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**RE-VISITING COMMUNITY-BASED TOURISM INTENTION IN  
KELANTAN, MALAYSIA: INSIGHTS FOR TOURISTS**

by

**SITI NURLIANA BINTI MAT JAFFAR (H20A1808)**

**SITI NURUL ASYIQIN BINTI MOHD NOR (H20A1810)**

**SITI NURUL ATHIRAH BINTI HAMIZAN (H20A1811)**

**SITI SAFWANAH BINTI MAPUT (H20A1813)**

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## APPENDIX B: DECLARATION

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## LIST OF SYMBOLS AND ABBREVIATIONS

### Symbols

% Percent

### Abbreviations

GDP Gross Domestic Product  
CBT Community-based Tourism  
CBNRM Community-based Natural Resource Management  
IV Independent Variables  
DV Dependent Variable  
UV Ultraviolet  
SPSS Statistical Package for the Social Science

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## ABSTRACT

*Community-based tourism* is an important industry in helping to increase the interaction between the existing community-based diversity because it creates and strengthens the identity of a country. The purpose of this study is to identify factors that influence tourists to engage in community-based tourism in Kelantan, Malaysia. Therefore, this study examines the factors of tourist involvement directly and indirectly through the level of satisfaction at the tourist destination. Data will be collected from the cooperation of tourists to help provide an overview of the development of the community-based tourism industry in Kelantan, Malaysia. To investigate the involvement of tourists, this study will use the Statistical Package for Social Sciences (SPSS) which consists of descriptive analysis and correlation. In addition, the literature review proves that uniqueness, campaign and promotion, and accessibility are the main factors for tourists to start and continue to be involved with the community-based tourism industry. Uniqueness are the most significant factor of the independent variable is uniqueness between tourist involvement with community-based tourism in Kelantan, Malaysia.

**Keywords:** Kelantan, Malaysia, Community-based Tourism, Re-visiting, Intention, Insight for Tourists.

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## ABSTRAK

*Pelancongan berasaskan komuniti* merupakan industri penting dalam membantu meningkatkan interaksi antara kepelbagaian berasaskan komuniti yang sedia ada kerana ia mewujudkan dan mengukuhkan identiti sesebuah negara. Tujuan kajian ini adalah untuk mengenal pasti faktor-faktor yang mempengaruhi pelancong untuk melibatkan diri dalam pelancongan berasaskan komuniti di Kelantan, Malaysia. Oleh itu, kajian ini akan mengkaji faktor penglibatan pelancong secara langsung dan tidak langsung melalui tahap kepuasan di destinasi pelancongan. Data dikumpul daripada kerjasama pelancong untuk membantu memberikan gambaran keseluruhan perkembangan industri pelancongan berasaskan komuniti di Kelantan, Malaysia. Bagi menyiasat penglibatan pelancong, kajian ini akan menggunakan perisian Statistical Package for Social Sciences (SPSS) yang terdiri daripada analisis deskriptif dan korelasi. Selain itu, tinjauan literatur membuktikan bahawa keunikan, kempen dan promosi, serta kebolehcapaian merupakan faktor utama pelancong untuk memulakan dan terus terlibat dengan industri pelancongan berasaskan komuniti. Keunikan merupakan faktor paling ketara bagi pembolehubah bebas kerana keunikan ialah antara penglibatan pelancong dengan pelancongan berasaskan komuniti di Kelantan, Malaysia.

**Kata kunci:** Kelantan, Malaysia, Pelancongan Berasaskan Komuniti, Lawatan Semula, Niat, Wawasan untuk Pelancong.

# CHAPTER 1

## INTRODUCTION

### 1.1 INTRODUCTION

This chapter is divided into the sections listed below. Section 1.2 discusses the study's brief history. Section 1.3 discusses the problem statement, followed by Sections 1.4 and 1.5, which discuss the research objectives and questions. The significance of the study will be discussed in Section 1.6. Section 1.7, which highlights the definition of terms, is the final one discussed in Chapter 1.

### 1.2 BACKGROUND OF THE STUDY

One of the most significant and rapidly expanding sectors worldwide is tourism. This sector has made significant progress toward becoming a crucial engine of economic expansion. According to the World Tourism Organization, tourism accounts for 9% of the global GDP (2014). Furthermore, over 1050 million foreign and more than 5 billion domestic tourists are estimated to have visited various tourist destinations in multiple countries in 2013. From a social context, it is acknowledged that community attachment is a critical factor influencing residents' support for tourist growth, particularly in rural areas. According to some research, those who have lived on the street for a longer period of time are more opposed to the growth of tourism and are more engaged to the neighbourhood now. Furthermore, tourism in South East Asia has grown significantly on both a national and international scale in recent decades (Turner & Freiermuth, 2016). In South East Asia, the tourism sector is a sizable one that is predicted to directly support 15,510,000 employments and more than USD 528 billion in GDP by 2025.

People's inspiration for tourism development and a sense of belonging to the community. According to Mason and Cheyne [30], most people in rural areas may have different perspectives on tourism development, resulting in varying degrees of community attachment and, ultimately, influencing their support for tourism development. The growth of this sector has benefited South East Asian countries' local populations and tourist experiences (Chin & Lo, 2017). Second only to industry and agriculture in importance, tourism is seen as one of South East Asia's most important industries, particularly in Malaysia and Thailand. (Bhuiyan, Siwar, Ismail, Islam, & Ehsan, 2011). Like other emerging markets, Malaysia's tourism industry is expanding (Shariff & Abidin, 2013). It substantially raises the country's GDP by producing foreign exchange, assuring employment possibilities, raising tax receipts, and enhancing economic chances for local residents (Ibrahim, 2010; Jalis, Zahari, Izzat, & Othman, 2009). The government of Malaysia has acted decisively to boost this industry (Siti-Nabiha, Abdul Wahid, Amran, Haat, & Abustan, 2008). The Tourist Policy was formed by the government in 1992 to stimulate the expansion of Malaysia's tourism industry. However, because Malaysia has such a diverse civilization, the importance of tourism development to local economies varies across the country.

The country's big cities have seen a sharp increase in the tourist sector, although rural places like Sarawak may still lag behind (Lo, Ramayah, & Yeo, 2016). Focusing on community-based tourist sites in Malaysia's distant areas may present a chance to successfully implement the government's tourism strategy

because they represent a growing sector of the tourism industry in developing countries, including Malaysia. (Chin & Lo, 2017). The most recent type of tourist product is community-based tourism (CBT), in which local communities oversee and coordinate most tourism-related activities (Kaur, Jawaid, & Othman, 2016). Because CBT prohibits third-party involvement, residents are solely responsible for tourism management. CBT's primary goal is to generate and provide organised tourism services to tourists. Tourists can learn about the community's way of life, culture, and customs by participating in community-based tourism (Kaur et al., 2016). The desire to return is a well-known contributor to the increase in tourism expenditures in most emerging economies (Promsivapallop & Kannaovakun, 2017). In earlier research, the results of visitor pleasure and experience were regularly stated as the reasons why visitors planned to return or behaved in a certain way. (Cole & Chancellor, 2009).

Furthermore, Malaysia, in particular, requires a thorough understanding of the cognitive qualities of tourist destination images and their intent to return (Abdul & Lebai, 2010). The study then examined if various cognitive features of destination photographs for places that are popular with local tourists impact re-visit intention as well as whether destination attachment mediates the association between destination images and re-visit purpose. The remainder of the study is devoted to describing the literature reviews and research methodologies. A panel outlining the study's analysis and findings is shown after the study's explanation. Finally, it is agreed that the study will support the research results and conclusions in the paper's final section.

### **1.3 PROBLEM STATEMENT**

Community-based tourism is a powerful instrument for societal development in many nations. Tourism is traditionally regarded as coordinating the provision of specialized services associated with a specific location, activity, or area. Furthermore, this sphere's connection to society, which participates in it in many ways, is one of its distinguishing features. Organizing tourist activities so that they may contribute to the development of the region, and community-based tourism is one of the most effective instruments in this situation.

Despite being one of the most frequently visited destinations on the globe, Malaysia's tourism industry has seen decreases and issues due to recent natural disasters that have struck the country. To be specific, community-based tourism has some issues in Malaysia. Poaching Risks is the problem statement for CBT. Natural resource management is impacted by a number of ecological and social effects of poaching, or the illicit harvest of animals. Wildlife that is the target of poachers may see population decreases, range collapse, and possibly extinction (Woodroffe et al., 2005). These consequences could have a negative influence on ecological services such as seed dispersal and ecosystem function (Wright et al., 2007). By reducing food security, the loss of wildlife may negatively affect rural lives (Bowen-Jones et al., 2003; Robinson & Bennett, 2004).

Because managers are unable to determine the scope of local poaching, they are unable to set harvest limits for wildlife that are both manageable and advantageous to stakeholders (Sethi & Hilborn, 2008). This affects the ability of community-based natural resource management (CBNRM) systems to

create revenue streams through sustainable wildlife exploitation. Poaching is prohibited, making monitoring, enforcing the law, and deterring poaching difficult (Solomon et al., 2007). Because monitoring and assessment procedures demand a large amount of human and financial resources, managers must prioritise them above the costs and benefits of other natural resource management. (Kuperan & Sutinen, 1998; Keane et al. 2008). (Sheil 2001).

The second problem statement of CBT is E-commerce in Developing Countries. According to Godde (1998), the rise in popularity of community tourism promotion websites is partly attributable to the fact that they can give travellers access to information that traditional travel firms frequently cannot. However, only some, if any, websites provide community-based interactive or transactional features. The marketing of a community-based website may require outside help for communities without technical access or support. However, Internet promotions benefit from vast worldwide exposure at little cost (Godde, 1998). As a result, more study is necessary to investigate the possibilities for assessing the development potential of e- CBT. So that each of these elements is adequately handled, research may interact with communities and institutions in this way. Additionally, the qualities of ICTs that are thought to be pertinent to the following facets of tourist development should be included in the research (di Castri et al., 2002):

- Isolated or dispersed populations may provide highly specialized tourist experiences, including ecological, cultural, anthropological, archaeological, and adventure elements;
- By removing intermediaries that have historically sucked up a large portion of the money, local initiatives and small business owners can increase the viability of their operations;
- Travelers may be given the freedom to plan their vacations independently, with more options for places and without incurring the extra fees of using a travel agency;
- It can increase public awareness of biodiversity and conservation.

The third problem statement for CBT is uncovering the environmental and social conflicts that underpin residents' perceptions. The updated SET methodology is used in this study to look deeper into the fundamental question of a community's openness to tourism rather than its perspective on tourism development. "Why should the neighbourhood be involved in tourism? Before a town is ready to embrace tourists, this important issue needs to be brought up and addressed. This calls for picking the right research question, figuring out the significance of tourism in the region, and performing a scenario analysis (Nair & Hamzah, 2015, p. 433). However, it is important to take into account this first phase of travel preparation. A community's readiness for tourism will be influenced by a variety of variables, but cultural obstacles that impede people from conceiving tourism as an activity and comprehending how the service economy functions are crucial (Lekaota, 2015). (Rawat et al., 2015). A community's preparedness to welcome tourists may also be affected by widespread distrust of authority. (Kunjuraman & Hussin, 2017) caused by interactions with an uncooperative or dishonest administration (Graci, 2013). May was able to investigate the issues more quickly thanks to the updated SET's multiple exchange rules, which make it easier to investigate prior conditioning and past behavioural choices.

This section will discuss about the research question, research objectives and hypothesis summary:

#### **1.4 RESEARCH QUESTION**

- 1) What is the relationship between the atmosphere and re-visit intention?
- 2) How to measure the relationship between cultural environment and re-visit intention?
- 3) What is the relationship between destination brand and re-visit intention?

#### **1.5 RESEARCH OBJECTIVES**

- 1) To investigate the relationship between the atmosphere and re-visit intention.
- 2) To examine the relationship between cultural environment and re-visit intention.
- 3) To identify the relationship between the destination brand and re-visit intention.

#### **HYPOTHESIS SUMMARY**

- 1) Atmosphere has a significant relationship with re-visit intention.
- 2) Cultural environment has a significant relationship with re-visit intention.
- 3) Destination brand has a significant relationship with re-visit intention.

#### **1.6 SIGNIFICATION OF THE STUDY**

##### **1.6.1 Practically Significance**

This study is the practice to help develop community-based tourism in Malaysia. The researcher expects this study to increase the number of local and foreign visitors who want to visit Malaysia. Considered the following changes to increase the number of tourists participating in Malaysia's community-based tourism. Uniqueness is an important consideration since it is a national emblem that aids in the promotion and attraction of tourists to Malaysia.

To attract tourists to Malaysia for community-based tourism, campaigns and promotions are strategic concepts for marketing community-based tourism towards its target segmentation. As the nation also provides transportation services for visitors, accessibility is another element to consider. Next, give the impoverished an additional opportunity to find employment. To increase revenue and lower Malaysia's poverty rate, the researcher intends to provide more work opportunities for the disadvantaged in the community-based tourist industry. Students can use this study for their following projects and research. To draw in more tourists in the future, travel companies may profit by increasing their income and developing more attractive community-based tourism packages.

#### 1.6.2 Theoretical Significance

This research contributes to the knowledge of Malaysian visitors' intentions to return home. This research will add to the knowledge gained from the environment of developing countries. Several sites are important subjects for local community-based tourism destinations in Kelantan, Malaysia, with great potential for strategic market differentiation. These places are becoming increasingly popular among domestic and foreign tourists as national community-based tourism destinations. The vicinity is deserted and offers the same special resources and surroundings for tourism-related activities. This community-based tourist site is owned and administered by the local community.

#### 1.6.3 Methodology Significance

This study will provide a theoretical base for unsuccessful experiments but will be reconsidered in Kelantan, Malaysia. According to the significance of the technique, the current study's population consisted of visitors who visited different community-based tourism destinations in Kelantan, Malaysia. Because of the popularity of its nature attractions and community-based attractions relative to other states in Malaysia and Kelantan was selected to represent Malaysia.

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## 1.7 DEFINITION OF TERMS

Key Terms	Definition
Community Based Tourism	Community-based tourism ensures that local communities have complete control and management of the tourism experience, ensuring that the economic benefits of tourism remain in the local community. Community-based tourism was created to provide visitors a real taste of a local community's heritage, culture, way of life, and natural resources, resulting in a rich and immersive travel experience.
Tourism	The travel industry, sometimes known as the tourism industry, is involved with people going to other areas, whether locally or globally, for leisure, social, or commercial reasons. The majority of it is devoted to keeping guests amused, occupied, and well-equipped when away from home, and is intimately associated with the hotel, hospitality, and transportation industries.
Domestic Tourism	Domestic travel and lodging are activities done by citizens of a country for pleasure, business, or other reasons while they are away from their normal surroundings for at least a year at a time within their home country.
Re-visiting Tourism	The willingness of a person to return to the same location on a subsequent visit is referred to as revisit intention.
Hospitality	The relationship between a host and a guest essentially defines hospitality. While this can happen in various situations, businesses frequently use it to provide better customer and client service.

Atmosphere	The atmosphere is made up of the gases that surround the Earth. It provides humans with oxygen to breathe, protects them from damaging ultraviolet (UV) light from the sun, traps heat to warm the planet, and prevents severe temperature changes between day and night, all of which contribute to the possibility of life. Each planet in our solar system has an atmosphere, but none have the same proportion of gases or the same layered structure as Earth's.
Cultural Environment	Understanding cultural practices and ideologies of people in the context of their language, nationality, region, religion, and culture. In a professional setting, this is used. Various factors influence the cultural environment, such as social systems, education, families, and religion.
Brand Destination	Destination branding identifies, creates, and maintains a destination's distinct identity. Aside from that, it is also known as place branding. Destination branding processes necessitate the creation of a unique identity and the selection of a combination of local components to create a brand with a positive image.



## 1.7 SUMMARY

In this chapter, the researcher must conduct research on revisiting community-based tourism in Malaysia and providing tourists with insights. In terms of the study's background, it has been explained regarding tourism itself. Revisit community-based tourism include all the detail such as atmosphere, brand of the destination, cultural environment and the destination attachment to develop the country to become more popular and well known. As many Malaysians are aware, one of the businesses that are rapidly developing is tourism. Other than that, over the past few decades, tourism in South East Asia has significantly increased on both a national and international level. Next are problem statements which have included all the problem that can be related with the revisiting community-based tourism. The following one is research objectives; as a group, the researchers created a total of three objective researches for the study that are based on relevant variables that were chosen. For the research questions it must have related with the research objectives because questions can be answer through the objective of the study. To determine the study's significance, the purpose must be considered. Last but not least for the definition of terms, the researcher must find the meaning for community-based tourism, tourism, domestic tourism, revisiting tourism, hospitality, atmosphere, cultural environment and brand destination.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

This chapter is divided into the sections listed below. Section 2.2 discusses a brief review of the literature on the independent and dependent variables. Section 2.3 explains how hypotheses are developed. Last but not least, this chapter alludes to the conceptual framework, which will include the diagram and discussion in section 2.4.

#### **2.2 LITERATURE REVIEW**

The dependent variable and independent variable are discussed in the literature review. A variable that is being measured or tested in an experiment is known as a dependent variable. In an experiment, a dependent variable is a variable that can change depending on the independent variable, which is a variable that a researcher can change throughout the research. Researchers can look at the dependent variable to see how the independent variable influences it. Unlike the independent variable, the researcher makes no changes to the dependent variable during an experiment. There are several techniques to determine a dependent variable. The first step is to determine what the experiment is investigating. The second stage is to alter a component of the study, and the final step is to assess the prospective outcomes. As for this literature review researcher have found one dependent variable which is revisit intention. A person has a revisit intention if they intend to go back to the same spot in the future and buy another vacation package. Understanding return intention is critical for destination managers considering repeat visitors can increase revenue while decreasing expenses. The concept of revisit intention is based on behaviour intention.

In this literature review, the researcher has discovered three points in the independent variable. The independent variable exists on its own. Other aspects have no impact on it and remain unchanged. It is referred to as independent because of this. If the value of an independent variable changes, the researcher is in control of the change and it is not the consequence of external influences. The researcher chooses the independent variable. Unlike the dependent variable, whose values are still being determined by the experiment, the researcher can identify what it is. In this study, three independent variables can be found: atmosphere, culture environment, and destination brand. This study has only one dependent variable, which is re-visit intention. In Kelantan, there are several locations that have been known as community based tourism which are Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh, Muzium Negeri Kelantan, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang, Kota Pengkalan Datu in Kota Bharu, Kampung Jelawang Homestay in Jeli, and Rumah Inap Renok Baru in Gua Musang.

## **2.3 VARIABLE EXPLANATION**

### **Independent Variables**

#### **2.3.1 Atmosphere**

Atmosphere at the location refers to the serene setting that is suitable to relaxation and engagement. The layers of gases that surround a planet or other celestial body are referred to as its atmosphere. Nitrogen composes approximately 78% of the gases in the Earth's atmosphere, with oxygen contributing 21% and other gases comprising for 1%. The atmosphere shields life on Earth from damaging ultraviolet (UV) radiation, insulates the earth to keep it warm, and controls temperature fluctuations between day and night. Convection is what regulates the world's air currents and weather patterns because the sun heats the layers of the atmosphere.

#### **2.3.2 Culture Environment**

Human-created environments are ones that have been influenced by human action. Cultural landscapes in the countryside, woods, urban areas, and cities are examples; permanent archaeological sites on land or in the sea are examples; constructions and constructed environments of various ages are examples; and industrial and port regions are examples. Cultural variety and biodiversity are intricately linked, and their influence on consumption patterns, contribution to sustainable environmental management, and practices that result from local and traditional knowledge all contribute to environmental sustainability on different levels.

#### **2.3.3 Destination Brand**

Tourists are influenced by destination brands when choosing one tourists destination over another and it is critical in achieving different positioning relative to competitors (Pike 2017). Destination branding is the identification of the destination's strongest and most competitively appealing assets in the eyes of potential tourists, the creation of a narrative out of these assets that distinguishes the destination from its competitors, and the consistent implementation of that narrative across all marketing communications. Another predictor of destination image is the destination brand (Qu, Kim & Im, 2011). Such as destination branding helps to build the destination's image, which is influences potential tourists to choose a destination.

### **Dependant Variable**

#### **2.3.4 Re-visit Intention**

The willingness to return to the same place in the future in order to plan another vacation is referred to as re-visit intention. Han and Kim (2010). According to multiple studies, repeat visitors spend more time at a destination, participate in more leisure activities, are happier, and promote the area to others, all while requiring far less marketing investment than first-time visitors (Lehto et al., 2004; Zhang et al., 2014, 2018). Tourists will be happy with a tourist location if they have nice sensations there, which will boost their desire to return to the destination.

## 2.4 HYPOTHESIS

The literature review identifies community-based tourism as an independent variable that influences this return intention. In contrast, the intention to return must be a dependent variable. In general, the hypothesis summarizes the research on determining, evaluating, and discovering the relationship between the three independent variables and the dependent variables. According to the study, the following hypotheses will be investigated in this study: 2.3.1 Relationship between the atmosphere and revisit intention

According to (Tapachai & Waryszak, 2000), the atmosphere was researched for its effects on the community (Moore) and found to have a favourable effect. The atmosphere shields Earth's life from UV radiation, insulates it to keep it warm, and reduces temperature fluctuations between day and night. Evidence reveals that (Gresswell) 2015's cultural environment has a substantial association with revisiting intention towards based tourist destination image. Cultural landscapes in the countryside, woods, metropolitan areas, and cities have been influenced by human activities. The image of a destination (Huang, Qu, & Cao, 2016) influences revisiting intentions toward community-based tourism destinations.

H1: There is a positive impact on the atmosphere towards revisiting the intention of community-based tourism.

### 2.3.2 Relationship between cultural environment and revisit intention

Following that, according to (Huang, Qu, & Cao) 2016, cultural environment has a significant relationship with revisiting intention toward based tourism destination image. The cultural climate has a significant relationship with reviewing the purpose of based tourism destination image. Cultural diversity and biodiversity are inextricably linked, influencing consumption patterns and contributing to environmentally sustainable management practises. 2017 Cresswell (Pike) The cultural environment has a major relationship with the desire to return to pictures of tourism destinations.

H2: There is a significant connection between cultural environment and revisiting the purpose of community-based tourism.

### 2.3.3 Relationship between destination brand and revisit intention

Images of both the destinations the destination brand (Beerli & Martin) 2004 study found a significant relationship between revisit intent and based tourism destinations. Aside from that, investigating the impact of the atmosphere has a significant connection with revisiting meaning and discovering a positive relationship between the atmosphere and tourism destination. According to the evidence, destination branding entails determining the destination's most important and competitively appealing assets in the eyes of potential tourists, crafting a narrative out of these assets that distinguishes the goal from its competitors, and consistently implementing that narrative throughout all marketing communications. 2017 Cresswell (Pike) The cultural environment has a significant relationship with the intention to revisit based tourism destination images. Finally, the destination brand (Qu, Kim, & I'm, 2011) investigated has a significant relationship with revisit intention.

H3: There is a positive impact in destination brands towards revisiting the intention of community-based tourism.

## 2.5 CONCEPTUAL FRAMEWORK

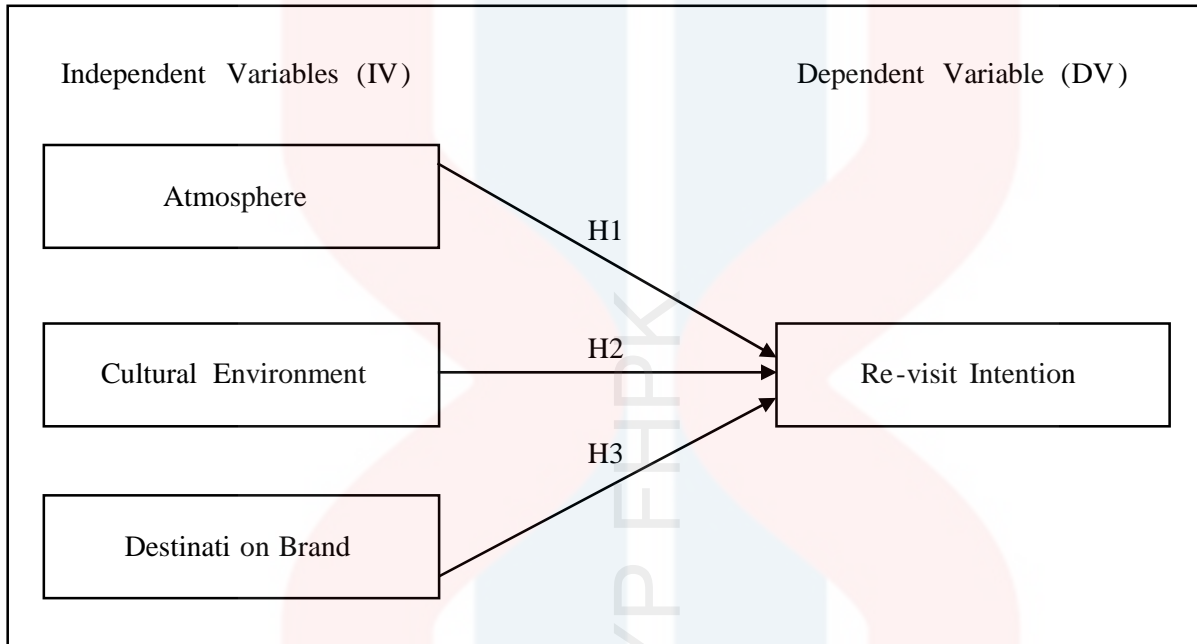


Figure 2.1: Conceptual Framework

The independent variable (IV), also referred to as the criterion or outcome variable, is precisely what it sounds like, while the dependent variable (DV), also known as the criterion or outcome variable, is a variable that can be anticipated and explained. It is a stand-alone variable, and the other variables do not affect it. The researcher's goal is to explain variations in the independent variables (IV). The research's independent variables (IV) and dependent variables (DV) are shown in Figure 2.1. The variables that potentially influence the intention to return are independent variables (IV). On the other hand, the dependent variable (DV) is the choice to produce. The three independent variables (IV) identified in this study were atmosphere, cultural environment, and destination brand. The graph depicts the link between the atmosphere, cultural surroundings, destination brand, and the intention to return.

## 2.6 SUMMARY

This chapter summarizes the literature review. In this study, there are various factors. A variable is an explicitly specified property or function and how it is used. A variable is something that can be counted, watched, or changed throughout an inquiry. The significant variables are independent variables (IV) and dependent variables (DV). The researcher claims that several variables might enhance the progress of visitors depending on the community in tourism identified in the study by releasing the variable (IV) and dependent variable (DV).

## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1 INTRODUCTION**

This chapter is divided into the sections listed below. Section 3.2 discusses the study's brief research design. Section 3.3 discusses the study's population, followed by Sections 3.4 and 3.5, which discuss the sample size and sampling method. While Section 3.6 describes the data collection procedure for this study, Section 3.7 describes the research instrument. The final topic covered in chapter 3 is Section 3.8, which focuses on data analysis.

#### **3.2 RESEARCH DESIGN**

For this investigation, the researcher will employ this causal research design. Casual research is defined as research that seeks to establish a cause and effect relationship between two or more variables. Many businesses use causal analysis on a regular basis. It aids in assessing the effects of process changes and changes to current practices. The researcher will take a quantitative approach. The quantitative research design is a method of calculating data from a survey or questionnaire that will be used during the investigation. This is the most common method for gathering additional information from study participants. A quantitative research design, according to Bhandari (2020), is a technique for gathering data to determine who, where, and what the researcher wants to know. This study's tools will use quantitative analysis with a descriptive design to conduct the research and evaluate the data collected. These researchers will utilise this strategy to determine the elements that impact visitors' engagement in cultural tourism as well as their desire to return to community-based tourism.

#### **3.3 POPULATION**

A population is a group of people, groups, things, and other entities that share specific characteristics and will be the primary subject of the study. The attributes the researcher must reflect on are used to select the population for this study. This study's research participant was from West Malaysia. Meanwhile, Kelantan has chosen the sample, with the researcher using a convenience sampling technique to select 200 participants for the study.

#### **3.4 SAMPLE SIZE**

Several factors influence sample size determination, all of which must be taken into account at the same time. It must be of the appropriate scale in order to generalise from a random sample while avoiding sampling mistakes or biases. Several variables determine what is considered acceptable. This is because the overall size of the sample chosen is more important to the specificity of the population, the researcher's aims, and the forms of statistical manipulation that would be utilised in the data analysis than the proportion of the test population sampled (Hamed Taherdoost, 2016). Furthermore, this study will be conducted with 200 respondents and consisting the areas in Kelantan, Malaysia using the convenience sampling technique.

The researcher used a planned quantitative survey in this research. The data will be obtained relatively easily because the researcher is not required to be present when the questionnaire is completed. This is helpful in large groups where interviews are impractical.

### 3.5 SAMPLING METHOD

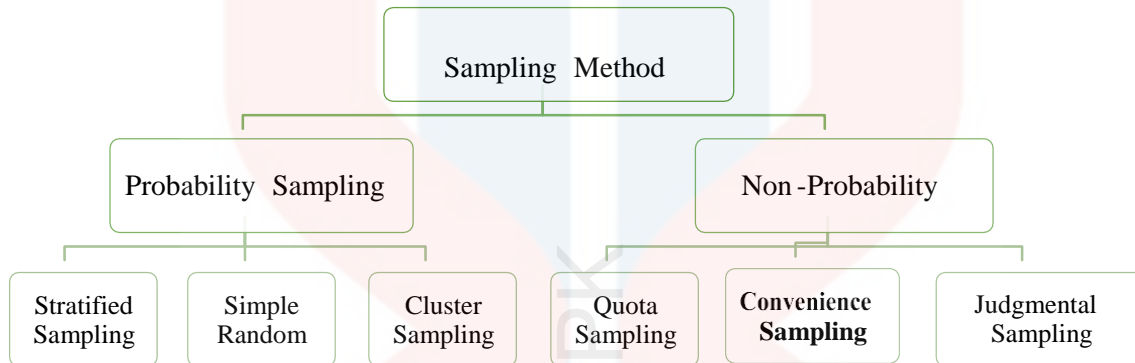


Figure 3.1: Division of Sampling Techniques

In this section, the probability and non-probability methods were used to achieve the study's goal. The sampling method comprises two methods: probability sampling, which includes stratified, simple, and cluster sampling. Non-probability sampling techniques include quota, convenience, and judgemental sampling. However, in this study, the researcher used convenience sampling. Convenience sampling is a practise used by market researchers to acquire data from a pool of conveniently available respondents. Because it is quick, simple, and affordable, it is the most often utilised sample technique. Convenience sampling approaches were used to achieve the study's goal, and respondents were purposefully chosen to confirm that they were the intended respondents. Researchers use convenience sampling when additional inputs are not required for the core research. There are no preconditions for being a part of this sample.

### 3.6 DATA COLLECTION PROCEDURE

Warner (1965) creates a data collection procedure, the randomized response technique, that allows researchers to obtain information while protecting respondents' privacy. Data collection is defined as a technique for obtaining and evaluating data for research and validation purposes. Data is gathered to investigate a problem, as well as to find its solution and potential future trends. When a question needs to be addressed, data collecting techniques help in developing predictions regarding future outcomes. This method encourages respondents to cooperate more. In this study, a questionnaire was used to gather data. A survey questionnaire is a form of data gathering tool that is used to collect, evaluate, and interpret the varied points of view of a group of people from an area of interest.

The survey questionnaire will be used in many different fields, including psychology, marketing, research, and politics. 200 complete questionnaires were obtained for the study. A total of 200 questionnaires were distributed to residents living in Kelantan, Malaysia. All respondents were chosen at random based on their willingness to participate in this study. After they are finished, all of the questionnaire will be collected and then the researcher will count the number of questionnaires that have been distributed to them. By using this data collection procedure which is questionnaire the researcher can save their time and this method is also relatively inexpensive.

There are two sorts of data that will be collected in this procedure which is primary data and secondary data. Primary data can be gathered using a variety of methods. There are many methods and tools for gathering and analysing primary data, including surveys, questionnaires, audits, and observation. In almost every area where research is feasible, it enables the researchers to investigate effectively. This study will use primary data technique through questionnaire. There are two types of questionnaires which is close and open-ended. The responses that a participant can offer are limited for closed items only. The Likert scale, agree or disagree items, or questions that allow respondents to choose the statement that best expresses their opinion are examples of closed items. Participants can express and elaborate on their opinions and attitudes about the subject that will be evaluate using open-ended questions. Many surveys gain a lot from including a few open-ended questions. Questionnaire will be validated by the expert in the field.

### 3.7 RESEARCH INSTRUMENT

A structured questionnaire was the main instrument of this investigative study to be built for data collection. Respondents will be given the questionnaire to answer the research questions. The questionnaire will be divided into three parts: Section A focuses on demographics. Section B is an evaluation of visitors based on various dimensions. Section C focuses on determining overall visitor satisfaction with the areas. The nominal scale will be used in Section A, while the ordinal scale will be used in Sections B and C. The ordinal scale in parts B and C is a five-point Likert scale, with 1 indicating severely disagree, 2 indicating disagree, 3 indicating normal, 4 indicating agree, and 5 indicating strongly agree.

1	2	3	4	5
Strongly disagree	Disagree	Normal	Agree	Strongly agree

Table 3.1: Likert scale



### **3.8 DATA ANALYSIS**

The research would prepare the analysis for analysis once it had been processed, arranged, and cleansed. Depending on the objectives, several data analysis approaches are available to comprehend, evaluate, and draw conclusions. If you want to understand the messages in the data, you can also utilize data visualization to explore the data in a graphical style. Statistical data models such as correlation and regression analysis can be employed to determine the relationships between data variables. The study may be made more straightforward, and the results are easier to express with the aid of these models that are descriptive of the data. As a result, these operations are iterative. The process may call for extra Data Cleaning or new Data Collection.

#### **3.8.1 Correlations**

It will demonstrate the presence of a correlation between the two variables without explaining either the source or the effect. To accomplish the goal of this research study, the researcher will employ the most appropriate technique, namely Pearson correlation, to ascertain the relationship between the independent variables, such as uniqueness, campaign and promotion, and accessibility, and the dependent variable, which is tourist engagement with Malaysian cultural tourism.

#### **3.8.2 Regression**

The advancement that follows correlation is regression. When attempting to forecast a variable based on the value of another variable, this strategy is used. The dependent variable is the one we are attempting to suggest, often known as the outcome variable. The independent variable or predictor variable is the one we use to predict the value of the other variable. For example, you might use linear regression to see if test accomplishment can be predicted based on revision time, or cigarette consumption based on smoking length, and so on. If you have two or more independent variables rather than just one, you must utilise multiple regressions.

### **3.9 SUMMARY**

The of this chapter, the researcher can find critical methods and information about the introduction, research design, population, sample size, sampling technique, data collection methods, research tools, and data analysis. This chapter describes how the questionnaire will be used in the research project. Furthermore, the researcher can draw attention to critical questions about the independent and dependent variables. SPSS, the chosen data analysis method, is simple to use and effective for researchers. The questions chosen for each Section will be displayed as a Likert scale.

## CHAPTER 4

### RESULTS AND DISCUSSION

#### 4.1 INTRODUCTION

This chapter outlines the findings from the analysis of the information acquired through the distribution of a Google form questionnaire to 200 respondents who visited Kelantan, Malaysia. The questionnaire was circulated via social media platforms such as WhatsApp, Facebook, Instagram, and Telegram. The data was analysed using the Statistical Package for the Social Sciences (SPSS) software programme.

#### 4.2 RESULTS OF DESCRIPTIVE ANALYSIS

##### 4.2.1 Respondent Demographic Profile

##### 4.2.1.1 The number of respondents based on Age

Table 1: Statistic Table Based on Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 years old	1	.5	.5	.5
	21 - 25 years old	172	86.0	86.0	86.5
	26 - 30 years old	20	10.0	10.0	96.5
	31 - 35 years old	1	.5	.5	97.0
	36 years old above	4	2.0	2.0	99.0
	Others (39 years old)	1	.5	.5	99.5
	Others (40 years old)	1	.5	.5	100.0
	TOTAL	200	100.0	100.0	

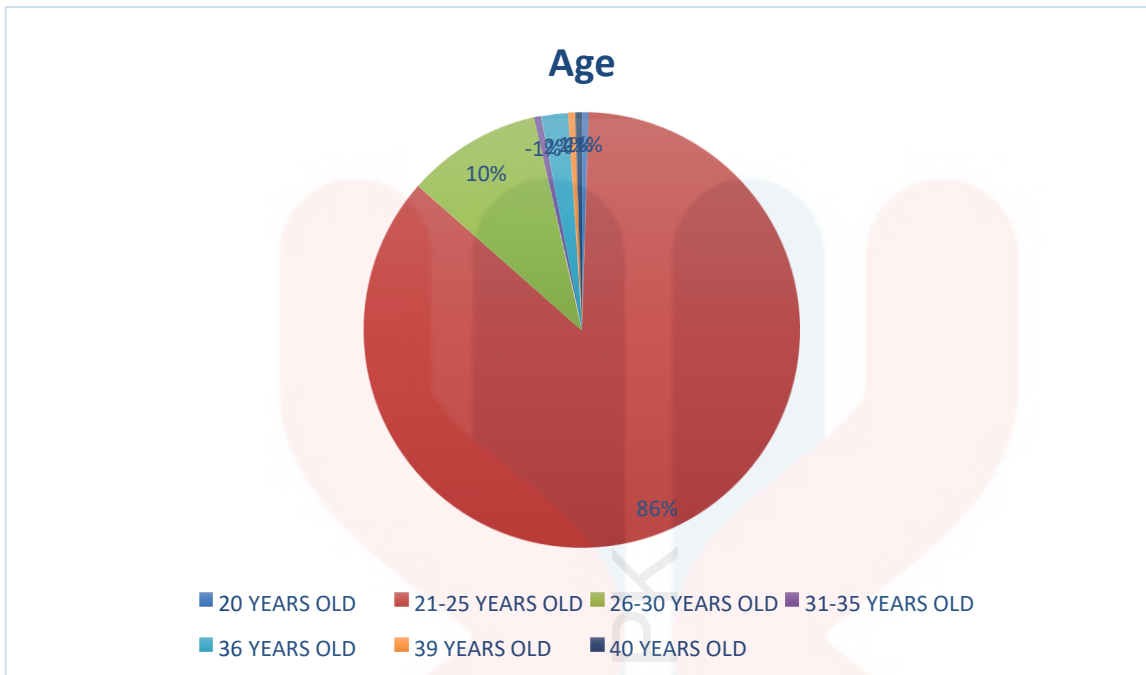


Figure 1: Pie Chart of Respondent Based on Age

Figure 1 shows the frequency and percentage of respondents according to their age. The group age of 21-25 years old had the biggest number of responders (86% (N=172)), followed by the group age of 26-30 years old, which had 10.00% (N=20). The percentage of responders in the 36-year-old age group is 2.0% (N=4). The frequency and percentage for the age groups of 20 years old, 31-35 years old, 39 years old, and 40 years old are all 0.5 (N=1) respondents.

#### 4.2.1.2 The number of respondents based on Gender Table 2: Statistic Table Based on Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	168	84.0	84.0	84.0
	Male	32	16.0	16.0	100.0
	TOTAL	200	100.0	100.0	

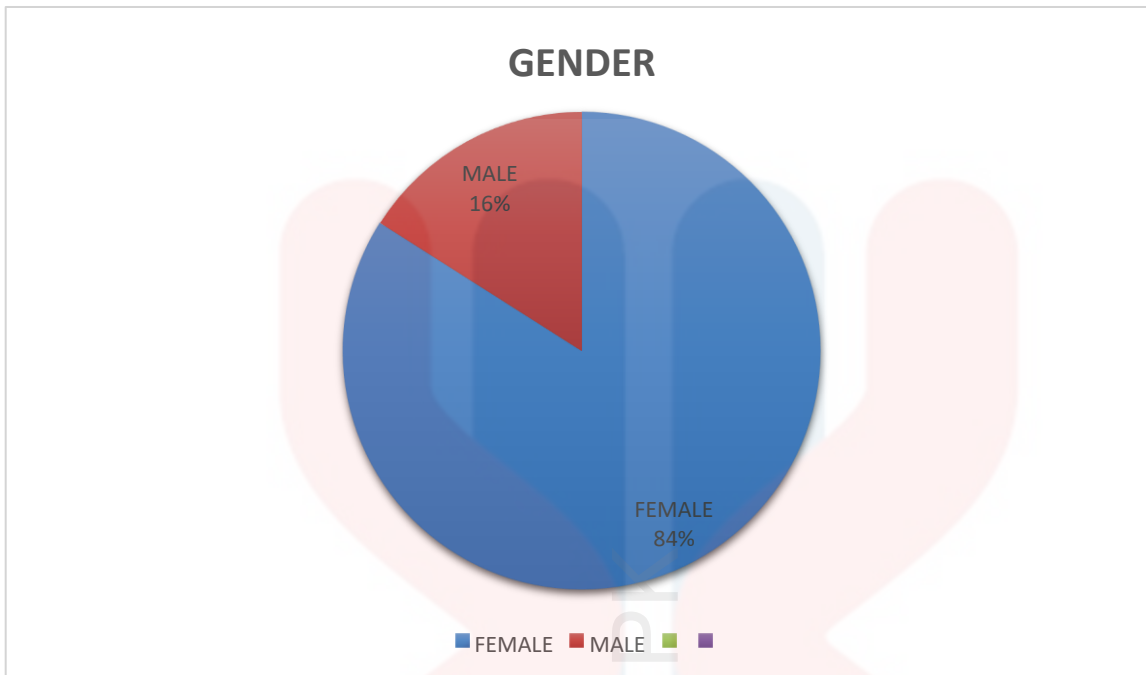


Figure 2: Pie Chart of Respondent Based on Gender

The statistic depending on the gender of the respondents is shown in Figure 2. The total number of people that responded is 200. In this research, the female respondents have the highest percentage compared to the male. Female respondents have higher percentage with 84.0% (N=168) respondents. While male have 16.0% (N=32) respondents.

#### 4.2.1.3 The number of respondents based on Status Table 3: Statistic Table Based on Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	24	12.0	12.0	12.0
	Single	176	88.0	88.0	100.0
	TOTAL	200	100.0	100.0	

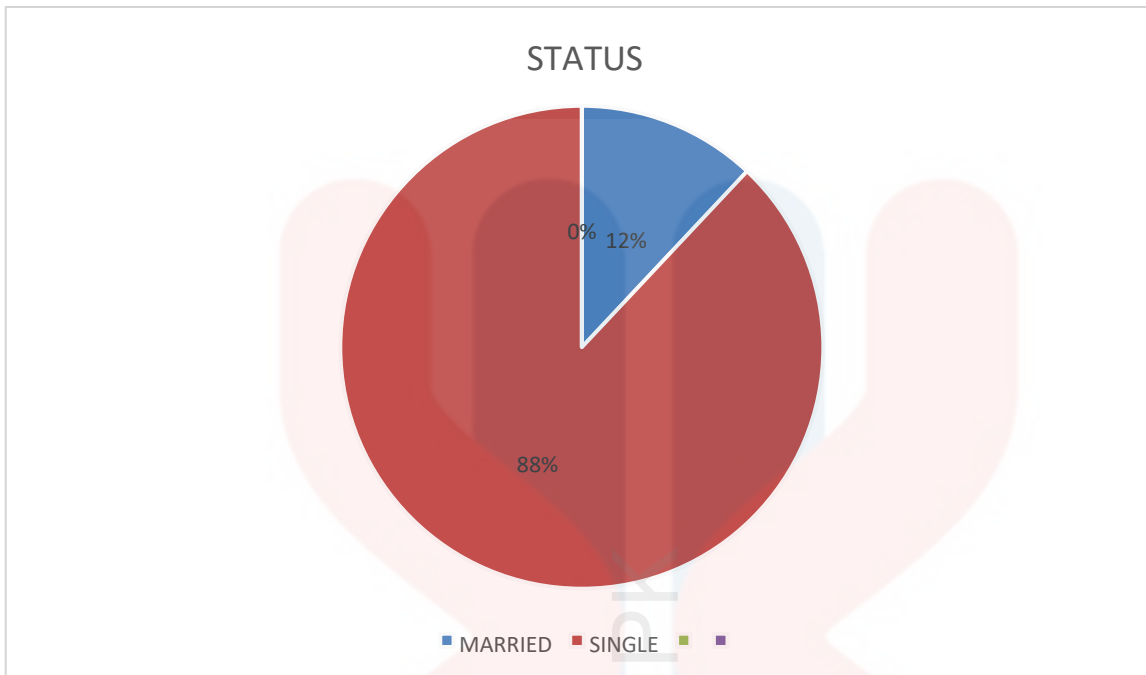


Figure 3: Pie Chart of Respondent Based on Status

Figure 3 illustrate the frequency and status based on the status of respondents. Out of 200 respondents 176 of them were single while the other 24 respondents already married. The majority of the respondents in this survey are still single. The single respondents are 88.0% (N=176) respondents. And married respondents is 12.0% (N=24) respondents.

#### 4.2.1.4 The number of respondents based on Education Table 4: Statistic Table Based on Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SPM	15	7.5	7.5	99.0
	Diploma	22	11.0	11.0	88.5
	Bachelor of Degree	155	77.5	77.5	77.5
	Master Degree	6	3.0	3.0	91.5
	Others (STPM)	2	1.0	1.0	100.0
	TOTAL	200	100.0	100.0	

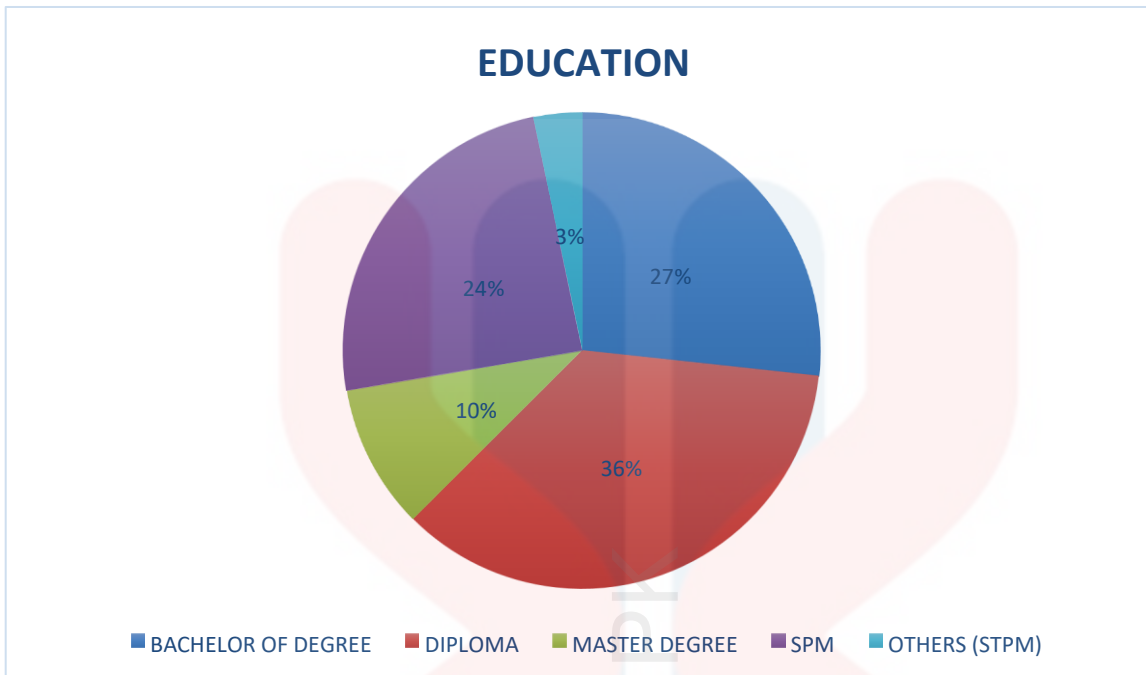


Figure 4: Pie Chart of Respondent Based on Education

Figure 4 depicts the respondents according to their educational backgrounds. Respondents with a bachelor's degree represent 27.5% (N=155). 36.0% (N=22) of respondents hold a diploma, the second highest level of education. Then followed by 10.0% (N=15) respondents have SPM certification. And the last one is STPM certificate which is 3.0% (N=2) respondents.

#### 4.2.1.5 The number of respondents based on Community-based Tourism that you have visited in Kelantan.

Table 4: Statistic Table Based on Community-based Tourism that you have visited in Kelantan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Jeram Mengaji	5	2.5	2.5	2.5
	Jeram Mengaji, Muzium Negeri Kelantan, Zon Bebas Cukai Rantau Panjang	1	.5	.5	3.0
	Jeram Mengaji, Wakaf Che Yeh	1	.5	.5	3.5
	Kampung Jelawang Homestay	1	.5	.5	4.0
	Muzium Negeri Kelantan	4	2.0	2.0	6.0
	Pantai Cahaya Bulan	5	2.5	2.5	8.5
	Pantai Cahaya Bulan, Jeram	1	.5	.5	9.0

Mengaji, Wakaf Che Yeh, Muzium Negeri Kelantan, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang				
Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh, Muzium Negeri Kelantan, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang, Kota Pengkalan Datu	1	.5	.5	9.5
Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh, Zon Bebas Cukai Rantau Panjang	1	.5	.5	10.0
Pantai Cahaya Bulan, Jeram Mengaji, Zon Bebas Cukai Rantau Panjang	1	.5	.5	10.5
Pantai Cahaya Bulan, Muzium Negeri Kelantan	3	1.5	1.5	12.0
Pantai Cahaya Bulan, Pasar Siti Khadijah	3	1.5	1.5	13.5
Pantai Cahaya Bulan, Rumah Inap Renok Baru	1	.5	.5	14.0
Pantai Cahaya Bulan, Wakaf Che Yeh, Pasar Siti Khadijah	2	1.0	1.0	15.0
Pantai Cahaya Bulan, Wakaf Che Yeh, Pasar Siti Khadijah, Kota Pengkalan Datu	1	.5	.5	15.5
Pantai Cahaya Bulan, Wakaf Che Yeh, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang	7	3.5	3.5	19.0
Pantai Cahaya Bulan, Wakaf Che Yeh, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang, Kampung Jelawang Homestay	1	.5	.5	19.5
Pantai Senok	5	2.5	2.5	22.0
Pantai Senok, Jeram Mengaji, Pasar Siti Khadijah, Kota Pengkalan Datu	1	.5	.5	22.5

Pantai Senok, Jeram Mengaji, Wakaf Che Yeh, Pasar Siti Khadijah	1	.5	.5	23.0
Pantai Senok, Jeram Mengaji, Wakaf Che Yeh, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang	1	.5	.5	23.5
Pantai Senok, Pantai Cahaya Bulan	2	1.0	1.0	24.5
Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Muzium Negeri Kelantan, Pasar Siti Khadijah	1	.5	.5	25.0

Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Pasar Siti Khadijah	3	1.5	1.5	26.5
Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh	2	1.0	1.0	27.5
Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh, Muzium Negeri Kelantan	1	.5	.5	28.0
Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh, Muzium Negeri Kelantan, Pasar Siti Khadijah	3	1.5	1.5	29.5
Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh, Muzium Negeri Kelantan, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang	9	4.5	4.5	34.0
Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh, Muzium Negeri Kelantan, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang, Kampung Jelawang Homestay	3	1.5	1.5	35.5



Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh, Muzium Negeri Kelantan, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang, Kota Pengkalan Datu	3	1.5	1.5	37.0
Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh, Muzium Negeri Kelantan, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang, Kota Pengkalan Datu, Kampung Jelawang Homestay	1	.5	.5	37.5
Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh, Muzium Negeri Kelantan, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang, Kota Pengkalan Datu, Kampung Jelawang Homestay, Rumah Inap Renok Baru	2	1.0	1.0	38.5
Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh, Muzium Negeri Kelantan, Zon Bebas Cukai Rantau Panjang	1	.5	.5	39.0
Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che	24	12.0	12.0	51.0

Yeh, Pasar Siti Khadijah				
Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang	16	8.0	8.0	59.0
Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang, Kota	1	.5	.5	59.5

Pengkalan Datu				
Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang, Kota Pengkalan Datu, Kampung Jelawang Homestay	1	.5	.5	60.0
Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh, Zon Bebas Cukai Rantau Panjang	1	.5	.5	60.5
Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh, Zon Bebas Cukai Rantau Panjang, Kota Pengkalan Datu, Kampung Jelawang Homestay	1	.5	.5	61.0
Pantai Senok, Pantai Cahaya Bulan, Muzium Negeri Kelantan, Pasar Siti Khadijah	1	.5	.5	61.5
Pantai Senok, Pantai Cahaya Bulan, Muzium Negeri Kelantan, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang	2	1.0	1.0	62.5
Pantai Senok, Pantai Cahaya Bulan, Pasar Siti Khadijah	3	1.5	1.5	64.0
Pantai Senok, Pantai Cahaya Bulan, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang	1	.5	.5	64.5
Pantai Senok, Pantai Cahaya Bulan, Wakaf Che Yeh	2	1.0	1.0	65.5
Pantai Senok, Pantai Cahaya Bulan, Wakaf Che Yeh, Muzium	6	3.0	3.0	68.5

Negeri Kelantan, Pasar Siti Khadijah				
Pantai Senok, Pantai Cahaya Bulan, Wakaf Che Yeh, Muzium Negeri Kelantan, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang	7	3.5	3.5	72.0
Pantai Senok, Pantai Cahaya Bulan, Wakaf Che Yeh, Pasar Siti Khadijah	14	7.0	7.0	79.0
Pantai Senok, Pantai Cahaya Bulan, Wakaf Che Yeh, Pasar Siti Khadijah, Kampung Jelawang Homestay	1	.5	.5	79.5
Pantai Senok, Pantai Cahaya Bulan, Wakaf Che Yeh, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang	8	4.0	4.0	83.5
Pantai Senok, Pantai Cahaya Bulan, Wakaf Che Yeh, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang, Kampung Jelawang Homestay	1	.5	.5	84.0
Pantai Senok, Pantai Cahaya Bulan, Wakaf Che Yeh, Zon Bebas Cukai Rantau Panjang	1	.5	.5	84.5
Pantai Senok, Pantai Cahaya Bulan, Zon Bebas Cukai Rantau Panjang	1	.5	.5	85.0
Pantai Senok, Pasar Siti Khadijah	1	.5	.5	85.5
Pantai Senok, Wakaf Che Yeh, Pasar Siti Khadijah	1	.5	.5	86.0
Pantai Senok, Zon Bebas Cukai Rantau Panjang	1	.5	.5	86.5
Pasar Siti Khadijah	7	3.5	3.5	90.0
Pasar Siti Khadijah, Zon Bebas Cukai	1	.5	.5	90.5

Rantau Panjang				
Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang, Kota Pengkalan Datu, Kampung Jelawang Homestay, Rumah Inap Renok Baru	1	.5	.5	91.0
Rumah Inap Renok Baru	1	.5	.5	91.5
Wakaf Che Yeh	8	4.0	4.0	95.5
Wakaf Che Yeh, Muzium Negeri Kelantan, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang	1	.5	.5	96.0
Wakaf Che Yeh, Pasar Siti Khadijah	1	.5	.5	96.5
Wakaf Che Yeh, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang	5	2.5	2.5	99.0
Zon Bebas Cukai Rantau Panjang	2	1.0	1.0	100.0
TOTAL	200	100.0	100.0	

\*\*\*4.2.2 Respondent General Information (depending on your survey questions)

Table 4 show the statistical table based on community-based tourism that tourists have visited in Kelantan. Jeram Mengaji has 2.5% (N=5) visitors. Jeram Mengaji, Muzium Negeri Kelantan, Zon Bebas Cukai and Rantau Panjang has 0.5% (N=1) visitors. Jeram Mengaji and Wakaf Che Yeh has 0.5% (N=1) visitors. Kampung Jelawang Homestay has 0.5% (N=1) visitors. Muzium Negeri Kelantan has 2.0% (N=4) visitors. Pantai Cahaya Bulan has 2.5 % (N=5) visitors. Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh, Muzium Negeri Kelantan, Pasar Siti Khadijah and Zon Bebas Cukai Rantau Panjang has 0.5% (1) visitors. Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh, Muzium Negeri Kelantan, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang and Kota Pengkalan Datu has 0.5% (N=1) visitors. Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh and Zon Bebas Cukai Rantau Panjang has 0.5% (N=1) visitors. Pantai Cahaya Bulan, Jeram Mengaji and Zon Bebas Cukai Rantau Panjang has 0.5% (N=1) visitors. Pantai Cahaya Bulan and Muzium Negeri Kelantan has 1.5% (N=3) visitors.

Pantai Cahaya Bulan and Pasar Siti Khadijah has 1.5% (N=3) visitors. Pantai Cahaya Bulan and Rumah Inap Renok Baru has 0.5% (N=1) visitors. Pantai Cahaya Bulan, Wakaf Che Yeh and Pasar Siti Khadijah has 1.0% (N=2) visitors. Pantai Cahaya Bulan, Wakaf Che Yeh, Pasar Siti Khadijah and Kota Pengkalan Datu has 0.5% (N=1) visitors. Pantai Cahaya Bulan, Wakaf Che Yeh, Pasar Siti Khadijah and Zon Bebas Cukai Rantau Panjang has 3.5% (N=7) visitors. Pantai Cahaya Bulan, Wakaf Che Yeh, Pasar Siti Khadijah,

Zon Bebas Cukai Rantau Panjang and kampung Jelawang Homestay has 0.5% (N=1) visitors. Pantai Senok has 2.5% (N=5) visitors. Pantai Senok, Jeram Mengaji, Pasar Siti Khadijah and Kota Pengkalan Datu has 0.5% (N=1) visitors. Pantai Senok, Jeram Mengaji, Wakaf Che Yeh, Pasar Siti Khadijah has 0.5% (N=1) visitors. Pantai Senok, Jeram Mengaji, Wakaf Che Yeh, Pasar Siti Khadijah and Zon Bebas Cukai Rantau Panjang has 0.5% (N=1) visitors. Pantai Senok and Pantai Cahaya Bulan has 1.0% (N=2) visitors. Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Muzium Negeri Kelantan and Pasar Siti Khadijah has 0.5% (N=1) visitors. Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji and Pasar Siti Khadijah has 1.5% (N=3) visitors.

Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji and Wakaf Che Yeh has 1.0% (N=2) visitors. Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh and Muzium Negeri Kelantan has 0.5% (N=1) visitors. Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh, Muzium Negeri Kelantan and Pasar Siti Khadijah has 1.5% (N=3) visitors. Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh, Muzium Negeri Kelantan, Pasar Siti Khadijah and Zon Bebas Cukai Rantau Panjang has 4.5% (N=9) visitors. Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh, Muzium negeri Kelantan, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang and Kampung Jelawang Homestay has 1.5% (N=3) visitors. Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh, Muzium Negeri Kelantan, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang and Kota Pengkalan Datu has 1.5% (N=3) visitors. Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh, Muzium Negeri Kelantan, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang, Kota Pengkalan Datu and Kampung Jelawang Homestay has 0.5% (N=1) visitors. Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh, Muzium Negeri Kelantan, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang, Kota Pengkalan Datu, Kampung Jelawang Homestay and Rumah Inap Renok Baru has 1.0% (N=2) visitors.

Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh, Muzium Negeri Kelantan and Zon Bebas Cukai Rantau Panjang has 0.5% (N=1) visitors. Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh and Pasar Siti Khadijah has 12.0% (N=24) visitors. Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh, Pasar Siti Khadijah and Zon Bebas Cukai Rantau Panjang has 8.0% (N=16) visitors. Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang and Kota Pengkalan Datu has 0.5% (N=1) visitors. Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang, Kota Pengkalan Datu, Kampung Jelawang Homestay has 0.5% (N=1) visitors. Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh and Zon Bebas Cukai Rantau Panjang has 0.5% (N=1) visitors. Pantai Senok, Pantai Cahaya Bulan, Jeram Mengaji, Wakaf Che Yeh, Zon Bebas Cukai Rantau Panjang, Kota Pengkalan Datu and Kampung Jelawang Homestay has 0.5% (N=1) visitors.

Pantai Senok, Pantai Cahaya Bulan, Muzium Negeri Kelantan and Pasar Siti Khadijah has 0.5% (N=1) visitors. Pantai Senok, Pantai Cahaya Bulan, Muzium Negeri Kelantan, Pasar Siti Khadijah and Zon Bebas

Cukai Rantau Panjang has 1.0% (N=2) visitors. Pantai Senok, Pantai Cahaya Bulan and Pasar Siti Khadijah has 1.5% (N=3) visitors. Pantai Senok, Pantai Cahaya Bulan, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang has 0.5% (N=1) visitors. Pantai Senok, Pantai Cahaya Bulan and Wakaf che Yeh has 1.0% (N=2) visitors. Pantai Senok, Pantai Cahaya Bulan, Wakaf Che Yeh, Muzium Negeri Kelantan and Pasar Siti Khadijah has 3.0% (N=6) visitors. Pantai Senok, Pantai Cahaya Bulan, Wakaf Che Yeh, Muzium Negeri Kelantan, Pasar Siti Khadijah and Zon Bebas Cukai Rantau Panjang has 3.5% (N=7) visitors. Pantai Senok, Pantai Cahaya Bulan, Wakaf Che Yeh and Pasar Siti Khadijah has 7.0% (N=14) visitors. Pantai Senok, Pantai Cahaya Bulan, Wakaf Che Yeh, Pasar Siti Khadijah and Kampung Jelawang Homestay has 0.5% (N=1) visitors. Pantai Senok, Pantai Cahaya Bulan, Wakaf Che Yeh, Pasar Siti Khadijah and Zon Bebas Cukai Rantau Panjang has 4.0% (N=8) visitors. Pantai Senok, Pantai Cahaya Bulan, Wakaf Che Yeh, Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang and Kampung Jelawang Homestay has 0.5% (N=1) visitors. Pantai Senok, Pantai Cahaya Bulan, Wakaf Che Yeh and Zon Bebas Cukai Rantau Panjang has 0.5% (N=1) visitors. Pantai Senok, Pantai Cahaya Bulan and Zon Bebas Cukai Rantau Panjang has 0.5% (N=1) visitors.

Pantai Senok and Pasar Siti Khadijah has 0.5% (N=1) visitors. Pantai Senok, Wakaf Che Yeh and Pasar Siti Khadijah has 0.5% (N=1) visitors. Pantai Senok and Zon Bebas Cukai Rantau Panjang has 0.5% (N=1) visitors. Pasar Siti Khadijah has 3.5% (N=7) visitors. Pasar Siti Khadijah and Zon Bebas Cukai Rantau Panjang has 0.5% (N=1) visitors. Pasar Siti Khadijah, Zon Bebas Cukai Rantau Panjang, Kota Pengkalan Datu, Kampung Jelawang Homestay and Rumah Inap Renok Baru has 0.5% (N=1) visitors. Rumah Inap Renok Baru has 0.5% (N=1) visitors. Wakaf Che Yeh has 4.0% (N=8) visitors. Wakaf Che Yeh, Muzium Negeri Kelantan, Pasar Siti Khadijah and Zon Bebas Cukai Rantau Panjang has 0.5% (N=1) visitors. Wakaf Che Yeh and Pasar Siti Khadijah has 0.5% (N=1) visitors. Wakaf Che Yeh, Pasar Siti Khadijah and Zon Bebas Cukai Rantau Panjang has 2.5% (N=5) visitors. Zon Bebas Cukai Rantau Panjang has 1.0% (N=2) visitors.

## 4.2.2 Descriptive Statistics on Variables

### 4.2.2.1 INDEPENDENT VARIABLE 1 (IV 1)

Atmosphere	Mean	Std. Deviation
Question 1: Kelantan has an interesting atmosphere to do tourism activities.	4.55	.735
Question 2: Doing tourists activities requires a calm atmosphere.	4.63	.652
Question 3: Weather conditions are suitable for tourists to go on vacation.	4.56	.714
Question 4: Bad weather will prevent tourism activities from being carried out.	4.71	.615

The descriptive analysis for independent variable 1 (IV 1) is presented in the table above. The question has the highest mean score. “Bad weather will prevent tourism activities from being carried out” which is 4.71. Second highest is “Doing tourists activities requires a calm atmosphere” as much as 4.63. The third is “Weather conditions are suitable for tourists to go on vacation” the mean for the question is 4.56. And the last mean is 4.55 which is “Kelantan has an interesting atmosphere to do tourism activities. The highest independent variable 1 is question 4 which is “Bad weather will prevent tourism activities from being carried out”. This is true because if the weather is bad for example, it suddenly rains it will cause difficulties for the tourists to carry out their travel activities.

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
Age	200	1	50	2.57	3.948
Gender	200	1	2	1.84	.368
Status	200	1	2	1.12	.326
Education	200	1	5	2.79	.662
Atmosphere: IV1	200	3	5	4.61	.557
Cultural Environment: IV2	200	3	5	4.66	.528
Destination Brand: IV3	200	3	5	4.67	.521
Revisit Intension: DV	200	3	5	4.63	.547

#### 4.2.2.2 INDEPENDENT VARIABLE 1 (IV 2)

<b>Cultural Environment</b>	<b>Mean</b>	<b>Std. Deviation</b>
Question 1: The culture of mutual respect is a good cultural among communities in the state of Kelantan.	4.57	.720
Question 2: Western cultural art in Kelantan has a positive effect on the tourism economy.	4.64	.642
Question 3: Culture is a reflection of good behaviour in the local community.	4.74	.535
Question 4: Always provide good services to the tourists who come so that they do not hesitate to choose Kelantan as the best choice.	4.69	.579

The descriptive analysis for independent variable (IV 2) is shown in the table above. The highest mean score in this table is 4.74 for "Culture is a good reflection of good behaviour in the local community." The second highest is "Always provide good services to the tourists who come so that they do not hesitate to choose Kelantan as the best choice" as much as 4.69. The third mean is 4.64 as for the question "Western culture art in Kelantan has a positive effect on the tourism economy. The lowest mean is 4.57 for the question "The culture of mutual respect is a good cultural among communities in the state of Kelantan".

#### 4.2.2.3 INDEPENDENT VARIABLE 1 (IV 3)

<b>Destination Brand</b>	<b>Mean</b>	<b>Std. Deviation</b>
Question 1: Kelantan is an interesting destination to visit because it has its own identity.	4.68	.581
Question 2: Destination brand is one of the factors that make tourists want to visit a country.	4.66	.580
Question 3: Preservation of heritage and culture is very important in order to attract tourists come to Kelantan.	4.67	.595
Question 4: Community-based tourism will have a positive impact.	4.67	.587



The descriptive analysis for independent variable (IV 3) is shown in the table above. Question 1 "Kelantan is an interesting destination to visit because it has its own identity" receives the highest mean score for this independent variable. The mean for this question is 4.68. The second highest is question 3 "Preservation of heritage and culture is very important in order to attract tourists come to Kelantan" and question 4 "Community-based tourism will have a positive impact. These two questions share the same mean which is 4.67. The lowest mean is 4.66 for the question "Destination brand is one of the factors that make tourists want to visit a country".

#### 4.2.2.4 DEPENDENT VARIABLE 1 (DV)

Re-visit Intention	Mean	Std. Deviation
Question 1: Beautiful places and peaceful areas will improve re-visit intention.	4.71	.538
Question 2: Intention to visit more community-based tourism areas will enhance re-visit intention.	4.60	.634
Question 3: Intention to encourage others to travel to community-based tourism area will refine re-visit intention.	4.62	.631
Question 4: Intention to collect information related to community-based tourism areas will improve re-visits intention.	4.60	.626

The descriptive analysis for dependent variable (DV) has been shown in the table above. The highest mean score is 4.71 which is question one "Beautiful places and peaceful areas will improve re-visit intention". The second highest is "Intention to encourage others to travel to community-based tourism area will refine re-visit intention" as much as 4.62. For question 2 "Intention to visit more community-based tourism areas will enhance re-visit intention" and question 4 "Intention to collect information related to community-based tourism areas will improve re-visit intention" they have the same mean which is 4.60.

### 4.3 RESULT OF RELIABILITY TEST

#### 4.3.1 Internal Reliability Test

Before conducting correlation analysis, the collected data must be verified for dependability. The instrument's internal consistency and content validity were assessed using a reliability test. As a result, the higher the reliability of a collection of scale items, the greater the confidence in the scores. Achieve with the scale administration. The researcher also used SPSS to calculate the reliability test. The table below shows the reliability result. This survey has three independent factors and one dependent variable. The independent variables include atmosphere, cultural environment, and destination brand, whereas the dependent variable

is intention to return.. The researcher has designed 12 questions for independent variable and 4 questions for dependent variable.

**Table 4.3.1: Reliability Test**

Reliability Test	N	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of items
TOTAL	200	.958	.960	16

Cronbach's Alpha should be greater than 0.70 in order to say that the data is reliable

Based on the reliability results shown above, the researcher looked at all of the independent and dependent variables. Cronbach's Alpha for all independent and dependent variables of dependability was 0.958, whereas Cronbach's Alpha for Standardized items was 0.960. The coefficient values of the variables were found to be excellent in terms of dependability level. A common rule of thumb for characterizing internal consistency using Cronbach's Alpha is presented in the table below.

Table: Rules of Thumb about Cronbach's Alpha Coefficient Size

Range for Cronbach's Alpha	Strength of Internal Consistency
< 0.6	Poor
0.6 to <0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9	Excellent

Source: (Hair et al 2003), Essential of Business Research Method

According to Hair et al (2003), 0.70 is a reasonable coefficient, and the reliability A coefficient less than 0.70 are insufficient. The perfect estimate of the dependability coefficient is between 0.80 and 0.90. This is because estimations above 0.90 suggest item duplicate or excessive scale length. According to the table, the Cronbach's Alpha of the independent variables and the dependent variable were both greater than 0.90. This could be considered as a good estimate because both the independent and dependent variables are appropriate for this investigation. In conclusion, the questionnaire's reliability was appropriate and reliable.

## 4.4 RESULT OF INFERENTIAL ANALYSIS

### 4.4.1 Pearson Correlation Analysis

Using Pearson's correlation coefficient, the researcher determined the linear connection between the independent and dependent variables. Pearson's Correlation Coefficient Analysis is used to establish the significance of a correlation coefficient and which hypothesis should be accepted or rejected. If the link is substantial, the researcher must determine the acceptable degree of association. The null hypothesis will be rejected at a certain significant level, such as  $p < 0.05$ . If all of the null hypotheses are rejected, the researcher will switch to the alternative hypothesis.

Table 4.4: Value of Correlation based on Piaw (2006)

Correlation Coefficient (r)	Strength of Relationship
.00	No correlation
.01 to .30 (-.01 to -.030)	Very weak
.31 to .50 (-.31 to -.50)	Weak
.51 to .70 (-.51 to -.70)	Moderate
.71 to .90 (-.71 to -.90)	Strong
.90 to 1.00 (-.90 to -1.00)	Very strong

The value of correlations is shown in Table 4.4. The absolute magnitude of the correlation coefficient, according to Piaw (2006), may be used to determine the strength of the association between variables. The correlation coefficient, indicated by the letter  $r$ , ranges from 1.0 to 0.01. If the value of  $r$  is 1.0, the connection is perfect positive; if the value of  $r$  is -0.01, the relationship is perfect negative. If the value of  $r$  is 0, there is no relationship between the variables.

Table: Result of Pearson Correlation Analysis

Correlations					
		Atmosphere	Cultural Environment	Destination Brand	Revisit Intension
Atmosphere	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	200			
Cultural Environment	Pearson Correlation	.757**	1		
	Sig. (2-tailed)	.000			
	N	200	200		
Destination Brand	Pearson Correlation	.742**	.839**	1	
	Sig. (2-tailed)	.000	.000		
	N	200	200	200	
Revisit Intension	Pearson Correlation	.690**	.780**	.834**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	200	200	200	200
**. Correlation is significant at the 0.01 level (2-tailed).					

The Pearson Correlation analysis findings for the three independent variables and the dependent variable are shown in the table below. For independent variable 1, the association is significant at the 0.01 level (2tailed). Once that the researcher seen a variety of positive and negative relationships, let's check at how our Pearson correlation coefficient of 0.01 (2 tailed) performed. it's a positive relationship. The farther apart the data values are to the line, the stronger the link. I didn't include tables for lower correlation coefficients closer to zero than 0.01 and -0.01 because they start to appear like blobs of dots and make the association difficult to figure out. The result is a positive correlation Pearson is significant of 0.01 levels.

Regression Coefficients						
Model: revisit intension: DV		Unstandardized Coefficients		Standardize d Coefficients	t	(p-value) Sig.
		B	Std. Error	Beta		
1	(Constant)	.295	.196		1.506	.134
	Atmosphere: H1	.088	.059	.090	1.479	.141
	Cultural Environment: H2	.241	.077	.233	3.118	<b>.002</b>
	Destination Brand: H3	.601	.076	.572	7.863	<b>.000</b>
a. Dependent Variable: revisit intension						

## 4.5 DISCUSSION BASED ON RESEARCH OBJECTIVES

### 4.5.1 First Hypothesis

H<sub>0</sub>: There no relationship between atmosphere and re-visit intention.

H<sub>1</sub>: Atmosphere has a positive influence toward re-visit intention.

Table 4.5.1: Correlation of First Hypothesis

		IV 1
DV	Pearson Correlation	.690
	Sig. (2-tailed)	.000
	N	200

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

Table 4.5.1 indicated a significant relationship exist between atmosphere (IV 1) and re-visit intention (DV), ( $r = 0.690$   $p < 0.01$ ). The positive value of Pearson Correlation 0.690 showed a relationship between atmosphere and re-visit intention. At the same time, the significant level of both variable, which is 0.000 showed highly significant and the strength of the significant is in moderate range. From the results, researcher concluded that re-visit intention and atmosphere have positive relationship. As a result, the researcher rejected the null hypothesis in favour of the alternative hypothesis.

### 4.5.2 Second Hypothesis

H<sub>0</sub>: There no relationship between cultural environment and re-visit intention.

H<sub>2</sub>: Cultural environment has a positive influence toward re-visit intention.

Table 4.5.2: Correlation of Second Hypothesis

		IV 2
DV	Pearson Correlation	.780
	Sig. (2-tailed)	.000
	N	200

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

Table 4.5.2 showed a significant relationship ( $r = 0.780$   $p < 0.01$ ) between cultural environment (IV 2) and re-visit intention (DV). Pearson Correlation 0.780 indicated a link between cultural environment and re-visit intention. At the same time, the significant level of both variable, which is 0.000 showed highly significant and the strength of the significant is in moderate range. From the results, researcher concluded that re-visit intention and cultural environment have positive relationship. Hence, the null hypothesis was rejected, while the alternative hypothesis was accepted.

### 4.5.3 Third Hypothesis

H<sub>0</sub>: There no relationship between destination brand and re-visit intention.

H<sub>3</sub>: Destination brand has a positive influence toward re-visit intention.

Table 4.5.3: Correlation of Third Hypothesis

		IV 3
DV	Pearson Correlation	.834
	Sig. (2-tailed)	.000
	N	200

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

Table 4.5.3 showed a significant relationship ( $r = 0.834$   $p < 0.01$ ) between destination brand (IV 3) and re-visit intention (DV). Pearson Correlation 0.834 indicated a favourable link between destination brand and re-visit intention. At the same time, the significant level of both variables, 0.000, was found to be highly significant, with a moderate level of significance. According to the findings, the researcher concluded that the re-visit intention and the cultural environment have a good relationship. As a result, the researcher rejected the null hypothesis in favour of the alternative hypothesis.

Overall, this part corresponds with the hypothesis that was studied in order to determine the influence of the atmosphere, cultural environment, destination brand, and re-visit intention. Table 15 is an overview of the hypothesis. This table analyses the relationship between variables by testing the correlation, or whether the variables correlate.

Table 4.5.4: Summary of Correlation Testing

Hypothesis	Statement of Indicators	Remarks
Hypothesis 1	There is a positive relationship between atmosphere and re-visiting community-based tourism intention in Kelantan, Malaysia: Insights for Tourists	Accepted
Hypothesis 2	There is a positive relationship between cultural environment and re-visiting community-based tourism intention in Kelantan, Malaysia: Insights for Tourists	Accepted
Hypothesis 3	There is a positive relationship between destination brand and re-visiting community-based tourism intention in Kelantan, Malaysia: Insights for Tourists	Accepted

#### 4.6 SUMMARY

Finally, this chapter included data analysis for the screening questions, demographic section, independent variables, and dependent variable. All of the results in this chapter were generated using the responses of 200 participants. The three independent variables were shown to be statistically significant, with a positive linear relationship. Furthermore, the relationship between the dependent and independent variables is related and satisfying in Kelantan, Malaysia: insights for visitors, atmosphere (H1), cultural environment (H2), and destination brand (H3).

## CHAPTER 5 CONCLUSION

### 5.1 INTRODUCTION

This chapter is divided into the sections listed below. Section 5.2 discusses a brief review of the recapitulation of the findings. Meanwhile Section 5.3 will explain about the limitations and followed by Section 5.4 which is recommendation of this study.

### 5.2 RECAPITULATION OF THE FINDINGS

This chapter examines at the research's findings from the previous chapter (Chapter 4). The outcomes are summarized according to with the study's objectives.

#### 5.2.1 Discussion on objective 1 (The relationship between the atmosphere and re-visit intention)

Research Objective 1	To investigate the relationship between the atmosphere and re-visit intention.
Research Question 1	What is the relationship between atmosphere and re-visit intention?
Hypothesis 1	Atmosphere has a significant relationship with re-visit intention.

In the previous chapter, the outcome of hypothesis H1 was reviewed in order to respond to research question 1. There is a significant correspond ( $r = 0.690$   $p < 0.01$ ) between atmosphere (IV 1) and revisit intention (DV). Pearson Correlation 0.690 indicated a link between atmosphere and re-visit intention. At the same time, the significant level of both variables, 0.000, was found to be highly significant, with a moderate degree of significance. According to the findings, the researcher concluded that the re-visit intention and the atmosphere have a positive relationship. Therefore, H1 is accepted.

#### 5.2.2 Discussion on objective 2 (The relationship between cultural environment and re-visit intention)

Research Objective 2	To examine the relationship between cultural environment and re-visit intention.
Research Question 2	How to measure the relationship between cultural environment and re-visit intention?
Hypothesis 2	The cultural environment has a significant connection with the re-visit intention.



In the previous chapter, the outcome of hypothesis H2 was reviewed in order to respond to research question 2. The cultural environment (IV 2) and re-visit intention (DV) had a significant relationship ( $r = 0.780$   $p < 0.01$ ). Pearson Correlation 0.780 indicated a link between cultural environment and re-visit intention. At the same time, the significant level of both variables, 0.000, was found to be highly significant, with a moderate degree of significance. According to the findings, the researcher concluded that the re-visit intention and the cultural environment have a positive connection. Therefore, H2 is accepted

### 5.2.3 Discussion on objective 3 (The relationship between destination brand and re-visit intention)

Research Objective 3	To identify the relationship between destination brand and re-visit intention.
Research Question 3	What is the relationship between destination brand and re-visit intention?
Hypothesis 3	Destination brand has a significant relationship with re-visit intention.

In the previous chapter, the outcome of hypothesis H3 was reviewed in order to respond to research question 3. There is a significant correspond ( $r = 0.834$   $p < 0.01$ ) between destination brand (IV 3) and re-visit intention (DV). Pearson Correlation 0.834 indicated a positive link between destination brand and re-visit intention. At the same time, the significant level of both variables, 0.000, was found to be highly significant, with a moderate level of significance. According to the findings, the researcher concluded that the re-visit intention and the cultural environment have a positive connection. Therefore, H3 is also accepted.

## 5.3 LIMITATIONS

Several constraints have been identified and must be emphasized throughout the duration of this study in order for the researchers to learn and gain information. The first limitation is the small sample size used to conduct the whole survey of re-visiting community-based tourism intention in Kelantan, Malaysia: insights for visitors. Due to limited resources and time, the researchers distributed 200 questionnaires, resulting in a small sample size for the study. However, because the researchers got an incorrect questionnaire, the sample size was limited, and the results may not represent the high and great accuracy of acceptable results required for this study.

Second, the limitation of the study that the researchers found is use questionnaires through quantitative. It was being facing during the finishing this task is understanding of questionnaire by the respondents. Moreover, the respondent didn't fully understand what the question need and they just filling the answer without knowing either the answer is correct or not. Besides that, not all the respondents are giving their cooperation to answer the questions. Respondents may not be willing to show commitment and support and that make the researcher difficult to complete their research perfectly.

The last one of limitation of the study is the researchers only focus on three variables from International Journal of Business and Society, Vol. 20 No 2, 2019, 585-604. It was a quite hard for researchers to do this study because all of the questionnaire must relate with the variables that has been provided in the journal. It was also being a guideline for researcher to complete the questionnaires and looking for respondents to make this study going smoothly.

#### **5.4 RECOMMENDATION**

Based on the chapter before it, the researchers discovered several suggestions for increasing the quality of this study in the future. The first recommendation is researchers can expand the study area from one state to another state around Malaysia especially Kedah who have the best place such as Langkawi to get a higher number of respondents based on the re-visiting community-based tourism intention, insights for tourists. This will provide a higher number of respondents allowing the results to increase. The next recommendation is the researchers also can change the method from quantitative to qualitative as their questionnaires. This is because the method of qualitative is much easier to get the data. The researcher just need to go an interview the owner or the event organizer as the respondents.

Moreover, the researchers can also improve their skill in communicate with other people and help them to become a brave and build more confidence for their self. Last but not least for the recommendation is the researchers can use other variables from another journal. This can help this study to get more info especially the journal that are related for this study wants to do. It also can help this study become a good journal because it can give many information to the others people.

#### **5.5 SUMMARY**

In this study, it is obvious that the atmosphere, cultural environment, and destination brand are more likely to develop re-visit intention among tourists visiting community-based tourism sites. As a result, this study advised policymakers and destination operators to enhance the quality of the atmosphere, cultural environment, and destination brand. On the other hand, planners should be aware that visitors choose destinations with more appealing atmospheres, while cultural environment and destination brand are less attractive to them when return to community-based tourism destinations

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