version 29 was used to analyse the data in this study after data collection.

#### 4.2 DEMOGRAPHIC CHARACTERISTICS OF RESPONDENT

The data analysis for this inquiry included frequency analysis. The respondents' numerous demographic data, such as gender, race, age, marital status, level of education, and state of residence, were questioned in Section A of the questionnaire. A table displaying the respondents' demographic profiles was visible.

##### 4.2.1 Gender

Table 4.2 Result of Gender

Gender	Frequency	Percentage (%)	Cumulative Percentage (%)
Male	204	54.0	54.0
Female	174	46.0	100.0
Total	378	100.0	



The gender of the respondents was shown in Table 4.2. Male respondents made up 204 of the total respondents, while female respondents made up 174. A total of 378 respondents participated in this survey, with 54.0% of them being men and the remaining 46.0% being women.

#### 4.2.2 Age

Table 4.3 Result of Age

Age	Frequency	Percentage (%)	Cumulative Percentage (%)
Below 20 years old/ Dibawah 20 tahun	41	10.8	10.8
21-30 years old/ Tahun	254	67.2	78.0
31-40 years old/ Tahun	69	18.3	96.3
41 and above/ 41 dan keatas	14	3.7	100.0
Total	378	100.0	

The total number of respondents were broken down by age in Table 4.3. Among the 378 respondents, 41 were under the age of 20, 254 were between the ages of 21 and 30, 69 were between the ages of 31 and 40, and 14 were over the age of 41. According to Table 4.3, respondents with an age range between 21 and 30 years made up the majority of respondents (67.2%), followed by respondents with an age range between 31 and 40 years (18.3%), and respondents with an age range between 41 and above made up the least number of respondents (3.7%).

### 4.2.3 Status

Table 4.4 Result of Status

Status	Frequency	Percentage (%)	Cumulative Percentage (%)
Single/ Bujang	302	79.9	79.9
Married/ Berkahwin	76	20.1	100.0
Total	378	100.0	

The total responders for status were displayed in Table 4.4. The overall number of respondents 302 for those who were single, 76 for those who were married, and 378 for all respondents was 378. Out of 378 respondents, 79.9% were single overall, while 20.1% were married participants in the survey.

### 4.2.4 Race

Table 4.5 Result of Race

Race	Frequency	Percentage (%)	Cumulative Percentage (%)
Malay	157	41.5	41.5
Chinese	94	24.9	66.4
Indian	104	27.5	93.9
Others	23	6.1	100.0
Total	378	100.0	

The total responders were displayed by race in Table 4.6. Malay respondents made up 157 of the 378 respondents, followed by Chinese respondents with 94, Indian respondents

with 104, and others with 23. According to Table 4.6, Malay respondents made up the highest proportion of respondents (41.5%), followed by Indian respondents (27.5%), Chinese respondents (24.9%), and other respondents (6.1%), who made up the lowest proportion.

#### 4.2.5 Region

Table 4.6 Result of Region

Region	Frequency	Percentage (%)	Cumulative Percentage (%)
Islam	163	43.1	43.1
Christian	83	22.0	65.1
Hindu	87	23.0	88.1
Buddha	45	11.9	100.0
Total	378	100.0	

The total responses were displayed by region in Table 4.7. The total number of respondents who identified as Muslim (163), Christians (83), Hindus (87), and Buddhists (45). Islam had the biggest percentage of respondents (43.1%), followed by Hinduism (23.0%), Christianity (22.0%), and Buddhism (11.9%), which had the lowest percentage.

#### 4.2.6 State

Table 4.7 Result of State

State	Frequency	Percentage (%)	Cumulative Percentage (%)
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Johor	36	9.5	9.5
Selangor	25	6.6	16.1
Sarawak	28	7.4	23.5
Sabah	8	2.1	25.7
Terengganu	11	2.9	28.6
Kedah	26	6.9	35.4
Kelantan	86	22.8	58.2
Melaka	38	10.1	68.3
Negeri Sembilan	39	10.3	78.6
Pahang	23	6.1	84.7
Perak	20	5.3	89.9
Perlis	12	3.2	93.1
Pulau Pinang	26	6.9	100.0
Total	378	100.0	

---

The total responses were displayed by State in Table 4.8. With 86 responses, Kelantan had the highest percentage of respondents (22.8%), followed by Negeri Sembilan with 39 respondents and 10.3%. The least were 2.1% (8 respondents) who were from primary, followed by 10.1% (38 respondents) from secondary and 9.5% (36 respondents) from Johor.

#### 4.2.7 Education Background

Table 4.8 Result of Education Background

Education Background	Frequency	Percentage (%)	Cumulative Percentage (%)
SPM	40	10.6	10.6
Diploma	91	24.1	34.7
Degree	231	61.1	95.8
Master	14	3.7	99.5
Others	2	.5	100.0
Total	378	100.0	

The total responses from various educational levels were displayed in Table 4.9. Degree holders made up the majority of the respondents with a ratio of 61.1% (231 respondents), followed by Diploma holders with 24.1% (91 respondents). There were 10.6% (40 respondents) with an SPM degree, 3.7% (14 respondents) with a master's degree, and 0.5% (2 respondents) with a different level of education.

#### 4.2.8 Occupation

Table 4.9 Result of Occupation

Occupation	Frequency	Percentage (%)	Cumulative Percentage (%)
------------	-----------	----------------	---------------------------

Student/ Pelajar	263	69.6	69.6
Employed/ Bekerja	97	25.7	95.2
Unemployed/ Tidak bekerja	18	4.8	100.0
Total	378	100.0	

The total number of respondents for occupation was shown in Table 4.10. There were a total of 263 respondents who identified as students, 97 who identified as employed, and 18 who identified as jobless. Out of a total of 378 respondents, 69.6% were students, 25.7% were working adults, and the remaining 4.8% were jobless adults that participated in the survey.

#### 4.2.9 Frequency of Visit

Table 4.10 Results of Frequency of Visit

Frequency Of Visit	Frequency	Percentage (%)	Cumulative Percentage (%)
Sometimes	294	77.8	77.8
Every weekend	58	15.3	93.1
Everyday	12	3.2	96.3
Others	14	3.7	100.0
Total	378	100.0	

The frequency of trips made to Rantau Panjang by all respondents was displayed in Table 4.11. Rantau Panjang was where the majority of responders had travelled. Weekend trips to Rantau Panjang were occasionally reported by 294 respondents (77.8%) and 58 respondents (15.3%) respectively. The least number of respondents, 12 respondents with (3.2%), went to Rantau Panjang every day, while 14 respondents with 3.7% were reported as others.

#### 4.2.10 Have you ever Visit

Table 4.11 Result of Have you ever visit

Have you ever visit	Frequency	Percentage (%)	Cumulative Percentage (%)
Yes	351	92.9	92.9
No	27	7.1	100.0
Total	378	100.0	

The total number of respondents for the question "Have you ever visited Rantau Panjang?" was shown in Table 4.12. There were 351 responses in total who had visited, whereas 27 respondents had never done so. In a survey of 378 people, 92.9% said had travelled, and 7.1% said they had never been anywhere.

#### 4.2.11 With whom do you go

Table 4.12 Result of with whom you go

With whom do you go	Frequency	Percentage (%)	Cumulative Percentage (%)
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Family	97	25.7	25.7
Friends	182	48.1	73.8
Spouse	43	11.4	85.2
Alone	56	14.8	100.0
Total	378	100.0	

The total number of respondents you go with was shown in Table 4.13. In total, 182 respondents answered the question about their friends, 97 answered it about their family, 43 answered it about their spouse, and 56 answered it about themselves. 48.1% of the 378 respondents were friends, 25.7% were relatives, 11.4% were married, and the remaining 14.8% were alone.

#### 4.2.12 When was the last time you visited Rantau Panjang, Kelantan

Table 4.13 Result of When was the last time you visited Rantau Panjang, Kelantan

When was the last time you visited Rantau Panjang, Kelantan	Frequency	Percentage (%)	Cumulative Percentage (%)
Last Year	151	39.9	41.3
Last month	133	35.2	76.5
Last Week	69	18.3	94.7
Yesterday	20	5.3	100.0
Total	378	100.0	

The total number of respondents to the question "When was the last time you visited Rantau Panjang, Kelantan?" was displayed in Table 4.14. By the end of last year, 151 respondents had visited Rantau Panjang, 133 had done so in the previous month, 69 had done so in the previous week, and 20 had done so yesterday. According to Table 4.14, the biggest percentage of replies came from the previous year (39.9%), followed by the previous month (35.2%), the previous week (18.3%), and yesterday (5.3%).

### 4.3 RESULT OF DESCRIPTIVE ANALYSIS

The mean and standard deviation for the questionnaire's sections B, C, D, and E have been examined in this study.

#### 4.3.1 Independent Variable and Dependent Variable

Table 4.14 Descriptive Statistics

Variables	n	Mean	Std. Deviation
Tourist Perception	378	3.8486	.80919
Infrastructure Issues	378	3.9278	.82694
Destination Image	378	3.8594	.85290
Tourist Satisfaction	378	3.9656	.82395

The number of respondents, mean, and standard deviation for the independent and dependent variables are displayed in Table 4.15. Infrastructure problems had the highest mean for the independent variable (3.9278), followed by destination image (3.8594), and visitor perception (3.8486). The dependent variable's mean value is 3.9656.

### 4.3.2 Tourist Perception

Table 4.15 Descriptive Statistics of Tourist Perception

Item Description	n	Mean	Std. Deviation
1. The level of community cleanliness in Rantau Panjang is very high	378	3.77	.994
2. The quality of public services in Rantau Panjang is very good	378	3.86	.978
3. Traffic flow in Rantau Panjang is very controlled	377	3.86	.970
4. The availability of clean drinking water is very sufficient in Rantau Panjang	378	3.81	.995
5. Rantau Panjang is free from drug-related activities	378	3.88	.952
6. Rantau Panjang is free from any threat of terrorism	378	3.87	.988
7. Cultural activities are very popular in Rantau Panjang	378	3.90	.957

The mean and standard deviation analysis for the independent variable, tourists' perception, was displayed in Table 4.16. The respondents who agreed that the cultural events are very popular in Rantau Panjang gave item number 7, with a mean score of 3.90, the highest

mean score. The responder only slightly agreed that the level of community cleanliness in Rantau Panjang, which had the lowest mean value of item number 1 at 3.77. The values near to the mean were highlighted for the data set from 378 respondents with a standard deviation most frequently lower than 1.

### 4.3.3 Infrastructure Issues

Table 4.16 Descriptive Statistics of Infrastructure Issues

Item Description	n	Mean	Std. Deviation
1. I feel that cross-border tourism attracts more tourist	378	3.93	.997
2. Cross-border tourism creates a good impact on the tourism industry	378	4.01	.940
3. Rantau Panjang has a variety of accommodation options	378	3.87	.957
4. The state of infrastructure in Rantau Panjang is very satisfactory	378	3.86	.981
5. There are various shop facilities in Rantau Panjang	378	3.89	.972
6. A wide selection of restaurants available in Rantau Panjang	378	3.95	.970

7. Tourism services in Rantau Panjang are of very high quality	378	3.99	.964
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The study of the mean and standard deviation for the independent variable, which was the state of the infrastructure, was shown in Table 4.17. Item number 2, where respondents agreed that cross-border travel had a positive impact on the tourism business, had the highest mean value, 4.01. The responder just slightly agreed that the infrastructure of Rantau Panjang is in very good shape, which resulted in the lowest mean value for item number 4, which was 3.86. With a standard deviation that was mostly more than 1, the data set from 378 respondents revealed values that were near to the mean.

#### 4.3.4 Destination Image

Table 4.17 Descriptive Statistics of Destination Image

Item Description	n	Mean	Std. Deviation
1. Natural attractions in Rantau Panjang are not affected by the development of cross-border tourism	378	3.85	.983
2. The travel environment in Rantau Panjang is safe and secure	378	3.84	.990
3. Spectacular scenery and natural uniqueness are tourist attractions in Rantau Panjang	378	3.80	1.000

4. Rantau Panjang has its own history and heritage	378	3.92	.941
5. Rantau Panjang has beautiful lakes and rivers	378	3.89	.977
6. A calm and peaceful atmosphere in Rantau Panjang	378	3.85	1.031
7. Easy to access Rantau Panjang area	378	3.86	.978

The independent variable, the destination picture, was the subject of a study of mean and standard deviation in Table 4.18. The respondents' agreement that Rantau Panjang has its unique history and traditions led to item number 4, which had the highest mean value at 3.92. The respondent very slightly agreed that Rantau Panjang's stunning beauty and natural uniqueness are among the city's tourism attractions, giving the item with the lowest mean value—3.80—that description. With a standard deviation that was mostly more than 1, the data set from 378 respondents revealed values that were near to the mean.

#### 4.3.5 Tourist Satisfaction

Table 4.18 Descriptive Statistics of Tourist Satisfaction

Item Description	n	Mean	Std. Deviation
1. I felt joy and satisfaction after visiting Rantau Panjang	378	3.93	.968

2. The travel experience to the Rantau Panjang has fulfilled my expectation	378	3.93	.975
3. I think that visiting Rantau Panjang was the wise choice	378	3.97	.932
4. The trip to the Rantau Panjang was well worth my time and money	378	4.00	.910
5. I have gained knowledge about city urban design after visiting Rantau Panjang	378	3.98	.954
6. I am satisfied with the price of goods sold in Rantau Panjang	378	3.98	.952

The tourist satisfaction of the growth of cross-border tourism in Rantau Panjang was the dependent variable, and Table 4.19 displayed the mean and standard deviation analysis on it. The respondents who responded to item number 4 agreed that the journey to the Rantau Panjang was well worth my time and money, giving that item the highest mean score of 4.00. The response marginally agreed that I felt delight and satisfaction after visiting Rantau Panjang and that the travel experience to the Rantau Panjang matched my expectations. The lowest mean value was item numbers 1 and 2, which was 3.93 for the two items. The majority of the answers for the data set from 378 respondents with a standard deviation lower than 1 suggested values near to the mean while the standard deviation.

#### 4.4 RELIABILITY TEST

The dependability of the surveys was evaluated using reliability analysis. According to Hair et al. (2007), the information's external and internal consistency was ensured using



Cronbach's Alpha analysis. The Rules of Thumb in the table below were used to determine the size of the Cronbach's Alpha coefficient.

Table 4.19 “Rule of Thumbs about Strength of Association using Cronbach’s Alpha”

<b>Cronbach’s Alpha</b>	<b>Strength of Association</b>
$0.9 \leq \alpha$	<b>Excellent</b>
$0.8 \leq \alpha < 0.9$	<b>Good</b>
$0.7 \leq \alpha < 0.8$	<b>Acceptable</b>
$0.6 \leq \alpha < 0.7$	<b>Questionable</b>
$0.5 \leq \alpha < 0.6$	<b>Poor</b>
$\alpha \leq 0.5$	<b>Unacceptable</b>

Sources: Hair et al., (2007)

Table 4.20 demonstrated the general correctness of the dependent and independent variables (pilot test). Before being delivered to 378 people via the Internet survey process, the pilot survey was done with 30 participants.

Table 4.20 Rules of Reliability Coefficient Alpha for the Independent Variable and Dependent Variable

<b>Variable</b>	<b>Number of Items</b>	<b>Cronbach’s Alpha Coefficient</b>	<b>Strength of Association</b>
Tourist Perception	7	0.924	Excellent
Infrastructure Issues	7	0.938	Excellent
Destination Image	7	0.944	Excellent
Tourist Satisfaction	6	0.935	Excellent

Overall Variables	27	0.713	Acceptable
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The aggregate Cronbach's Alpha Coefficient for the independent variable and dependent variable in this study was displayed in Table 4.20. We may infer from the table that all of the variables were above the value of 0.6 and that the total number of variables was 0.818. As a result, the outcome was trustworthy and appropriate for this study.

#### 4.5 Results of Inferential Analysis

##### 4.5.1 Pearson Correlation Coefficient

The linear correlation between two random variables is determined using the Pearson's correlation coefficient vectors, which have real values. In this study, the dependent variable (tourist satisfaction with cross-border tourism development in Rantau Panjang) and the independent factors (tourist perception, infrastructural issues, and destination image) were examined to see whether any links existed. If there is a significant relationship, the researcher must decide if the association's strength was conventional.

#### Hypothesis 1: Tourist Perception

H1: There is a significant relationship between tourist perception and tourist satisfaction of cross-border tourism development in Rantau Panjang.

Table 4.21 Correlation Coefficient between tourist perception and tourist satisfaction of cross-border tourism development in Rantau Panjang.

	Tourist Perception	Tourist Satisfaction
Pearson Correlation	1	.851**

Tourist Perception	Sig. (2-tailed)		.000
	n	378	378
Tourist Satisfaction	Pearson Correlation	.851**	1
	Sig. (2-tailed)	.000	
	n	378	378

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

The total number of cases used in the study (378) and the Pearson correlation coefficient are shown in Table 4.23. The needed significance level of 0.01 was not met by the p-value of 0.000. The expansion of cross-border travel in Rantau Panjang was positively correlated with tourists' perceptions of it and their contentment, according to the 0.851 correlation coefficient.

### **Hypothesis 2: Infrastructure Issues**

H2: There is a significant relationship between infrastructure issues and tourist satisfaction of cross-border tourism development in Rantau Panjang.

Table 4.22 Correlation Coefficient between infrastructure issues and tourist satisfaction of cross-border tourism development in Rantau Panjang.

		Infrastructure	
		Issues	Tourist Satisfaction
Infrastructure	Pearson Correlation	1	.867**
	Sig. (2-tailed)		.000
	n	378	378
Tourist Satisfaction	Pearson Correlation	.867**	1
	Sig. (2-tailed)	.000	
	n	378	378

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

Table 4.23 displays the Pearson correlation coefficient, significant significance, and overall number of cases (378) used in the study. The p-value was 0.000, falling short of the required significance level of 0.01. The p-value was 0.000, falling short of the required significance level of 0.01. The significant positive association between infrastructure issues and visitor satisfaction with the expansion of cross-border tourism in Rantau Panjang was shown by the correlation coefficient of 0.867.

### Hypothesis 3: Destination Image

H3: There is a significant relationship between destination image and tourist satisfaction of cross-border tourism development in Rantau Panjang.

Table 4.23 Correlation Coefficient between destination image and tourist satisfaction of cross-border tourism development in Rantau Panjang.

		Destination Image	Tourist Satisfaction
Destination Image	Pearson Correlation	1	.831**
	Sig. (2-tailed)		.000
	n	378	378
Tourist Satisfaction	Pearson Correlation	.831**	1
	Sig. (2-tailed)	.000	
	n	378	378

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

The number of cases used in the study (378), the significant significance, and the Pearson correlation coefficient were all displayed in Table 4.25. The p-value was 0.000, falling short of the required significance level of 0.01. The p-value was 0.000, falling short of the required significance level of 0.01. The development of cross-border tourism in Rantau Panjang was strongly positively correlated with tourist satisfaction, as indicated by the correlation coefficient of 0.831.

#### 4.6 Discussion Based on Research

Before being delivered to actual respondents via the online survey method, the Reliability Test was carried out on 30 respondents. The dependability of the surveys was evaluated using reliability analysis. Cronbach's Alpha analysis, which was done by Hair et al.

(2007) to verify the data's external and internal consistency, suggested a range from 0.713 to 0.944 and that the outcome was good to very good, with the destination picture variable receiving the highest score. Infrastructure problems had a Cronbach's Alpha value of 0.938, which was second highest, while the tourist satisfaction variable had a Cronbach's Alpha value of 0.935. We may infer that all of the variables were above the threshold of 0.6 and that the total number of variables was 0.818.

Tourist satisfaction variables had the highest mean value in the descriptive analysis for the independent variables (3.9656), followed by infrastructure concerns variables (3.9278). The tourist perception variable (3.8486) had the lowest mean value for the independent variables. The dependent variable's mean value was 3.8594. It is possible to draw the conclusion that tourists' perceptions of Rantau Panjang in Kelantan were mainly influenced by the destination's image.

The researchers used correlation analysis to measure the linear relationship between the two variables, which was recognised as the study's purpose. According to Table 5.1's summary of the correlation analysis, there was a mediocredly favourable correlation between the perception of tourists, the state of the infrastructure, the perception of the destination, and their happiness with the growth of cross-border tourism in Rantau Panjang.

Table 5.1: Summary of Correlation Analysis

Hypothesis	Significant Value	Conclusion	Correlation Value	Conclusion
1	0.00	Accepted	0.851	Moderate Positive Correlation
2	0.00	Accepted	0.867	High Positive

				Correlation
3	0.00	Accepted	0.831	Moderate Positive
				Correlation

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#### 4.7 Summary

Few of the conclusions and findings that have been reached from the analysis of the information gathered from questionnaires include response rate, Cronbach's alpha reliability analysis results, descriptive analysis results (demographic profile), descriptive statistics (overall mean score for variable), and Pearson correlation analysis results.



## **CHAPTER 5**

### **CONCLUSION**

#### **5.1 INTRODUCTION**

The summary of the study, its findings, and discussion of the connections between visitor perception, infrastructure problems, destination image, and visitor satisfaction of cross-border tourism growth in Rantau Panjang are covered in this chapter. This chapter also discusses the study's limitations and offers some ideas for additional research.

#### **5.2 RECAPITULATION OF THE FINDINGS**

In order to understand how Rantau Panjang's cross-border tourism is affected by infrastructural problems, environmental concerns, and destination perception, a study was done. In this case, primary data was gathered, and respondents' opinions were sought after using a number of questionnaires. Based on the table, 378 respondents from a poll of 378 were selected, and each subject was significant. The respondents were asked how satisfied they were with the development of cross-border tourism in Rantau Panjang.

The study's dependent variable was crucial in determining how satisfied tourists were with crossing the border into Rantau Panjang. While a group of independent variables, including tourist perception, infrastructure issues, and destination image, affect tourists' satisfaction when crossing the border in Rantau Panjang. This study's sampling population included visitors to Rantau Panjang. The information was gathered in Rantau Panjang from local tourists. The reliability analysis, descriptive analysis, and ana Pearson's correlation were all used in this data study. To confirm the measuring instrument's internal accuracy, a reliability test was performed on the independent variables. For all vector scales, Cronbach's Alpha was in the range of 0.71 to 0.944.

In this study, the direction and strength of the association between the two variables were described using the Pearson's correlation. The outcome showed a substantial, positive link between tourist perception ( $r=0.831$ ,  $p=0.01$ ) and concerns with infrastructure issues ( $r=0.851$ ,  $p=0.01$ ) in Rantau Panjang for cross-border tourism satisfaction. In addition, a moderately favourable association between infrastructure issues and destination image on cross-border tourism in Rantau Panjang ( $r=0.867$ ,  $p=0.01$ ) was also hypothesized.

**5.2.1 Research Question 1: There was a significant association between tourist perception and the strength of tourist satisfaction of cross-border tourism development in Rantau Panjang.**

The number of instances used in total (378), the statistical significance level, and the Pearson correlation coefficient. The p-value was 0.000, falling short of the required significance level of 0.01. The 0.851 correlation coefficient showed a strong correlation between tourists' impressions of and satisfaction with the expansion of cross-border travel in Rantau Panjang.

**5.2.2 Research Question 2: There was a significant association between infrastructure issues and the strength of tourist satisfaction of cross border tourism development in Rantau Panjang.**

The findings of this study showed that there was a level ( $r=0.851$ ,  $p=0.01$ ) association between infrastructure problems and tourist satisfaction of cross-border tourism development in Rantau Panjang. The findings point to a modestly significant and favourable link between infrastructure problems and visitor pleasure. The quality of the cross-border tourism experience in Rantau Panjang is significantly influenced by the infrastructure. The infrastructure was viewed as the level of uncertainty that a person who was prone to tragedies or risks of any type may experience while travelling to or once they arrived at their location.

**5.2.3 Research Question 3: There was a significant association between destination image and the strength of tourist satisfaction of cross-border tourism development in Rantau Panjang.**

The findings of this study showed a moderately good association between destination image and visitor satisfaction of the growth of cross-border tourism in Rantau Panjang ( $r=0.867$ ,  $p=0.01$ ). The results imply that there was a favourable and substantial association

between traveller satisfaction across borders and destination image. The appeal of a destination is significantly influenced by its image among visitors. Every traveler has someone who can sway their choice of destination. The challenge of crossing borders was one of the main factors in travel for visitors. Some people believe that the ease of crossing borders influences people's decisions about where to travel and what popular tourist destinations to visit.

### **5.3 LIMITATIONS**

Due to its limitations, the researchers found it difficult to finish this experiment. One of the study's numerous shortcomings was the large number of respondents. A significant sample of respondents must be questioned in order to provide a complete picture or percentages of the target population. Participants in this study were to be residents of Rantau Panjang, Kelantan, and be between the ages of 24 and 49. It is impossible to forecast the conduct or behaviour of the chosen responder, thus researchers must be open to working with them and learning from them. This group was picked so that the study could analyse how satisfied tourists were with the expansion of cross-border travel in Rantau Panjang.

The second issue with the study is that the outcomes of quantitative research are frequently constrained. This is so because the results are largely influenced by the researcher's choices. This confined result can be attributable to the surveys' rigorous methodology. Survey participants frequently have little or no opportunity to clarify their responses. Answers can therefore only respond to the question that was posed. In this study, just three independent factors were looked at: Along with opinions of tourists, infrastructural issues, and destination image, one of the dependent variables is how satisfied tourists are with the growth of cross-border tourism in Rantau Panjang. The responses are recorded for research purposes. To maintain their privacy and protect their identity, the names of the respondents will not be used in this study.

Additionally, it requires a lot of time. Quantitative research requires manually seeking and acquiring data as well as transforming that data into a significant level for effective review, in contrast to qualitative research, which also includes examining already gathered data. This process takes a lot of time. Similar to this, it can take a while to deliver surveys to respondents and wait for their responses because most of them would either respond late or not at all. This is due to the fact that the study's research participants are people from Rantau Panjang, a sizable

demography that makes it challenging for the researcher to gather information through interviews. The inability of the researcher to verify the veracity of the respondents' evidence is one of the disadvantages of employing an online questionnaire. Furthermore, using an online survey may slow down the data collection process.

The second limitation is the difficulty of comprehending the collected data. Statistics are created after gathering data from respondents. For a researcher who is not familiar with statistical software like SPSS, this is typically a disadvantage. In addition, data analysis takes time and is challenging. A researcher must turn this information into numerical data and connect it to a bigger population. If this is not carried out properly, the result can be incorrect or inaccurate. The study's findings might also be incorrect since a researcher might not have control over the data they are using and because any setting is likely to change at any point.

A flaw in the study is the fact that information returns are frequently generalised. As mentioned earlier, quantitative research is carried out on a subset of a target population rather than the entire population. The findings of this study are then extrapolated to reflect the opinions of a larger population. It follows that the opinions of a sample of 378 respondents to this poll are regarded as representative of the general public. They are believed to represent the entire population, despite the fact that their beliefs may be false or deceptive. The hasty assumption mistake is therefore more prevalent in quantitative research. Generalising the thoughts of a portion of the population may not be the ideal approach because their points of view could be diverse.

#### **5.4 RECOMMENDATION**

We all know that Rantau Panjang is a city on the Malaysia–Thailand border situated in the north of the state of Kelantan in the western region of the Pasir Mas colony based on chapters 1–4 of this study. It is situated next to the Golok River in Narathiwat, Thailand, 39 kilometres southwest of Kota Bharu. Rantau Panjang is well known for its numerous retail goods and mementos. To stop the smuggling of goods including drugs, rice, sugar, and people, among other things, the Anti-Smuggling Unit, the Royal Customs and Excise Department, the Immigration Department, and the Royal Malaysian Police conduct inspections. Duty-free

shopping is a well-known feature of Rantau Panjang. The suggestions in this chapter will be based on the Garis Panduan Perancangan Kawasan Perdagangan and will deal with improving the facilities so that they are more adequately supplied with essentials. Since Majlis Daerah Pasir Mas has authority over the Rantau Panjang market, Daerah Pasir Mas also has a big influence on the development of the market's facilities. Additionally, the facilities ought to make it convenient for market patrons and guests to visit Rantau Panjang.

### **Traffic Management**

- i. Rantau Panjang market should provide pedestrian space.  
Pedestrian walkways are one of the conveniences for locals and tourists to use the road. There are also pedestrian walkways accessible to prevent people from using the road as their route to go to each location. A pedestrian route is one of the essential features that must be offered in the market area. The Garis Panduan Perancangan Kawasan Perdagangan states that these pedestrians must be present in the market area to permit easy access for locals and visitors to different locations. It also serves as a means of preventing accidents.
- ii. Upgrade the Lot Line of Car Parking  
The parking lot line appears faded and some of it is congested. Utilising road signs or a parking queue will help the already-existing parking places. Visitors can park their cars more efficiently and avoid double parking thanks to this road marker. Everyone should pay attention to the lot line since it marks the boundary between parking and the necessity to prevent parking overlap.

### **Supporting facilities**

- i. The surau needs to be renovated because of the building's deteriorating condition and faded colour. The surau needs to be updated because it can draw in the public's interest while also providing users with comfort.

## 5.5 SUMMARY

The summary of the findings of the data analysis is covered in the final section of Chapter 5. Therefore, all of the proposed hypotheses are valid. Additionally, the limitations and suggestions made by this study contain knowledge that can be used in other studies.





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