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# **THE FACTORS OF SELECTING LANGKAWI ISLAND AS A TOURIST DESTINATION**

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2023

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## LIST OF SYMBOLS AND ABBREVIATION

### Abbreviation

GDP	Gross Domestic Product
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WTO	World Tourism Organization
DMOs	Destination Management Organization
NCER's	Northern Corridor Economic Region
RM	Malaysian Ringgit
PM	Prime Minister
SPSS	Statistical Package for the Social Sciences



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## **ABSTRACT**

Malaysia has enlisted many strategies and programs to meet the goal of becoming top 10 positions in the tourism industry. This research has been conducted to know and identify the most influential factors to the tourism industry in Langkawi Island. There are several factors that are enlisted as factors to the tourism industry and the results of the research will be proven in the data analysis section. Economical attraction and infrastructure will affect the tourism industry in Langkawi island. The main purpose of this research is to understand and to know the most influential factors of the tourism industry in Langkawi Island.

Keywords: Tourism industry; Economical; attraction; infrastructure

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## **ABSTRAK**

Malaysia telah menyenaraikan banyak strategi dan program untuk memenuhi matlamat menjadi 10 kedudukan teratas dalam industri pelancongan. Penyelidikan ini dijalankan untuk mengetahui dan mengenal pasti faktor yang paling mempengaruhi industri pelancongan di Pulau Langkawi. Terdapat beberapa faktor yang disenaraikan sebagai faktor kepada industri pelancongan dan hasil kajian akan dibuktikan dalam bahagian analisis data. Tarikan ekonomi dan infrastruktur akan menjejaskan industri pelancongan di Pulau Langkawi. Tujuan utama penyelidikan ini adalah untuk memahami dan mengetahui faktor-faktor yang paling mempengaruhi industri pelancongan di Pulau Langkawi.

Kata kunci: Industri pelancongan; Ekonomi; Tarikan; Infrastruktur

## **CHAPTER 1**

### **1.1 INTRODUCTION**

The first chapter of this research opens with the background of the study and further describes the problem statement in elements influencing the tourism industry on Langkawi Island. This is followed by the research objectives, research questions, significance of study and the definitions of terms. This chapter will continue with the summary of determinant factors of selecting Langkawi Island as tourist destination.

### **1.2 BACKGROUND OF THE STUDY**

Tourism refers to travelling to relatively uninterrupted or uncontaminated natural areas with focus on learning, appreciating and enjoying the scenery and its wild flora and fauna, as well as other existing cultural and historical aspects. These include places of archaeological and historical importance, religious sites, sanctuaries, parks, hill resorts and clubs and sea beaches, and many others. This is a multi-sector industry consisting of a collection of activities, services and industries that delivers travel experience, as well as transportation, accommodation, eating and drinking businesses, retail shops, entertainment businesses, activities, facilities and other hospitality services offered for individuals or groups travelling away from home (Bhargava, 2009).

The tourist industry is quickly developing around the world, particularly in Malaysia. Malaysia has been included in the travel plans of many travellers. This is demonstrated by the Trading Economics study, which contains statistics indicating that almost 2.5 million visitors visited Malaysia in 2022. According to the statistics, visitors are now more numerous than they were in 2018, when only 2 million or so travellers were counted. The country's economy will benefit from the expanding tourism sector.

The study area for this research is Langkawi Island, Malaysia. Many Malaysians feel that Langkawi has evolved significantly since former Prime Minister Tun Mahathir Mohamed first visited the island in 1981. Several attempts have previously been made to develop Langkawi. First, after the Langkawi Islands were identified as a prospective tourist destination in the 1975 Malaysian Tourism Master Plan, an international consultant, Marwick Mitchell and Company, was recruited in 1977 to create a master plan for tourism development in Langkawi. The master plan has been a failure since its execution.

The island is perfect for maritime sports like as snorkelling and scuba diving, and its marine life is rich. Apart from the numerous various places that travellers may visit in Pulau Langkawi, these islands have become a vital source of cash for Malaysia's tourism sector. To benefit and expand the economy as a whole, changes and effective visitor-attracting techniques must be undertaken (Bhuiyan et al., 2017).

### **1.3 PROBLEM STATEMENT**

Destination selection is a crucial topic for service providers to address, especially given that competition is fierce and clients have gained more knowledge

thanks to technology and the internet. Our attention was drawn to this study on Destination Selection on Langkawi Island.

Langkawi Island is a popular tourist destination in Malaysia that attracts millions of visitors every year. However, despite its popularity, there may be several factors that influence the decision-making process of tourists when selecting Langkawi Island as their destination of choice. Identifying these factors is crucial for the local tourism industry to develop effective marketing strategies and improve the overall tourism experience for visitors. Therefore, the problem statement is: What are the key factors that influence tourists' decision to select Langkawi Island as a destination, and how can these factors be leveraged to improve the tourism industry on the island?

To address this problem, research could be conducted to identify the most important factors that influence tourists' decision-making when selecting Langkawi Island as a destination. Once the key factors have been identified, tourism industry stakeholders can develop strategies to improve the tourism experience on the island and attract more visitors.

Potential strategies could include improving the quality and diversity of attractions and activities, developing more affordable and sustainable travel and accommodation options, promoting the island through targeted marketing campaigns, enhancing safety and security measures, and investing in infrastructure to improve access to the island and tourist destinations. By leveraging the key factors that influence tourists' decision-making, the tourism industry on Langkawi Island can be strengthened and made more sustainable in the long term.

However, there are some areas of the island that attract more tourists than others, leading to an uneven distribution of visitors. This has implications for the tourism

industry on the island, as some areas may be overcrowded while others remain underutilized.

To address this issue, it is necessary to identify the factors that contribute to the uneven distribution of tourists on the island. Possible factors that could be considered include the quality and diversity of attractions and activities in different areas, the accessibility and availability of transportation to and within those areas, the quality and quantity of accommodation options, the promotion and marketing of those areas, and the safety and security of those areas.

By understanding the factors that contribute to the uneven distribution of tourists on Langkawi Island, stakeholders in the tourism industry can develop targeted strategies to promote less visited areas, improve accessibility and transportation, and enhance the overall tourism experience. This could help to create a more balanced and sustainable tourism industry on the island, with benefits for visitors, local businesses, and the wider community.

#### **1.4 RESEARCH OBJECTIVES**

The main objective of the research is to achieved the specific objective. This research divides it into the following specific objective:

- a) To examine the relationship between economic towards tourist destination selection in Langkawi Island.
- b) To examine the relationship between infrastructure towards tourist destination selection in Langkawi Island

c) To examine the relationship between attraction towards tourist destination selection in Langkawi Island.

## **1.5 RESEARCH QUESTIONS**

The following are the research question of the study:

- a) What is the relationship between economic and destination selection in Langkawi Island?
- b) What is the relationship between infrastructure and destination selection in Langkawi Island?
- c) What is the relationship between attraction and destination selection in Langkawi Island?

## **1.6 SIGNIFICANT OF THE STUDY**

The finding of the study will benefit the future researcher, the community as a guide to do their research in the same field. The outcome of this study is to determine the relationship between Infrastructure, Attraction and Economic toward destination selecting.

Destination selecting of satisfaction will vary because each person will have a unique experience based on the location they visit. Various factors will also influence

the level of customer satisfaction, so every reasons provided must be compatible and appropriate with the customer in order to leave a positive impression on them after their come to the Langkawi Islands.

As a result, in this study, researcher will look at all the factors that customers want to come to visit Langkawi Islands and we will be able to provide feedback to the tourism industry if the level of factors provided has deficiencies so that they can improve in the future. If the situation improves, the number of customers who visit Langkawi Islands will increase, as will the tourism industry's profit will be growth.

## **1.7 DEFINITION OF TERM**

### **1.7.1 Tourists**

Tourists are people who visit places for fun and curiosity, typically while on vacation. The term "tourism industry" is used in both domestic and foreign literature to define the entire group of businesses that directly and indirectly cater to the requirements of travelers. This group of businesses includes hotels, restaurants, travel agencies, and manufacturers of tourist goods. Although the tourist is the lifeblood and cornerstone of the travel and hospitality sector, no accepted definition exists (Joey Ghanem, 2017). This study dives into the many methodologies mentioned in earlier literature in an effort to close this gap. It draws attention to important ideas, such human movement and psychologically subjective impressions, that can be extremely important in how we now conceptualize tourists. Langkawi Island is a popular coastal destination. Many Malaysians holiday here. Not only does this place have crystal jade green ocean



water and gorgeous beaches, but it also has numerous enigmatic folktales and stories just waiting to be uncovered. Langkawi Island is also well-known for its shopping opportunities. Tourist can take advantage of the island's advantageous duty-free policies.

### **1.7.2 Destination selection**

In some circumstances, the World Tourism Organization's study serves as a supplement to these criteria. According to the (World Tourism Organization's, 2021) work group on destination management, a local tourist destination is a physical location where a visitor spends at least one night. It includes travel-related items such as lodging and attractions, as well as travel-related resources near the point of origin. Its management is governed by administrative and physical boundaries, but perceptions and images determine its market competitiveness. By bringing together a variety of stakeholders, most notably the host community, local destinations can nest and network to build larger destinations. A destination, according to this definition, is a geometric spatial unit made up of many pieces. Langkawi Island is a renowned tourism destination in Malaysia for both local and foreign visitors. The island's tourism industry has had both direct and indirect affects on the local inhabitants.

### **1.7.3 Economic**

According to (Adam Hayes, 2022), economics is the study of how commodities and services are generated, distributed, and consumed, as well as the decisions that people, corporations, organizations, and governments make when allocating resources.



Economists study how resources are distributed for development, distribution, and consumption on the idea that humans have unlimited demands in a world of finite resources. Langkawi increased visitor arrivals will result in the construction of international hotels, chalets, resorts, and other facilities that will provide work opportunities to Langkawi residents. The evolution of the tourist business has been impacted by physical and social changes. Local communities on the island have also seen a transition from low-income traditional to high-income lifestyles. Most people work in the hotel industry, as tour guides, taxi boats for 'island hopping' activities, to open a seafood restaurant, to sell traditional remedies, to sell in retail complexes, as agency staff ferry, to open a travel agency, to rent a business car, and so on. (Johan Afendi Ibrahim and Mohamad Zaki Ahmad, 2009).

#### **1.7.4 Infrastructure**

Definition from Oxford Languages are the fundamental infrastructure (such as buildings, roads, and power sources) and organizational structures required for the running of a community or business as "a country's social and economic framework". According to (Michael Boyle, 2022) The fundamental systems of a company, region, or country are referred to as infrastructure. Transportation, communication, sewage, water, and educational infrastructure are a few examples. The real, physical construction of things like highways, bridges, tunnels, and trains is referred to as "hard infrastructure". A location where true travel experiences take place (Stanley, 1995). It may also refer to aspects or attributes that are thought to be important in tourist decision-making when

visiting a destination. For example, a roadway that allows people to go from one location to another, an airport that allows aircraft from other countries to land, and so on.

### **1.7.5 Attraction**

That attracts reader to something is its charm or distinctive quality. For instance, a job or a college's draw can be the high compensation offered by the school's athletic department. As previously said, due to the increasing importance of historical sites to Langkawi's tourism industry, a greater emphasis will be placed on researching this type of attraction in greater depth. It would be very interesting to learn whether historical monuments on the island are scored differently than other tourist attractions. The information obtained from such analyses will help the island's tourism marketers estimate the industry relevance of such types of attractions. The findings may influence future strategic decisions, such as investments in developing and/or improving infrastructure at such attraction sites, resulting in better market attractions. The research focuses on eight different types of attractions on Langkawi Island (historical attractions, beaches, theme parks, shopping complexes, sport and special events, nature and outdoor recreation, agriculture-tourism attractions, and vacation resorts). A location or region that offers one or more attractions that entice tourists to stay for a brief period of time (Lue, 1992). In this study, only Langkawi Island was evaluated as a destination. The capacity of a tourism destination to fulfill relevant visitor wants and aspirations.

## 1.8 SUMMARY

This chapter discusses the factors to think about when choosing Langkawi Islands as a tourist destination. Followed with the background of the study explain the factors, by thoroughly understanding the situation, it will be possible to successfully enhance and develop all of the aspects in order to attract more tourists to the Island. According to prior research, the tourist sector has become one of the most important cash generators for many countries. Hence, the problem statement highlighted the situation that needs to be selected for this research. The next section of this research describes the Research Question, Research Objective, Significant of Study, and Definition of Terms.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 INTRODUCTION

This chapter will go through the study of independent variables and dependent variables. This discussion will begin with the dependent variable (DV), which will identify the factors of selecting Langkawi Islands as tourist destination. Following that, comes the study of independent variable (IV), The category of tourism's effects can include those on the economy, the environment, and the attractions of tourism vary from person to person. The reason for this is that various people's levels of satisfaction are impartial. While some people may be satisfied with modest service quality, others may not be, even if service quality is exceptional. The category of tourism's effects can include those on the economy, the environment, society, culture, taxes, services, and community attitudes (Kreag, 2001). The benefit of having highly satisfied customers is that they will consciously decide to become long-term customers of the services or to stick with the same product, which will lessen any unfavorable thoughts they may have against the product.

## **2.2 LITERATURE REVIEW**

### **2.2.1 DESTINATION SELECTING**

#### **The factors of selecting Langkawi island as a tourist destination. (dv)**

The decision of a destination to travel to is influenced by a number of factors. These include evaluating the location from the viewpoints of the visitors, who are their age and sex, family and socioeconomic status, size of the domicile location, and financial and physical well-being, as well as from perspectives such as culture, economic and political situations, climate, and accessibility of attractions (such as cultural events, monuments, and festivals).

Hence, one of the important factors in visitors' trip decision-making is their choice of destination. For destination marketers to successfully entice travellers to come and return to their destinations, it is essential to analyse travellers' destination choice behaviours and discover the elements influencing travellers' destination decisions. Several factors have been identified as explanatory variables for travellers' destination decisions after substantial research into this topic. These elements can be broadly divided into two groups: environmental factors like marketing data and destination aspects, and individual trait factors like personal traits and social-demographic profiles, etc. Cultural elements appear to have received less attention in earlier research, despite the fact that they could significantly influence travellers' choice of destinations by influencing their social and demographic backgrounds, psychological characteristics, and choice of locations.

### 2.2.2 ECONOMY

The position of a nation or region in terms of the production and consumption of goods and services, as well as the availability of money, is referred to as its economy. An economy encompasses all activities related to the production, consumption, and trade of goods and services in a specific entity, whether it be a country or a small town. There are no two economies that are alike. Each is unique in terms of resources, culture, laws, history, and geography. There are many factors that affect the economy in Langkawi Island.

First factor is cost of travel. This includes the cost of airfare, accommodations, food, and activities in Langkawi. The cost of airfare can be a major factor in the decision to visit Langkawi, as it can make up a significant portion of the overall travel expenses. The cost of accommodations can also impact a tourist's decision to visit Langkawi. Tourists may be more likely to visit if they can find affordable and comfortable accommodations that suit their needs, such as hotels, resorts, or vacation rentals. The availability of a wide range of accommodations options can also be a factor in the decision to visit. The cost of food can also influence the decision to visit Langkawi, as dining out can be a significant expense for tourists. Tourists may be more likely to visit if they can find affordable and high-quality dining options, or if they are able to prepare their own meals using local ingredients. The cost of activities and attractions can also be a factor in the decision to visit Langkawi. Tourists may be more likely to visit if they can find affordable and enjoyable activities to do, such as beach activities, water sports, cultural tours, or nature experiences. The availability of a wide range of activities and attractions can also be a factor in the decision to visit.

Next is exchange rate: The exchange rate between the tourist's home currency and the local currency of Langkawi can have an impact on the decision to visit the island. Exchange rate is the value of one currency in relation to another currency. When the exchange rate is favorable, it means that the tourist's home currency can buy more local currency of Langkawi, making the trip more affordable. On the other hand, when the exchange rate is unfavorable, the tourist may need to spend more of their home currency to purchase the local currency of Langkawi, making the trip more expensive. The exchange rate can impact not only the decision to visit Langkawi but also the length of stay and the amount of money spent by the tourist. When the exchange rate is favorable, tourists may be more likely to stay longer and spend more money in Langkawi, as their money goes further. Conversely, when the exchange rate is unfavorable, tourists may be more likely to shorten their stay or spend less money, as they try to minimize their expenses.

Economic stability refers to the condition of an economy in which there is low inflation, low unemployment, and steady economic growth. A stable economy can influence a tourist's perception of safety and their willingness to spend money while visiting Langkawi. When the country and Langkawi Island have a stable economy, it can create a sense of security and confidence in tourists. This is because a stable economy is typically associated with lower crime rates, a higher standard of living, and better infrastructure, which can make tourists feel safer and more comfortable during their trip. The tourism industry in Langkawi can promote the stable economic condition of the island and the country through their marketing efforts, highlighting the quality of life, low crime rates, and reliable infrastructure. This can create a sense of confidence and security in tourists, which can help to attract more visitors and boost the local economy.



### 2.2.3 INFRASTRUCTURE

Torissi (2009) defines infrastructure as the idea that the creation of a social product is the consequence of economic agents communicating with one another. Others define infrastructure as "the physical framework of facilities that provides goods and services to the public" (Goel, 2002). So, based on these two definitions, infrastructure may be described as amenities made available to the public with the goal of soothing and meeting people's needs in a number of ways.

Specifically, it refers to the quality and availability of physical and organizational structures and facilities such as roads, transportation, accommodations, tourist attractions, and services that are necessary to support the needs and preferences of tourists in Langkawi Islands. Tourists may choose Langkawi Islands as a destination because they perceive that the infrastructure is sufficient to meet their needs and provide a positive and enjoyable travel experience. For example, if tourists feel that the transportation system is reliable, they may be more likely to visit more places and attractions during their stay. Similarly, if they find that the accommodations are comfortable and clean, they may be more likely to return to Langkawi Islands or recommend it to others. There are many factor that affect infrastructure in Langkawi Island as a destination selection.

Transportation infrastructure plays an important role in the selection of Langkawi Islands as a tourist destination. This infrastructure includes all of the facilities and services that allow tourists to move around the islands conveniently, safely, and efficiently. The main transportation options available on Langkawi Islands are air transportation, water transportation and land transportation.



Accommodation infrastructure is a critical factor in the selection of Langkawi Islands as a tourist destination. The quality and availability of accommodations can influence a tourist's decision to visit and can also have an impact on the overall satisfaction of their trip. Langkawi Islands offer a wide range of accommodations to suit different budgets, preferences, and travel styles. Visitors can choose from luxury resorts, boutique hotels, budget guesthouses, homestays, and serviced apartments. Some popular areas for accommodations include Pantai Cenang, Kuah, and Tanjung Rhu.

The quality of the accommodations can vary depending on the type and price range. Generally, Langkawi Islands' accommodations are known for their cleanliness, comfort, and friendly service. Some accommodations offer additional amenities such as swimming pools, spas, and fitness centers. Accommodation infrastructure can play an important role in a tourist's decision to visit Langkawi Islands. Visitors may choose to stay in a particular accommodation based on their preferences and budget, and the quality of the accommodation can have an impact on their overall satisfaction with the destination. Good quality accommodations can encourage tourists to recommend Langkawi Islands to others and return for future visits.

Service infrastructure is another important factor that plays a role in the selection of Langkawi Islands as a tourist destination. Service infrastructure refers to the availability and quality of services that tourists expect during their travels, such as restaurants, shops, and recreational activities. Langkawi Islands offer a wide range of services to meet the needs and preferences of different types of tourists. Some of the most popular services include restaurant and cafe, shops and markets, recreational activities and healthcare service. The availability and quality of these services can impact a tourist's overall experience in Langkawi Islands. Good quality services can enhance a tourist's experience, and they are more likely to recommend Langkawi

Islands to others and return for future visits. Additionally, the presence of these services can encourage tourists to stay longer and explore more of the destination, which can have a positive impact on the local economy.

#### **2.2.4 ATTRACTION**

The presence of fascinating or distinctive attractions in the area is still the true attraction of a site in tourism. The key to tourism expansion is attractions. Attractions inspire people to visit a certain site and are the primary product of the 'experience.' Attractions also provide economic value to a location by boosting tourists' average duration of stay. (2018) (Aziz et al.).

Attraction is one of the key factors that influence tourists' destination selection, and Langkawi Island offers several attractions that can entice tourists to choose it as their travel destination. Some of the factors that contribute to the attraction of Langkawi Island as a tourist destination.

First factor is natural beauty. Langkawi Island is famous for its pristine beaches, turquoise blue waters, lush green rainforest, and scenic mountains. These natural attractions provide a serene and picturesque environment that appeals to tourists who seek tranquility and relaxation. Langkawi Island's natural beauty provides a tranquil and picturesque environment that attracts visitors seeking to relax and reconnect with nature. From beaches and mountains to rainforest and marine life, Langkawi Island offers a diverse range of natural attractions that cater to various interests and preferences.

Second factor is culture and history. Langkawi Island has a rich history and cultural heritage. It is home to several ancient temples, museums, and cultural centers that showcase the island's rich history and cultural diversity. This attracts tourists who are interested in learning about new cultures and traditions. Langkawi Island's culture and history are shaped by its location on the trade routes between India and China, and its centuries-long influence by Malay and Thai cultures. Langkawi Island's culture and history provide a rich and diverse backdrop for tourists to explore and appreciate. From traditional villages and museums to historical sites and festivals, visitors can gain a deeper understanding of the island's past and present, and experience the local culture and way of life.

Next is adventure and activities. Langkawi Island offers various activities and adventures, such as water sports, island hopping, jungle trekking, and cable car rides. These activities cater to tourists who seek thrilling and adrenaline-pumping experiences. With its stunning natural beauty and warm weather, visitors can enjoy the outdoors and experience a wide range of exciting activities while on the island. Langkawi Island is part of an archipelago of 99 islands, and visitors can enjoy island-hopping tours to explore some of the surrounding islands. The tours typically include stops at scenic beaches, swimming and snorkeling spots, and opportunities to see wildlife such as eagles and monkeys.

In addition factor is local cuisine. Langkawi Island is renowned for its delicious local cuisine, which includes a variety of seafood, traditional Malay dishes, and international cuisine. Food enthusiasts and culinary tourists may choose Langkawi Island for its diverse and flavorful gastronomy.

Langkawi island also a strategic place for shopping. Langkawi Island is a duty-free destination, which means that tourists can purchase goods such as alcohol, cigarettes, perfume, and cosmetics at a tax-free or discounted price. This makes Langkawi Island an attractive shopping destination for tourists seeking to purchase such items at a lower cost. In addition to duty-free items, Langkawi Island also offers various other shopping opportunities. Visitors can explore local markets and street vendors, where they can find unique handicrafts, traditional clothing, and souvenirs. The most popular markets on the island include the night markets in Kuah and Pantai Cenang, where vendors sell a range of items such as clothing, accessories, electronics, and local food. There are also several modern shopping malls and complexes on the island, such as the Langkawi Fair Shopping Mall and the Cenang Mall. These malls offer a range of international and local brands, including clothing, electronics, accessories, and beauty products.

### **2.3 HYPOTHESES**

The hypothesis of the study is to find out whether there is a significant relationship between dependent variable and independent variables. Numerous industry pursuits have made Langkawi Island famous. The following economic activities may be found in Langkawi: land transportation, building and retail businesses, coastal and aquaculture fishing, and water carriers. As a result, Langkawi Island's economy is centre on the tourism industry. Even though Langkawi is still developing and needs a growth boost, its infrastructure is comparable to that of Malaysia's most prosperous regions. It is now a world-class tourist destination that requires top-notch infrastructure. In attraction, tourism has a commercial centre to attract tourists for shopping, as well as

superior amenities and infrastructure. Natural attractions, such as national parks, marine parks, and waterfalls, are sites that have natural environment appeal.

H1. There is relationship between economy factors towards tourism industry in Langkawi.

H2. There is relationship between infrastructure factors towards tourism industry in Langkawi.

H3. There is relationship between attraction factors towards tourism industry in Langkawi.

#### **2.4 CONCEPTUAL FRAMEWORK**

The diagram depicted the research framework, which included both independent and dependent variables. The independent variables of this research are economy, infrastructure and attraction. Meanwhile, whereas the dependent variable is the destination selecting.

## Independent Variables

## Dependent Variable

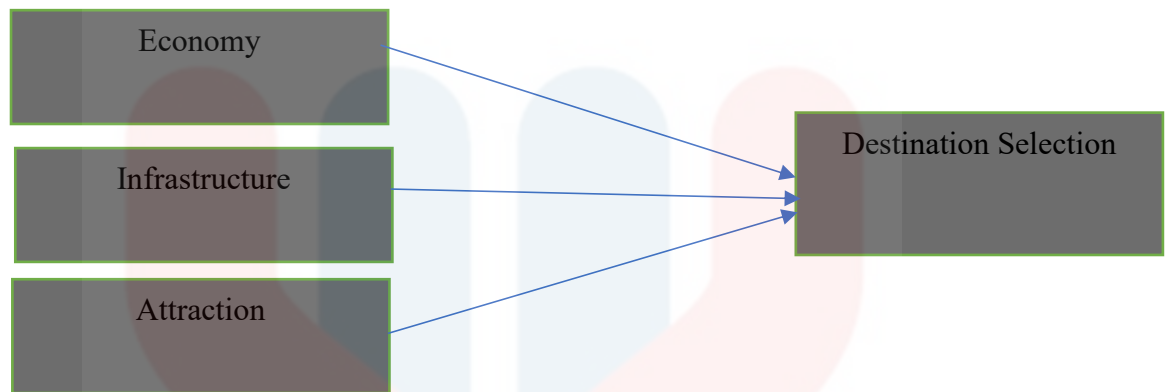


Figure 2.1: Conceptual Framework of the Investigation.  
(A S A Ferdous Alam, Er A C, Halima Begum & Md Mahmudul Alam, 2015)

The dependent variable (DV), also referred to as the variable of outcome or criteria, is a predictable and explainable variable, whereas the independent variable (IV) is precisely what it sounds like. It is a variable unaffected by the other variables. The researcher attempts to explain variations in the independent variables (IV). Figure 2.1 depicts the study's independent variables (IV) and dependent variables (DV) (DV). The variables that may influence destination selection are referred to as independent variables (IV). The destination selection, the opposite hand, is the dependent variable (DV). The independent variables (IV) in this study were economy, infrastructure, and attractiveness. The graph depicts the interplay between economy, infrastructure, and attractiveness.

## **2.5 SUMMARY**

In summary, this chapter discusses the literature review. This research has a number of factors. A variable that is a specific property or function or how it is implemented. A variable is something that can be counted, monitored, or controlled

throughout an inquiry. The variables are the independent variables (IV) and the dependent variables (DV) (DV). According to the researcher, by releasing the independent (IV) and dependent variable (DV), there are several aspects that can improve the development of visitors depending on the community in tourism revealed in the study.





## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1 INTRODUCTION**

This chapter will go through the research strategy utilized to conduct out this study, including the target population, sample size, sampling process, data collection, research instrument, data analysis, and a chapter summary.

#### **3.2 RESEARCH DESIGN**

Research design corresponds to an experimental set-up or strategy for testing a certain topic or hypothesis. There are a variety of designs that we will go through and see how they operate to assist us achieve valid conclusions (Kazdin,2021). Research design can be broadly classified into quantitative and also qualitative. Type of study that uses natural science approaches to generate numerical data and concrete facts is known as quantitative research whereas it entails gathering information and knowledge about a problem known as qualitative research (Ahmad et al., 2019).

For this study, quantitative research design had been used. Quantitative research examines phenomena by exact measurement utilizing a systematic and regulated approach (Rutberg & Bouikidis, 2018). In this study, quantitative analysis can be used



because this study wants to learn more about the factors of selecting Langkawi Island as tourist destination selection.

There are four main types of quantitative research which are descriptive, correlational research, causal-comparative research and also experimental research. The respondent's data was collected through descriptive research in this study. In order to test hypotheses or answer questions about the current state of the study's subject, descriptive research is the method used to collect data. It aimed to obtain detailed data and information about the item by providing detailed data and information (Sahin, 2021).

### **3.3 POPULATION**

A population is a collection or set of items that have specific characteristics that pique the researcher's interest. Frequently, the terms “target population” and “population” are interchanged. Using the term target when referring to sampling, on the other hand, emphasizes the fact that researchers may not always hit the goal since the sample may not be representative of the population you intend to study. For example, suppose you wish to survey every adult hospitalized in the United States (the target population), but owing to funding constraints, you can only survey patients in four cities. In this case, there may be a difference between the sampled population and the targeted population. The population of interest is the population that will be investigated or treated in the study. Instead, researcher will collect samples of the population types of interest to include in the survey. The complete set of people, things, or events that a researcher intends visitors in Langkawi Island, Kedah.

The statistic of 2.5 million visits to Langkawi in 2022. Langkawi has recently acquired over 200,000 visitors per month and is on track to meet its target of 2.5 million inbound travelers by the end of the year. The population of the research in this study was placed in North Malaysia, whereas the sample was on Langkawi Island, Kedah. The researcher conducts this study using the stratified sampling technique. To start investigating differences among groups based on race, gender, or education in stratified random sampling is used. Population is the entire thing that you want to draw a conclusion about. Collection data based on the 'google from'.

### **3.4 SAMPLE SIZE**

The number of people separated from a population is referred to as the sample size. By focusing on the sample, the researcher should be able to reach a generalizable conclusion for the grouping. Furthermore, the larger the sample, the lower the sampling error and, as a result, the greater the survey's accuracy. According to (Tabachnick, Fidell, & Osterlind, 2001), a sample size of 50 cases is considered very small, a sample size of 300 is considered good, and a sample size of 1000 or more is considered excellent. The process of determining sample size for a finite population can be simplified. In this study, Krenjcie and Morgan's table was used as a reference. The required sample size for a population ranging from 500,000 to 749,999 is 384, according to (Krejcie & Morgan, 1970).

### 3.5 SAMPLING METHOD

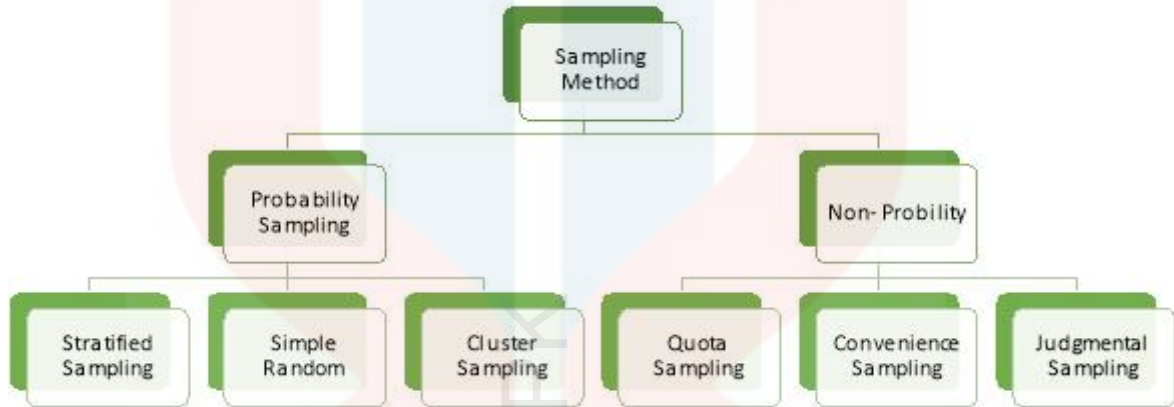


Figure 3.2 Sampling Method

The probability sampling and non-probability sampling approaches were applied in this section to meet the aim of the study. In the sampling method, it consists of two methods which is probability sampling that consists of stratified, simple and cluster sampling. While non- probability sampling consists of quota, convenience and judgmental sampling. Whereas in this the researcher has chosen convenience sampling. The term convenience sampling refers to a technique used by researchers to gather market research data from a pool of respondents who are conveniently accessible. It is the most widely used sampling technique because it is quick, simple, and affordable. To achieve the study's goal, stratified sampling approaches were used and respondents were purposefully chosen to confirm that they were the intended respondents. Stratified sampling is a smaller groups and strata within the sample are represented proportionally to the population.

### **3.6 DATA COLLECTION PROCEDURE**

The data of this study will be collected according to a stratified sampling. Stratified sampling usually involves segmenting the population into sub populations that may differ significantly. It enables you to draw more precise conclusions by ensuring that all groupings are adequately represented in the sample. The researchers have prepared some questions that will be given to visitors who visit Langkawi Island. When a researcher looks for data via reading and observation and records the information they find, they are collecting data. Additionally, reading articles, journals, magazines, newspapers, reports, scholarly book libraries, and other materials deemed relevant will be used to collect information. The data collection technique will influence how you gather data for this study, such as selecting the sample or measurement. When selecting a sample size, visitors must consider factors such as the required sample size, sample accessibility, and data collecting duration. All data obtained will be collected to select only the appropriate and necessary data known as the documentation method.

### **3.7 RESEARCH INSTRUMENT**

There are a few research instruments that have been used in collecting data. The methods that can be use are questionnaire method, observation method, interview method, test method and document method. For this chapter, we used a questionnaire to collect data for our particular topic regarding the factors of selecting Langkawi Island as tourist destination selection from our respondent. Overall, 100 surveys will be sent to visitors on Langkawi Island as part of their destination selection, and the research

recommends employing 100 respondents to establish the link between economic, infrastructure, attraction, and destination selection.

In the questionnaire, our group has divided into 4 sections which is to make it neat and also to make it easy for the respondent to answer the question. Section A is a demographic or background of the respondent; Section B is to identify the relationship between economics and destination selection in Langkawi Island; Section C is to identify the relationship between infrastructure and destination selection in Langkawi Island; and Section D is to identify the relationship between attractions and destination selection in Langkawi Island.

The Likert Scale is a five-point scale on which respondents can select their favourite response. A questionnaire or survey was prepared for the research to collect specific data relating to our research subject and purpose. Therefore, there is a 5-point Likert Scale and a scale of closed-ended questionnaires ranging from 1 (strongly disagree) to 5 (strongly agree). the following scales were used in research : 2 (disagree), 3 (neutral), 4 (agree) and 5 (strongly agree).

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

**Table 3.1: Likert Scale**

### 3.8 DATA ANALYSIS

The data analysis carried out by using Statistical Package for the Social Science (SPSS) computer software to compute all the data gathered from the questionnaire. The technique of analysis used in this study was reliability test, descriptive analysis and Pearson Coefficient Analysis to analysis the data collected. Reliability test will be measure using Cronbach's alpha approach to investigate data's internal consistency. (Sekaran, 2006). The coefficient alpha value is range from 0 to 1, whereby the value less than 0.60 is shown as unsatisfactory internal consistency reliability (Hair, Wolfinbarger, Ortinau, & Bush, 2008):

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < than 0.7	Moderate
0.7 to < than 0.8	Good
0.8 to < than 0.9	Very Good
> 0.9	Excellent

Table 3.2: The rule of thumb for Cronbach's alpha coefficient value.

Source: Hair, J. F., Wolfinbarger, M. F., Ortinau, D. J., & Bush, R. P. (2008). Essentials of marketing research: McGraw-Hill/Higher Education.

Next, descriptive statistics will be used to describe and summarize the data into a meaningful way. It was used for data analysis because some of the issue addressed in the study involved perception. The reason for chosen descriptive techniques in this

study because involved measurement, classification, comparison, data analysis and interpretation with the advantage of describing the state of affairs as it exists. (Mutua, Oteyo, & Njeru, 2013). Hence, it will help to describe the data collection about characteristics of respondents or demography data.

Pearson's correlation will be utilized to interpret the connection between independent factors and dependent variables, as well as the hypothesis (Tanadi, Samadi, & Gharleghi, 2015). Pearson correlation coefficient values vary from +1.00 to -1.00. The greater the association between the variables, the higher the correlation coefficient. The zero-coefficient value indicates that no link exists between the variables. 2003 (Samouel, Money, Babin, & Hair).

### **3.9 SUMMARY**

Generally, Chapter 3 is about research design, population, sample technique, sampling size, data collecting, research tools, and data analysis, with each of the following categories having its own priority and topic to cover when choosing Langkawi Island as a tourist destination. Not only that, collecting data is one of the main things to have good and compatible and accurate data when doing this research.



## CHAPTER 4

### RESULTS AND DISCUSSIONS

#### 4.1 INTRODUCTION

This chapter describes the result from the analysis data collected from the questionnaire data acquired from social media platforms such as WhatsApp, Facebook and Instagram. This chapter provides an overview of respondents and statistical results. The goal is to answer the study's research objectives and test the hypothesis. The data obtained was analyzed using the Statistical Package for the Social Sciences (SPSS) software application. The information was gathered from 384 people who had been to Langkawi Island.

#### 4.2 DESCRIPTIVE ANALYSIS

Descriptive analysis was conducted based on the data collected from the 384 respondents on Section A for background information summaries in respondent's demographic profile.

##### 4.2.1 Result of Descriptive Analysis

##### 4.2.2 Respondent Demographic Profile

##### 4.2.2.1 The Number of Respondents Based on Age

	Frequency	Percent	Valid Percent	Cumulative Percent
18 – 23 years old	188	49.0	49.0	49.0



24 – 29 years old	116	30.2	30.2	79.2
30 – 35 years old	38	9.9	9.9	89.1
36 – 40 Years old	21	5.5	5.5	94.5
41 Years old and above	21	5.5	5.5	100.0
Total	384	100.0	100.0	

Table 4.1: Statistic Table Based on Age

Table 4.1 and Figure 4.1 show that the frequency and percentage of the respondents based on age. Out of 384 respondents out of 188 were 18 – 23 years old, 116 respondents were 24 – 29 years old, 38 respondents were 30 – 35 years old, 21 respondents were 36 – 40 years old and the rest of 21 respondents were 41 years old and above. The researcher found that 18 – 23 years old respondents were majority of the respondents for this survey as compared to other age. 18 – 23 years old respondents consist of 49.0%, 24 – 29 years old respondents consist of 30.2%, 30 – 35 years old respondents consist of 9.9%, 36 – 40 years old respondents consist of 5.5% and 41 years old and above respondents consists of 5.5% respectively of the total respondents. In fact, the data shown that the factors of selecting Langkawi Island as a tourist destination selection that are consists of 18 – 23 years old.

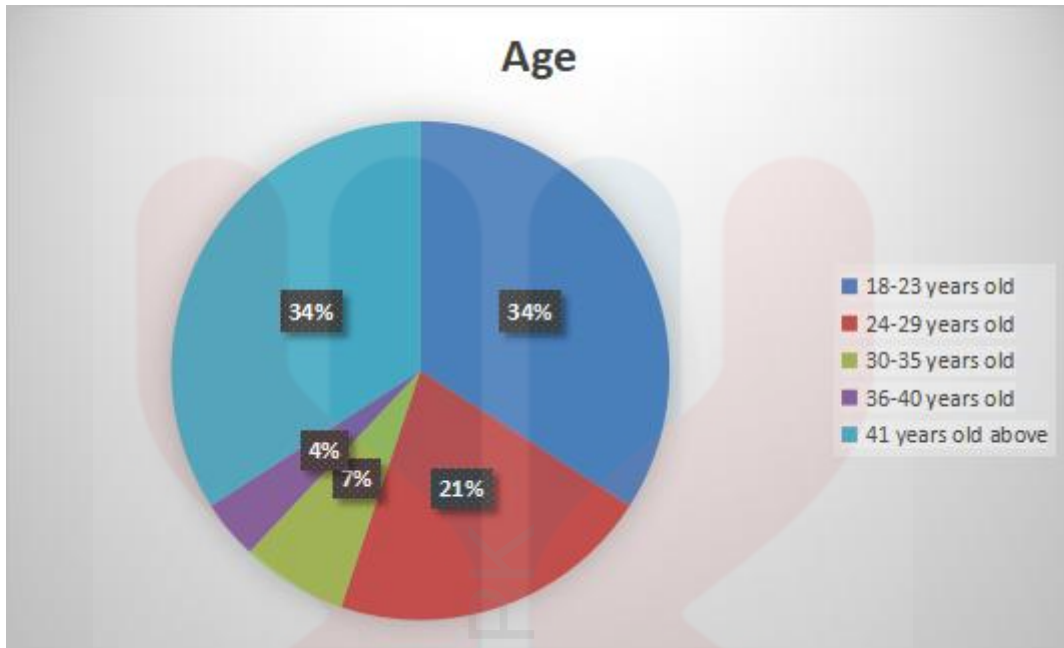


Figure 4.1: Pie Chart of Respondent Based on Age.

#### 4.2.2.2 The Number of Respondents Based on Gender.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	226	58.9	58.9	58.9
Male	158	41.1	41.1	100.0
Total	384	100.0	100.0	

Table 4.2: Statistic Table Based on Gender.

Table 4.2 shown that the frequency and percentage of the respondents based on gender. 384 respondents out of 158 were male and the rest of 226 respondents were female. The researcher found that female respondents were majority of the respondents for this survey as compared to male. Male respondents consist of 41.1% while female respondents consist of 58.9% respectively of the total respondents. In fact, the data

shown that the factors of selecting Langkawi Island as a tourist destination selection were tourist female compared to tourist male.

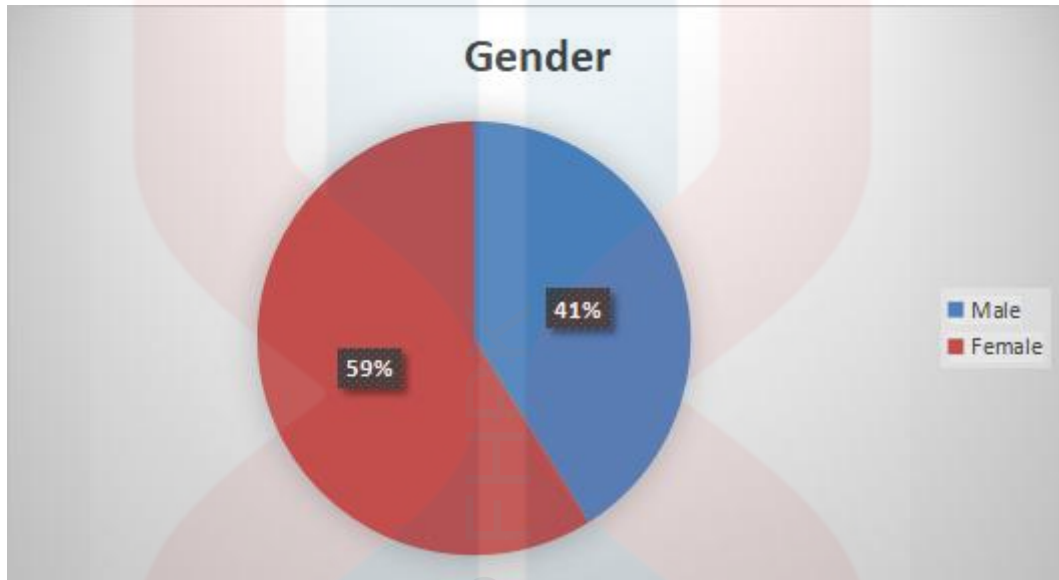


Figure 4.2: Pie Chart of Respondent Based on Gender

#### 4.2.2.3 The Number of Respondents Based on Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Student	217	56.5	56.6	56.5
Work	167	43.5	43.5	100.0
Total	384	100.0	100.0	

Table 4.3: Statistic Table Based on Status

Table 4.3 shown that the frequency and percentage of the respondents based on status. 384 respondents out of 217 were student and 167 respondents were work. The researcher found that status work were majority of the respondents for this survey as compared other status. Student consist of 56.6% while work consist of 43.5%

respectively of the total respondents. In fact, the data shown that the factors of selecting Langkawi Island as a tourist destination selection.

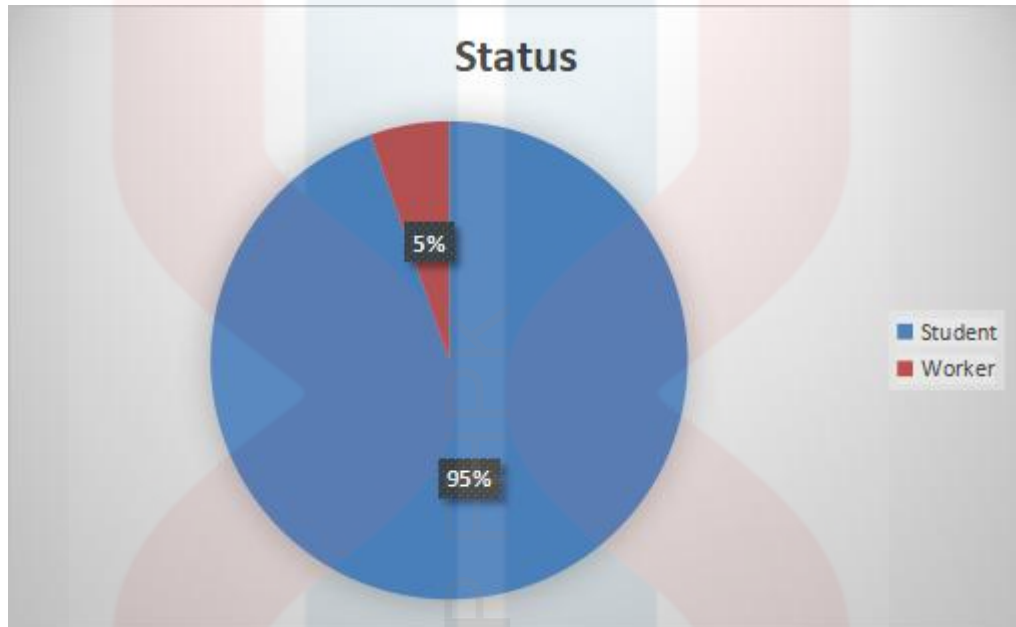


Figure 4.3: Pie Chart of Respondent Based on Status

#### 4.2.2.4 The Number of Respondents Based on Travel Style

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Together as a family	189	49.2	49.2	49.2
Travelling alone or solo	92	24.0	24.0	73.2
Travelling with friends	103	26.8	26.8	100.0
Total	384	100.0	100.0	

Table 4.4: Statistic Table Based on Travel Style

Table 4.4 shows that the frequency and percentage of the respondents based on travel style. 384 respondents out of 189 were travel together as a family while 92 respondents were travel alone or solo and the rest of 103 respondents were traveling with friends. The researcher found that travel together as family respondents were majority of the respondents for this survey as compared to traveling alone and travel with friends' respondents. Travel together as a family respondents consist of 49.2% while travel alone respondents consist of 24.0% and traveling with friends consists of 26.8% respectively of the total respondents. In fact, the data shown that the factors of selecting Langkawi Island as a tourist destination selection were tourist that are travel together as a family.

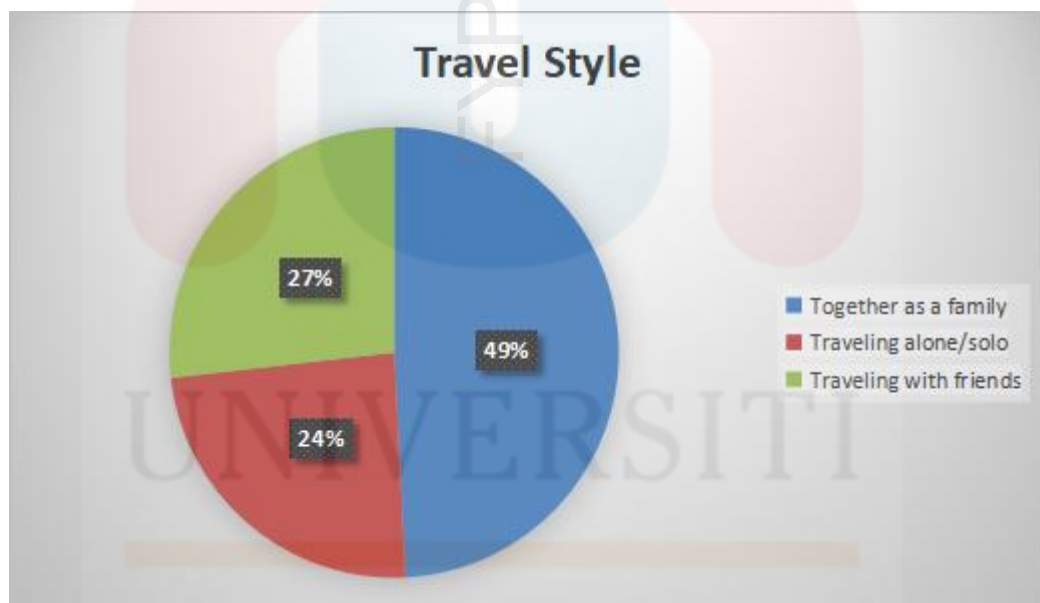


Figure 4.4: Pie Chart of Respondent Based on Travel Style

#### 4.2.2 Respondent General Information

#### 4.2.3 Descriptive Statistics on Variables Travel Style Together as a family Travel alone or solo Traveling with friends

##### 4.2.3.1 INDEPENDENT VARIABLE 1 (IV I)

Economy	Mean	Std. Deviation	N
Question 1: Cheap tourist spots attract tourists	4.79	0.529	384
Question 2: Duty-free goods are the main choice of tourist	4.83	0.434	384
Question 3: The development of the tourism industry affects the entry of tourist	4.82	0.429	384
Question 4: The reasonable price of goods is one of the priorities of tourist	4.85	0.398	384
Question 5: Affordable ferry tickets can attract more tourists	4.79	0.486	384

Table 4.5 Independent variable I (IV I)

The table above has shown the descriptive analysis for independent variable (IV1). The highest mean score on the question is “the reasonable price of goods is one of the priorities of tourist” as much as 4.85. Second highest is “duty-free goods are the main choice of tourist” as much as 4.83. Next, the analysis continue with mean 4.82 is “the development of the tourism industry affects the entry of tourist”. The analysis shown with the same mean are cheap tourist spots attract tourist and affordable ferry tickets can attract more tourists as much as 4.79. The economic question that highest mean in IV1 is “the reasonable price of goods is one of the priorities of tourist” because they prefer to shop for affordable goods that are of good quality, such as handicrafts, souvenirs and local product. This is giving them the satisfaction to buy the goods in Langkawi Island.

#### 4.2.3.2 INDEPENDENT VARIABLES II (IV II)

<b>Infrastructure</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>N</b>
Question 1: The facilities provided are acceptable	4.77	0.498	384
Question 2: Service quality increases tourists' loyalty	4.77	0.482	384
Question 5: Provide special facilities especially for expectant mothers and disable people with disabilities	4.72	0.545	384

Table 4.6 Independent Variables II (IV II)

The table above has shown the descriptive analysis for independent variable (IV2). The highest mean score that share the same value on the question are “the facilities provided are acceptable, service quality increases tourist’s loyalty and complete accommodation becomes one of tourist’s satisfaction” as much as 4.77. The second highest mean is “the travel facilities provided from jetty to Langkawi Island satisfy tourists” as much as 4.73. The lowest mean on the question is “provide special facilities especially for expectant mothers and disable people with disabilities” as much as 4.72. The infrastructure question that highest mean score in (IV2) is “the facilities provided are acceptable, service quality increases tourist’s loyalty and complete accommodation becomes one of tourist’s satisfaction” because tourists consider the facilities are in satisfaction condition during the travel. So that, tourist in Langkawi Island will be increases.



#### 4.2.3.3 INDEPENDENT VARIABLES III (IV III)

Attraction	Mean	Std. Deviation	N
Question 1: I love coming to historic places	4.75	0.564	384
Question 2: A place that provides an interesting atmosphere is the choice of many tourist	4.80	0.457	384
Question 3: The uniqueness of Langkawi Island attracts tourists	4.82	0.429	384
Question 4: Various activities that can be done become the attraction of many tourists	4.80	0.452	384
Question 5: A clean environment gives comfort tourists to come	4.81	0.433	384

Table 4.7 Independent Variables III (IV III)

The descriptive analysis for independent variable (IV3) are shown in the table above. The highest mean score is the question on “the uniqueness of Langkawi Island attracts tourist” which is 4.82. The question “a clean environment gives comfort tourists to come” is second highest mean which is 4.81. The question “a place that provides an interesting atmosphere is the choice of many tourist” and “various activities that can be done become the attraction of many tourists” are share the same mean value which is 4.80. 4.75 is the lowest mean for the question “I love coming to historic places”. Attraction is the most important uniqueness of Langkawi Island attracts tourists shows the highest mean score in IV3 because attraction defines the value that make it worth to travel.



#### 4.2.3.4 DEPENDENT VARIABLES (DV)

Destination Selection	Mean	Std. Deviation	N
Question 1: Intention to recommend tourist places to other	4.77	0.517	384
Question 2: Intention to explore and visit more historical places	4.70	0.606	384
Question 3: Intention to collect information related to the selected tourist spot	4.73	0.559	384
Question 4: The intention is to create an amazing impression about the selection of tourist spots	4.72	0.526	384
Question 5: The intention to visit tourist attraction again.	4.78	0.527	384

Table 4.8 Dependent Variables (DV)

The descriptive analysis for dependent variable (DV) are shown in the table. The highest mean score is the question on “The intention to visit tourist attraction again” which is 4.78, second highest is “Intention to recommend tourist places to other” which is 4.77, The third highest is “Intention to collect information related to the selected tourist spot” which is 4.73, the fourth highest is “The intention is to create an amazing impression about the selection of tourist spots” which is 4.72 and the lowest mean score on the question “Intention to explore and visit more historical places” which is 4.70.

### 4.3 RESULTS OF RELIABILITY TEST

#### 4.3.1 Internal Reliability Test

Before correlation analysis is to be carried out, the gathered data must be tested for their reliability. Reliability test measured about internal consistency and content validity of instrument. Hence, the higher reliable a set of scale item, the higher confidence the scores obtained from the administration of the scale. Besides, the researcher was calculated this reliability test using SPSS. The result of reliability has shown as table below. There were three independent variables and one dependent variable for this survey. The independent variable consists of economy, infrastructure and attraction while the dependent variable consist of destination selection. The researcher has designed 15 questions for independent variable and 5 questions for dependent variable.

Reliability Test	N	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Item	N of Item
Total	384	0.949	0.950	20

Table 4.9: Reliability Test

(Listwise selection based on all variables in the procedure)

According to the result of reliability that shown above, the researcher has checked all the independent variables and dependent variable. The value of Cronbach's Alpha showed of all the independent variable and dependent variable of the reliability which was 0.949. It was shown that coefficient value of the variables range as outstanding in terms of dependability. The table below indicated that rule of thumb for describing internal consistency using Cronbach's Alpha.

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

Table 4.3.2: Rules of Thumb about Cronbach's Alpha Coefficient Size

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

According to Hair et al (2003), 0.70 is an acceptable coefficient, while the reliability coefficient that less than 0.70 are inadequate. A perfect estimate of reliability coefficient is fall to between 0.80 and 0.90. This is because estimates which are excess of 0.90 indicate that item redundancy or inordinate scale length. By referring to the table, the Cronbach's Alpha of independent variables and dependent variable were higher than 0.90. This could be considered an ideal estimates because for independent variables and dependent variable could be acceptable for this study. As conclusion, the reliability of the questionnaire was acceptable and reliable.

#### 4.4 RESULTS OF INFERENTIAL ANALYSIS

##### 4.4.1 Pearson Correlation Coefficient Analysis

Pearson's correlation coefficient was used by the researcher to calculate the linear relationship between the independent and dependent variables. Pearson's Correlation Coefficient Analysis is performed to determine whether or not the correlation coefficient is significant and which hypothesis should be accepted or rejected. If the relationship is significant, the researcher must determine the acceptable level of association. The null hypothesis will be rejected by the researcher at a certain

significant level, such as  $p < 0.05$ . The researcher will accept the alternative hypothesis if each null hypothesis is rejected.

<b>Correlation Coefficient (r)</b>	<b>Strength of Relationship</b>
.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

Table 4.10: Value of Correlation based on Piaw (2006)

Table 4.10 shows the value of correlations. According to Piaw (2006), the absolute size of the correlation coefficient can be used to characterize the strength of the link between variables. The correlation coefficient, abbreviated as  $r$ , runs between 1.0 and -0.01. There is a perfect positive relationship if the value of  $r$  is 1.0, and a perfect negative relationship if the value of  $r$  is -0.01. If the value of  $r$  is 0, there is no link between the variables.

## 4.5 HYPOTHESIS TESTING

### 4.5.1 First Hypothesis

Ho: There no relationship between Economy and destination selection.

H1: Economy has a positive influence toward destination selection.

		Type of Economy	Destination Selection
Type of Economy	Pearson Correlation	1	.507
	Sig. (2-tailed)		.000
	N	384	384
Destination selection	Pearson Correlation	.507	1
	Sig. (2-tailed)	.000	
	N	384	384

Table 4.11: Correlation of First Hypothesis

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

Sources: SPSS

Table 4.11 indicated a significant relationship exists between economy (IV 1) and destination selection (DV), ( $r = 0.507$   $p < 0.01$ ). The positive value of Pearson Correlation 0.507 shown a relationship between economy and destination selection. 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 economy and destination selection have positive relationship. Hence, the researcher rejected null hypothesis and accepted the alternative hypothesis.

#### 4.5.2 Second Hypothesis

Ho: There no relationship between Infrastructure and destination selection.

H1: Infrastructure has a positive influence toward destination selection.

		Type of Infrastructure	Destination Selection
Type of Infrastructure	Pearson Correlation	1	.546
	Sig. (2-tailed)		.000
	N	384	384
Destination selection	Pearson Correlation	.546	1
	Sig. (2-tailed)	.000	
	N	384	384

Table 4.12: Correlation of Second Hypothesis

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

Table 4.12 indicated a significant relationship exists between infrastructure (IV 2) and destination selection (DV), ( $r = 0.507$   $p < 0.01$ ). The positive value of Pearson Correlation 0.546 shown a relationship between infrastructure and destination selection. 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 destination selection and infrastructure have positive relationship. Hence, the researcher rejected null hypothesis and accepted the alternative hypothesis.

### 4.5.3 Third Hypothesis

Ho: There no relationship between Attraction and destination selection.

H1: Attraction has a positive influence toward destination selection.

		Type of Attraction	Destination Selection
Type of Attraction	Pearson Correlation	1	.665
	Sig. (2-tailed)		.000
	N	384	384
Destination selection	Pearson Correlation	.665	1
	Sig. (2-tailed)	.000	
	N	384	384

Table 4.13: Correlation of Third Hypothesis

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

Table 4.13 indicated a significant relationship exists between attraction (IV 3) and destination selection (DV), ( $r = 0.665$   $p < 0.01$ ). The positive value of Pearson Correlation 0.665 shown a relationship between attraction and destination selection. 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 destination selection and attraction have positive relationship. Hence, the researcher rejected null hypothesis and accepted the alternative hypothesis.

Hypothesis	Statement of indicators	Remarks
Hypothesis 1	There is a positive relationship between economic towards tourist destination selection in Langkawi Island.	Accepted
Hypothesis 2	There is a positive relationship between infrastructure towards tourist destination selection in Langkawi Island.	Accepted
Hypothesis 3	There is a positive relationship between attraction towards tourist destination selection in Langkawi Island.	Accepted

Table 4.14: Result for Hypothesis



#### **4.6 SUMMARY**

Finally, this chapter included data analysis for screening questions, demographic sections, independent variables and dependent variable. The replies of 384 people were used to generate all of the results in this chapter. The three independent variables were found to be statistically significant and to have a positive linear relationship. Furthermore, the factors of selecting Langkawi Island as tourist destination, Economy (H1), Infrastructures (H2) and Attraction (H3) as a result the relationship between the dependent and independent variables is linked and satisfactory.

## CHAPTER 5

### DISCUSSION AND CONCLUSION

#### 5.1 INTRODUCTION

The result of the study presented in Chapter 5 was discussed further in this chapter. In this study, demographic profile of respondents, economic (IV1), infrastructure (IV2), attraction (IV3) and destination selection (DV) were discussed. Furthermore, in this chapter, it discussed about the conclusion of the research result according to the research objectives firstly set in Chapter 1. Besides that, implication were discussed in the concluding part of this chapter.

#### 5.2 FINDING AND DISCUSSION

##### 5.2.1. Types of economy and destination selection

Research Objective 1: To examine the relationship between economic towards tourist destination selection in Langkawi Island.

Research Question 1: What is the relationship between economic and destination selection in Langkawi Island?

The first hypothesis predicts there is a relationship between types of economic and destination selection at Langkawi Island. According to Pearson Correlation analysis (see Table 10), the result shown that between types of economic and destination selection at Langkawi Island. Based on the result, a moderate positive correlation

relationship between independent variable 1 (economy) and dependent variable (destination selection) at  $r = 0.507$   $p < 0.01$  are shown.

Based on studies conducted, economic stability refers to the condition of an economy in which there is low inflation, low unemployment, and steady economic growth. A stable economy can influence a tourist's perception of safety and their willingness to spend money while visiting Langkawi. When the country and Langkawi Island have a stable economy, it can create a sense of security and confidence in tourists. This is because a stable economy is typically associated with lower crime rates, a higher standard of living, and better infrastructure, which can make tourists feel safer and more comfortable during their trip.

In conclusion, the research objective 'To examine the relationship between economic factors towards tourist destination selection in Langkawi Island' is achieved. While the research question 'What is the relationship between economic factors and destination selection in Langkawi Island?' is also answered through this study.

#### 5.2.2. Infrastructure and destination selection

Research Objectives 2: To examine the relationship between infrastructure towards tourist destination selection in Langkawi Island

Research Question 2: What is the relationship between infrastructure and destination selection in Langkawi Island?

The second hypothesis predicts there is relationship between infrastructure and destination selection at Langkawi Island. According to Pearson Correlation analysis (see Table 10), the result showed that between infrastructure and destination selection at

Langkawi Island. Based on the result, a moderate positive correlation relationship between independent variable 2 (infrastructure) and dependent variable (destination selection) at  $r = 0.546$   $p < 0.01$  are shown.

Based on the study conducted, a positive correlation occurs between infrastructure and destination selection. Infrastructure is a of facilities that specifically refers to the quality and availability of physical and organizational structures and facilities such as roads, transportation, accommodations, tourist attractions, and services that are necessary to support the needs and preferences of tourists in Langkawi Islands. Tourists may choose Langkawi Islands as a destination because they perceive that the infrastructure is sufficient to meet their needs and provide a positive and enjoyable travel experience. Similarly, if they find that the accommodations are comfortable and clean, they may be more likely to return to Langkawi Islands or recommend it to others.

In conclusion, the research objective 'To examine the relationship between infrastructure towards tourist destination selection in Langkawi Island' achieved and the research question 'What is the relationship between infrastructure and destination selection in Langkawi Island?' is also answered through this research.

### 5.2.3. Conservation attraction and destination selection.

Research Objective 3: To examine the relationship between attraction towards tourist destination selection in Langkawi Island.

Research Question 3: What is the relationship between attraction and destination selection in Langkawi Island?

The third hypothesis predicts there is a relationship between attraction and destination selection at Langkawi Island. According to Pearson Correlation analysis (see

Table 10), the result shown that between attraction and destination selection at Langkawi Island. Based on the result, a moderate positive correlation relationship between independent variable 3 (attraction) and dependent variable (destination selection) at  $r = 0.665$   $p < 0.01$  are shown.

Based on the study conducted, a positive correlation occurs between attraction and destination selection. The attraction provided natural beauty. Langkawi Island is famous for its pristine beaches, turquoise blue waters, lush green rainforest, and scenic mountains. These natural attractions provide a serene and picturesque environment that appeals to tourists who seek tranquility and relaxation. Langkawi Island also has a rich history and cultural heritage. It is home to several ancient temples, museums, and cultural centers that showcase the island's rich history and cultural diversity. This attracts tourists who are interested in learning about new cultures and traditions. Therefore, this attraction can provide satisfaction and experience to visitors to the Langkawi Island.

In conclusion, research objective 'To examine the relationship between attraction towards tourist destination selection in Langkawi Island' achieved and the research question 'What is the relationship between attraction and destination selection in Langkawi Island?' is also answered through this research.

### **5.3 LIMITATION**

The tourism industry is a significant contributor to the economy of Langkawi Island, providing jobs and income for many residents. The industry supports a wide

range of businesses, including hotels, restaurants, transportation services, and tour operators. As tourism grows, so does the potential for increased economic benefits.

Tourism can have both positive and bad effects on the environment. The natural beauty of Langkawi Island is one of its main draws, however the increasing number of visitors can contribute to environmental damage, such as pollution and habitat destruction. It is critical to manage tourism responsibly in order to reduce negative environmental consequences and ensure that the island's natural resources are conserved for future generations.

To support its expansion, the tourism industry requires major infrastructure development. This can have both beneficial and bad consequences for the local community. On the one hand, enhanced infrastructure can provide additional opportunity for the local people to access services and facilities. On the other hand, infrastructural expansion can result in displacement and gentrification, particularly in tourist-friendly areas.

Overall, the tourism industry has significant implications for Langkawi Island, including economic benefits economy, infrastructure development, and attraction. It is important to manage tourism sustainably to ensure that the benefits of tourism are maximized while minimizing negative impacts on the environment and local community.

#### **5.4 LIMITATION OF THE STUDY**

During the progress of conducting this study, there are several limitations that have been recognized and important to be pointed out in order for the researcher to learn and knowledge.

The first limitations are limited sample size to perform whole respondents of the visitation to Langkawi Island. Due to the time and resource limits, the researchers have distributed 384 questionnaire which measured as a limited sample size to conduct for study.

However, the researchers have received invalid questionnaire, thus the limited sample size has caused the result to be limited and it might fail to represent high and mighty accuracy of acceptable results needed for this study.

Second, the limitation of the study that the researchers had been facing during the finishing this task is understanding of questionnaire by the respondents. Moreover, the respondent didn't fully understand what the question needs 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 willing to show commitment and support and that make the researcher difficult to complete their research perfectly.

The third limitation of the study is the satisfaction of the visitors towards the destination are not the same. The respondents who visit to a place and visiting the destination for the first time are not same. Due to the time for finding source are limited it make the visitors to just picking any place to visit without knowing about the destination. By this, it difficult for researcher to complete the research.



## 5.5 RECOMMENDATIONS FOR FUTURE STUDIES

After ending this study, the researchers have found out that there are some spaces for improving the quality of this study in future. Infrastructure refers to the fundamental physical and organizational structures and facilities required for the efficient operation of a society or economy. In the context of tourism, infrastructure comprises transportation systems, roads and highways, airports, public transportation, water and sanitation systems, waste management, and communication networks.

Waste management is another significant part of infrastructure that requires upgrading. Because of the high number of visitors, Langkawi Island creates a significant amount of waste, and the current waste management system may not be able to handle the volume. Creating a more efficient waste management system that includes recycling and proper disposal can assist to preserve the island's natural beauty.

However, the researcher suggested that more research should be done to make sure that this study achieve the goal and objectives. As there are only 384 questionnaire survey are distributed for this study, thus to increase the selecting Langkawi Island as a tourist destination selection. In additional, the researchers here two factors that might have impacted on the factors of selecting Langkawi Island as destination selection. However, the researchers might neglect certain significant factors that play an important role in determining the factors of selecting Langkawi Island as destination selection. Besides that, content analysis and various arrangement and categorization techniques are then used to determine the image scopes. Other than that, the researchers can conduct the study in qualitative research so that they can obtain more reliable and accurate information.



Lastly, future studies should be completed at the chosen destinations to have better findings. As was identified earlier, first timers or repeat visitors might have a different image of a destination.

## **5.6 CONCLUSION**

Incorporating its strong economy, well-developed infrastructure, and alluring attractions, Langkawi Island is a compelling example of a location that appeals to tourists. These factors work together to make the island attractive and guarantee a satisfying visit.

The island of Langkawi's vibrant economy is a major factor in its attraction as a tourist destination, to start with. Tourism is a thriving business on the island that promotes job opportunities and economic progress. The existence of hotels, resorts, restaurants, and other tourism-related companies not only creates jobs but also boosts the local economy through tourism-related spending.

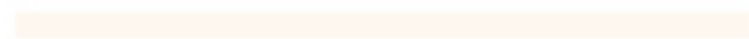
Langkawi Island is a popular choice for traveller due to its strong economy, advanced infrastructure, and alluring attractions. The island's robust economy guarantees a variety of services and amenities that meet visitors' needs, and its infrastructure makes travel convenient and accessible. Furthermore, a variety of attractions and activities that create a lasting effect on visitors are provided by Langkawi's natural beauty and cultural history.

In conclusion, the island of Langkawi's appeal to tourists is emphasized by its robust economy, modern infrastructure, and alluring attractions. These elements combine to produce an alluring setting for tourists looking for leisure, excitement,

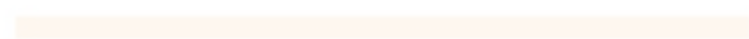
cultural exploration, and economic stimulus. Langkawi Island is a desirable option since it is a monument to the excellent blending of these characteristics.



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