



UNIVERSITI  
MALAYSIA  
KELANTAN

**FACTORS INFLUENCE TOURISTS' SELECTING MELAKA AS  
HOLIDAY DESTINATION**

**By**

**RASMINI BINTI LADAMPANG**

**SALMAN BIN SABAR**

**SAVIVARTHINI A/P VENUGOPAL**

**SERI NAJWA AMIRA BINTI HAMIRUDIN**

**Bachelor of Entrepreneurship (Tourism)**

A report submitted in partial fulfillment of the requirements for the degree of  
**Bachelor of Entrepreneurship (Tourism) (Honor)**

**Faculty of Hospitality, Tourism and Wellness**

UNIVERSITI MALAYSIA KELANTAN

**2023**

## APPENDIX B : DECLARATION

### DECLARATION

I declare that this written report represents the result of my own work and the writing ideas of others we have already cited as original references. I also declare that I have adhered to the academic integrity and acknowledge not falsifying any originators of ideas, words, and sources in the production of this report. This process report **Factors Influence Tourists' Selecting Melaka as Holiday Destination** is classified as :

- CONFIDENTIAL** : Contains private information under the Official Secret Act 1972.
- OPEN ACCESS** : I agree that my written report to be published as open Access.
- RESTRICTED** : Contains restricted information as specified by the organization where research was done.

I agree that **Universiti Malaysia Kelantan** reserves the right to do following :

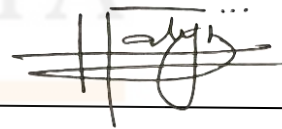
1. This research report is the full property of Universiti Malaysia Kelantan
2. The library of Universiti Malaysia Kelantan is free to make copies of the report for research purposes only.



(Signature of Group Representative)

Seri Najwa Amira Binti Hamirudin

Date : 26 JUNE 2023



(Signature of Supervisor)

Puan Hazyati Binti Hashim

Date : 26 JUNE 2023

## ACKNOWLEDGMENT

First and foremost praises and thanks to the God, the Almighty for his showering blessings through out our study work to complete the thesis successfully. It is a genuine pleasure to express our sincere gratitude and appreciation to our Supervisor, Puan Hazyati Binti Hashim for the continuous support and guiding this team to complete this thesis. Thanks for her patience, effort, time and her immense knowledge for us to understand the steps of doing the thesis. Her guidance and advice carried us through all the stages of writing this study.

We would like to express our heartfelt gratitude to our committee members for their assistance and effort in completing our duty successfully and efficiently. They are constantly willing to assist us in overcoming difficulties in this final year project. We enjoy it when our committee members work together, encouraging each other to not give up.

Then we want to express our gratitude and appreciation to our friends and everyone who has contributed to giving their ideas and teach and help us to accomplish our thesis. We would not have been able to complete our thesis if we did not have been able to complete our thesis if we did not have the respondents who were willing to participate in our study.

Finally we would like to give special thanks to our parents for their continuous support and understanding when undertaking our research. Their prayer for us has sustained us this far.

UNIVERSITI  
MALAYSIA  
KELANTAN

## TABLE OF CONTENT

<b>CHAPTER 1 : INTRODUCTION</b>	<b>Page</b>
1.1 Introduction	1
1.2 Background of The Study	1
1.3 Problem Statement	2
1.4 Research Objectives	5
1.5 Research Question	5
1.6 Significance of Study	6
1.7 Definition of Term	7
1.8 Summary	8
<b>CHAPTER 2 : LITERATURE REVIEW</b>	
2.1 Introduction	9
2.2 Variables	9
2.3 Destination Factor	10
2.4 Food	11
2.5 Infrastructure Facilities	11
2.6 Destination Selection	12
2.7 Hypothesis	13
2.8 Conceptual Framework	14
2.9 Summary	14
<b>CHAPTER 3 : METHODOLOGY</b>	
3.1 Introduction	16
3.2 Research Design	17
3.3 Target Population	17
3.4 Sample Size	18

3.5 Sampling Method	19
3.6 Data Collection Procedures	20
3.7 Research Instrument	22
3.8 Data Analysis	23
3.9 Summary	27

## **CHAPTER 4 : RESULT ANALYSIS**

4.1 Introduction	28
4.2 Result of Reliability Test	28
4.3 Result of Frequency Analysis	30
4.4 Result of Descriptive Analysis	36
4.5 Result of Pearson Correlations	40
4.6 Summary	44

## **CHAPTER 5: DISCUSSION AND CONCLUSION**

5.1 Introduction	45
5.2 Research Finding	45
5.3 Limitation	49
5.4 Recommendation	50
5.5 Conclusion	50

## LIST OF TABLE

List of Table	Title	Page
Table 3.1	The number of number of visitor to Melaka from 2008 to 2021	18
Table 3.2	Table for Determining Sample Size for a Finite Population	20
Table 3.3	Relationship between likert scale and level of agree	23
Table 4.1	Rules of Thumb Cronbach's Alpha coefficient size	29
Table 4.2	Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variable	29
Table 4.3	Number of Respondents by Gender	30
Table 4.4	Number of Respondents by Age	32
Table 4.5	Number of Respondents by Race	33
Table 4.6	Number of Respondents by Place of Origins	35
Table 4.7	Destination Selection	36
Table 4.8	Destination Factor	37
Table 4.9	Food	38
Table 4.10	Infrastructure Facilities	39
Table 4.11	Strength Interval of Correlation Coefficient	40
Table 4.12	Pearson Correlation Destination Factor and Destination Selection	41
Table 4.13	Pearson Correlation Food and Destination Selection	42
Table 4.14	Pearson Correlation Infrastructure Facilities and Destination Selection	43

## LIST OF FIGURES

Figure	Title	Page
Figure 2.1	Conceptual Framework	14
Figure 4.1	Percentage of Respondents by Gender	31
Figure 4.2	Percentage of Respondents by Age	32
Figure 4.3	Percentage of Respondents by Race	34
Figure 4.4	Percentage of by Place of Origins	35
Figure 4.5	Framework Analysis	45

## LIST OF SYMBOLS AND ABBREVIATIONS

### Abbreviations

UNESCO	United Nations Educational, Scientific and Cultural Organization
WOM	Words Of Mouth
WHS	World Heritage Sites
IV	Independent Variables
DV	Dependent Variable
SPSS	Statistical Package for the Social Science

## ABSTRACT

This study was conducted to determine the factors that influence tourists' Selecting Melaka as Holiday Destination. The primary purpose of this study to examine key elements that affect tourists' holiday decisions regarding where to travel in the Melaka, one of the states located in Malaysia. The tools that used to conduct this research is quantitative research in descriptive design to measure the data collected during the study. The sample size of the respondent was 384 and the total collected who had answered the questionnaire through Google Form was also 384 respondents. The questionnaire shared through all social media platforms. That way is very easy to distribute and collect data information from respondents. Thus, this study can help other researchers in the future come when they want to investigate the factors that influence tourists' Selecting Melaka as Holiday Destination.

**Keywords:** Melaka, Destination factor, Food, Infrastructure Facilities,

UNIVERSITI  
MALAYSIA  
KELANTAN



## ***ABSTRAK***

*Kajian ini dijalankan untuk mengetahui faktor-faktor yang mempengaruhi pemilihan pelancong Melaka sebagai Destinasi Percutian. Tujuan utama kajian ini adalah untuk mengkaji elemen-elemen utama yang mempengaruhi keputusan percutian pelancong berkenaan ke mana hendak melancong di Melaka, salah sebuah negeri yang terletak di Malaysia. Alatan yang digunakan untuk menjalankan kajian ini ialah kajian kuantitatif dalam reka bentuk deskriptif bagi mengukur data yang dikumpul semasa kajian dijalankan. Saiz sampel responden adalah 384 dan jumlah terkumpul yang telah menjawab soal selidik melalui Borang Google juga seramai 384 orang responden. Soal selidik dikongsi melalui semua platform media sosial. Cara itu amat mudah untuk mengedar dan mengumpul maklumat data daripada responden. Justeru, kajian ini dapat membantu pengkaji lain pada masa hadapan apabila ingin menyiasat faktor-faktor yang mempengaruhi pelancong memilih Melaka sebagai Destinasi Percutian.*

***Kata kunci:*** *Faktor Destinasi, Makanan, Kemudahan Infrastruktur, Destinasi Pelancongan*

## **CHAPTER 1 : INTRODUCTION**

### **1.1 INTRODUCTION**

The chapter begins with the background of the study followed by the problem statements, research objectives, research questions, significance of the study, definitions of terms, and ends with the summary of the chapter.

### **1.2 BACKGROUND OF STUDY**

This study investigates tourists' choosing Melaka as their holiday destination when traveling. Although there are numerous elements that might affect the choice of holiday destination in Melaka, some factors are crucial for travelers to make their travel plans when coming to Melaka, not only for Melaka's historical tourism purposes but only for other reasons. The purpose of this study is to examine key elements that affect tourists' holiday decisions regarding where to travel in the Melaka, one of the states located in Malaysia. Tourists should know what they actually want in a certain place before they start to travel as a prepared plan to make sure their travel activities are more planned . The special features of a destination are more revealing people to visit and spend advance and development of the tourism industry in each destination (Anshul Garg, 2015).

The holiday destination selection can be said to be an important matter in the destination selection when tourists decide to travel. Without an exact destination, the journey to travel will be tiring because there is no direction. This research is to find out the factors that influence

tourists selecting Melaka as a holiday destination. In addition, this study can also find out the shortcomings and also the advantages that exist in the tourism industry in Melaka. When it is possible to identify the shortcomings in an industry, improvements can be made to avoid problems that can tarnish the name of that place. The improvements made will further increase the presence of tourists to a certain place. There are several main reasons that attract tourists to come to Melaka and choose Melaka as their holiday destination among them is destination factor, food and infrastructure facilities, that the researcher will highlight in this study, since the behavioral intentions have become a strategic metric to assess the success of a tourism destination (Mona, Mohammed, 2020).

The destination selection factor depends on the attractiveness of a place itself. Melaka is mostly recognized around the world and is touted as the outstanding tourist destination in Melaka, Malaysia. Melaka is also rich with historical background and it has been discussed everywhere (Yahya Abu Bakar, 1969) The tourism sector is more important than others due to its historical wealth that has drawn many local and international tourists to the burghal (Md Tajul Islam, 2021). According to Sandro and Muzzafar the attractiveness of a place appears more successful than others in offering tourism activities and in attracting travelers (2006) . The attractiveness of the place is the most common point of view that tourists will see when they want to travel. The attraction of a place is the biggest factor in influencing the choice of a holiday destination and how a destination will influence a tourist's intention to come to Melaka which is influenced by the destination factor, food and infrastructure facilities.

### 1.3 PROBLEM STATEMENT

This study is focusing on factors that influence tourists that come to Melaka for holiday destination purposes. According to W.K Athula Gnanpala (2012), Numerous variables affect how visitors make judgements, and the process is divided into stages where people must make a series of choices and do certain activities. The capacity of a site to fulfill its assumed features is correlated with its enticement to tourists. (Gretel, Kayhan, 2016). Melaka was already famous with the historical attraction image backgrounds, but it only sees the Melaka image as a place that only has historical site visits to come to Melaka. In this, researchers also will highlight that Melaka has its own attractiveness as a holiday destination and how Melaka can influence the tourist selecting Melaka as holiday destination. Image in the context of tourism is a notion that emerges when consumers form opinions about the goods and services that the industry offers. (Ramazan Aksoy, Şule Kiyici, 2011).

The number of tourist arrivals to the State of Melaka for the first half of 2022 shows a significant increase. The number of visitors visiting Melaka State in June 2022 was 2.479 million, up from 739,000 in the same month in 2021, the growth serves as a fuel for ongoing efforts to make Melaka a must-visit tourism destination. There are several factors that improve the number of tourists who visit Melaka, such as destination characteristics, foods, and infrastructure facilities. Destination factor contributed to the increasing number of visitors because Melaka might offer good accommodations or there are many locations around that make it easy to get from one place to another in Melaka (Soo-Fen Fam, Taib Dora, Norfaridatul Akmalia, Fadhrul Rahim, 2017).

According to Dawn. B & Juliet M. (2020), Food tourism is a developing trend that places a special emphasis on tasting regional specialties that are realistic and traditional, giving local service providers and producers a platform. This study explores how cuisine influences a visitor's decision to choose Melaka their vacation location as well as how food influences overall intentions. This research investigates how food factors will affect a tourist coming to Melaka for their holiday destination, how food contributes to their intentions. According to Farzad, Es-hagh, from the public perspective Food has a subordinate and modest function in the tourism sector when it comes to evaluating tourist word-of-mouth (WOM) (2011). Throughout the field of tourism, food is crucial, particularly for the image of the visitor and the place. Destination image and food image are the essences of tourist' destination selection (Sarunya Lertputtarak, 2012). Also the service that is provided in some premises in Melaka also became the reason why people come to Melaka, many businesses only focusing on what they sell, not their service. According to Mike and Atila, Tourist perceptions of the amenities that are needed as well as the amenities they have received are evaluated for the purpose to identify what causes joy, recommendation, and return. (2011).

Infrastructure helps economic growth through boosting profitability as well as offering services that improve people's quality of life (Hassan Osman, 2017). The development of infrastructure facilities will contribute to the influence of tourists coming to Melaka for holiday purposes. Infrastructure facilities have been built and new directions of tourism have been introduced at the level of international standard (Olimovich, Khabibovna, K.M., Alimovich, 2020). Melaka has a heritage element that is Crucial as a driving force for tourists to visit historic sites. Infrastructure is required to improve visitor accessibility while visiting a place, such as retail centers, washrooms, and upkeep. (Jamil, Tarmiji, 2013).

#### **1.4 RESEARCH OBJECTIVES**

The objective of this research is to achieve the specific. This research divides it into the following specific objectives :

- 1) To examine the relationship between destination factors towards Melaka as Destination Selection.
- 2) To examine the relationship between food factors toward Melaka as Destination Selection.
- 3) To examine the relationship between infrastructure facilities factors towards Melaka as Destination Selection.

#### **1.5 RESEARCH QUESTIONS**

- 1) What is the relationship between the destination factor and Melaka as destination selection?
- 2) What is the relationship between the food and Melaka as a destination selection?
- 3) What is the relationship between infrastructure facilities and Melaka as destination selection?

## 1.6 SIGNIFICANT OF STUDY

This research has a lot of questionnaires and consequences. This study employs quantitative methods to generalize the conclusion and findings. This research will come up with the factors that enchant tourist's behavior in selecting Melaka as a holiday destination. The researcher pins one's hopes on that this research could buoy up tourists to select their holiday destination to increase their purpose to visit Melaka. The survey outcomes will be used to measure tourists that come to Melaka options and choose whether Melaka is the best choice of their destination selection more carefully and meet destination factors, food and infrastructure facilities conditions. The standard of tourism industry-related behavioral intentions on tourism holiday destinations around Melaka. Melaka is one of areas belonging to Georgetown Penang which were inscribed as a UNESCO World Heritage Site (WHS) as cities be the most extensive historical port in the history of Malaysia (Rohayah Che Mat, 2019). It addresses the main research question which factors influence tourists' selecting Melaka as holiday destination and how destination factors, food and infrastructure facilities in Melaka became the target of tourists' arrival and why do people choose Melaka as their holiday destination.

This research also will help a tourist's especially the tourists who first come to Melaka or tourists who are willing to travel in Melaka, need more information about Melaka. Every person who comes to a certain destination must have a purpose, what they want and what are the reasons that influence tourist's decisions to come to Melaka. Also this study will benefit the Melaka's government. According to Nguyen & Quang Hai, tourism-related activities occupy an important part in many nations' economic growth, contributing to the development of associated services and infrastructure.(2021).

## **1.7 DEFINITION OF TERM**

### **1.7.1 Destination Selection**

A destination is alternatively described as a location with particular infrastructure and amenities designed to suit the demands of visitors (Cooper, 2005). In addition, there is an earlier definition that refers to a destination as a location that can influence tourists to stay temporarily and have interesting characteristics (Leiper, 1979)

### **1.7.2 Destination Factor**

The location is revealed as a product in marketing literature. There are many elements that make up a destination that are similar to it, including economic, environmental, social, and cultural traits. The destination elements influencing the choice of tourist destinations are taken into account in tourism literature. In order to assess visitor happiness, the current study investigates the transportation infrastructure, lodging options, and local cuisine as destination factors. (Md. Borak Ali, 2018).

### **1.7.3 Food**

Every human being's basic or most important necessity is food. To fulfill physical, physiological, psychological, and social demands is its purpose. A person's degree of health is influenced by the type and quantity of food they consume. Examples of unbalanced nutrition include eating food of poor quality, which can be damaging to health, and eating a lot of food, which can lead to obesity (2017, Animhosnan).



#### **1.7.4 Infrastructure Facilities**

The term infrastructure refers to transportation, education, and health care as examples of fundamental facilities and services. These facilities are necessary for the development and growth of a country, society, organization and others. This aims to meet the economic and social needs of the community. The infrastructure development that takes place covers the communication or transportation system as well as urban and rural development that are closely related to the socioeconomics of the Malaysian population. (Redha, 2011)

#### **1.8 SUMMARY**

As a whole, this chapter has provided context for the study into the factors influencing tourists' selecting Melaka as holiday destination. The research objectives and research questions were also covered for the chapter along with other topics pertinent to the investigation. Further explanation of the study's significance has been provided, and this chapter finishes with many definitions of key terms. A detailed discussion of previous studies and the current study is provided in the following chapter's literature review.

## **CHAPTER 2: LITERATURE REVIEW**

### **2.1 INTRODUCTION**

This chapter begins with the relationship between independent variables (IV) and dependent variables (DV) followed by relationship between destination factors, food, facilities and destination selection. This chapter also discusses the relationship between dependent variables (DV) and independent variables (IV) followed by the relationship between destination selection and destination factor, food and infrastructure facilities

### **2.2 VARIABLE**

Factor influence tourist's selecting Melaka as holiday destination can be seen through a statistical analysis of destination factor, food and infrastructure facilities factors in Melaka. In terms of factors that influence tourists holiday destination selection in Melaka, surveys and assessments are conducted to identify the best destination that influences tourists to help firms think of ways to improve and might change their decision in choosing holiday destination selection in Melaka. Based on the current information there is a possibility that can be concluded that several linked independent variables can influence the right decisions on choosing destination selection in Melaka.

### **2.3 DESTINATION FACTOR**

The researcher can determine the relationship between destination factor and factor influence holiday destination in Melaka. Destination factor refers to Melaka's own and how Melaka can influence tourists to come to Melaka for their holiday destination. Many tourists

want their experience during the holiday , especially for their accommodation quality. The quality of accommodation is the main priority for tourists who come on holiday to Melaka or anywhere else as a holiday destination and how Melaka (Destination's factor) influences the decision of tourists to make Melaka their destination of choice. According to Stefan G. Accommodation establishments are an essential component of tourism, and their amount of establishments has steadily expanded in tandem with the expansion of domestic as well as global travel (2021). Melaka plays an important role in providing the best accommodation for tourists such as hotels, resorts, and homestays and also accommodation areas with other nearby destinations are easy for tourists to move from one destination to another. The level of access to go to a certain destination also factors in tourists' intentions to make Melaka as their holiday destination. The level of traffic congestion is also a factor of tourists' vacations. Melaka is one of the densely populated areas, with a small area compared to other states in Malaysia such as Johor, Selangor, and Perak with the state being the most attractive place in Malaysia.

## **2.4 FOOD**

In Malaysia, choosing a place is heavily influenced by food. The nation is well-known for its rich and diversified culinary scene, which draws tourists from all over the world. A complex tapestry of flavors and eating experiences are created by the distinctive fusion of Malay, Chinese, Indian, and indigenous cuisines. Melaka's status as a culinary paradise influences the travel preferences of many travelers. They want to sample regional food, try out regional specialties, and experience the real flavors of the land. Melaka has a vast variety of culinary alternatives to suit all interests and budgets, ranging from affordable fast food joints to upscale dining establishments. People mostly travel for the purpose of seeing and tasting the food and beverages that can leave them with lifelong memories (Wolf, 2002). Culinary tourists, on the other hand,

would seek for a singular and distinctive experience when traveling (Richards, 2002). Similar to how culinary tourism develops, food-related items like food and wine routes, travel-related books, and travel packages will increase as it becomes a necessary experience for tourists. (Wolf, 2002).

According to Khoo & Badarulzaman with the variety of gastronomy goods available, the gastronomy business has been playing a vital part in luring tourists from across the world and the local population to Melaka (2015). As former colonial colonies, Melaka has evolved into a melting pot of Portuguese, Dutch, British, and Asian cultures that showcase the distinctiveness of Malaysia's culinary heritage and have drawn countless cuisine tourists to the city. In the era of social media, tourists frequently rely on internet resources like blogs, social networking sites, and review websites to learn about locations. Travelers' choices can be significantly influenced by food-related information, such as restaurant suggestions, culinary tours, and food photography. Melaka may be a tempting location for food lovers, thanks to favorable evaluations and appetizing cuisine photos posted by other tourists. Every year, Melaka holds a number of food-related festivals and events that draw visitors from all over the world. For instance, the annual Melaka Food Festival highlights a variety of regional specialties, offering visitors a singular chance to get a taste of the city's culinary scene in a fun and energetic setting.

## **2.5 INFRASTRUCTURE FACILITIES**

Infrastructure facilities in tourism are physical aspects that are created and built to accommodate visitors. A lot of researchers have theoretically suggested a close relationship between tourism development and infrastructure. Infrastructure facilities have frequently been viewed as an integral part of tourism and play an important role in attracting visitors. They are

generally seen as an essential component of tourism and play a crucial role in attracting visitors. The importance of service infrastructure in providing product experiences and building a destination's general appearance for tourists cannot be overstated. (Seetanah, 2011). Thus, tourism infrastructure facilities are the foundation of tourism development. Infrastructure funding is crucial for increasing tourist arrivals and improving visitor happiness and enthusiasm. Through ensuring the services that are necessary to tourists, infrastructure, as a component of regional tourism, is especially crucial for lasting expansion of tourism and the broader advancement of tourist destinations. Numerous scholars have reaffirmed the obvious relationship between tourism development and infrastructure in theory and practice. Infrastructure facilities include ancillary and supplementary facilities, equipment, systems, procedures, and resources required for the operation of any tourist attraction, such as ensuring that the restrooms are clean and that the infrastructure is well-maintained and up to date.

## **2.6 DESTINATION SELECTION**

Destination selection is one of the most important aspects of having a great travel experience. According to Zuhier A.Z, The certain place achievement will be more attractive as one of the benefits for traveler choices in selecting a destination that will give an impact to their wants and strong desire in a way that complies with their expectation of their holiday plan, (2021). The destination selection was affecting the destination factor (refer to Melaka), food, and infrastructure facilities. There is a connection between destination selection and destination factor, food, and infrastructure facilities. Destination selection, usually the finest location is one that matches their expectations and worth money, experience, and energy. The choice of destination should be that tourists will prefer a cheap destination area that may be close to their home area but a historical site visit, strategic place, suitable for all ages and the safety risk area.

Destination selection is actually one of the important factors that influence tourists' choosing their holiday destination selection to help Melaka grow more, for the Destination factor (Melaka), the food in Melaka, and Melaka infrastructure facilities.

## **2.7 HYPOTHESIS**

The research's hypothesis is developed based on study elements like the destination factor, food and infrastructure facilities that affect the factor selecting holiday destinations in Melaka. The hypothesis had been created and was currently being assessed in light of the findings from the inquiry.

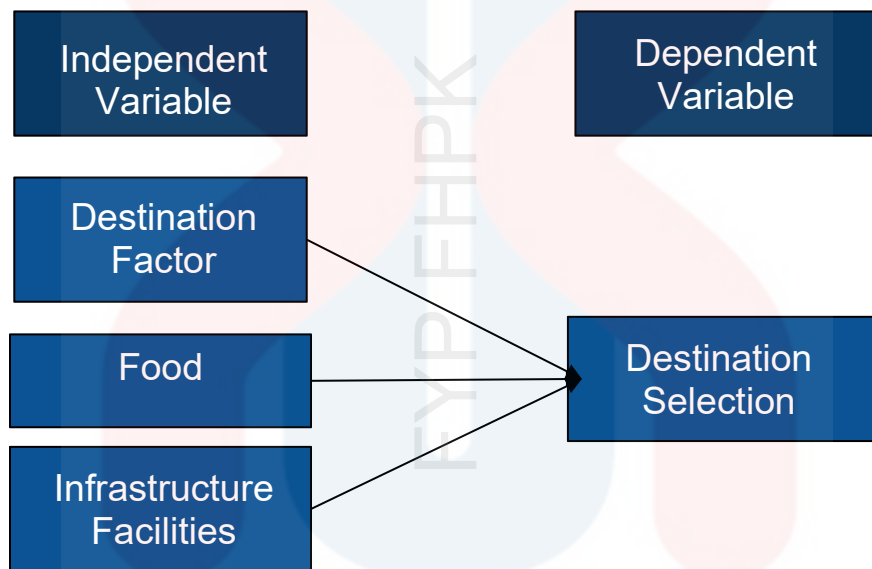
**H1:** There is a relationship between destination factor and destination selection in Melaka.

**H2:** There is a relationship between food and destination selection in Melaka.

**H3:** There is a relationship between infrastructure facilities and destination selection in Melaka.

## 2.8 CONCEPTUAL FRAMEWORK

The study participants have provided a framework for investigating the factor influencing tourists selecting Melaka as holiday destination, based on the previous literature review. Hence, as seen below the structure.



**Figure 2.1: Conceptual framework of the relationship between destination factor, food, and infrastructure facilities in Destination Selection (Zuraini Zainal Abidin, Hamidah Abd.**

**Latif, Nurhazieyah Affyqah Hazizy, 2021)**

## 2.9 SUMMARY

A variable is, in essence, a characteristic or an outcome whose was lately added, specified or used in a particular method. Variables are items that may be utilized in computations, monitoring, or modification in an investigation. The researchers chose the choice of destination to be the dependent variable in this study. Destination factor, food, and infrastructure facilities in

Melaka elements are independent variables for the researcher. The researchers expect that by establishing independent variables and the dependent variable, the study will have an impact on the choice of location. Every independent variable's link to each dependent variable, as well as the conceptual framework and hypothesis, are crucial. Therefore, the researchers have narrowed the area of their investigation in order to create a superior research result. An exclusive methodology is employed to quantify the data acquired.





## CHAPTER 3: METHODOLOGY

### 3.1 INTRODUCTION

The subject of this chapter is research methodology. This chapter contains a detailed overview of the research technique that was utilized to accomplish the study. Researchers outline their methods for collecting, organizing, and analyzing the data and information required to address the study's objectives and central topic. Research technique is the approach or plan used to study a subject. The methodology section of a research paper helps readers assess the study for overall reliability and validity. The study strategy, which covers the demographic goal and the challenge of obtaining it is largely developed using a research technique. The significance of the decisions that will be made as a result of the inquiry is one of the factors that will influence the study strategy.

In this study the researcher has identified the main elements of research methodology include the research strategy, data collection technique, sample strategy, field work plan, and analytic plan. In a nutshell, this section outlines the methodology used for this study. This chapter will outline the whole process used to carry out this study session. In other words, the methodology chapter should provide justification for the design choices by showing that the procedures and approaches used are the best matches for the goals and objectives of the study and will yield reliable and valid results. A thorough and good study methodology produces outcomes that are supported by science, while a poor methodology produces none.

### **3.2 RESEARCH DESIGN**

Researchers were using quantitative data to collect data for knowing what the most important factor for holiday destination selection in Melaka is related to the tourists already coming to Melaka. Researchers used quantitative methods carried out in the following research. The quantitative research approach is a instrument for calculating data collected from a questionnaire or list of questions that must be carried out as part of a research investigation. This is the most typical method for gathering additional data from those who participated in the study. The procedure of collecting data to create an informative design to determine whom, whereby and why they wish to learn in a study is known as quantitative research design. (Bhandari, 2020). On the other hand, quantitative research, as revealed by Klein & Müller (2019), collects information obtained from participants to investigate an issue from a constructive standpoint, which might involve locating data through numbers including interactions between independent and dependent variables in a survey.

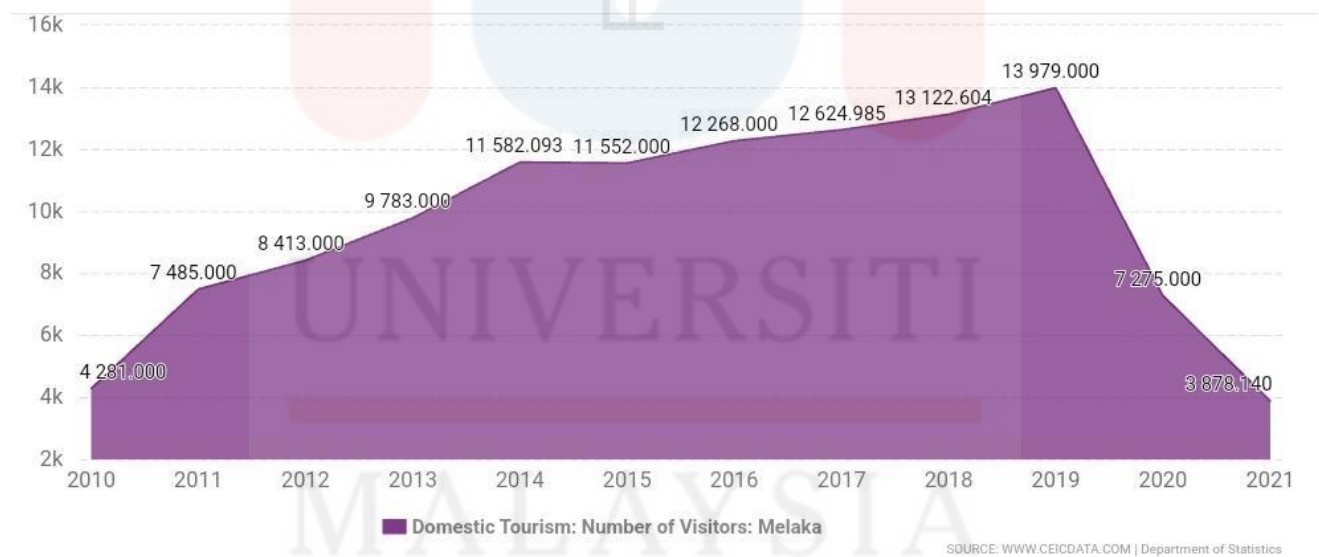
The researcher employed quantitative research in descriptive design to measure the data acquired throughout the investigation in this study. This approach will be used by the researcher to figure out the destination factor, food, and facilities infrastructure are the factors influencing tourist's selecting Melaka as holiday destination.

### **3.3 TARGET POPULATION**

A people group is a group of individuals or living creatures from whom the researcher can draw conclusions about the studied issue. The subset of the population from which the researcher will collect all data of the population from which the researcher collects all

data. Comparability of older population data is hampered by differences in regional definitions and the geography of rural and urban communities within and between countries. According to Murphy, The target population is a technique to determine who the primary concern of the research is supposed to be, and without it, the research would be pointless since the study would be insufficiently precise or truthful (2016).

In this research, the target population of the study a standard has been established for all Malaysian races since the research is being undertaken in this nation. The population of the respondent is based on the domestic tourist that arrives in Melaka, Researchers will also obtain a wide range of responses based on the viewpoints of respondents for factors influencing tourists selecting Melaka as a holiday destination. As stated in 3.1, the number of visitors to Melaka from 2008 to 2021.



**Table 3.1 The number of number of visitor to Melaka from 2008 to 2021**

**(Source : CEICDATA.COM, Department of Statistics, 2008-2021)**

### 3.4 SAMPLE SIZE

The sample is the data that was created for researchers to choose or select a representative sample from a big population by using predefined selecting methods. The researcher created a sample for this research. The sample size is always less than the population. In some cases, a study population is unrelated to humans. It can refer to a collection of animal species, animals, nations, organizations, objects, and whenever that is researching. Techniques used to survey every broader population gamble on the type of study being purposeful, but be permitted include straight forward random sampling or systematic sampling.

Nevertheless, this study, the population from sample size derived consists of the following groups of participants :

1. People come traveled to Melaka

Purposive quantitative sampling research was used by the researchers in this study. Although the researcher is not required to be visible when the surveys are completed, data collection will be quite simple. This is useful for large groups when processors are not feasible. The table 3.2 shown the population sample size is 384 based on the Krejcie and Morgan (1970)

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3300	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

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

Source: Krejcie & Morgan, 1970

**Table 3.2 : Table for Determining Sample Size for a Finite Population**

**Source : Krejcie and Morgan, 1970**

### 3.5 SAMPLING METHOD

Researchers can derive population information from data for subsets of the population without exemplifying each respective. The study's focus is on some features of populations that the researchers choose to examine using the sampling method. There are two sorts of sampling procedures: probability sampling and non-probability sampling. The process of picking people from a population who are representative of the entire population is known as probability sampling. There are four different types of sampling techniques that can be used with probability samples. Among these are simple random, systematic, stratified, and cluster sampling. Non-

probability sample participants are chosen because they are available, convenient, or represent a characteristic the investigator wishes to investigate.

Random sampling is a form as concerned non-probabilistic sampling in the time of researchers randomly select a subset of participants from a population. All clambake of the population acquire an equal likelihood of getting chosen. Data is then collected from every bulkiest conceivable percentage of this random subset. Researchers use a simple random sampling technique where sampling is chosen from the statistics of tourists that have come to travel in the Melaka population solely on the base on their availability to the researcher.

### **3.6 DATA COLLECTIONS PROCEDURES**

The first stage of data collection entails gathering primary information from targeted respondents using a specific sampling technique. Several questionnaires were provided to undergraduates on the statistics of tourists that came to Melaka. The questionnaire included three objectives that represented the study's. It describes the demographic profile of visitors, discusses elements impacting local tourists' travel destination choices, and includes topics linked to tourists' destination preferences.

After being created online with Google Form, the surveys will be sent via the WhatsApp network. Meanwhile, secondary data was acquired from books, journals, and the internet. The questionnaire given will be provided in two language which is English and Malay. The purpose of the bilingual questionnaire Because the target respondents were drawn from Malaysia's major cultural communities, consideration will be given to those who are fluent in Malay.

### 3.7 RESEARCH INSTRUMENT

A research instrument is a measurement tool, that involves a questionnaire, that is meant to collect information as well as data from individuals about the topic that has been emphasised in these study objectives. The questionnaire is the main way researchers collect primary information. Researchers used questionnaires and press conference guides as equipment for data collection. Questionnaires are behavioral and substantial measurement tools that involve data design to collect qualitative information from members of a population, which are later indoctrinated into quantitative or numerical data for analysis (Awu Isaac Oben, 2021).

In this research, quantitative methods have been used to achieve the objective. The selected respondents were the tourists who ever traveled to Melaka. These respondents were chosen for this study because they are related to our study. The respondents also came from various states in Malaysia that meet the objectives of this study. The researcher design questionnaire (Google Form) based on the research questions form based on the studies objectives. The questionnaire will be shared through all platforms which is WhatsApp, Telegram and Instagram. This questionnaire is submitted for feedback and tourists' destination selection among the tourists who ever traveled to Melaka. The respondents' must answer the questionnaire in three sections (A,B, and C).

The first section (Section A) examines respondents' socio-demographic characteristics, including gender, age, race and place of origin. Questions in section B and C are based on a Likert scale response selection. Destination factors, Food, infrastructure facilities and tourists' holiday destination selection in Melaka to satisfy their travel experience of the poll. Five

assertions were presented and scored on a 5-Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 =agree, 5= strongly agree).

**Table 3.3 : Relationship between likert scale and level of agree**

Likert Scale	Level of Agree
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

### 3.8 DATA ANALYSIS

#### 3.8.1 Descriptive Analysis

Descriptive statistics are used to characterise the fundamental properties of the data used in the study. They provide a succinct summary of the analysis and the actions performed. They are the cornerstone for practically every quantitative analysis of information and simple statistical analysis. The use of descriptive statistics is required to offer observable, factual explanations. Numerous measures or several measurements on any scale may be included in a research sample. With the use of descriptive statistics, large volumes of information may be sensibly condensed. Every descriptive statistic distills the vast amount of data into a straightforward explanation.

Two methods analysis and inferential analysis are used to analyze the data collected. The demographic profile, including the proportion, frequency, mean, and



average of respondents, will be defined in terms of descriptive analysis. The mean table's range is used to gauge how probable it is that respondents will agree or disagree with the argument presented in the questionnaire.

While descriptive analysis requires the straightforward quantitative representation of the collected data. Researchers can gain a thorough understanding of the experiment or data set by doing this, and they can learn more about the details required to put the data into context.

### **3.8.2 Reliability Test**

Reliability test is the quality of a measurement method's consistency. If the same results can be consistently achieved using the same process under the same circumstances, the measurement is regarded as dependable. Reliability is the degree to which findings may be repeated when research is conducted again in the same conditions. It can be assessed by examining the consistency of results across time, with various observers, and with various test components. The measured results are reliable but not always genuine due to the possibility that they may be reproducible but not always accurate.

Three different forms of reliability can be estimated using various statistical techniques. Some of them are internal consistency, interrater reliability, and retesting. Retests are connected to the consistency of measures across time since respondents' responses may alter if they repeat the questionnaire at intervals of several days, weeks, or months while providing the same answers. This has very high retest dependability.

Contrarily, interrater reliability refers to the consistency of measures produced by various raters or observers. For instance, calculations resulting from a phenomenon evaluation are comparable to the same research population taking part in other evaluation methods. This suggests that the assessment checklist's inter evaluator reliability is low. Internal consistency reliability evaluates a study's results after getting the same results from a number of test sections that were created to measure the same thing. It also calculates a set of data that was gathered by several evaluators using the same tool.

Finally, the reliability test is crucial since it establishes the test's worth. Researchers should carefully lay out their procedures and guarantee that every computation is carried out in the same way. For instance, while conducting online interviews or observations, researchers make sure to consistently phrase their questions and to make it obvious how a given activity or response will be counted. After gathering data, the researchers made sure the setting was as stable as possible to reduce the influence of outside factors that might have differing effects. All responses ought to be given the same information and evaluated simultaneously under the same conditions.

### **3.8.3 Correlations**

A statistical measure that expresses the magnitude and direction of the association between two variables is the Pearson correlation coefficient. A value of 1 denotes a perfect positive linear relationship, a value of -1 denotes a perfect negative linear relationship, and a value of 0 denotes no linear relationship between the two variables. In order to investigate the relationship between variables and to build predictions on that relationship, the Pearson correlation is frequently used. It is a crucial tool for data

analysis since it enables researchers to spot trends, connections, and patterns in their data. To attain the goal of this research study, the researcher will employ the appropriate approach, Pearson Correlation, which is used to assess the connections between the independent variables such as destination factor, food and infrastructure facilities and the destination selection.

#### **3.8.4 Pilot Study**

According to Arain, Campbell, Cooper, & Lancaster, a pilot research is a little feasibility study created to evaluate various components of the techniques intended for a broader, more complete, or conclusive examination (2010) . A pilot study's main goal is not to provide answers to specific research questions, but rather to prevent researchers from starting a large-scale study despite a thorough grasp of the proposed methods; in a nutshell, a pilot study is conducted in order to avoid the happenstance of a fatal error in a study, which would be costly in regards to both time and money. According to Norhisham, A pilot study is an approach used to evaluate a questionnaire employing a sample range that is less than the expected sample size (2021). Before it is given to the sample number of respondents using an online survey technique, the questionnaire will be distributed to 30 respondents to ensure its reliability and accuracy.

### 3.9 SUMMARY

Researchers can determine the key details and techniques to employ based on the introduction, research design, populations, sample size, sampling method, data collection techniques, research instruments, and data analysis at the end of each chapter. This chapter also provided an explanation of the questionnaire used in the research project. Additionally, the researcher might draw attention to the crucial queries regarding the independent and dependent variables. Every section's chosen questions will be presented using a likert scale.

## **CHAPTER 4 : DATA ANALYSIS**

### **4.1 INTRODUCTION**

In the chapter 4, The researcher will go over the reliability test, frequency analysis, descriptive analysis, and Pearson correlations analysis in Chapter 4. The research data was collected from 384 respondents. The Statistical Package for the Social Sciences (SPSS) was used to analyse the data once it was collected in this study.

To the fullest extent, frequency analysis was used for analyzing a demographic of the respondents. Nevertheless, descriptive analysis was handed-down to identify the factor influencing tourist's selecting Melaka as holiday destination. To sum up, Pearson's correlation was used to analyze the relationship between the destination factor, food and infrastructure facilities alongside the destination selection.

### **4.2 RESULT OF RELIABILITY TEST**

Reliability analysis can look into the features of the weighing scale and its constituent parts. The reliability analysis technique computes a number of frequently used measures of the measure's dependability and also gives data on how the various components of the measure relate to one another. Calculating inter-rater reliability estimates can be done using intraclass correlation coefficients ( IBM corporation, 2021).

**Table 4.1 : Rules of Thumb Cronbach's Alpha coefficient size**

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

#### **4.2 Result of reliability Coefficient Alpha for the independent Variables and Dependent Variable**

**Table 4.2: Result of Reliability Test**

<b>Variable</b>	<b>Cronbach's Alpha</b>	<b>No of Item</b>	<b>N</b>
Destination Selection	0.842	5	384
Destination Factor	0.859	6	384
Food	0.922	6	384
Infrastructure facilities	0.896	5	384
<b>All Variable</b>	<b>0.943</b>		<b>384</b>

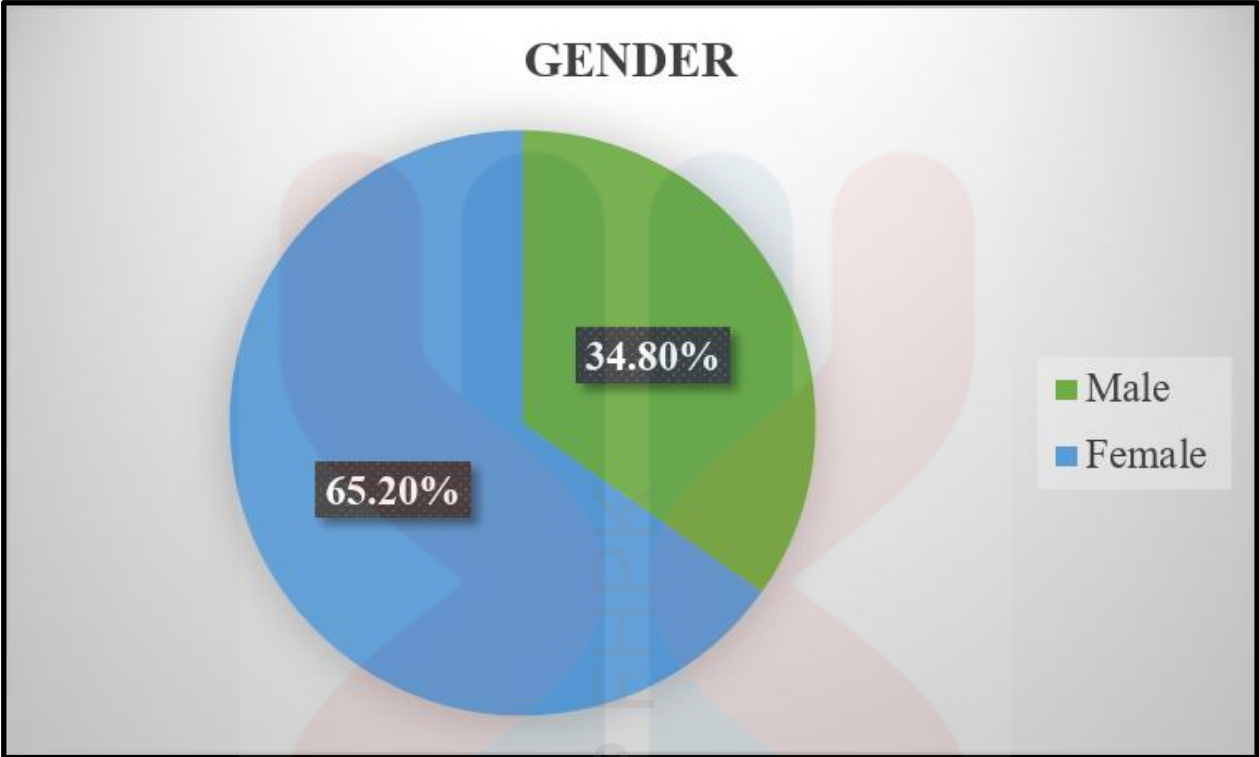
### 4.3 RESULT OF FREQUENCY ANALYSIS

Frequency analysis is used to compute and distinguish the precise number of responses obtained for each category of demographic data from the overall number of respondents in this study. Section A is the demographic variables of the questionnaire consisting of several categories such as gender, age, race, and place of origins.

#### 4.3.1 Gender of The Respondents

##### 4.3 Number of Respondents by Gender

<b>GENDER</b>			
<b>GENDER</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>	<b>CUMULATIVE PERCENTAGE (%)</b>
Male	134	34.80	34.80
Female	250	65.20	100.0
<b>TOTAL</b>	<b>384</b>	<b>100</b>	



**Figure 4.1 : Percentage of Respondent by Gender**

Table 4.3 and figure 4.1 show the respondent by gender. The total number of respondents for male is 134 respondents while the number of respondents for female is 250 respondents. From a total of 384 respondents, 34.8% of total respondents is male and remaining 65.2% is female respondents who were distributed in this study.

UNIVERSITI  
MALAYSIA  
KELANTAN



### 4.3.2 Age of Respondent

### 4.4 Number of Respondent by Age

AGE			
AGE	FREQUENCY	PERCENTAGE (%)	CUMULATIVE PERCENTAGE (%)
16-20 years old	43	11.2	11.2
21-25 years old	231	60.0	71.2
26-30 years old	77	20.0	91.2
31 and above	33	8.8	100.0
<b>TOTAL</b>	<b>384</b>	<b>100</b>	

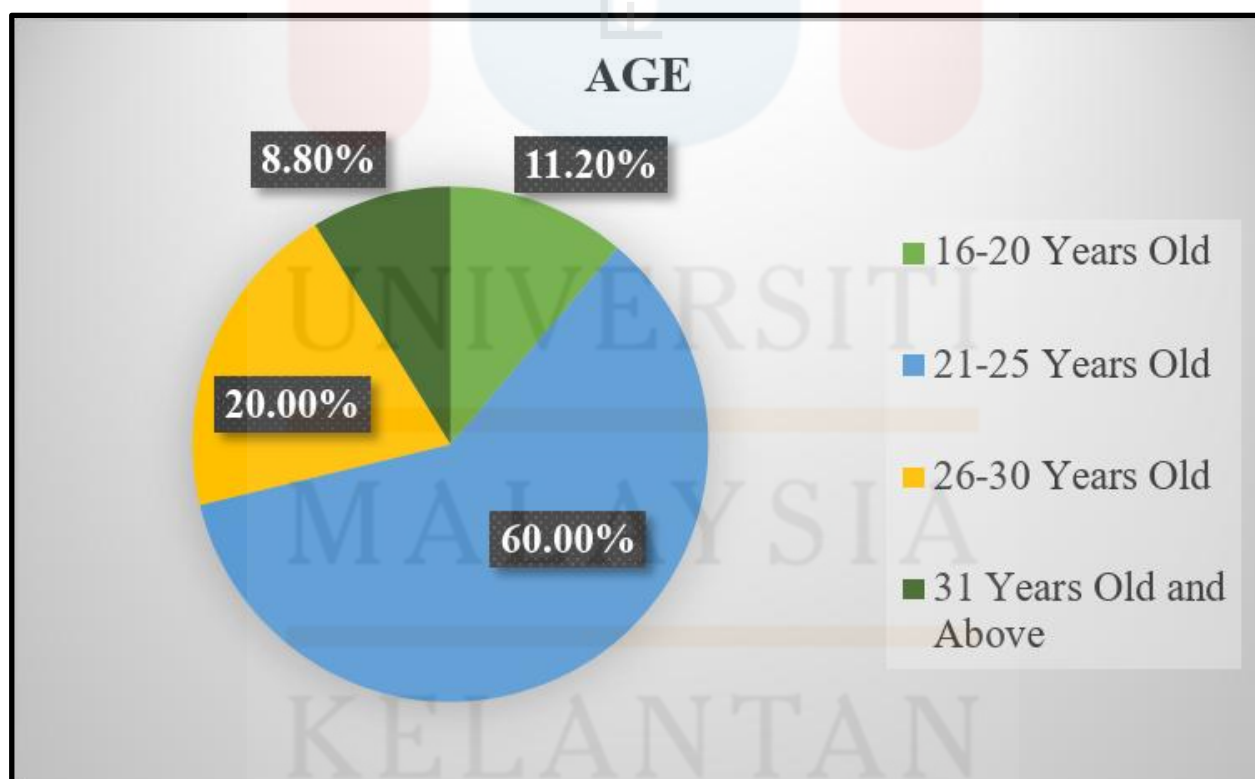


Figure 4.2 :Percentage of Respondent by Age

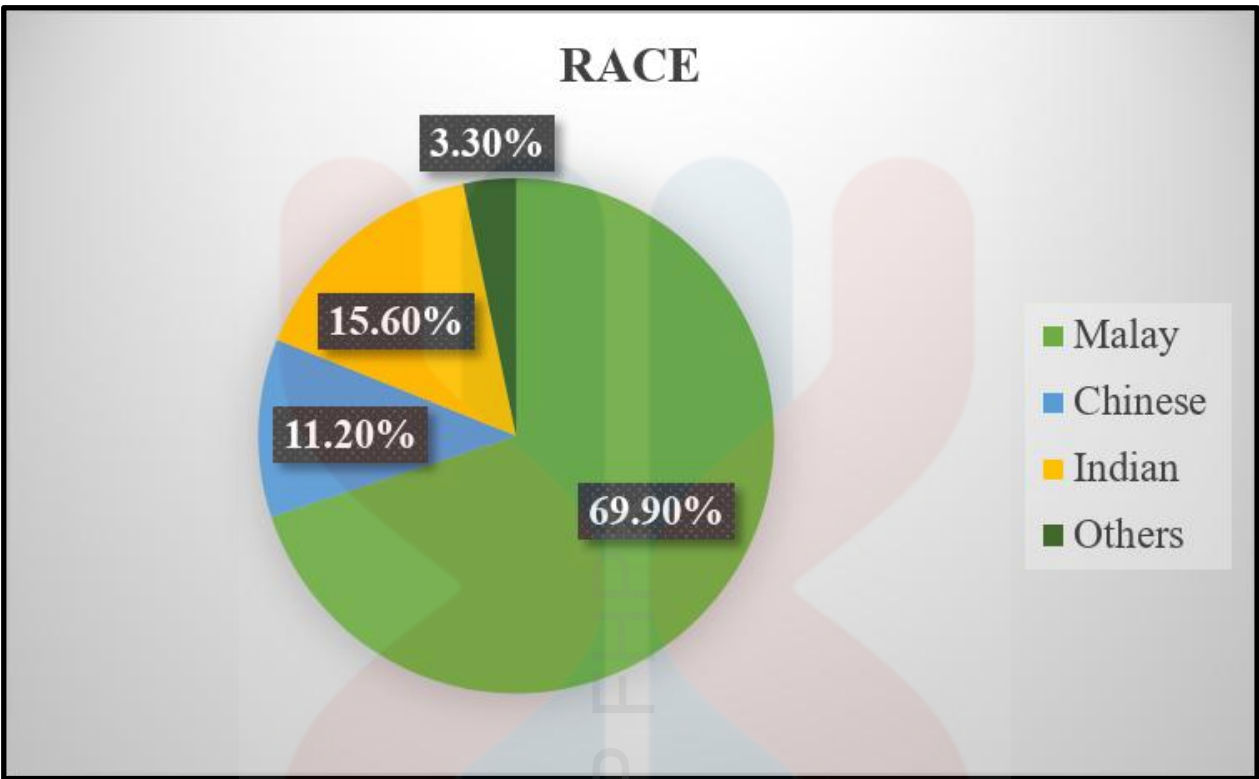
Table 4.4 and figure 4.2 shows the total respondents by Age. There were 384 respondents who were consisted of 43 respondents equal 11.2% for the category of 16-20 years old, 231 respondents equal 60.0% for the category 21-25 years old, 77 respondents equal 20.0% for the category 26-30 years old and 33 respondents equal 8.8% for the category 31 years old and above had responded to the questionnaire provided.

#### 4.3.4 Race of Respondent

**Table 4.5: Number of Respondent by Race**

<b>RACE</b>			
<b>RACE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>	<b>CUMULATIVE PERCENTAGE (%)</b>
Malay	269	69.9	69.9
Chinese	43	11.2	81.0
Indian	60	15.6	96.6
Others	12	3.3	100
<b>TOTAL</b>	<b>384</b>	<b>100</b>	

MALAYSIA  
KELANTAN



**Figure 4.3 :Percentage of Respondent by Race**

Table 4.5 and figure 4.3 shows the total respondents by race. There were 384 respondents who consisted of 269 respondents equal 69.9% for the category of Malay, 43 respondents equal 11.2% for the category Chinese, 60 respondents equal 15.6% for the category Indian and 12 respondents equal 3.3% for the category others had responded to the questionnaire provided.

#### 4.3.4 Place of Origins of Respondent

#### 4.6 Number of Respondent by Place of Origins

PLACE OF ORIGINS			
PLACE OF ORIGINS	FREQUENCY	PERCENTAGE (%)	CUMULATIVE PERCENTAGE (%)
Peninsular Malaysia	327	84.9	84.9
Sabah and Sarawak	57	15.1	100.0
<b>TOTAL</b>	<b>384</b>	<b>100</b>	

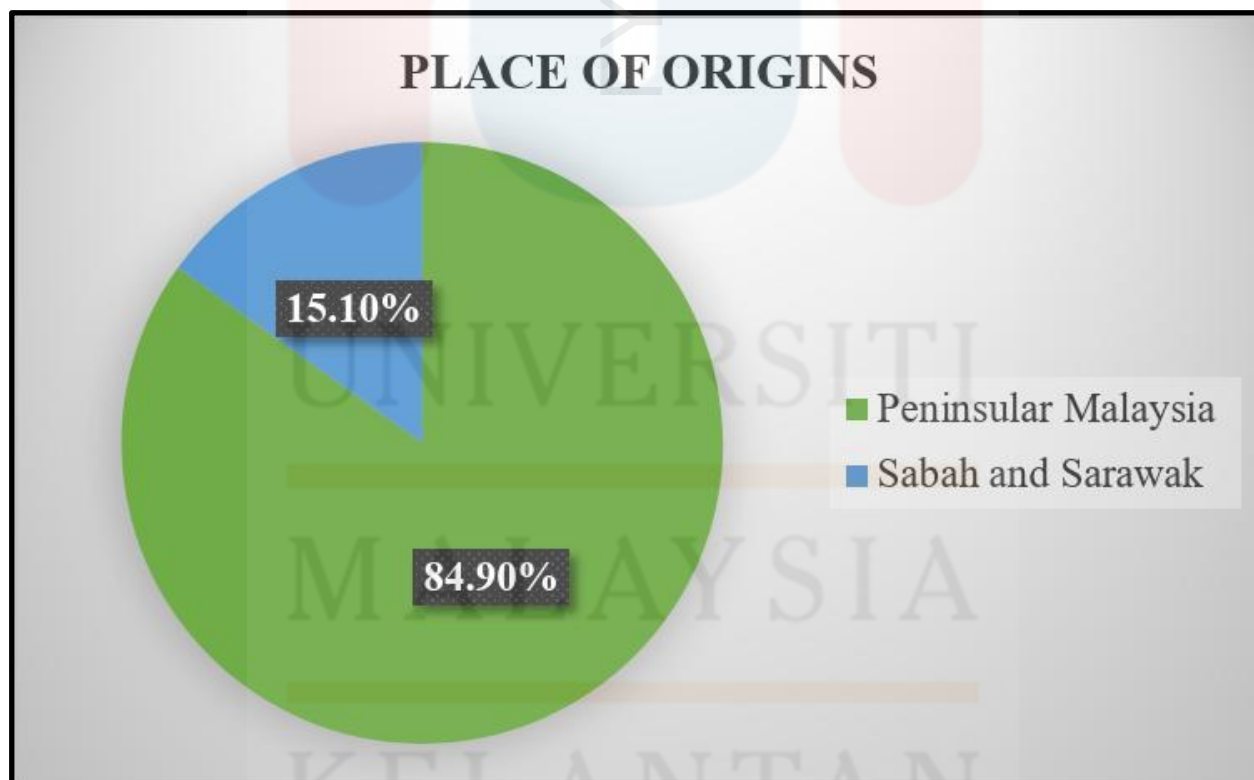


Figure 4.4 : Percentage of Respondents by Place of Origins

Table 4.6 and figure 4.4 shows the total respondents by place of origins. There were 384 respondents who consisted of 327 respondents equal 84.9% for the category of Peninsular Malaysia and 57 respondents equal 15.1% for the category Sabah and Sarawak had responded to the questionnaire provided.

#### 4.4 RESULT OF DESCRIPTIVE ANALYSIS

This study analyzed the data collected in the form of mean and standard deviation scale for section B and section C of the questionnaire.

##### 4.4.1 Dependent Variable (DV)

**Table 4.7 : Destination Selection**

<b>DESTINATION SELECTION</b>				
<b>Num.</b>	<b>Description</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
1	Melaka has a strategic Place for tourist holiday destinations.	384	4.47	0.774
2	Many historical places can be visited and studied.	384	4.34	0.707
3	Suitable for all ages to come on holiday to Melaka.	384	4.42	0.771
4	Can recommend tourist vacation spots to others.	384	4.33	0.715
5	The safety risk that does not convince parents to take their children to travel to Melaka.	384	4.10	0.993

Table 4.7 showed the result of Likert scale in mean and standard deviation for dependent variable (DV) which is destination selection. The first item named ‘Melaka has a strategic place for tourist holiday destinations’ had the highest mean score which is 4.47 and followed by third item (4.42), second item (4.34), fourth item (4.33), and lastly fifth item named ‘The safety risk that does not convince parents to take their children to travel to Melaka had the lowest mean score which is 4.10. Majority of the respondents strongly agreed with the first item, meanwhile the highest standard deviation is on the fifth item which is 0.933.

#### 4.4.2 Independent Variable (IV)

**Table 4.8 : Destination Factor**

<b>DESTINATION FACTOR</b>				
<b>Num.</b>	<b>Description</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
1	The quality of accommodation is good.	384	4.31	0.814
2	It is easy to move within the surrounding area.	384	4.20	0.716
3	Melaka facing a high rate of traffic congestion.	384	4.30	0.818
4	Tourists go to Melaka for a historical site visit.	384	4.38	0.715
5	There is limited parking space at the destination.	384	4.23	0.850
6	There is diversity in the type of accommodation.	384	4.30	0.738

Table 4.8 showed the result of Likert scale in mean and standard deviation for independent variable (IV) of ‘destination factor’. The highest mean score for this independent variable (IV) is the fourth item named ‘Tourists go to Melaka for a historical site visit’ which is

4.38, followed by first item (4.31), third and sixth items with the same mean score (4.30), fifth item (4.23), and lastly is the second item as the respondent believe that ‘It is easy to move within surrounding area’ are the lowest one which is 4.20.

**Table 4.9 : Food**

<b>FOOD</b>				
<b>Num.</b>	<b>Description</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
1	The price of the of is reasonable.	384	4.06	0.857
2	There is a broad menu selection provided.	384	4.07	0.760
3	There is a diversity choice of food in Melaka.	384	4.16	0.822
4	The customer service is excellent.	384	1.65	0.477
5	The food premises are attractive.	384	4.12	0.766
6	The food premises are comfortable.	384	4.11	0.767

Table 4.9 showed the result of Likert scale in mean and standard deviation for independent variable (IV) of ‘Food’. Most of the respondents agreed that the third item named ‘there is a diverse choice of food in Melaka’ had the highest mean score which is 4.16. The second highest mean score is the fifth item named ‘the food premises are attractive’ which is 4.12, followed by sixth item (4.11), second item (4.07), first item (4.06) and lastly the fourth item named ‘the customer services is excellent’ with the lowest mean score which is 1.65.

**Table 4.10 : Infrastructure Facilities**

<b>INFRASTRUCTURE FACILITIES</b>				
<b>Num.</b>	<b>Description</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
1	The washroom provided is clean.	384	4.15	0.882
2	There is a diversity of shopping centers.	384	4.12	0.768
3	The playground provided is safe and secure.	384	4.11	0.849
4	The infrastructure is good maintenance and up to date.	384	4.10	0.808
5	The information available is clear.	384	4.22	0.804

Table 4.10 showed the result of Likert scale in mean and standard deviation for independent variable (IV) of 'Infrastructure Facilities'. The highest mean score from this independent variable (IV) is 4.22 which is the fifth item named 'The information available is clear'. The first item named 'the washroom provided is clean' had the second highest mean score which is 4.15, followed by the second and third items which is 4.12 and 4.11. Meanwhile, the fourth item named 'the infrastructure is good maintenance and up to date' is the lowest mean score which is 4.10.



#### 4.5 RESULT OF PEARSON CORRELATIONS

The features of a data collection are enumerated by the descriptive statistic known as Pearson's correlation coefficient. The degree and direction of a linear relationship between two quantitative variables are specifically described (Shaun Turney, 2022)

**Table 4.11 : Strength Interval of Correlation Coefficient**

Size of Correlation	Interpretation
0.90 to 1.0 (-0.90 to 1.0)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High Positive (negative) correlation
0.50 to 0.70 (-0.50 to -0.70)i	Moderate positive (negative) correlation
-0.30 to 0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0.0 to 0.30 (-0.00 to -0.30)	Negligible correlation

## Hypothesis 1: Destination Factor

H 1 : There is a significant relationship between destination factor destination selection

**Table 4.12: Pearson Correlation Destination Factor and Destination Selection**

		DV	IV1
DV	Pearson Correlation	1	.689
	Sig. (2-tailed)		.000
	N	384	384
IV1	Pearson Correlation	.689	1
	Sig. (2-tailed)	.000	
	N	384	384

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

Table illustrated Pearson correlation coefficient, significant value and the number of cases which was 384. The p-value was 0.000, which was less than a significant level of 0.01. The correlation coefficient of 0.689 suggested a moderate positive correlation between destination factor and destination selection.

## Hypothesis 2 : Food

**H2:** There is significant relationship between food and destination selection

**Table 4.13: Pearson Correlation Food and Destination Selection**

		DV	IV2
DV	Pearson Correlation	1	.512
	Sig. (2-tailed)		.000
	N	384	384
IV2	Pearson Correlation	.512	1
	Sig. (2-tailed)	.000	
	N	384	384

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

Table illustrated Pearson correlation coefficient, significant value and the number of cases which was 384. The p-value was 0.000, which was less than a significant level of 0.01. The correlation coefficient of 0.512 suggested a moderate positive correlation between destination factor and destination selection.

### Hypothesis 3 : Infrastructure Facilities

**H3:** There is significant relationship between infrastructure facilities and destination selection

**Table 4.14: Pearson Correlation Infrastructure Facilities and Destination Selection**

		DV	IV3
DV	Pearson Correlation	1	.585
	Sig. (2-tailed)		.000
	N	384	384
IV3	Pearson Correlation	.585	1
	Sig. (2-tailed)	.000	
	N	384	384

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

Table illustrated Pearson correlation coefficient, significant value and the number of cases which was 384. The p-value was 0.000, which was less than a significant level of 0.01. The correlation coefficient of 0.585 suggested a moderate positive correlation between destination factor and destination selection.

#### 4.6 Framework Analysis



**Figure 4.5 Framework Conceptual**

#### 4.7 Summary

Chapter 4 defines the result of frequency analysis, descriptive analysis, reliability analysis and Pearson Correlation Coefficient analysis. These variables were found to be significant and positively correlated with factors influencing tourists' selecting Melaka as holiday destination. Moreover, all hypotheses are supported because p-value is less than 0.05.

## **CHAPTER 5 : DISCUSSION AND CONCLUSION**

### **5.1 INTRODUCTION**

The focus of this chapter is the discussion and resolution. An introduction, a recapitulation of the research findings, a discussion of the chapter's shortcomings, suggestions, and a conclusion will come first. The findings from Chapter 4 are covered in this chapter. This chapter also includes suggestions that could be used for this research in the future. At the end of this chapter, the researchers will present their findings in relation to this investigation.

### **5.2 RESEARCH FINDING**

The aim of this study was to investigate the relationship between destination selection with destination factor, food and infrastructure facilities. Following constitute a few of the absolute most crucial criteria connected to Melaka destination choosing that have been found. All three criteria have been investigated in more depth, and researchers have successfully managed to figure out the study's outcomes according to the findings performed in Chapter 4. The offered questionnaire is a sort of quantitative inquiry and is separated directly into three sections: Section A, which consists of Section B, then the last one, Section C. Section A is concerned with the demographic information provided by the respondents and includes category-based data such as gender, age, race, and place of origin. Section C, an independent variable (IV), has between five and six questionnaires on every one of the three primary features associated with the dependent variable (DV) in the second section of the research, which is the choice of a holiday location in Melaka.

According to Chapter 3, the population sample size comprising the people who responded was 384, and the aggregate number of people who responded to the questionnaire via

Google Form was also 384. This collects data analyzed by researchers, including a reliability test, a frequency analysis, descriptive analysis, and Pearson Correlation Coefficient analysis using SPSS (Statistical Package for the Social Sciences) to draw the final conclusion of the variables influencing tourists' choice of Melaka as a holiday destination. The pilot study's reliability evaluation was carried out to assess the validity of the characteristics, and the findings revealed that all variables, including dependent variables (DV) and independent variables (IV), have Cronbach's alpha scale values of 0.7 or previously mentioned. Cronbach's alpha has the most significant score value of 0.922 across all the aforementioned variables, which is a food variable, indicating a great outcome.

### **5.2.1 Destination Factor**

Destination factor as a result the primary independent variable (IV) has an enormous mean score 4.38 named 'tourists go to Melaka for a historical site visit.'. Majority of the respondents consider themselves Melaka has a rich history and an extremely unique narrative to tell. This corresponds to the realization that Melaka has a long history that dates back to the fifteenth century, as well as UNESCO World Heritage sites. The city is renowned for its maintained historical sites, including Dutch Square, A Famosa Fort, and St. Paul's Church. These sites give visitors a special chance to immerse themselves in the history and culture of the area (UNESCO, 2008). Moreover, Historical sites in Melaka are of great cultural significance. They serve as visible reminders of the city's past and serve as a link for tourists to prior civilizations' traditions, customs, and tales. Melaka's historical sites draw visitors with a great interest in history and cultural discovery (Noor, 2014). According to Ahmad et al.. When traveling, many visitors look for authentic experiences, and Melaka's historical sites deliver. Visitors can explore well-

preserved structures, stroll through little alleyways lined with antique shops, and observe ongoing cultural practices and traditions. The historical sites in Melaka are a great draw for travelers because of these genuine experiences. Thus, most of the respondents believe that 'tourists go to Melaka for a historical site visit.'

### **5.2.2 Food**

Food, the subsequent independent variable (IV), received an elevated mean score of 4.16, indicating that 'there was a diversity choice of food in Melaka.'. In this context, In addition to Chinese, Malay, Indian, Nyonya, Portuguese, and other cuisines, Melaka is renowned for its diversified culinary scene. Individuals with various interests and preferences have options thanks to this variety, boosting their chances of finding something they like. Additionally, Melaka has a long cultural past that has been influenced by many different cultures and races. The local food reflects this diversity, resulting in a fusion of tastes, ingredients, and cooking techniques. The presence of various cultural influences gives Melaka's food options depth and individuality. Additionally, Melaka has developed a reputation as a culinary hotspot that draws both locals and visitors looking for unique dining experiences. Before they ever eat the meal, people's opinions about it may be influenced by its reputation. the anticipated. Before they ever eat the meal, people's opinions about it may be influenced by its reputation. Their ratings and general pleasure may be favorably influenced by the expectation of having a wide variety of meal options. Hence, most respondents agreed that there is a diverse choice of food in Melaka.



### **5.2.3 Infrastructure Facilities**

The following skill independent variable (IV), infrastructure facilities, had the greatest relevant means outcome, whose was identified as 4.22 ‘the information available is clear’. The majority of people agree with this statement because they expect to have clear information about a place for several reasons. This is because People can make thoughtful judgments about visiting, dwelling in, or participating in a location when they have access to clear information. Accurate and transparent information assists people in determining whether a location satisfies their needs, preferences, and expectations, whether they are selecting a holiday destination, settling on a residence, or organizing activities. Moreover, for the safety and security of individuals, it is crucial to provide accurate information about a location, including potential threats, safety precautions, and emergency procedures. By being aware of any potential dangers or security issues, people can take the appropriate precautions and make wise decisions to safeguard their safety and wellbeing.

### **5.2.4 Destination Selection**

Lastly, destination selection as the dependent variable (DV) regarding the specified element ‘Melaka has a strategic place for tourist holiday destinations’ accumulated the most stringent average mean score of 4.47. This indicated that Melaka encompasses a lengthy history and was once a significant Southeast Asian trading port. Numerous empires and colonial powers, including the Portuguese, Dutch, and British, governed it. Melaka's well-preserved colonial architecture, historic sites, and museums, which draw tourists from all over the world, are all evidence of the city's historical importance. Moreover, Melaka is also a cultural mash-up with influences from Malay,

Chinese, Indian, and European traditions. Its traditions, festivals, cuisine, and architecture all reflect this ethnic diversity. The rich cultural landscape of Melaka, which offers a special fusion of various cultures and practices, attracts tourists.

### **5.3 LIMITATION**

The present research was undertaken to investigate the elements that influence travellers' decision to visit Melaka as a holiday destination. The author of the study investigated the connection throughout independent and dependent factors.

There are quite a few challenges that researchers encountered and encountered in this investigation. The first constraint is a time limit. When the Google form was deployed, the researchers discovered that time was quite restricted. The researchers only possess roughly 2-3 weeks to collect 384 responses. Fortunately, the researchers were able to obtain 384 responses as part of that time frame.

Furthermore, the researchers discovered that it is extremely difficult to obtain respondents, alongside less involvement from responders using the disseminated questionnaire form, postponing the researcher's procedure to obtain the predetermined quantity of respondents. The researchers have already distributed the Google form via WhatsApp, Telegram, Facebook, Instagram, and other internet-based platforms. On a daily basis, the researchers shared the Google form across every their digital channels.

## **5.4 RECOMMENDATION**

The research study was conducted to investigate the elements that influence travellers' decision to visit Melaka as a place to go on their holiday destination. The researcher investigated the connection throughout independent and dependent factors. The study was conducted has so much related with their development of the tourism industry throughout the Malaysia that researcher can identified. The scope of this study is in Melaka which the area in Malaysia, as mention Malaysia is the country is rich with the culture and diversity of food also Malaysia is one of the countries that are developing economically, politically and socially.

There are several suggestions in the present research that scholars may apply in future endeavours, such as cultural aspects in Melaka such as Dondang Sayang, Zapin, and Rebana Keras, or economic characteristics in Melaka such as their trade system, preferential tax system, and maritime regulations.

Next recommendation is the scope of respondents' contribution in the future to attract more tourists from Sabah and Sarawak because the frequency of those who answered the questionnaire from both states are less than half. Sabah and Sarawak is state in Malaysia which is separated from the Malaysian peninsula, which requires tourists from both states to spend more in terms of airplane transport because to go to Melaka you have to go through the South China sea route. With the research done will be a reference for potential tourists especially from Sabah and Sarawak to choose Melaka as a holiday destination

## **5.5 CONCLUSION**

In interpretation, the researcher had finished the study's findings successfully "Factor Influence Tourists' Selecting Melaka as Holiday Destination" according solely on the responses collected from 384 respondents that researcher shared via google form.

The researcher has to identify the most important elements for the research purpose, such as destination factor, food and infrastructure facilities as factors that examine the factor of influence tourist's selecting Melaka as holiday destination. According to the research objective, there are several problems that researchers can identify during the study that individual/tourist still has to go through a sequence of decision making and actions in choosing their destination. The other objective for this research also finds the other problems and challenges in term food in Melaka that there many the quality of premises related with food still didn't realize what is the importance of the business to tourists intentions shown that perspectives food assumes is a secondary and minor role in tourism industry-related.

Nevertheless, there were three completed inquiries from research related to the study. The inaugural study's question is how Melaka can influence tourists to come to Melaka for their holiday. Also, the Melaka surrounding area will affect their holiday activities. The second research question is that related with the food purpose in Melaka related with the difference of food price in Melaka and other states in Malaysia, the diversity of food in Melaka will influence the tourist to choose Melaka as holiday destination. The second research topic concerns the aspect that can influence tourists' intention to come to Melaka as a holiday destination for the infrastructure facilities purpose such as a Mall center, Melaka's washroom and information about Melaka. The final study issue concerns the characteristics that draw visitors to cultural tourism. In this discussion of the research question, the researchers have explored three applicable factors as destination factor, food, and infrastructure facilities as the factors that influence tourists to choose Melaka as holiday destination.

The demographic results suggest that female respondents had the greatest percentage rate of respondents by gender with an occupancy rate of 65.2%, or 250 out of a total of 384 responders. Respondents by age indicate the greatest percentage rate for the group ages 21 to 25

years old with a rate of 60.0%, which is 231 out of 384 total respondents. Respondents by race reveal that Malay respondents had the greatest percentage rate of 69.9%, which equates to 269 out of 384 total respondents. Respondents by place of origin indicate the greatest percentage rate for Malay respondents at 84.9%, which equates to 327 out of 384 total respondents.

The Cronbach's Alpha rate for independent variables of food was 0.922, with a mean rate of 4.1643 and a standard deviation rate of 0.822 as the outcome of Reliability and Descriptive Analysis. Pearson Correlation results for three independent values obtained based on the significance of two-tailed correlation. The Pearson Correlation rate for the independent variable of destination factor is equal to 0.689 with a P-value of 0.01 and an N-value of 384. Ultimately, the Pearson Correlation result indicates that there is a link between the three independent variables and the dependent variable, implying that all hypotheses are considered valid.

In closing, researchers anticipate that all of the information presented during the research would be useful for potential researchers, students, and the general public in their prospective tourism-related initiatives in Melaka as a source of information.

## REFERENCES

- Alam, A.S.A.F., Choy, E, A., Begum, H., and Alam, M.M, Siwar C (2015). The Factors of Selecting Malaysia as a Tourist Destination. *Mediterranean Journal of Social Science*, 6 (3), 491-498. [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2942706](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2942706)
- Ali, Md. B. (18 C.E.). The Influence of Destination Factors on Tourists' Satisfaction: The Moderating Role of Security System. *Journal of the Institute of Bangladesh Studies*, Volume 41, 2018. Retrieved April 8, 2018, from [https://www.researchgate.net/profile/Md-Borak-Ali/publication/351776608\\_The\\_Influence\\_of\\_Destination\\_Factors\\_on\\_Tourists'\\_Satisfaction\\_The\\_Moderating\\_Role\\_of\\_Security\\_System/links/60a92223299bf1031fc122e5/The-Influence-of-Destination-Factors-on-Tourists-Satisfaction-The-Moderating-Role-of-Security-System.pdf](https://www.researchgate.net/profile/Md-Borak-Ali/publication/351776608_The_Influence_of_Destination_Factors_on_Tourists'_Satisfaction_The_Moderating_Role_of_Security_System/links/60a92223299bf1031fc122e5/The-Influence-of-Destination-Factors-on-Tourists-Satisfaction-The-Moderating-Role-of-Security-System.pdf)
- Ananthan Munisamy, Sheerad Sahid, Muhammad Hussin (2022). Socioeconomic Sustainability for Low-Income Households : The Mediating Role of Financial Well-Being. *New Challenges in Sustainable Economic Resilience during and after the COVID-19 Outbreak*, 14(15) 1-21. From <https://www.mdpi.com/2071-1050/14/15/9752>
- Anshul Garg (2015). Travel Risk and Tourist Decision Making : A Tourist Perspective. *International Journal of Hospitality & Tourism System*, 8 (1) 2-9 From [https://www.academia.edu/download/63227889/Travel\\_Risks\\_vs\\_Tourist\\_Decision\\_Making\\_-\\_A\\_Tourist\\_Perspective20200507-90304-tl3biq.pdf](https://www.academia.edu/download/63227889/Travel_Risks_vs_Tourist_Decision_Making_-_A_Tourist_Perspective20200507-90304-tl3biq.pdf)
- Arain, M., Campbell, M.J., Cooper, C.L. and Lancaster, G.A. (2010) What is a pilot or feasibility study? A review of current practice and editorial policy. *BMC Medical Research Methodology*, 10, 67. <http://dx.doi.org/10.1186/1471-2288-10-67>
- Awu Isaac Oben (2021). Research Instrument: A Questionnaire and An Interview Guide Used to Investigate the Implementation of Higher Education Objectives and The Implementation of Higher Education Objectives and The Attainment of Cameroon's Vision 2035. *European Journal of Education Studies*, 8(7) 113-130
- Azizan Marzuki (2010). Tourism Development in Malaysia a Review on Federal Government Policies. *School of Housing Building and Planning Universiti Sains Malaysia*, 8(17) 85-97. From <https://www.jstor.org/stable/24872612>
- Basri Rashid (2013). Elemen Destinasi dan Kesan Terhadap Pengalaman Percutian. *Malaysian Journal of Society and Space*, 9 (4) 118-127. <http://journalarticle.ukm.my/6659/1/12ok.geografia-okt2013-basri-edkat.pdf>
- Bhandari, P (2020). An introduction to Quantitative Research. From <https://www.scribbr.com/methodology/quantitative-research>

- Bernd Frederik and Alexander Brunner (2015). Tourist Destination Perception and Well-Being : What Makes a Destination Attractive?. *University of Innsbruck, Department of Strategic Management, Marketing and Tourism*. From doi:10.1177/1356766715615914
- Dawn Birch, Juliet Memery (2020). Tourist, Local Food and The Intention-Behaviour Gap. *Journal of Hospitality and Tourism Management*, 43 (2020) 53-61. <https://doi.org/10.1016/j.jhtm.2020.02.006>
- Damiana. (n.d.). Infrastruktur Mempengaruhi Sosio Ekonomi. <https://lifemustredha.blogspot.com/2011/10/infrastruktur-mempengaruhruhi.html>
- Department of Statistics Malaysia Official (2021). Tourism dashboard domestic tourism Statistics. Retrieved from [https://www.dosbm.gov.my/index.php?r=column/cone&menu\\_id=aG0ybDVybU9TNzKSVR5M11KVT1Qdz09](https://www.dosbm.gov.my/index.php?r=column/cone&menu_id=aG0ybDVybU9TNzKSVR5M11KVT1Qdz09)
- Dina Loncaric, Lorena Basan, Maja Gligora Markovic (2013). Importance of DMO Website in Tourist Destination Selection. *Marketing in a Dynamic Environment - Academic and Practical Insight*, 373-385.
- UNESCO. (2008). Historic Cities of the Straits of Malacca (Melaka and George Town). <https://whc.unesco.org/en/list/12>
- Farzad Sattari Ardabili, Es-hagh Rasouli, Sharam Mirzae Daryani, Manochehr Molaie, Bahman Sharegi (2011). The Role of Food and Culinary Condition in Tourism Industry. *Middle-East Journal of Scientific Research* 9 (6) 826-833. [https://www.researchgate.net/profile/Sally-Everett/publication/249024133\\_The\\_Role\\_of\\_Food\\_Tourism\\_in\\_Sustaining\\_Regional\\_Identity\\_A\\_Case\\_Study\\_of\\_Cornwall\\_South\\_West\\_England/links/5689269408ae1975839a7b90/The-Role-of-Food-Tourism-in-Sustaining-Regional-Identity-A-Case-Study-of-Cornwall-South-West-England.pdf](https://www.researchgate.net/profile/Sally-Everett/publication/249024133_The_Role_of_Food_Tourism_in_Sustaining_Regional_Identity_A_Case_Study_of_Cornwall_South_West_England/links/5689269408ae1975839a7b90/The-Role-of-Food-Tourism-in-Sustaining-Regional-Identity-A-Case-Study-of-Cornwall-South-West-England.pdf)
- Gretel Qumsieh Mussalam, Kayhan Tajeddini (2016). Tourism in Switzerland : How perception Place attributes for short and long holidays can influence destination choice. *Journal of Hospitality and Tourism Management*, 18-26.
- Hassan Osman Gaal (2017). Lack of Infrastructure : The Impact on Economic Development as a case of Banadir region and Hir-shabelle, Somalia. *Developing Country*, 7 (1) 49-55. <https://www.researchgate.net/publication/334290402>
- Heritage Centre, U. W. (2008). Melaka and George Town, Historic Cities of the Straits of Malacca. Melaka and George Town, Historic Cities of the Straits of Malacca - UNESCO World Heritage Centre. Retrieved May 2023, from <https://whc.unesco.org/en/list/1223/>

IBM Documentation. (n.d.).

<https://www.ibm.com/docs/en/spss-statistics/25.0.0?topic=features-reliability-analysis>

Jamil Jusoh, Tarmiji Masron, N.Fatimah A. Hamid, Norkamaliah Shahrin (2013). Tourist Expectation and Satisfaction towards Physical Infrastructure and Heritage Elements in Melaka UNESCO World Heritage Site. *Academic Journal of Interdisciplinary Studies*, 2 (8) 1-7 <https://www.mcser.org/journal/index.php/ajis/article/view/800>

Klein and Muller (2019). Qualitative Research Submission to . *Project Management Journal*, 50(1) 4-6. <https://doi.org/10.1177/8756972818817625>

Khoo, S. L., Samat, N., Badarulzaman, N., & Dawood, S. R. S. (2015). The promise and perils of the island city of GeorgeTown (Penang) as a creative city. *Urban Island Studies*, 1(1), 20-34. <http://islandstudiesjournal.org/files/UIS.2.pdf>

Krejcie,R.V., & Morgan, D, W., (1970) Determining Sample Size for Research Activities. *Educational and Psychological Measurement*.

MAKANAN DAN PERMAKANAN. (n.d.).

<https://animhosnan.blogspot.com/2017/09/makanan-dan-permakanan.html>

Mansour Esmaeil Zaei, Mahin Esmaeil Zaei (2013). The Impacts of Tourism Industry on Host Community. *European Journal of Tourism Hospitality and Research*, 1(2) 12-21. From [https://www.researchgate.net/profile/Mansour-Esmaeil-Zaei/publication/35773648\\_The\\_Impacts\\_of\\_Tourism\\_Industry\\_on\\_Host\\_Community/links/61dd3219323a2268f997f90d/The-Impacts-of-Tourism-Industry-on-Host-Community.pdf](https://www.researchgate.net/profile/Mansour-Esmaeil-Zaei/publication/35773648_The_Impacts_of_Tourism_Industry_on_Host_Community/links/61dd3219323a2268f997f90d/The-Impacts-of-Tourism-Industry-on-Host-Community.pdf)

Mike Rimmington, Atila Yuksel (2011). Tourist Satisfaction and Food Service Experience : Result and Implications of an Empirical Investigation. *An International Journal of Tourism and Hospitality Research*, 9 (1) 37-57. <https://doi.org/10.1080/13032917.1998.9686958>

Md. Anowar Hossain Bhuiyan, Chamhuri Siwar, Shahrudin Mohamad Ismail (2013). Tourism Development in Malaysia from the Perspective of Development Plans. *Canadian Center of Science and Education*, 9(9) 11-18. From <https://www.academia.edu/download/43777838/28257-94524-2-PB.pdf>

Md. GhulamRabbany, Sharmin Afrin, Airin Rahman, Fajjul Islam Fazlul Hoque (2013). Environmental Effects of Tourism. *American Journal of Environment, Energy and Power Research*, 1(7) 117-129.

Md Tajul Islam (2021). City Marketing to Promote Melaka City. *Universiti Malaysia Teknikal Melaka*, retrieve from <https://www.scribd.com/document/590055504/Fyp-Full-Report-Md-Tajul-Islam-b061710370>



- Mohamed A.M Raazim, M.A.T.K Munasinghe (2021). Impact of Destination Attributes on Tourist Destination Selection : With Special Reference to Cultural with Special Reference to Cultural Triangle of Sri Lanka. *ASEAN Journal on Hospitality and Tourism*, 19(2) 102 - 110. From <https://www.researchgate.net/profile/M-A-T-K-Munasinghe/publication/355337986>
- Mona Afshardoost, Mohammed Sadegh Eshaghi (2020). Destination Image and Tourist Behavioral Intentions : A Meta-analysis. *Tourism Management*, 81 (2020) 1-10. <https://doi.org/10.1016/j.tourman.2020.104154>
- Murphy, M. (2016). Population definitions for comparative surveys in education. Australian Council for Educational Research (ACER). [https://research.acer.edu.au/ar\\_misc/22](https://research.acer.edu.au/ar_misc/22)
- NA Hamidon (2021). Factors Influencing Local Tourists' Travel Destination Choice: A Case of Malaysia : <http://myscholar.umk.edu.my/bitstream/123456789/3007/1/Proceeding%20Travel%20Destination%20Choice.pdf>
- Nguyen, Q. H. (2021). Impact of Investment in Tourism Infrastructure Development on Attracting International Visitor : a nonlinear panel ARDL approach using Vietnam's data. *Economies*, 9 (3), 131. DOI: 10.3390/economies9030131.
- Noor, R. M. (2014). Factors influencing tourists' satisfaction towards cultural heritage sites in Melaka. *International Journal of Business and Society*, 15(2), 333-346.
- Norhisham, S., Bakar, M. F. A., Azlan, N. N. I. M., Apandi, S. N. D. I. Y., & Khalid, N. H. N. (2021). Overview of Methodology for Developing Expert System Based on Expert View for Quality of Urban Bus Services in Peninsular Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 11(12), 910–918. <http://dx.doi.org/10.6007/IJARBSS/v11-i12/11829>
- Olimovich, D. I., Khabibovna, K. M., Alimovich, F.E. (2020). Innovative ways of reducing tourism seasonality areas. *Tourism and Hotel Business Department*, 1 (55) 12-13. <https://doi:10.24411/2413-2071-2020-10101>
- Promsivapallop, P., & Kannaovakun, P. (n.d.) (2020). Factors Influencing Tourists' Destination Food Consumption and Satisfaction: A Cross-Cultural Analysis. *Asia-Pacific Social Science Review*, 20(2), 87–105. <https://www.dlsu.edu.ph/wp-content/uploads/pdf/research/journals/apssr/2020-June-vol20-2/9-factors-influencing-tourists-destination-food-consumption-and-satisfaction-a-cross-cultural-analysis.pdf>
- Quang Hai Nguyen (2021). Impact of Investment in Tourism Infrastructure Development Attracting

International Visitor : A Nonlinear Panel ARDL Approach Using Vietnam's Data.  
*Faculty of Business Administration, University of Economics and Law*, 9 (3) 131.  
<https://doi.org/10.3390/economies9030131>

Ramazan Aksoy, Şule Kiyici (2011). A Destination Image As a Type of Image and Measuring Destination Image in Tourism (Amasra Case)<sup>1</sup>. *European Journal of Social Sciences*, 20 (3) 478-488. [https://www.researchgate.net/profile/Ramazan-Aksoy/publication/281406715\\_A\\_Destination\\_Image\\_As\\_a\\_Type\\_of\\_Image\\_and\\_Measuring\\_Destination\\_Image\\_in\\_Tourism\\_Amasra\\_Case/links/57025dc908ae7a35e9483095/A-Destination-Image-As-a-Type-of-Image-and-Measuring-Destination-Image-in-Tourism-Amasra-Case.pdf](https://www.researchgate.net/profile/Ramazan-Aksoy/publication/281406715_A_Destination_Image_As_a_Type_of_Image_and_Measuring_Destination_Image_in_Tourism_Amasra_Case/links/57025dc908ae7a35e9483095/A-Destination-Image-As-a-Type-of-Image-and-Measuring-Destination-Image-in-Tourism-Amasra-Case.pdf)

Reliability Analysis. (n.d.). Reliability Analysis. Retrieved June 5, 2023, from <https://www.ibm.com/docs/en/spss-statistics/25.0.0?topic=features-reliability-analysis>

Richards, G. (2002). Gastronomy: an essential ingredient in tourism production and consumption [https://thesispublication.com/wp-content/uploads/Greg\\_Richards\\_Tourism\\_and\\_Gastronomy\\_Routledge\\_BookFi](https://thesispublication.com/wp-content/uploads/Greg_Richards_Tourism_and_Gastronomy_Routledge_BookFi).

Rohayah Che Amat (2019). Historic Cities of The Straits of Malacca UNESCO World Heritage Site: Threats and Challenges. *Journal of World Heritage Site*, Special Issue [https://tsukuba.repo.nii.ac.jp/record/52254/files/JWHS\\_si2019-9.pdf](https://tsukuba.repo.nii.ac.jp/record/52254/files/JWHS_si2019-9.pdf)

Salehuddin, M., Zahari, M., Malaysia, U., Alam, S., Jalis, M., Radzi, S., Othman, N.D (2009). Gastronomy: An Opportunity for Malaysian Culinary Educators. *International Education Studies*, 2 (2) 66-71. <https://files.eric.ed.gov/fulltext/EJ1065685.pdf>

Sandro Formica, Muzzafar Uysal (2006). Destination Attractiveness Based on Supply and Demand Evaluation : An Analytical Framework. *Journal of Travel Research*, Vol. 44, 418-430. <https://journals.sagepub.com/doi/pdf/10.1177/0047287506286714>

Sarunya Lertputtarak (2012). The Relationship between Destination Image, Food Image, and Revisiting Pattaya, Thailand. *International Journal of Business and Management*, 7 (5) 111-112 <http://dx.doi.org/10.5539/ijbm.v7n5p111>

Seetanah, B (2011). Assessing the Dynamic Economic Impact of Tourism for Island Economies. *Annals of Tourism Research*, 38, 291-308 <https://doi.org/10.1016/j.annals.2010.08.009>

Shaun Turney (2022). *Pearson Correlation Coefficient (r) | Examples*. Scribbr, Retrieved June 5, 2023, from <https://www.scribbr.com/statistics/pearson-correlation-coefficient/>

Siti Saleha (2022). The Increasing of Tourist Arrival at Melaka from *Melaka Hari Ini*, retrieve from <https://www.melakahariini.my/kedatangan-pelancong-ke-melaka-meningkat/>

Soo-Fen Fam, Taib Dora, Norfaridatul Akmalia Othman, Fadhlur Rahim Azmi (2017). Why

Tourists Visit Melaka?. *Marketing Strategy in Sharing Economy: Localization and Globalization*, 785-807

[https://www.researchgate.net/publication/324274263\\_Why\\_Tourists\\_Visit\\_Melaka](https://www.researchgate.net/publication/324274263_Why_Tourists_Visit_Melaka)

Sonja JOV ANOVIC, Ivana ILIC (2016). Infrastructure as Important Determinants of Tourism Development

in The Countries of Southeast Europe. *Ecoforum Journal (University of Suceave, Romania)*, 1 (8) 288-294. <https://core.ac.uk/reader/236086330>

Stefan Gossling, Dagmar Land-Durlacher (2021). Tourist accommodation, climate change and mitigation: An assessment for Austria. *Journal of Outdoor Recreation and Tourism*, 34 (8) 1-9. <https://doi.org/10.1016/j.jort.2021.100367>

Swinburne University of Technology (1908). Factors that Influence Destination Selection For Business Event in Malaysia :

<https://researchbank.swinburne.edu.au/file/64ccab51-95c7-4956-8b1f-c2e28fcc80ec/1/Stanley%20Nwobodo%20Thesis.pdf>

W.K Athula Gnanpala (2012). Travel Motivation and Destination Selection : A Critique.

*Department of Tourism Management Sabaragamuwa University of Sri Lanka Belihuloya Sri Lanka*, 2 (1) 149-52.

[https://www.academia.edu/download/39837903/TRAVEL\\_MOTIVATIONS\\_AND\\_DESTINATION\\_SELECTION\\_-\\_A\\_CRITIQUE.pdf](https://www.academia.edu/download/39837903/TRAVEL_MOTIVATIONS_AND_DESTINATION_SELECTION_-_A_CRITIQUE.pdf)

Wolf, E. (2002). Culinary tourism: A tasty economic proposition. Retrieved in June 25, 2007, from <http://www.culinarytourism.org>.

Yahya Abu Bakar (1969). Foreign Documents And The Descriptions Of Melaka Between A.D 1505-1511. *Department of History*. Retrieved from :

[https://en.unesco.org/silkroad/sites/default/files/knowledge-bank-article/foreign\\_documents\\_and\\_the\\_descriptions\\_of\\_melaka\\_between\\_a.d.\\_1505-1511\\_0.pdf](https://en.unesco.org/silkroad/sites/default/files/knowledge-bank-article/foreign_documents_and_the_descriptions_of_melaka_between_a.d._1505-1511_0.pdf)

Zuhier Abbas Azzez (2021). The Impact of Destination Image on Tourist Behaviour : Karbala as A Case Study. *International Journal of Sustainable Development and Planning*, 7 (16) 1287-

1298. <https://scholar.archive.org/work/uftwxxp3mncglaklie67j6u3e4/access/wayback/https://www.iieta.org/download/file/fid/64970>

## APPENDICES



UNIVERSITI  
MALAYSIA  
KELANTAN

### **FACTORS INFLUENCE TOURISTS' SELECTING MELAKA AS HOLIDAY DESTINATION**

### ***FAKTOR-FAKTOR YANG MEMPENGARUHI PELANCONG MEMILIH MELAKA SEBAGAI DESTINASI PERCUTIAN***

Dear respondents,

*Kepada respondents,*

We are undergraduate students of Universiti Malaysia Kelantan, in Bachelor's of Entrepreneurship (Tourism) with Honors. We are currently doing research about “**Factors Influence Tourists' Selecting Melaka as Holiday Destination**”.

*Kami adalah pelajar sarjana muda Universiti Malaysia Kelantan Sarjana Muda Keusahawanan (Pelancongan) dengan Kepujian. Kami sedang melakukan penyelidikan berkaitan “**Faktor-faktor yang Mempengaruhi Pelancong Memilih Melaka Sebagai Destinasi Percutian**”.*

The objective of this research is to identify the factors examine the relationship between destination, food and infrastructure facilities factors towards holiday destination selection in Melaka. We would be thankful for your commitment to give a response to answer the questionnaire that would take about 15 minutes. Your participation is needed for completing this questionnaire to complete our research.

*Objektif kajian ini adalah untuk mengenal pasti faktor yang mengkaji hubungan antara faktor destinasi, makanan, dan kemudahan fasiliti terhadap pemilihan destinasi percutian di Melaka. Kami akan berterima kasih atas komitmen anda dalam memberikan maklum balas untuk*

menjawab soal selidik yang akan mengambil masa kira-kira 15 minit. Penyertaan anda adalah diperlukan untuk melengkapkan soal selidik bagi menyelesaikan penyelidikan kami.

**SECTION A : DEMOGRAPHIC PROFILE**

**BAHAGIAN B : LATAR BELAKANG DEMOGRAFI**

**Instruction :** Please tick (✓) if the information below that appropriate to yourself. Each question should have **ONE** answer only. All responses are strictly confidentially

**Arahan :** Sila tandakan (✓) sekiranya maklumat berikut yang bertepatan dengan diri anda. Setiap soalan hanya mempunyai **SATU** jawapan sahaja. Semua maklum balas adalah sulit.

1. Gender / Jantina

Male / Lelaki

Female / Perempuan

2. Age / Umur

16 - 20 Years old/ 16 - 20 Tahun

21 - 25 Years old/ 21 - 25 Tahun

26 - 30 Years old/ 26- 30 Tahun

30 Years old and above/ *30 Tahun dan ke atas*

3. Race / *Bangsa*

Malay / *Melayu*

Chinese / *Cina*

Indian / *India*

Others / *lain-lain*

4. Place of Origins / *Tempat Asal*

Peninsular Malaysia / *Semenanjung Malaysia*

Sabah and Sarawak / *Sabah dan Sarawak*

UNIVERSITI

MALAYSIA

KELANTAN

**SECTION B : MELAKA AS DESTINATION SELECTION****BAHAGIAN B : MELAKA SEBAGAI DESTINASI PILIHAN**

**Instruction:** Please read each item carefully and answer the following question.

Kindly tick (√) according to the following scale that describes:

**Arahan:** Sila baca setiap item dengan teliti dan jawab soalan- soalan berikut. Sila tanda

(√) mengikut skala berikut yang menerangkan :

<b>Strongly Disagree</b> <i>Sangat tidak setuju</i> (1)	<b>Disagree</b> <i>Tidak Setuju</i> (2)	<b>Neutral</b> <i>Neutral</i> (3)	<b>Agree</b> <i>Setuju</i> (4)	<b>Strongly Agree</b> <i>Sangat Setuju</i> (5)
---	---	---	--------------------------------------	--

<b>DESTINATION SELECTION</b> <b>PEMILIHAN DESTINASI</b>						
<b>NO.</b>	<b>STATEMENT</b> <b>KENYATAAN</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1. 1.	Melaka has a strategic place for tourist holiday destinations. <i>Melaka mempunyai tempat yang strategik untuk destinasi percutian pelancong.</i>					
2. 2.	Many historical places can be visited and studied. <i>Banyak tempat yang bersejarah boleh dilawati dan dipelajari.</i>					
3. 3.	Suitable for all ages to come on holiday to Melaka. <i>Sesuai untuk pelbagai peringkat umur datang bercuti ke Melaka.</i>					
4. 4.	Can recommend tourist spots to others. <i>Boleh mengesyorkan tempat percutian pelancongan kepada orang lain.</i>					
5. 5.	The safety risk does convince parents to take their children to travel to Melaka <i>Risiko keselamatan yang kurang meyakinkan ibu bapa untuk membawa anak-anak melancong ke Melaka.</i>					

**SECTION C : FACTORS INFLUENCE TOURIST' HOLIDAY DESTINATION SELECTION IN MELAKA**

**BAHAGIAN C : FAKTOR- FAKTOR YANG MEMPENGARUHI PEMILIHAN DESTINASI PERCUTIAN DI MELAKA**

**Instruction:** Please read each item carefully and answer the following question. Kindly tick (✓) according to the following scale that describes:

**Arahan:** Sila baca setiap item dengan teliti dan jawab soalan- soalan berikut. Sila tanda (✓) mengikut skala berikut yang menerangkan :

<b>Strongly Disagree</b> <i>Sangat tidak setuju</i> (1)	<b>Disagree</b> <i>Tidak Setuju</i> (2)	<b>Neutral</b> <i>Neutral</i> (3)	<b>Agree</b> <i>Setuju</i> (4)	<b>Strongly Agree</b> <i>Sangat Setuju</i> (5)
---	---	---	--------------------------------------	--

<b>DESTINATION FACTOR/ FAKTOR DESTINASI</b>						
<b>NO.</b>	<b>STATEMENT KENYATAAN</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1.	The quality of accommodation is good. <i>1. Saya bersetuju tempat penginapan yang berada di Melaka berkualiti tinggi.</i>					
2.	It is easy to move within the surrounding area. <i>2. Kawasan pelancongan yang banyak dan berdekatan antara satu sama lain memudahkan pergerakan saya.</i>					
3.	Melaka facing a high rate of traffic congestion <i>3. Melaka menghadapi kadar kesesakan lalu lintas yang tinggi</i>					
4.	Tourists go to Melaka for a historical site visit <i>4. Pelancong pergi ke Melaka untuk melawat tempat bersejarah</i>					
5.	There is limited parking space at the destination <i>5. Tempat letak kereta adalah terhad di destinasi ini</i>					
6.	There are diversity in the type of accommodation <i>6. Terdapat kepelbagaian dalam jenis penginapan</i>					



<b>Strongly Disagree</b> <i>Sangat tidak setuju</i> (1)	<b>Disagree</b> <i>Tidak Setuju</i> (2)	<b>Neutral</b> <i>Neutral</i> (3)	<b>Agree</b> <i>Setuju</i> (4)	<b>Strongly Agree</b> <i>Sangat Setuju</i> (5)
---	---	---	--------------------------------------	--

<b>FOOD/ MAKANAN</b>						
NO.	STATEMENT <i>KENYATAAN</i>	1	2	3	4	5
1.	The price of the food is reasonable <i>1. Harga makanan adalah berpatutan</i>					
2.	There is a broad menu selection provided <i>2. Terdapat pilihan menu yang banyak disediakan</i>					
3.	There is a diversity choice of food in Melaka <i>3. Terdapat pelbagai pilihan makanan di Melaka</i>					
4.	The customer services is excellent <i>4. Perkhidmatan pelanggan adalah sangat baik</i>					
5.	The food premises are attractive <i>5. Premis makanan adalah menarik</i>					
6.	The food premises are comfortable <i>6. Premises makanan adalah selesa</i>					

UNIVERSITI  
MALAYSIA  
KELANTAN

<b>Strongly Disagree</b> <i>Sangat tidak setuju</i> (1)	<b>Disagree</b> <i>Tidak Setuju</i> (2)	<b>Neutral</b> <i>Neutral</i> (3)	<b>Agree</b> <i>Setuju</i> (4)	<b>Strongly Agree</b> <i>Sangat Setuju</i> (5)
---	---	---	--------------------------------------	--

<b>INFRASTRUCTURE FACILITIES/ KEMUDAHAN INFRASTRUKTUR</b>						
NO.	STATEMENT KENYATAAN	1	2	3	4	5
1. 1.	The washroom provide is clean <i>Bilik air yang disediakan adalah bersih</i>					
2. 2.	There is diversity of shopping centers <i>Terdapat kepelbagaian pusat membeli belah</i>					
3. 3.	The playground provided is safe and secure <i>Taman permainan yang disediakan adalah selamat dan terjamin</i>					
4. 4.	The infrastructure is good maintenance and up to date <i>Penyelenggaraan infrastruktur adalah baik dan sentiasa di naik taraf</i>					
5. 5.	The information available is clear <i>Maklumat yang disediakan adalah jelas</i>					

UNIVERSITI  
MALAYSIA  
KELANTAN