



# **UNDERSTANDING THE EFFECTIVENESS OF MARKETING COMMUNICATION TOWARDS TOURIST DECISION-MAKING TO VISIT MIN HOUSE CAMP**

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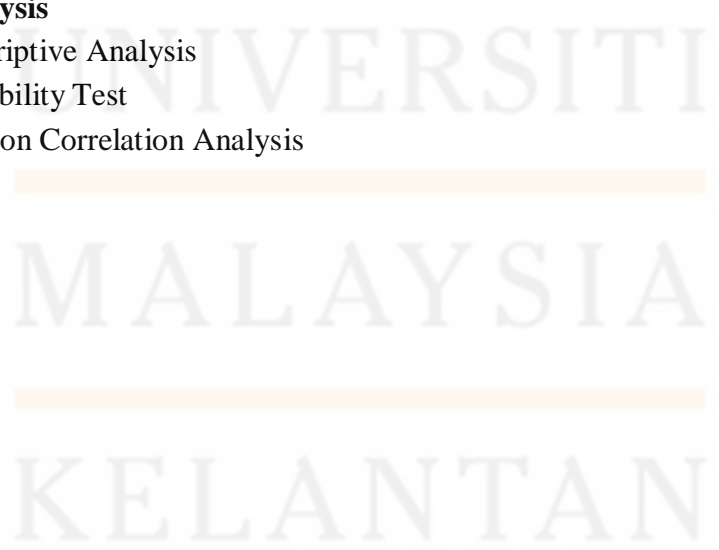
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**LIST OF ABBREVIATION**

<b>ABBREVIATION</b>	<b>EXPLANATIONS</b>
IV	Independent variables
DV	Dependent variables
SPSS	Statistical Package Social Science

## ABSTRACT

The purpose of this study is to find out the effects of communication marketing on a tourist attraction. The practice of communication marketing is very common today among businesspeople. Understanding how marketing communication works and how successful marketing communication may improve interactions between consumers and brands is essential. Understanding the marketing promotion mix, as well as integrating marketing communication in the settings of brand building and consumer contact, are critical components of modern marketing communication. A quantitative study was conducted to identify The Impact of Communication Marketing Promoting Tourist Destination in Min House Camp, Kota Bharu, Kelantan. Data was collected from 103 respondents using convenience sampling and analyzed using the BMI SPSS 27 version. The study's conclusions demonstrate that the majority of visitors are familiar with the destination because of its social media communication marketing plan.

**Keywords:** Sales promotion, Advertising, Interactive marketing, Tourist decision making, Min House Camp

## Abstrak

Tujuan kajian ini adalah untuk mengetahui kesan pemasaran komunikasi terhadap sesuatu tarikan pelancong. Amalan pemasaran komunikasi adalah sangat biasa hari ini dalam kalangan ahli perniagaan. Memahami cara komunikasi pemasaran berfungsi dan cara komunikasi pemasaran yang berjaya boleh meningkatkan interaksi antara pengguna dan jenama adalah penting. Memahami campuran promosi pemasaran, serta menyepadukan komunikasi pemasaran dalam tetapan pembinaan jenama dan hubungan pengguna, adalah komponen penting komunikasi pemasaran moden. Kajian kuantitatif telah dijalankan untuk mengenal pasti Kesan Pemasaran Komunikasi Mempromosikan Destinasi Pelancong di Min House Camp, Kota Bharu, Kelantan. Data dikumpul dari 103 responden menggunakan pensampelan mudah dan dianalisis menggunakan BMI SPSS versi 27. Kesimpulan kajian menunjukkan bahawa majoriti pelawat biasa dengan destinasi tersebut kerana pelan pemasaran komunikasi media sosialnya.

**Kata kunci:** Promosi jualan, Pengiklanan, Pemasaran interaktif, pembuatan keputusan Pelancong, Min House Camp

## **CHAPTER 1**

### **(INTRODUCTION)**

#### **1.1 INTRODUCTION**

This chapter provides a concise explanation of the research that we did. This chapter begins with the study's background on the impact of marketing communication in promoting the Min House Camp tourist attraction, followed by the problem statement, research objectives, research questions, scope and limitations, the importance of the study, and the definition of terms. Finally, in this final chapter, we provide a summary.

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

The objective of this study is to examine the impact of marketing communication on tourist decision-making, specifically in selecting the Min House Camp as their preferred destination. Within a marketing context, marketing communication plays a crucial role in achieving company objectives, particularly in driving sales growth, which has a significant influence on the overall profitability and sustainability of the organization (Martin, Javalgi, & Ciravegna, 2020; Porcu, del Barrio-Garca, Kitchen, & Tourky, 2019). Effective communication, coupled with a well-designed management plan, is essential in promoting tourism sites and engaging prospective tourists (Wu, 2018; Kozak & Buhalis, 2019; Yousaf & Xiucheng, 2018). In order to educate, convincingly convince, and remind prospective tourists, both domestic and foreign, about the advantages and benefits of a tourist destination, whether directly or indirectly (Lee & Syah, 2018; Mustafa, 2019), a decent, helpful, and deep

interaction pattern is required. In theory, communication marketing methods can help businesses target and grow new market segments while also correcting negative public relations caused by bad events (Dore and Crouch, 2015). Contrary to popular belief, requires a long battle and represents a difficulty in merging a variety of diverse perceptions that attempt to gather interests in resolving conflicts of interest between each stakeholder (Dorn, 2015). As a result, in order for destinations to profit from a larger portion of global tourism, as witnessed today, the development and promotion of local products must be accelerated. In fact, this product, also known as a tourist product, is critical for destination marketing since it shapes people's impressions of a region, as well as their decisions and behaviour towards it. The tourism product, according to Bhaita (2016), is not the tourist destination, but rather the experience of the area and what happens there.

The tourism industry contributes 56.5 billion in national income while also becoming Malaysia's second biggest industry, therefore this study is considered significant in order to promote Malaysian tourism destinations more efficiently and effectively using elements in marketing communication. As a result, this researcher conducted research to determine how effective the three elements of marketing communication used by the tourist attraction Min House camp, namely sales promotion, advertising, and interactive marketing, can increase tourist arrivals to that destination. Tourism promotion may be boosted by using social media platforms such as Facebook, Instagram, TikTok, Whatsapp, and others. In addition to social media, marketing communication may be accomplished by simply making online bookings using travel agency services such as the Trivago and Agoda apps. There are even some tourist attractions that have their own website or blog to update travelers about their location and

attract them to visit.

In the tourism industry, the number of tourists who reserve accommodation, transportation, or other tourism products online is increasing, and even if they do not book it online, they will browse information about tourist destinations via online (Castaeda et al., 2009; Arauz et al., 2016; Dewi et al., 2018). The Internet can then be viewed as a meeting place for tourists and destination operators, with the ability to influence their decision-making process (Jorge et al., 2018). According to Bickart and Schindler (2017), various aspects present in the mass media to promote a tourist destination, such as websites, have a significant impact on the behavior of consumers searching for information on the Internet. If the incentives for tourism blogs and the wants of mass media users are investigated and understood, this study recommends the use of social media in the tourism sector as an efficient medium in the marketing and promotion of tourist destinations. By conducting this research, tourism operators, tourism organizations, and the Ministry of Tourism will be able to take advantage of more interactive promotional activities through social media, particularly tourism websites or blogs, and develop a social media marketing plan to promote the destination and boost the image of a tourist destination.

Furthermore, effective communication via Internet media allows for participation in global competition (Manarte & Teixeira, 2017). Media in digital marketing communication channels will effectively encourage tourists to participate in sharing their experiences and can be interpreted as an advertising message, in which case this ad will be positive information for potential consumers as a target market. There is a need to analyze the marketing communication strategy in Min House Camp tourism on a regular basis to establish the level

of effect in promoting various tourism resources that can affect tourist destination choice. Min House Camp at Kubang Kerian, located on the edges of Kota Bharu town, guarantees every guest a magnificent nature experience, appealing mostly to those who like exploring flora and wildlife in the outdoors. With this background, this study attempts to investigate tourism marketing communication tactics that impact tourists' choice of destination. As a result of this issue, the researchers resolved to investigate the effectiveness of using marketing communication toward tourist decision-making, to attract more tourists to Min House Camp Kubang Kerian, Kelantan as their preferred destination.

The peaceful and luxurious Min House Camp offers free WiFi access while being surrounded by lush tropical vegetation. It provides a front desk open 24 hours a day, free parking, and offers a variety of team-building activities. The Min House Camp at Kubang Kerian, which is situated on the edges of Kota Bharu, is most attractive to people who enjoy exploring the outdoors and learning about the local flora and wildlife. Chalets, multipurpose halls, a bee farm, a firefly garden, an organic farm, a small petting zoo, and even water sports activities such as kayaking, river bathing, fishing, and clam digging can be found in the Min House Camp.

The Sultan Ismail Petra International Airport is roughly a 25-minute drive from the property. The distance between the Billion Shopping Center and Kota Bharu Mall is 5.5 and 6.3 kilometers, respectively. The air-conditioned rooms and huts have a desk, a TV, a clothing rack, and views of the garden or river. Additionally featured are a refrigerator and electric kettle. There is a shower in the adjoining bathroom, along with free amenities and towels.

Fishing, kayaking, cycling, and trekking are all optional extras at Min House Camp. Additionally offered upon request are services for laundry, faxing, and photocopying. For an additional fee, airport transfers can be arranged. The distance to the closest restaurant from Min House Camp is only five minutes on foot. Additionally, meals can be ordered and sent to guests' rooms. They welcome volunteers interested in work away and long-term housing rentals. For students, universities, and businesses, they set up team-building activities, seminars, and weekend getaways. They also offer catering for large groups and weddings.

### **1.3 PROBLEM STATEMENT**

Marketing communication is a constantly growing and adapting field that is influenced by new technologies, media consumption trends, and marketing professionals' interactions with their target markets. At the same time, in this dynamic context, the fundamental communication processes and well-established theories and models are very much applicable. The well-established and the novel and developing parts of marketing communications are combined in this redesigned second edition.

#### **1.3.1 Lack of face-to-face contact.**

In online marketing research and literature, another aspect of marketing communication that has received attention is the absence of personal interaction (Goldsmith and Goldsmith, 2016). Due to the absence of physical, face-to-face interaction in internet transactions, certain customers perceive online customer care methods as impersonal. Instead, they prefer the tactile experience of purchasing in a



physical, brick-and-mortar establishment where they can engage in direct conversations with store employees, physically interact with the products, and socialize with other customers. It is clear that the virtual marketplace cannot replicate offline commerce and the personal interactions it offers.

### **1.3.2 Lack of trust**

The issue of customers' lack of trust is closely connected to the challenges of security and privacy, impeding the growth of marketing communication. The increasing significance of studying online trust and its impact on internet marketing strategies (Urban, 2019). According to Bart et al. (2016) a definition of trust in the virtual environment, referring to it as online trust. This includes how consumers perceive the website's capability to meet their expectations, the credibility of the information provided, and the level of confidence instilled by the website.

### **1.3.3 Security and Privacy**

In today's evolving digital landscape, ensuring information privacy has become a crucial matter that requires attention. It is evident that customers' data can be easily shared with other organizations without obtaining their consent. Moreover, their sensitive personal information, such as usernames and passwords, is susceptible to unauthorized access by hackers (Lantos, 2017). Additionally, the prevalence of advertising and pop-up ads is widely perceived as an intrusion of privacy by the majority of internet users (Drozdenco

& Drake, 2016). These security and privacy concerns pose significant challenges to online marketing. Consequently, the effectiveness of internet marketing relies on addressing these issues appropriately. According to James W. Peltier et al. (2018) suggest that incorporating discussions about these matters into various courses and to varying degrees of coverage within the marketing curriculum can play a role in resolving them. A fundamental aspect of privacy revolves around the concepts of choice and consent.

#### **1.4 RESEARCH OBJECTIVES**

The primary objective of this research is to examine the impacts of marketing communication in promoting the tourist destination Min House Camp. There are three research objectives.

**RO1:** To determine the relationship between sales promotion towards decision-making in choosing Min House Camp as their preferred destination.

**RO2:** To examine the relationship between advertising towards decision-making in choosing Min House Camp as their preferred destination.

**RO3:** To examine the relationship between interactive marketing towards decision-making in choosing Min House Camp as their preferred destination.

## 1.5 RESEARCH QUESTION

The primary question for this research is to know the impact of marketing communication in promoting the tourist destination Min House Camp. There are three research questions.

**RQ1:** Is there any relationship between sales promotions towards tourist decision-making in choosing Min House Camp as their preferred destination?

**RQ2:** Is there any relationship between advertising towards tourist decision-making in choosing Min House Camp as their preferred destination?

**RQ3:** Is there any relationship between interactive marketing towards decision-making in choosing Min House Camp as their preferred destination?

## 1.6 SCOPE AND LIMITATION

This study will focus on understanding the effectiveness of marketing communication toward tourist decision-making in choosing Min House Camp. The focus of the destination in this study is Min House Camp. Therefore the researcher limited this study to produce accurate findings. Firstly, this study will focus on the relationship between sales promotions towards tourist decision-making in choosing Min House Camp as their preferred destination. This is important to the performance and excellence of the Min House Camp. Second, to determine the relationship between advertising towards tourist decision-making in choosing Min House Camp as their preferred destination. Last is to focus on the relationship between interactive marketing towards tourist decision-making in choosing Min House Camp as their preferred destination. The target population for this study is based on the number of domestic

tourists who travel to Min House Camp, Kota Bharu, Kelantan. The period of time we took to complete this study was six months.

### **1.7 SIGNIFICANCE OF STUDY**

The research is about understanding the effectiveness of marketing communication toward tourist decision-making in choosing Min House Camp, of which effectiveness to explore are sales promotion, advertising, and interactive marketing. This study is carried out at Min House Camp in Kubang Kerian Kota Bharu, Kelantan. In order to the effectiveness of marketing communication toward tourist decisions, the researcher gives the questionnaire that must be answered by them accordingly. Based on this research, it is important to understanding the effectiveness of marketing communication toward tourist decision-making in choosing Min House Camp as their preferred destination. We all already know that in this era and time, most tourists love to travel. Regardless of age or gender, traveling is part of an activity that can give satisfaction to every tourist who wants to travel. Social media is a boon for tourists who want to spend their free time going on a trip. Advertisements found on every social media related to tourism reinforce tourists' excitement to travel. So this study was made to see if marketing communication in promoting tourist destinations is suitable or not to attract tourists.

In addition, the importance of this study is to see whether marketing communication toward tourist decisions can attract tourists to travel to Min House Camp or not. This is because there are many tourists who only travel to other tourist places based on other people's experiences. There are tourists who are wary of promotional ads found on social media.

Therefore, this study was conducted to see understanding the effectiveness of marketing communication toward tourist decision-making in choosing Min House Camp as their preferred destination.

## **1.8 DEFINITION OF TERMS**

### **1.8.1 Effectiveness**

Effectiveness is the extent to which the objective being studied is achieved. With that, something that wants to see the effectiveness is not necessarily on the cost, but more on focusing on the right task and completing it according to the time given. Highly effective organizations focus on their strategy and goals, to ensure long-term targets are pursued. Effectiveness will usually be considered having done the right thing. It is the key to corporate success. Effectiveness is the ability to produce desired results or the ability to produce targeted outputs. When something is considered to be, it gives a positive perspective that will have the desired or targeted work result by production the best and worthwhile effect (Rajasekhara Mouly Potluri, 2017).

### **1.8.1 Marketing**

Marketing is a work movement that unites users and customers on the marketing side through information that is used to identify and clarify opportunities and problems such as creating, improving, and taking note of an action, paying attention to the level of performance, and analyzing the understanding of a process that takes place. With this information will be able to be determined what is needed to combat

this problem. Designing a work is a method to combine information, examine and carry out the process of accumulating information, study a decision to be made, and tell the invention and its effect (McGraw-Hill Education, 2019).

### **1.8.2 Marketing Communications**

Marketing communication is the main basic and linked category in the effort to increase marketing in a company. Loosely defined, it can be seen as the whole of short messages and social media used to create a communication with the market. Marketing communication includes direct marketing, packaging methods, advertising, and branding which will be seen through the number of your online presence, PR activities, presentations, printed subjects, exhibitions, sales, and more. The difficulty of the topic makes it a large area to cover in one article (Philip J Kithchen, Inga Burgaman, 2019).

### **1.8.3 Tourist**

A tourist is a person who travels to a place that is from place to place other than his permanent place of residence, as usual, outside their everyday home environment for a period of time that takes at least one night and must not exceed a year and as usual, must have a different purpose than carrying out any activity in the destination. (John Urry, Jonas Larsen, 2018).

#### **1.8.4 Decision Making**

Decision-making is the most important thing in modern management. At its core, making a decision is the best and should be seen as the main role of management. Usually, a manager makes many decisions unconsciously or consciously as the first aspect of a manager's role. Decisions play an important role because they decide the entire work of the organization and management. Decision-making is an ongoing and indispensable component of managing any organization or business activity (Fred C Lunenburg, 2017).

#### **1.8.4 Destination**

A destination is a place that most people will visit to visit. The places visited can be various types of places. Among them can be urban, rural, village, or resort areas depending on the work from tourism. Natural sites, towns or cities, sporting areas, cultural and heritage monuments, and resorts are all examples of destinations (Dobrica Z Jovicic, 2019).

### **1.9 SUMMARY**

The purpose of this study is to examine understanding the effectiveness of marketing communication toward tourist decision making choosing Min House Camp as their preferred destination. There are three research questions that have been developed, namely what are the relationships between sales promotion towards tourist decision-making in choosing Min House Camp as their preferred destination. The second question, what is the relationship between advertising towards tourist decision-making in choosing Min House Camp as their

preferred destination. And the last thing is whether there is any relationship between interactive marketing towards decision-making in choosing Min House Camp as their preferred destination. This is to achieve three research objectives, namely the researcher wants to determine the relationships between sales promotions towards decision-making. The second is to examine the relationships between advertising towards decision-making. Another research objective is to examine the relationships between interactive marketing towards decision-making. The next chapter would discuss the literature review which is about the introduction, hypotheses, conceptual framework, and summary.



## CHAPTER2

### (LITERATURE REVIEW)

#### 2.1 INTRODUCTION

A literature review is an academic writing piece that establishes and exhibits understanding of the scholarly literature pertaining to a specific subject. It is referred to as a literature review rather than a literature report because it involves a critical evaluation of the sources. It is essential to maintain a distinct separation between evaluating the literature and simply reporting on it, thereby clarifying the distinction between these two approaches. Some articles provide information in addition to the critic's assessment, such as a synopsis of the key themes. A literature review has two basic objectives: to inform researchers about recent findings, theories, and supporting data, and to enable them to assess and discuss this material. A literature review frequently makes up a significant portion of an essay, research study, or dissertation. However, it is also graded and set as a stand-alone piece of work. All discussions will be concluded in the last of these chapters.

#### 2.2 LITERATURE REVIEW

##### 2.2.1 Sales Promotion

The extremely competitive economy encourages sellers to constantly employ various marketing tactics and strategies in order to acquire new customers and boost an enterprise's profitability. One of the most effective approaches to attract new

customers and retain existing ones is through the implementation of sales promotions. These marketing initiatives aim to temporarily enhance the value of products, encouraging consumer purchases and improving the effectiveness of intermediaries. A questionnaire was used in the study, which involved 60 men and women between the ages of 18 and 64. The study confirms that sales promotion is an effective tool that has a positive effect on consumer purchasing behavior. According to the study's findings, all methods and means of consumer sales promotion are effective because 21% of respondents are more likely to make a purchase than 59% of respondents who would gain from a product's promotion. The Internet, which is utilized by 82.5% of consumers, and promotional brochures provided by sellers, which are used by 77.2% of customers, are the two most popular communication channels used by consumers to learn about various promotional activities. (Evgheni Genchev, Gergana Torova, 2017).

### **2.2.2 Advertising**

Advertising is seen to function as one of the special branches which is through an object and places the importance of learning a social communication in advertising. These few decades, the study of advertising is not very widespread and only limited to the field of marketing. In the limited area of advertising-related writing, the focus is more on consumer misrepresentation that may be justified but rather unfounded. In this literature review, this aspect proves that the most irrelevant and interesting thing that we can ask the question of advertising is whether it really moves the product. Aspects in this chapter summarize that advertising must be achieved as a body of

social institutions and intermediaries in which social correction (William Leiss, Stephen Kline, Sut Jhally, Jacqueline Botterill, Kyle Asquith, 2018).

### **2.2.3 Interactive Marketing**

Interactive online media is a form of structure that consumers and advertisers are increasingly interested in. In addition, interactive marketing can improve online video ads that can skip more widely and it is something normal in social media networks such as YouTube. The specific elements and consequences of this interactive marketing tool require further evaluation and advice. By focusing on methods that have an interesting effect, this journal examines the consequences of high stimulation and low stimulation on an advertisement, namely advertisement attitude, brand and interference with advertisements, with the ability to moderate the coherence of aspects and products. Consumer products determine that ad interruptions can skip high and low stimulation. This invention, along with its practical implications for the novel, provides a subsequent guide for research as well (Daniel Belanche, Carlos Flavián, Alfredo Pérez-Rueda, 2017).

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## 2.3 Hypothesis

The hypothesis for this research is to see if there are any significant differences between the independent variable and the dependent variable.

### 2.3.1 The relationship between sales promotion and tourist decision-making

Sales promotion serves as a marketing tool aimed at bolstering consumer demand, stimulating market demand, and enhancing product availability. It offers customers additional value or incentives, which can manifest in the form of coupons, discounts, freebies, contests, sweepstakes, loyalty programs, and more. The literature has widely acknowledged the significance of sales promotion in brand development. For instance, it plays a pivotal role in influencing the establishment of strong brands and facilitating the creation of a competitive advantage. This stems from the fact that sales promotions enhance brand awareness not only for the promoted brands but also for the entire product category (Blattberg & Neslin, 2019). According to Palazón-Vidal & Delgado-Ballester (2015), customers may believe that organisations establish promotional campaigns in order to differentiate and upgrade their brand image and increase brand awareness in modern management practises. The cited study by Mendez-Gurrola, Vargas-Sánchez, and Ramírez-Montoya (2018) examines the impact of sales promotions on tourist decision-making by considering the mediating roles of perceived value and destination image. The study suggests that sales promotions have a positive effect on tourists' behavioral intentions, with perceived value and destination image playing crucial intermediary roles

in the relationship. This supports the hypothesis that sales promotion strategies can influence tourist decision-making and increase their intention to visit a destination or participate in tourism activities.

H1: There is a positive relationship between sales promotion and tourist decision-making

### **2.3.2 The relationship between advertising and tourist decision-making**

Advertising serves as a promotional strategy designed to attract and generate interest and desire, thereby increasing purchases and raising brand awareness. It is a key marketing communication tool that influences consumer tastes, preferences, and product differentiation (Shah & Akbar, 2018). According to Kotler et al. (2015), advertising encompasses compensated non-personal presentations and promotions of ideas, goods, or services by a specific sponsor. Ha (2017) proposed that within the realm of marketing communication, advertising plays a substantial role in enhancing brand awareness and influencing customer decisions when it comes to purchasing products and services. According to Buil, de Chernatony & Martínez (2017), advertising has a strong effect on increasing brand performance in marketing while also encouraging practical experience with a specific brand and plays an important role in the formation of brand equity. The cited study by Hudson, Huang, Roth, and Madden (2016) examines the influence of social media interactions, including advertising, on consumer-brand relationships in the context of tourism. Although the study does not explicitly focus on advertising's impact on tourist decision-making, it investigates the effects of brand perceptions and marketing behaviors,

which are closely tied to decision-making processes. The study suggests that social media interactions, including advertising, have a positive impact on brand perceptions and consumer behaviors. This provides support for the hypothesis that advertising can play a role in influencing tourist decision-making and increasing their intention to visit a destination or engage in tourism activities.

H2: There is a positive relationship between advertising and tourist decision-making

### **2.3.3 The relationship between interactive marketing and tourist decision-making**

Interactive marketing is a two-way marketing and advertising method that allows consumers to interact directly with brands. This idea exchange is typically carried out using digital marketing channels like as email, surveys, chatbots, and social media. According to Tapp (2017), Interactive marketing can be seen more as a sales system rather than solely a communication tool. While it has gained recognition as a marketing communication tool for sales promotion, interactive marketing has been widely acknowledged (Kotler and Keller, 2015). According to Horváth and Bauer (2016) state that interactive marketing offers recipients a distinct opportunity to respond and directly targets specific target groups as pre-defined. According to Neuhofer, Buhalis, and Ladkin (2015) explores the role of technology in shaping the tourist experience and its impact on decision-making. While the chapter does not explicitly focus on interactive marketing, it examines the influence of technological enablers on tourist experiences and behavior. Interactive marketing, as a subset of technology-driven marketing strategies, can be seen as a catalyst for change in

the tourist experience. The chapter suggests that technology-enhanced experiences have the potential to positively influence tourist decision-making by providing interactive and engaging marketing platforms. This supports the hypothesis that interactive marketing strategies can influence tourist decision-making and increase their intention to visit a destination or engage in tourism activities.

H3: There is a positive relationship between interactive marketing and tourist decision-making

## 2.4 CONCEPTUAL FRAMEWORK

A conceptual framework will be used as a tool for gathering data in this research to complete the analysis. Thus, this framework is also useful in describing the relationship between independent and dependent variables within the research. Figure 2.1 depicts the conceptual framework for this study.

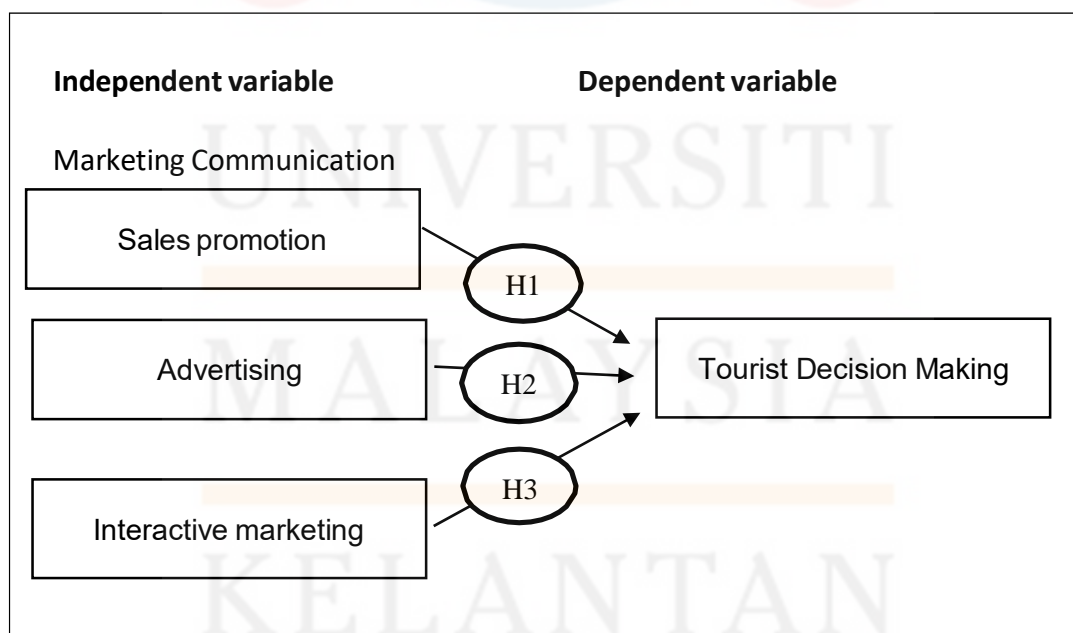


Figure 2.1: Conceptual framework

The above figure depicts the relationship between the independent and dependent variables in this study. Understanding the effectiveness of marketing communication toward tourist decision-making in choosing Min House Camp as their preferred destination, as carried out by the independent variable. This study is significant for including three (3) independent variables: sales promotion, advertising, and interactive marketing. Each independent variable will influence the dependent variable, which is the tourist decision-making to travel.

## **2.5 SUMMARY**

In conclusion, this chapter briefly discussed the literature review which is to understanding the effectiveness of marketing communication toward tourist decision making choosing Min House Camp as their preferred destination. In this chapter, explained in detail about the variables. There are three independent variables which are sales promotion, advertising and interactive marketing and one dependent variable which is marketing promotion toward tourist decision making choosing Min House Camp as their preferred destination.

Then there have three hypotheses which there is a significant relationship between sales promotion and marketing promotion toward tourist decision-making in choosing Min House Camp as their preferred destination, a significant relationship between advertising and marketing promotion toward tourist decision-making in choosing Min House Camp as their preferred destination and a significant relationship between interactive marketing and



marketing promotion toward tourist decision making in choosing Min House Camp as their preferred destination. Lastly, there is also an explanation about the conceptual framework and summary. The next chapter would discuss the research design, population, sample size, sampling method, data collection procedure, research instrument, data analysis and the last one is summary.



## **CHAPTER 3**

### **(METHODOLOGY)**

#### **3.1 INTRODUCTION**

Research methodology refers to the tactics and techniques used to plan, gather, and analyse data in order to produce evidence that may be used to support a study. The term "methodology" describes how a subject is examined as well as why certain methods and techniques are used. By offering a description of the research process, the methodology's purpose is to help others grasp the method's applicability more broadly or in greater depth. According to Ahmad Mazhab Ayob (1985: 19), the research method is a question of how each objective or research will be performed.

In the methodology chapter it is necessary to describe the design results by showing that these selected methods and techniques are most suitable and good for the purpose of the study as well as the objectives of the study itself in order to produce accurate and valid results. Good strategy and research will produce solid and scientifically reliable results as compared to methodology that does not produce any. The researchers will discuss the main design possibilities below. This chapter starts with the research design, populations, sample size, sampling method. This is followed by data collection procedures including pilot test, research instrument and data analysis. Summary will be the final in this chapter.

### 3.2 RESEARCH DESIGN

The study design provides the framework for a researcher's methodology and approaches. Because of the architecture, researchers can concentrate on research methodologies that are appropriate for the problem and set their research up for success. In order to obtain correct information and data, we must first establish a research strategy that is appropriate for the study set. A well-planned study design guarantees that procedures are acceptable for the research objectives and that data can be effectively examined. The three sorts of research designs are exploratory research, descriptive research, and causal research. Design research data collection, measurement, and analysis can be divided into three categories. According to Jahoda, Deutch, and Cook (2019), a research design is the creation of conditions for the gathering and analysis of data in a manner that tries to combine relevance to the research purpose with economy and method.

This research method applied the quantitative approach. This research used a survey that conducting through questionnaires. This is an inquiry into a social problem and it is an attempt to provide an explanation for the phenomenon by collecting numerical statistics. For this research, the researchers have conducted the research by using descriptive research

which is survey. Descriptive research is a research method that describes the characteristics of the population or phenomenon that is being studied. This methodology focuses more on the "what" rather than the "why" of the research.

Quantitative research design is necessary for the growth of any organization. The questionnaire is designed to accumulate all the information pertaining to the objectives of the research. The demographic portion of the questionnaire has multiple options. The respondent must choose the determinant options. The findings of this research were disseminated to the respondents after data from a questionnaire had been gathered.

### **3.3 TARGET POPULATION**

The target population is a large group of people from whom the statistical sample of the study has been taken. In other words, the term "population" refers to the total set of people or things that the researcher is interested in generalizing the effectiveness of marketing communication toward tourist decision-making in choosing the Min House Camp as their preferred destination. While the phrase "target population" refers to the entire group of individuals or objects in whom the researcher is interested in generalizing the effectiveness of marketing communication toward tourist decision-making in choosing the Min House Camp as their preferred destination. The investigation was carried out to gather information about the effectiveness of marketing communication. The population for this study is based on the number of domestic tourists who travel to Min House Camp, Kota Bharu, Kelantan. According to the owner who was interviewed, the number of tourists who visited Min House Camp in Kota Bharu, Kelantan was 140 people. A survey was conducted to obtain

information related to the respondents, namely tourists in Kota Bharu, Kelantan. The number of respondents can accommodate and provide a positive value to the researcher in producing accurate data.

### **3.4 SAMPLE SIZE**

Some numbers of people have been selected from the larger population to be considered representative of the sample size for this research. The sample size is usually known as 'S'. This refers to research methods conducted on a large population (Anvari & Lakens, 2021). This research sample involves the effectiveness of marketing communication on the decision-making of tourists to Min House Camp. The sample taken is local tourists traveling to Min House Camp. Proper sampling procedures and good responses are essential to obtain a representative sample of the population. In this study, the researcher discovered that the survey used quantitative methods in research. The researcher based the study on the model (Krejcie & Morgan, 1970). According to this model, the sample size will be determined by data from the population that visits Min House Camp in 2022, which is 140. Since a total of 103 respondents of form replies would be distributed as the sample size in population. The researcher chose Min House Camp as a study and wanted to know the level of effectiveness of marketing communication made by Min House Camp to attract more tourists. In this research, the researcher will determine the sampling size to get the respondents. Therefore, our sample size is made up of all religions and races chosen to answer the questionnaire. Table 3.1 below is to determine the sample size for a known population.

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

Note.—*N* is population size. *S* is sample size.  
Source: Krejcie & Morgan, 1970.

Table 3.1: Krejcie &amp; Morgan

### 3.5 SAMPLING METHOD

The data collection procedure outlined in this study provides a systematic and transparent approach to gathering research data. Two types of sampling methods, namely probability and non-probability sampling, are commonly employed. For this particular study, the researchers opted to use the non-probability method due to the nature of the elements being examined, such as employee behavior and attitudes. In this research approach, a convenience sampling technique is utilized, wherein data is collected from individuals or tourists who are readily available to participate in the study. The sample consists of the first accessible data source without employing additional criteria. When employing convenience sampling, the selection of sample subjects does not involve probabilities associated with demographic components. Consequently, it is not possible to generalize the findings of the sample study to the entire population. However, proponents argue that for correlation research, the convenience sample suffices as the focus is on examining relationships between variables rather than quantifying the target audience. In this study, a simple random sampling method was employed for the

sampling process. This method is where the researcher selects a small group of subjects to study the population. The researcher will select a small number of his or her sample to represent the entire population of his or her study. In this study, the sample will be randomly selected from the tourists in the Kota Bharu, Kelantan as the population sample. The method used to facilitate the researcher to conduct evaluation and data collection related to employee motivation. This sampling is a simple method for researchers to obtain results from the research process.

### **3.6 DATA COLLECTION PROCEDURE INCLUDING PILOT TEST**

Data collecting allows a person or organisation to answer pertinent questions, evaluate outcomes, and forecast future possibilities and trends. To obtain data for this study, a survey with questionnaires was used. A questionnaire is a data collection tool that poses a series of questions to respondents. Furthermore, because it is standardised, this form of research is usually less expensive and easier to manage than other methods.

#### **3.6.1 Pilot Study**

In terms of preliminary data collection, this research would conduct a pilot test among 30 respondents in advance to ensure that the questionnaire would not have any problem before sending it to the actual target. The acquired data will next be examined using SPSS to assess internal consistency based on Cronbach's Alpha. If the data shows a high level of internal consistency, the real research will be carried out.

### 3.6.2 Procedure For Distributing Questionnaire

In this research project, primary data is used to collect information. Researchers collect primary data directly from primary sources through interviews, questionnaires, and experiments. Primary data are typically gathered from the original source of statistics and are regarded as the best type of data in research. This study employs a quantitative research design with descriptive analysis. Primary data will be collected from questionnaires. The questionnaire will be searched and answered online by 103 respondents to fill out the survey form. All respondents were collected from tourists traveling at Min House Camp. Respondents will be given one week to answer the questions online, and researchers will successfully collect data from the answered forms within two weeks. Meanwhile, researchers also use secondary data to make references collected from scientific publications to obtain information on the issue by using online sources such as 'Science Direct' and 'Emerald' in information management to obtain the more relevant source.



### 3.7 RESEARCH INSTRUMENT

A research instrument is a tool used to prepare, obtain, monitor, and analyze data from a research study. In addition, the research instrument is a comprehensive tool that helps researchers in collecting data by containing various questions related to the study. Researchers use a variety of study instruments, including questionnaires, interviews, observations, surveys, and quizzes. In this research, we focused on using a research instrument with a questionnaire method. Therefore, the questionnaire was chosen because it is easy and simple, low cost and does not consume a lot of time. In addition, respondents can fill in the questionnaire online using the 'Google Form' method, wherever they are, just using a gadget such as a phone, by obtaining a lot of information more easily, without wasting their time.

The questionnaire consists of 3 parts, namely Parts A, B, and C. Part A contains questions about the respondent's personal information such as gender, age, address, marital status, and educational qualifications. Meanwhile, Part B contains the question of how effective sales promotion is on tourists' decision-making, how effective advertising has on tourists' decision-making and requires respondents to answer how effective interactive marketing is in making decisions while traveling. Next, part C focuses on questions related to how tourists decision-making to visit Min House Camp as a preferred destination

Each part of the questionnaire uses a different scale method. The researcher used a nominal and alternating scale for Part A. While the Likert scale was used for Part B, and C. The researcher used a 5-point Likert Scale to show that the respondents were more satisfied and agreed with the answer. The measurement level scale found in the question to the

respondents is 1-Strongly Disagree, 2-Disagree, 3-Neither Agree nor Disagree, 4-Agree, and 5-Strongly agree.

1	2	3	4	5
Strongly Disagree (Sangat Tidak Setuju)	Disagree (Tidak Setuju)	Neither Agree Or Disagree (Sama ada Setuju Atau Tidak setuju)	Agree (Setuju)	Strongly Agree (Sangat Setuju)

Table 3.2: 5-points Likert Scale

The questionnaire will be bilingual in English and Malay because it is easier for both respondents and researchers to answer and collect data. In addition, the tourists are made up of various races such as Malays, Chinese, Indians, and so on. This can help make it easier for them to understand each question.

Finally, the researcher proceeded with the questionnaire by launching it on an internet survey platform, i.e., via 'Google Forms'. This is because using online surveys may save you money and time. Furthermore, it has a broader coverage, and it will also assist to improve the number of respondents that answer the questionnaire using online surveys. Researchers will also be delighted with the results. As a result, all researchers came to a consensus.

### **3.8 DATA ANALYSIS**

The process of collecting, modeling, and analyzing data to produce insights that may be used in decision-making. Researchers also used this method to analyze and evaluate information in order to reach conclusions, make recommendations, and support decision-making. The researchers processed and applied the data that had been gathered for the study. All the information was gathered from a variety of sources. The data that the researchers gather for this study will be analyzed using SPSS, also referred to as The Statistical Package for Social Science version 28.

#### **3.8.1 DESCRIPTIVE ANALYSIS**

Descriptive analysis is one type of data analysis that is frequently used. Descriptive analysis also known as descriptive statistics. Data are attempted to be explained or summarised with descriptive analysis. It makes data utilisation simpler, which can facilitate action by analysts and aid in the weeding out of useless data. Frequency, central tendency, dispersion or variation, and position are the four components of descriptive analysis. Depending on what researchers are trying to find, descriptive analysis can be done in a variety of ways, but often entails gathering, cleaning, and then analysing data. In this research, the researcher applied a questionnaire to collect data on the effectiveness of marketing communication toward tourist decision-making at Min House Camp, Kota Bharu, Kelantan. The percentage of respondents for three independent variables and one dependent variable who agree or disagree with the statements is shown in Table 3.3.

Scale	Range of Means	Level of Agree
5	4.51 – 5.00	Strongly Agree
4	3.51-4.50	Agree
3	2.31-3.50	Neither Agree or Disagree
2	1.51-2.50	Disagree
1	1.00-1.50	Strongly Disagree

Table 3.3: Level Of Agree

The range of means with a range of 3.51 until 4.5 refers to the agreement, the range of means with a range of 2.51 until 3.50 is neutral, and the means score with a range of 4.51 until 5.00 represents the highest and strongest degree of agreement. The range of the mean from 1.5 to 2.50 also illustrates the degree of disagreement. When the mean range is between 1.0 and 1.50, its conclusion strongly contradicts.

### 3.8.2 Reliability Test

The purpose of the reliability test is to verify that the programme is dependable, that it fits the analysis's purpose for a specified period of time in a specific environment, and that it is able to carry out a task without making any mistakes. Cronbach's Alpha is the formula most frequently used to measure a factor's internal reliability. Alpha values greater than 0.70 were considered to be at an acceptable level, whereas those less than 0.70 indicated insufficient internal consistency dependability. Reliability was used in this study to evaluate the effectiveness of marketing communication toward tourist decision making. Table 3.4 represents the Rules of thumb about Cronbach's Alpha.

Cronbach's Alpha Coefficient	The Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very good
0.9	Excellent

Table 3.4: Rules of thumb about Cronbach's Alpha

According to the table above, poor strength is shown with coefficients less than 0.6, whereas moderate strength or relationship is shown with coefficients between 0.6 and less than 0.7. The strength is good when the levels are 0.7 or lower than 0.8. An extraordinary level of association is shown by a Cronbach's Alpha coefficient range of 0.9, whereas a score between 0.8 and less than 0.9 shows a very strong strength of agreement.

### 3.8.3 PEARSON CORRELATION ANALYSIS

The Pearson's correlation coefficient is a statistical measure utilized to assess the statistical association or connection between two continuous variables. It is widely recommended for evaluating the relationship between relevant variables as it relies on the theory of covariance. This coefficient is employed to quantify the strength of the relationship between two quantitative variables. Correlation strength can be determined within positive (+) and negative (-). The strength of a relationship can be determined by researchers using this formula. The research question, scale that will be used, and statistical test for each of the study's objectives are listed in Table 3.5.

Correlation Range (r)	Strength of Association
0.91 to 1.0 / -0.91 to -0.1	Very strong
0.71 to 0.90 / -0.70 to -0.90	High
0.41 to 0.70 / -0.41 to -0.70	Moderate
0.21 to 0.40 / -0.21 to -0.41	Small but define relationship
0.01 to 0.20 / -0.01 to -0.20	Slight, almost negligible

Table 3.5: Rules of thumb about Correlation Coefficient Size

### 3.9 SUMMARY

In conclusion, this chapter explains the various study methodologies used for manually collecting data in the research. Researchers defined the research design, population, sample size, sampling method, data collection process, research instrument, and data analysis used in this study. The set of rules used in this study to ensure ethical behaviour and trustworthiness. This study focused on the tourist population who visited Min House Camp in Kota Bharu, Kelantan. The researchers chose 103 tourists as respondents for this study in order to collect data. Researchers in this project acquire data using a sample technique and other non-probability sampling approaches. The data for the main data compilation, which consists of two sections, was acquired through surveys and questionnaires. The following chapter made use of descriptive statistics, reliability tests, Cronbach's Alpha, and Pearson correlation analyses. The outcomes of the descriptive analysis, reliability test results, correlation coefficient, inferential analysis results, and a discussion based on study objectives will all be included in the following chapter.

## **CHAPTER 4**

### **(RESULT AND DISCUSSION)**

#### **4.1 INTRODUCTION**

A total of 103 questionnaires were provided to all individuals that visited Min House Camp via marketing communication, and each of them completed all of them. All data collected from respondents was analysed. This chapter discusses frequency analysis, descriptive analysis, and Pearson correlation testing. Each inquiry will decode and resolve the research inquiries, whilst the descriptive analysis will display all of the independent variable and dependent variable means. The demographic profile of the respondents will be briefly described in frequency analysis. Pearson's correlation test will be used for further research and examination of the relationship between the variables.

#### **4.2 RESULTS OF FREQUENCY ANALYSIS FOR RESPONDENT'S DEMOGRAPHIC**

The online platform was used to assign a total of 103 questionnaire sets. The contextual profiles of the respondents were included in this section. Meanwhile, this section addresses the respondent's demographic profile and background, which includes gender, age, religion, race, educational level, occupation, and country of origin. To present the information from the respondents, tables and figure charts have been created.



### 4.2.1 GENDER

Table 4.1: Number of Respondents by Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	35	34.0	34.0	34.0
	Female	68	66.0	66.0	100.0
	Total	103	100.0	100.0	

Figure 4.1: Percentage of Respondents by Gender

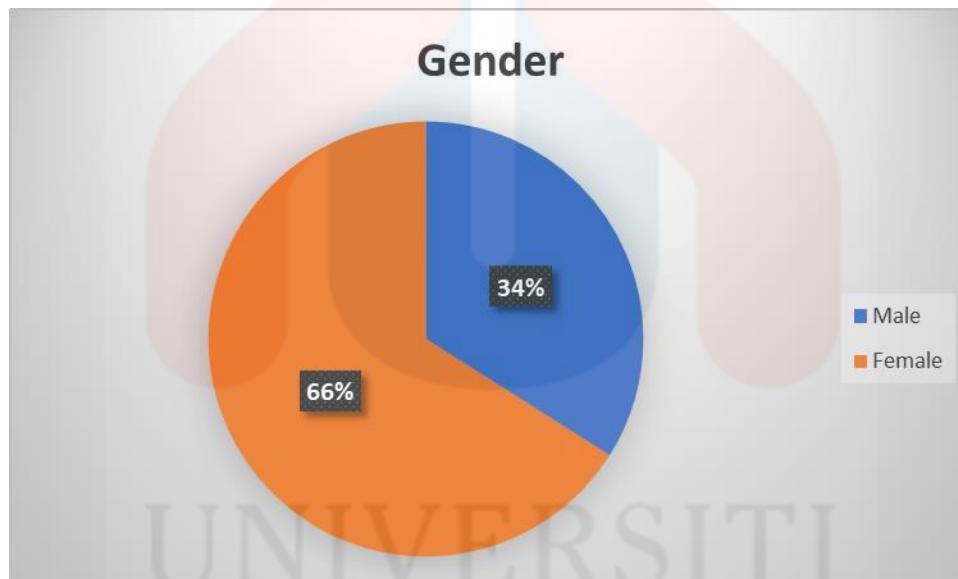


Figure 4.1 shows 103 profiles of the respondents and most of the respondents were female which 68 respondents is (66%) while the male is 35 respondents (34%).

## 4.2.2 AGE

Table 4.2: Number of Respondent by Age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21 - 29 years	76	73.8	73.8	73.8
	30 - 39 years	12	11.7	11.7	85.4
	40 - 49 years	10	9.7	9.7	95.1
	60 years and above	3	2.9	2.9	98.1
	Below 20 years	2	1.9	1.9	100.0
	Total	103	100.0	100.0	

Figure 4.2: Percentages of Respondents by Age

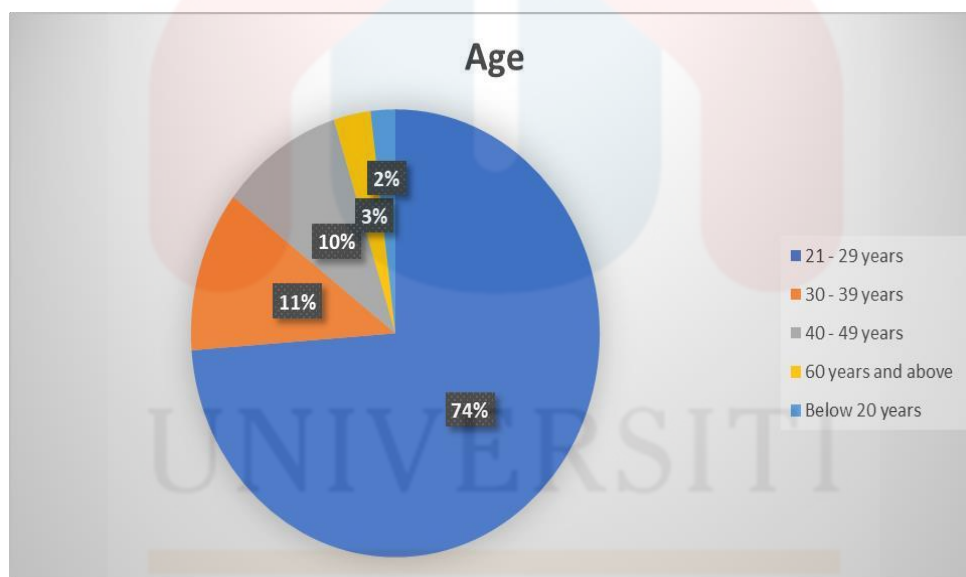


Table 4.2 and the figure shows the respondent by age. The respondents age, most of them are at the age of 21-29 years old which is 74.1% from the total sample and followed by the age 30-39 years old (11.5%), 40-49 years old (10.7%) and 60 years and above (2.9%). The lowest frequency respondents' age is below 20 years old with 1.9%.

### 4.2.3 RACE

Table 4.3: Number of Respondent by race

		Race			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	10	9.7	9.7	9.7
	Indian	10	9.7	9.7	19.4
	Malay	80	77.7	77.7	97.1
	Others	3	2.9	2.9	100.0
	Total	103	100.0	100.0	

Figure 4.3: Percentages of Respondents by Race

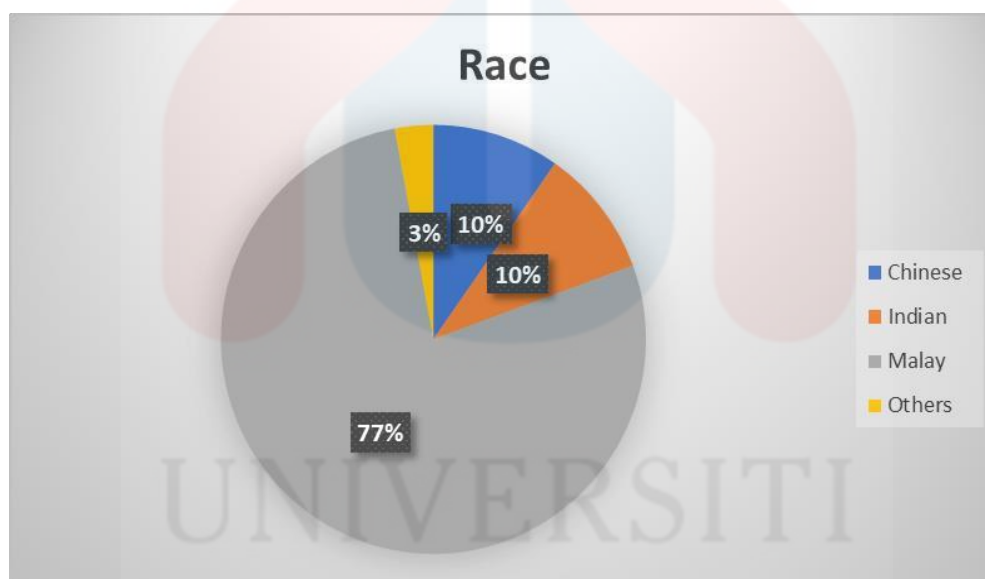


Table 4.3 and figure 4.3 shows the race of the respondents. In terms of the race, the highest respondents are Malay with 77.9%. Chinese and Indian share same percentage which is both 9.6%. The race of others race gives the lowest frequency which is 2.9%.

KELANTAN

#### 4.2.4 RELIGION

Table 4.4: Number of Respondent by Religion

		Religion			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Buddha	10	9.7	9.7	9.7
	Christian	10	9.7	9.7	19.4
	Muslim	82	79.6	79.6	99.0
	Others	1	1.0	1.0	100.0
	Total	103	100.0	100.0	

Figure 4.4: Percentages of Respondents by Religion

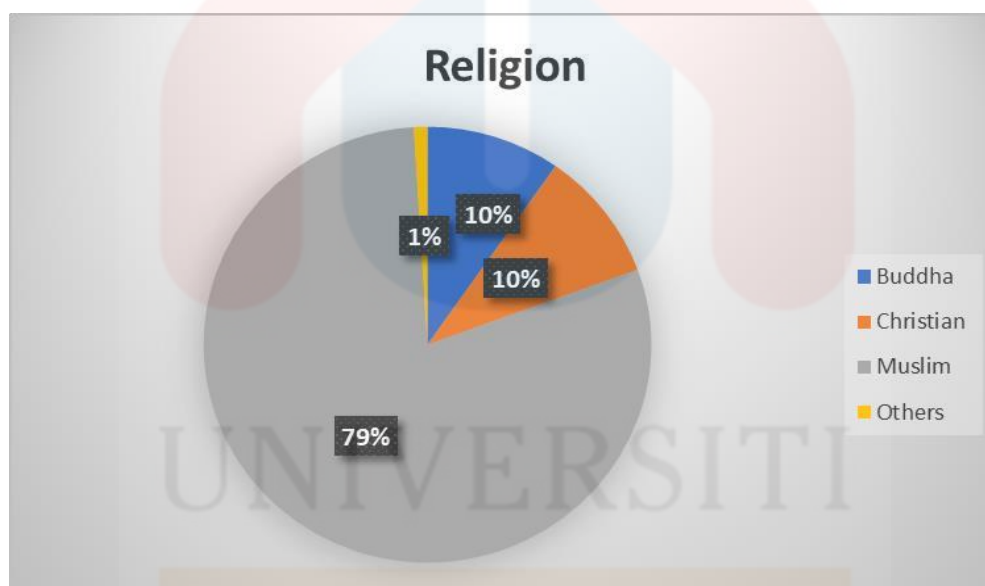


Table 4.4. and figure 4.4 shows the religion of the respondent. The religion that got the majority of the respondents are Muslim with 79.8%. Christian and Buddha share same number of percentage which is 9.6%. The religion of the respondent that shows the lowest frequency is others religion which is 1%.

#### 4.2.5 EDUCATIONAL LEVEL

Table 4.5: Number of Respondent by Educational Level

Education level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor of Degree	71	68.9	68.9	68.9
	Master	13	12.6	12.6	81.6
	Others	8	7.8	7.8	89.3
	Sijil Pelajaran Malaysia	11	10.7	10.7	100.0
	Total	103	100.0	100.0	

Figure 4.5: Percentages of Respondents by Educational Level

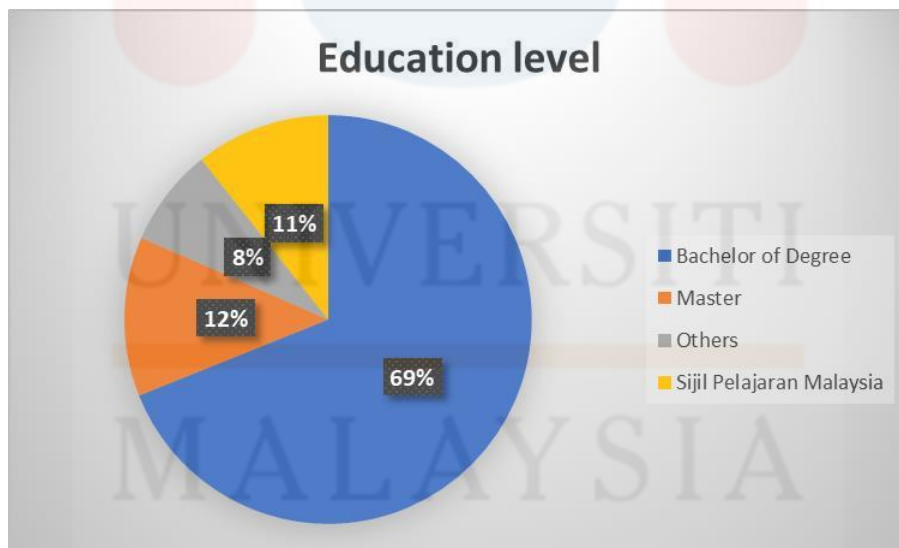


Table 4.5 and figure 4.5 shows the educational level of respondent. As for the level of education, 68.9% of Bachelor of Degree are the majority of the total respondents out of 103. Level of education for Master is (12.6%), Siil Pelajaran Malaysia (10.7%). 0.5% is the lowest frequency of the respondents that are for others level of education.

#### 4.2.6 OCCUPATION

Table 4.6: Number of Respondent by Occupation

		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government Employee	9	8.7	8.7	8.7
	Other	8	7.8	7.8	16.5
	Private Sector	11	10.7	10.7	27.2
	Student	75	72.8	72.8	100.0
	Total	103	100.0	100.0	

Figure 4.6: Percentages of Respondents by Occupation

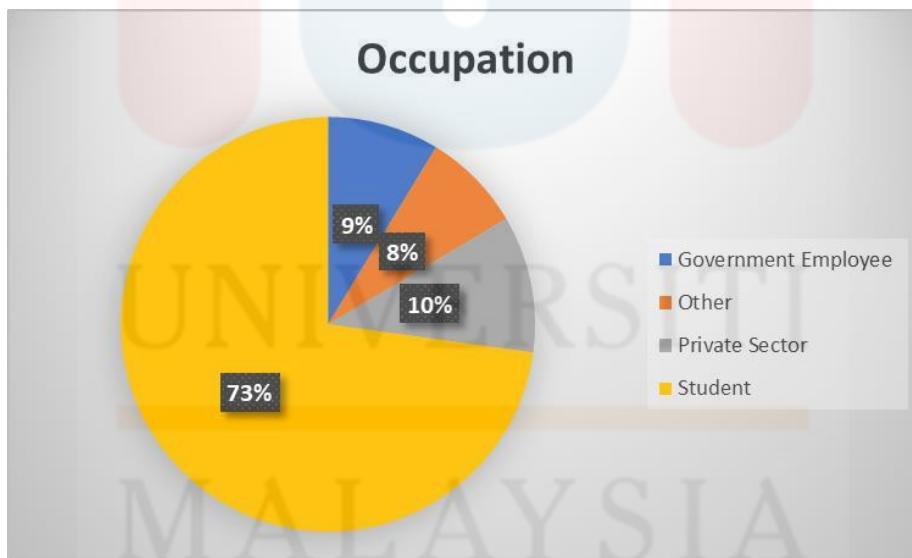


Table 4.6 and figure 4.6 shows the occupation of respondent. For occupation, most of the respondents are student with 72.8% and followed by private sector (10.7%), government employees (8.7%). However, the lowest frequency of the respondents for others occupation which is 7.8%.

#### 4.2.7 COUNTRY OF ORIGIN

Table 4.7: Number of Respondent by Country of Origin

		Country of origin			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Local People	78	75.7	75.7	75.7
	Tourist	25	24.3	24.3	100.0
	Total	103	100.0	100.0	

Figure 4.7: Percentages of Respondents by Country of Origin

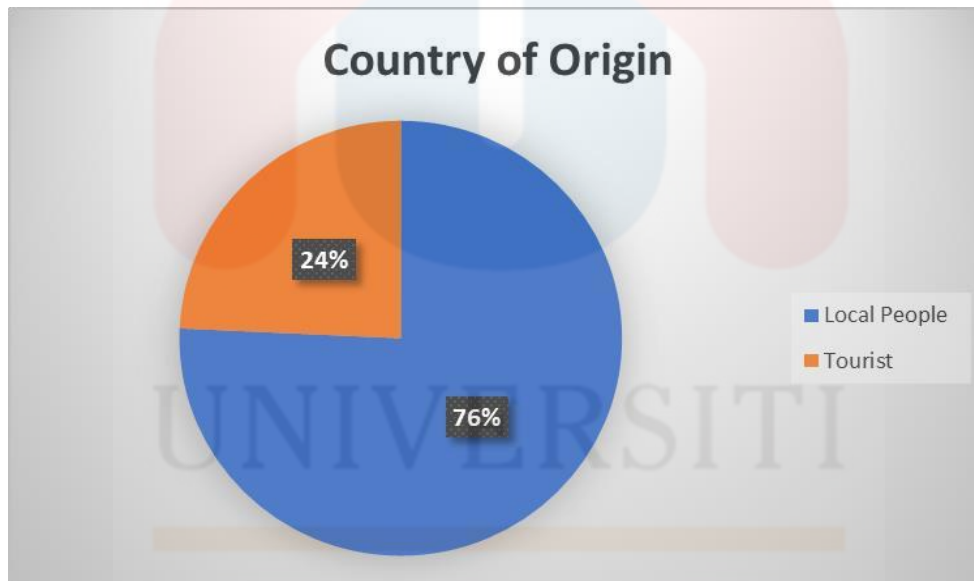


Table 4.7 and figure 4.7 shows the country of origin. The country of origin that shows the highest is local people which 75.5% and the lowest is the tourist which is 24.5%. Thus, the data accurately reflect the real demographic compilation of the effectiveness of marketing communication towards tourist decision-making to visit min house camp.

### 4.3 RESULTS OF DESCRIPTIVE ANALYSIS

According to Kaur (2018), the process of using statistical methods to summarise or describe a piece of data is known as descriptive analysis. It is one of the most common types of data analysis and is well-known for its ability to extract useful insights from data that would otherwise go interpreted. Descriptive statistics serve the purpose of organizing and summarizing the characteristics of a data collection. A dataset comprises observations or responses gathered from either a subset or the entire population. In quantitative research statistical analysis, the first step involves determining the attributes of the responses, such as calculating the mean of a single variable (e.g., age) or examining the relationship between two variables (e.g., age and income).

#### **4.3.1 Overall Mean Score and Standard Deviation for Dependent Variable and Independent Variable**

Table 4.8 showed the independent variables scored moderate mean score where sales promotion was 4.3932 (SD=0.64417), advertising 4.2510 (SD=0.66990), and interactive marketing 4.3359 (SD=0.62448). The dependent variable is tourist decision-making verified moderate mean that scored 4.3845 (SD=0.63844).



**Table 4.8: The Overall Mean Score on Each Variable**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Sales promotion	103	1.67	5.00	4.3932	0.64417
Advertising	103	1.86	5.00	4.2510	0.66990
Interactive marketing	103	2.40	5.00	4.3359	0.62448
Tourist Decision Making	103	1.60	5.00	4.3845	0.63844
Valid N (listwise)	103				

According to Table 4.8, sales promotion has the greatest mean for the independent variable, with a mean total of 4.3932 (SD = 0.64417). This indicates that making Min House Camp a vacation destination for locals and foreign visitors by applying the sales promotion strategy is quite successful. The next lowest mean value, 4.2510 (SD = 0.66990), was obtained from advertising, and respondents there similarly felt that advertising strategies are less effective than other methods to draw more tourists to Min House Camp. The tourist decision-making dependent variable, which represents the order of importance for both domestic and international tourists, has a mean value of 4.3845 (SD = 0.63844). In the end, interactive marketing, an independent variable of marketing communication efficacy, had a mean of 4.3359 (SD = 0.62448).

**4.3.2 Total Mean Score and Standard Deviation of Sales Promotion for marketing communication at Min House Camp**

**Table 4.9 Total Mean Score and Standard Deviation of Sales Promotion for marketing communication at Min House Camp**

<b>Sales Promotion</b>	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>
1. Sales promotion further strengthens the decision of tourists to visit Min House Camp.	103	4.38	0.756
2. Sales promotion gives satisfaction to the decision of tourists to visit Min House Camp.	103	4.37	0.741
3. Sales promotions make it easier for tourists to go to Min House Camp.	103	4.35	0.750
4. Sales promotion attracts more tourists to Min House Camp.	103	4.45	0.696
5. Sales promotions bring excitement to tourists to Min House Camp.	103	4.40	0.662
6. Sales promotion further increases tourist visits from abroad to Min House Camp.	103	4.42	0.761

The mean and standard deviation for the dependent variable, sales promotion, which consists of six (6) items, are shown in Table 4.9. These six (6) questions range in mean score from 4.35 to 4.45. Question 4, "Sales promotion attracts more tourists to Min House Camp," had the highest mean (M) and standard deviation (SD) in the dependent variable (M=4.45, SD=0.696), with the respondents indicating that they agreed more that sales promotion in marketing communication attracts tourists to Min House Camp. Question 6 ranked in second with a score of Mean 4.42 (SD = 0.761), "Sales promotion further increases tourist visits from abroad to Min House Camp," indicating that it is feasible to increase the number of visitors from abroad who visit Min House Camp with good sales promotion.

Apart from that, question 5 with Mean 4.40 (SD= 0.662) 'Sales promotions bring excitement to tourists to Min House Camp', question 1 with Mean 4.38 (SD= 0.756) 'Sales promotion further strengthens the decision of tourists to visit Min House Camp', question 2 with Mean 4.37 (SD= 0.741) 'Sales promotion gives satisfaction to the decision of tourists to visit Min House Camp'. While Question 3 has the lowest mean value with 4.35 (SD = 0.750) 'Sales promotions make it easier for tourists to go to Min House Camp', meaning that respondents feel they have the convenience through this sales promotion to visit Min House Camp. The findings showed that all the questions were accepted by the responders.

**4.3.3 Total Mean Score and Standard Deviation of Advertising for marketing communication at Min House Camp**

**Table 4.10 Total Mean Score and Standard Deviation of Advertising for marketing communication at Min House Camp**

<b>Advertising</b>	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>
1. Do you believe that advertising influences on how people make decisions?	103	4.45	0.737
2. Did the advertisement change your opinion and prejudices on Min House Camp?	103	4.44	0.696
3. Do you think there are benefits from the advertisement about Min House Camp?	103	4.38	0.742
4. Are advertisement about Min House Camp are believable?	103	4.33	0.733
5. Advertisement on social media for Min House Camp are annoying/irritating?	103	3.47	1.533
6. Product information provided about Min House Camp in advertisement is relevant?	103	4.31	0.728

7. Design of the advertisement attracts me while I am searching for information about Min House Camp on the internet?	103	4.39	0.717

Based on Table 4.10, which displays the average of mean and standard deviation of the variables used to assess the effectiveness of the advertising approach as a marketing communication tool for Min House Camp. There are seven (7) question measured and the 1st advertising item, "Do you believe that advertising influences on how people make decisions?" has the highest mean of the seven (7) items assessed, 4.45 (SD=0.737). Most of the 103 responders, agreed wholeheartedly with the first advertising item. However, the lowest mean of 3.47 (SD=1.533) was observed for the fifth advertising question, with the statement "Advertisements on social media for Min House Camp are described as "annoying/irritating?". Many respondents choose not to agree with the fifth item.

The second commercial's question, "Did the advertisement change your opinion and prejudices on Min House Camp?" has the second-highest mean value of the statement with a mean of 4.44 (SD=0.696) was used. The mean values for the remaining three (3) items are respectively, 4.38 (SD=0.742), 4.33 (SD=0.733), 4.31 (SD=0.728), and 4.39 (SD= 0.717) for question advertising 3, advertising 4, advertising 6, and advertising 7. Therefore, majority of respondents concurred that the question "Do you believe that advertising influences on how people make decisions?" is one of the reasons for the efficacy of Min House Camp's marketing communication.

**4.3.4 Total Mean Score and Standard Deviation of Interactive Marketing for marketing communication at Min House Camp**

**Table 4.11 Total Mean Score and Standard Deviation of Interactive marketing for marketing communication at Min House Camp**

<b>Interactive Marketing</b>	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>
1. Have you been interested in interactive marketing materials released by Min House Camp for examples on social media ads?	103	4.31	0.741
2. In your opinion, Min House Camp's interactive marketing materials are more persuasive than other forms of marketing?	103	4.30	0.739
3. Is interactive marketing important to you when planning about wanting to travel to Min House Camp?	103	4.36	0.698
4. Do you believe that interactive marketing materials have the appeal to shape your perception of choosing a destination to Min House Camp?	103	4.34	0.735
5. Would you recommend the Min House Camp destination to others	103	4.37	0.714

based on your experience with interactive marketing materials?				
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According to Table 4.11, interactive marketing consists of five (5) questions that have the highest and lowest mean values for independence. The mean score of these five (5) questions ranged from 4.30 to 4.37. The highest mean (M) and standard deviation (SD) is “Would you recommend the Min House Camp destination to others based on your experience with interactive marketing materials?” (M=4.37, SD=0.714), followed by “Is interactive marketing important to you when planning about wanting to travel to Min House Camp?” with a mean of 4.36 (SD=0.698). Next, “Do you believe that interactive marketing materials have the appeal to shape your perception of choosing a destination to Min House Camp?” with a mean of 4.34 (SD=0.735).

Factors that show “Have you been interested in interactive marketing materials released by Min House Camp for examples on social media ads?” with a mean of 4.31 (SD=0.741) it shows that respondents believe that media ads can attract their interest in interactive marketing towards Min House Camp. Finally, the lowest mean is on the second question where “In your opinion, Min House Camp's interactive marketing materials are more persuasive than other forms of marketing?” with a mean of 4.30 (SD=0.739) means that respondents agree that “Would you recommend the Min House Camp destination to others based on your experience with interactive marketing materials?” because they believe that interactive marketing can attract many visitors to come to Min House Camp.

**4.3.5 Total Mean Score and Standard Deviation of Tourist Decision-Making for  
marketing communication at Min House Camp**

**Table 4.12 Total Mean Score and Standard Deviation of Tourist Decision-Making for  
marketing communication at Min House Camp**

<b>Tourist Decision Making</b>	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>
1. The beauty of the flora and fauna found at Min House Camp can attract me to visit it.	103	4.46	0.683
2. Min House Camp has offer lower and reasonable daily prices to tourist.	103	4.27	0.795
3. Min House Camp is an attraction for tourism that can involve the community.	103	4.37	0.671
4. Will you visit again to Min House Camp?	103	4.40	0.676
5. Will you recommend Min House Camp to your friend or relatives to visit Min House Camp?	103	4.43	0.762



Table 4.12 shows the mean and standard deviation of the items used to measure tourist decision-making. There are five (5) questions measured and the 1st tourist decision-making item has the highest mean of 4.46 (SD=0.683) on the statement "The beauty of the flora and fauna found at Min House Camp can attract me to visit it.". Out of 103 respondents, they strongly agree with the first tourist decision-making item. While the second tourist decision-making item was measured with the lowest mean of 4.27 (SD=0.795) found in the statement "Min House Camp has offer lower and reasonable daily prices to tourists". the low entrance ticket price for tourists. Next, the second highest mean value lies in the fifth question which is "Will you recommend Min House Camp to your friend or relatives to visit Min House Camp?" which has a mean value of 4.43 (SD=0.762). The mean value for two (2) other items for tourist decision-making 3 and 4, respectively is 4.37 (SD=0.761) and 4.40 (SD=0.676). Therefore, most of the respondents agreed that "The beauty of the flora and fauna found at Min House Camp can attract me to visit it." is the most influential statement on the effectiveness of marketing communications for Min House Camp.

#### **4.4 RELIABILITY TEST**

According to Bhatnagar, Kim, and Many, 2014; George and Mallery, (2002), the closer the dependability coefficient gets to 1.0, the better it is, and values greater than 0.80 are regarded good. Values in the 0.70 range are deemed acceptable, whereas values less than 0.60 are considered bad (Bhatnagar, Kim, & Many, 2014; George & Mallery, 2002). The cronbach' Alpha ranges from 0 to 1 and is the most extensively used analysis for researchers to determine internal consistency on a scale of measurement. Internal reliability values greater than 0.6 are considered acceptable, whereas standards less than 0.6 are considered undesirable, even if, as with critical alpha level,

there is considerable debate over the actual applicability of these basic guidelines (Bhatnagar, Kim, & Many, 2014; George & Mallery, 2002).

Table 4.13: Result of Reliability Test

Variable	Number of question	Reliability Cronbach's Alpha	Comment
Sales Promotion	6	0.944	Excellent
Advertising	7	0.874	Very good
Interactive Marketing	5	0.912	Excellent
Decision Making	5	0.933	Excellent

All the variables were showed more than 0.800. The questionnaire was authorized, and six questions were utilized to evaluate the sales promotion and the Cronbach Alpha result was 0.944 and proved excellent. The Cronbach Alpha result for the independent variables advertising proven very good from Cronbach Alpha which is 0.874. The 0.912 coefficient achieved for interactive marketing questions was generally accurate and proved excellent. Lastly, five questions were utilized to access decision making and the Cronbach Alpha results was 0.933, which is considered as excellent.

#### 4.5 PEARSON CORRELATION

Table 4.14 shows the results of the correlation analysis between tourist decision as the dependent variable and the impacts of marketing communication in promoting (sales promotion, advertising, and interactive marketing) tourist destination Min House Camp as the independent variables.

Table 4.14: Results of Pearson Correlation Analysis

<b>Correlations</b>			
		Sales promotion	Tourist Decision Making
Sales promotion	Pearson Correlation	1	.794**
	Sig. (2-tailed)		.000
	N	103	103
Tourist Decision Making	Pearson Correlation	.794**	1
	Sig. (2-tailed)	.000	
	N	103	103
**. Correlation is significant at the 0.01 level (2-tailed).			

<b>Correlations</b>			
		Advertising	Tourist Decision Making
Advertising	Pearson Correlation	1	.814**
	Sig. (2-tailed)		.000
	N	103	103
Tourist Decision Making	Pearson Correlation	.814**	1
	Sig. (2-tailed)	.000	
	N	103	103
**. Correlation is significant at the 0.01 level (2-tailed).			

<b>Correlations</b>			
		Interactive marketing	Tourist Decision Making
Interactive marketing	Pearson Correlation	1	.852**
	Sig. (2-tailed)		.000
	N	103	103
Tourist Decision Making	Pearson Correlation	.852**	1
	Sig. (2-tailed)	.000	
	N	103	103
**. Correlation is significant at the 0.01 level (2-tailed).			

**H1:** There is a significant relationship between sales promotion and marketing promotion toward tourist decision-making in choosing Min House Camp as their preferred destination.

The result in Table 4.14 indicates that the correlation between sales promotion and marketing promotion toward tourist decision-making in choosing Min House Camp as their preferred destination is 0.794 which is considered as a strong positive correlation. Moreover, effectiveness has shown a positive significant relationship toward tourist decision making in choosing Min House Camp as their preferred destination since the p- value is less than 0.05. H1 is supported.

**H2:** There is a significant relationship between advertising and marketing promotion toward tourist decision-making in choosing Min House Camp as their preferred destination.

Advertising and marketing promotion toward tourist decision-making in choosing Min House Camp as their preferred destination showed 0.814 indicating a moderate strong positive correlation. In addition, quality of service has shown a positive significant relationship toward tourist decision-making in choosing Min House Camp as their preferred destination since the p-value is less than 0.05. H2 is supported.

**H3:** There is a significant relationship between interactive marketing and marketing promotion toward tourist decision-making in choosing Min House Camp as their preferred destination.

Interactive marketing and marketing promotion toward tourist decision-making in choosing Min House Camp as their preferred destination with 0.852 indicated a moderate positive correlation. Furthermore, interactive marketing has shown a positive significant relationship toward tourist decision-making in choosing Min House Camp as their preferred destination since the p-value is less than 0.05. H3 is supported.

#### **4.6 Summary**

In summary, this chapter encompasses a thorough analysis of the data obtained from the 103 participants involved in the study. Multiple analyses were performed, including Normality Test, Reliability Test, Descriptive Analysis, and Pearson Correlative, to gain comprehensive insights from the collected data.

**CHAPTER 5**  
**(CONCLUSION)**

**5.1 INTRODUCTION**

The goals of the study are to determine the sales promotion, advertising and interactive marketing toward understanding the effectiveness of marketing communication towards tourist decision making to visit min house camp.

The data of the study is collected through questionnaires of three variables which are sales promotion, advertising and interactive marketing toward understanding the effectiveness of marketing communication towards tourist decision making to visit min house camp.

The information was then evaluated with the Statistical Package for Social Science (SPSS). The study's hypothesis was developed using descriptive analysis and Pearson correlation analysis. The study's findings were presented in the previous chapter. This chapter discusses the study's findings, limitations, and recommendations.

## 5.2 FINDINGS AND DISCUSSION

### 5.2.1 THE RELATIONSHIP BETWEEN SALES PROMOTIONS TOWARDS TOURIST DECISION-MAKING IN CHOOSING MIN HOUSE CAMP AS THEIR PREFERRED DESTINATION.

The results show that there is a significant relationship between sales promotions towards tourists' decision-making in choosing Min House Camp as their preferred destination. From the findings, it was found that showed a total of 0.794, with a p-value is ( $p < 0.05$ .) indicating a very high positive connection. H1 is therefore approved. Min House Camp is a new destination in Kelantan that is not only an attraction for locals but also an attraction for foreign tourists. The results of the affordability and preference of local and foreign tourists to vacation at Min House Camp show a strong positive correlation using Pearson's correlation. Since this tourist destination was opened, it has received less response from foreign tourists due to the lack of knowledge of this interesting destination in the state of Kelantan. Therefore, with sales promotion, it has become one of the important factors in attracting more tourists to come. With sales promotion, we can find out the effectiveness in tourist decisions making for coming to Min House Camp.

In the context of brand awareness and competitive advantage, the findings point to a positive relationship between sales promotion and tourist decision-making to select Min House Camp as their preferred location. Sales promotions, according to Blattberg and Neslin (2019), play a significant part in defining brands by raising brand recognition among consumers of the same product category. This enhanced awareness may favorably affect how some brands are promoted. Additionally, Palazón-Vidal and Delgado-Ballester (2015) point out that promotional programs are frequently created to distinguish and modernize brand representations, boosting brand awareness and affecting customer views. According to the results, a favorable association exists



between sales promotion towards tourist decision-making in choosing Min House Camp as their preferred destination. The implementation of sales promotion strategies is probably going to help Min House Camp's marketing promotion efforts and raise brand recognition.

### **5.2.2 THE RELATIONSHIP BETWEEN ADVERTISING TOWARDS TOURIST DECISION-MAKING IN CHOOSING MIN HOUSE CAMP AS THEIR PREFERRED DESTINATION.**

Based on Chapter 1, the second objective of this study is to identify the relationship between advertising promotion towards tourists' decision-making in choosing Min House Camp as their preferred destination. From the findings, it was found that there is a total of 0.814 showing a strong positive correlation while the p-value is ( $p < 0.05$ .) Therefore, H2 is accepted Based on the data collected and the output in Chapter 4, it shows that there is a significant relationship between advertising promotion towards tourists' decision-making in choosing Min House Camp as their preferred destination. The second independent variable offers a probability of predicting the potential for profit associated with the advertising promotion. The results of the relationship between advertising promotions that are the decision-making of tourists to come to Min House Camp show reflection by Hypothesis 2.

Most of the respondents agree that the relationship between advertising promotions towards tourists' decision-making in choosing Min House Camp as their preferred destination. Based on the survey that has been conducted, there is a positive effect on the relationship between advertising promotion towards tourists' decision-making in choosing Min House Camp as their preferred destination. This can be proven when almost 96% of respondents answered strongly agree and agree. Advertising promotion has the greatest influence on tourists in terms of destination selection. According to the findings, advertising is very important for attracting

consumer interest, increasing purchases, and raising brand awareness. According to Kotler et al. (2015), advertising is a sort of compensated non-personal presentation and promotion meant to influence customer choices. It is commonly accepted that advertising has an impact on customer choices while they are making purchases of goods and services. The significant impact of advertising on brand performance and the development of brand equity is also highlighted by Buil, de Chernatony, and Martnez (2017). This shows that advertising might be a key component of Min House Camp's marketing and promotion activities. Accordingly, it can be inferred from the findings that there is a positive link between marketing promotion and advertising, showing that effective advertising strategies may improve tourist decision-making and brand performance for Min House Camp.

### **5.2.3 THE RELATIONSHIP BETWEEN INTERACTIVE MARKETING TOWARDS TOURIST DECISION-MAKING IN CHOOSING MIN HOUSE CAMP AS THEIR PREFERRED DESTINATION.**

Next, there is a significant relationship between interactive marketing towards tourists' decision-making in choosing Min House Camp as their preferred destination. According to Pearson's Correlation analysis, the results show that interactive marketing is moderately positively correlated with marketing communication towards tourist decision-making in choosing Min House Camp as their preferred destination. Based on the results, a moderate positive correlation relationship between the third independent variable (interactive marketing) and the dependent variable (tourist decision making) shows a total of 0.852 showing a strong positive correlation while the p-value is ( $p < 0.05$ .) Therefore, this shows a significant relationship between interactive marketing towards tourists' decision-making in choosing Min House Camp as their preferred destination.

This finding has been supported by Daniel Belanche (2017), this researcher's findings have shown a significant relationship between interactive marketing towards tourists' decision-making in choosing Min House Camp as their preferred destination. This means that this interactive marketing is very well used in promoting the interesting diversity found in Min House Camp that tourists can explore when they come to the destination. Therefore, interactive marketing has been proven to have a positive impact on promoting Min House Camp to tourists. The objective is to identify the relationship between interactive marketing towards tourist decision-making in choosing Min House Camp as their preferred destination has been achieved.

Digital marketing platforms have contributed to the rise of interactive marketing, which is characterized by two-way engagement between firms and customers. According to Tapp (2017), interactive marketing may be used as a tool for both communication and sales. It gives customers the chance to interact with businesses directly, react to marketing campaigns, and focus on certain audience groups. According to the findings, interactive marketing may support marketing promotions by giving customers a platform to connect with Min House Camp directly. The efficiency of marketing communication is increased by the capacity to collect feedback, comprehend customer preferences, and customize marketing communications accordingly. It is possible to draw the conclusion that the relationship between interactive marketing towards tourist decision-making in choosing Min House Camp as their preferred destination have a good association based on the literature research.

### 5.3 LIMITATION

We consistently strive to adhere to satisfactory and meaningful procedures in conducting our research. Nevertheless, it is important to acknowledge the existence of certain unavoidable constraints that must be addressed. One notable limitation is the occurrence of respondents who were unfamiliar with the questionnaire and had difficulty understanding the questions. In light of this limitation, it becomes necessary for the researcher to provide a thorough explanation of the questionnaire and the questions being presented.

In addition, a portion of the respondents opted not to participate in the questionnaire. Their decision stemmed from their reluctance to share their opinions or experiences, as well as a lack of interest, perceiving it as a time-consuming activity. This poses a challenge for researchers in obtaining comprehensive survey data. Another factor contributing to the difficulty in gathering data is the impact of COVID-19, which necessitated the administration of the questionnaire solely online. Consequently, it takes more time to accumulate an adequate number of respondents compared to in-person interactions. Many individuals tend to skip or disregard the questionnaires shared through WhatsApp groups and other social media platforms, prioritizing other content over participating in our study.

To summarize, conducting this survey is a challenging endeavour that demands dedication from both the research team and the respondents. The successful execution of the survey relies on the collective commitment of all group members and their individual accountability for assigned tasks. By working collaboratively and assuming responsibility, the workload can be effectively managed and the survey process can be facilitated.

## 5.4 RECOMMENDATIONS

The primary suggestion is for tourism operators to take a significant part in enticing tourists to visit tourist destinations as a means to revitalize the tourism industry. To attract visitors and encourage their stay, it is crucial to ensure excellent facilities and infrastructure at the destination. In the case of the Min House Camp, improvements should be made not only within the camp itself but also in the surrounding areas to enhance the overall appeal and experience for visitors.

In summary, this study provides valuable insights into the effectiveness of marketing communication in influencing tourist decision-making when selecting the Min House Camp as their preferred destination. Based on the findings, the researchers offer recommendations for future research. This study can serve as a point of reference for future investigations on the digitalization of online methods in attracting tourists to visit the Min House Camp.

Utilizing a dual approach of quantitative and qualitative research methods enhances the accuracy of the study from various perspectives, enabling the research to effectively address the problem at hand. The collection and analysis of numerical data comprise the process of quantitative research. This method allows for the identification of trends and averages, formulation of hypotheses, examination of causality, and extrapolation of findings to larger populations. Quantitative research emphasizes precise measurements and employs statistical, mathematical, or numerical analyses of data obtained through surveys, polls, and other research techniques, as well as the manipulation of statistical data through computational methods. By focusing on the collection of numerical data, quantitative research aids in comprehending specific events and enables generalizations across groups of individuals.

The researcher is required to inquire whether the respondent is willing to participate and provide answers in the questionnaire. Additionally, it is essential for the researcher to provide a clear and comprehensive explanation of the instructions to ensure accuracy. Researchers found that when they personally explained the instructions rather than having respondents read them independently, the understanding improved and it saved time. This approach resulted in accurate and genuine data collection.

In future research, it may be necessary to employ multilingual questionnaires to overcome language barriers among respondents. This approach can ensure accurate data collection by enabling respondents to understand and respond to questions effectively. The current study focused on three aspects: sales promotion, advertising, and interactive marketing, as they relate to promoting the Min House Camp tourist attraction. The researchers primarily employed a quantitative research design. To analyze data and facilitate the extrapolation of results from the sample to the larger population of interest, the researchers utilized structured techniques, including online questionnaires implemented through Google Forms.

## 5.5 SUMMARY

The research aims to explore the effectiveness of marketing communication in influencing tourist decision-making regarding visits to the Min House Camp. The independent variables under investigation include sales promotion, advertising, and interactive marketing. These variables collectively impact the dependent variable, which is tourist decision-making. The study's findings reveal a significant relationship between the three independent variables and the dependent variable.

The analysis of the results was conducted using the Statistical Package for Social Science (SPSS). However, the research encountered limitations arising from factors such as limited understanding, lack of interest among respondents, and time constraints. In order to enhance future research, it is recommended to incorporate additional demographic characteristics of the respondents and consider utilizing multiple languages.

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## APPENDICES



**FACULTY HOSPITALITY, TOURISM AND WELLNESS**  
**BACHELOR OF ENTREPRENEURSHIP (TOURISM) WITH HONOURS**  
**(UNDERSTANDING THE EFFECTIVENESS OF MARKETING COMMUNICATION**  
**TOWARDS TOURIST DECISION MAKING TO VISIT MIN HOUSE CAMP)**

Assalamualaikum and good day everyone

Dear Respondent,

We are from 3rd year students Faculty of Hospitality, Tourism and Wellness of University Malaysia Kelantan. We are currently conducting research survey on **Understanding The Effectiveness Of Marketing Communication Towards Tourist Decision Making To Visit Min House Camp**. The study's aim is to identify the relationship between sales promotion, advertising, and interactive marketing with tourist decision making. We would appreciate it if you could complete the questionnaire, which should take around 10 minutes of your time. Any information provided is only for research purposes and should be used with confidently.

Assalamualaikum dan salam sejahtera semua

Responden yang dihormati,

Kami daripada pelajar tahun 3 Fakulti Hospitaliti, Pelancongan dan Kesejahteraan Universiti Malaysia Kelantan. Kami sedang menjalankan tinjauan penyelidikan mengenai **Memahami Keberkesanan Komunikasi Pemasaran Terhadap Pembuatan Keputusan Pelancong Untuk Melawat Min House Camp**. Matlamat kajian adalah untuk mengenal pasti hubungan antara promosi jualan, pengiklanan, dan pemasaran interaktif dengan membuat keputusan pelancong. Kami amat menghargai jika anda dapat melengkapkan soal selidik, yang mengambil masa kira-kira 10 minit masa anda. Sebarang maklumat yang diberikan hanyalah untuk tujuan penyelidikan dan harus digunakan dengan yakin.

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## RESEARCH QUESTIONNAIRE

THE EFFECTIVENESS OF MARKETING COMMUNICATION TOWARDS TOURIST DECISION MAKING TO VISIT MIN HOUSE CAMP. CASE STUDY OF TOURISM IN KELANTAN.

### Section A: Respondent Demographic Information

**Instruction:** Please read each question carefully and tick (/) at the appropriate answer.

Sila baca soalan dengan teliti dan tandakan (/) dengan jawapan yang sesuai.

#### 1. Jantina / Gender

Lelaki Male	
Perempuan Female	

#### 2. Age / Umur

Below 20 Bawah 20	
21-29	
30-39	
40-49	
50-59	
60 and above 60 dan keatas	

#### 3. Race / Bangsa

Malay Melayu	
Chinese Cina	
Indian India	
Others Lain-lain	

## 4. Religion / Agama

Muslim Islam	
Chinese Cina	
Indian India	
Others Lain-lain	

## 5. Education status / Taraf pendidikan

Secondary school Sekolah menengah	
Diploma	
Bachelor of degree Sarjana muda	
Master degree Sarjana	
Doctor of philosophy Doktor falsafah	

## 6. Occupation / Pekerjaan

Student Pelajar	
Government Employee	

Pekerja Kerajaan	
Private Sector Pekerja Swasta	
Others Lain-lain	

## 7. Country of origin / Kewarganegaraan

Local people Penduduk tetap	
Tourist Pelancong	

## 8. Salary / gaji

Below 3000 Bawah 3000	
3000 – 3500	
3600 – 4000	
4000 and above 4000 dan keatas	
Others Lain-lain	

Section B:

Listed below is a series of statement that could be used to describe on what is important to you in the tourist satisfaction. Using a scale from 1-5, with 1 = “Strongly Disagree”, 2 = “Disagree”, 3 = “Neutral”, 4 = “Agree” and 5 = “Strongly Agree”, Please to the extent that best describe on the level satisfaction on you consider in relating to **Effectiveness Of Marketing Communication Towards Tourist Decision Making To Visit Min House Camp.**

Senarai di bawah adalah satu kenyataan yang boleh digunakan untuk menerangkan perkara yang penting kepada anda dalam kepuasan pelancong. Menggunakan skala dari 1-5, dengan 1 = "Sangat Tidak Setuju", 2 = "Tidak Setuju", 3 = "Neutral", 4 = "Setuju" dan 5 = "Sangat Setuju", Sila setakat yang terbaik menerangkan pada tahap kepuasan yang anda pertimbangkan berhubung dengan **Keberkesanan Komunikasi Pemasaran Terhadap Pembuatan Keputusan Pelancong Untuk Mengunjungi Min House Camp.**

Strongly Disagree / Sangat tidak setuju	Disagree / Tidak setuju	Neutral	Agree / Setuju	Strogly agree / Sangat setuju
1	2	3	4	5

RQ1: Is there any relationships between sales promotions towards tourist decision making in choosing Min House Camp as their preferred destination.

**1. SALES PROMOTION**

Num	Question	Score				
		1	2	3	4	5
1	Sales promotion further strengthens the decision of tourists to Min House Camp. / Promosi jualan mengukuhkan lagi keputusan pelancong ke Min House Camp.					
2	Sales promotion gives satisfaction to the decision of tourists to Min House Camp. / Promosi jualan memberikan kepuasan kepada keputusan pelancong ke Min House Camp.					
3	Sales promotions make it easier for tourists to go to Min House Camp. / Promosi jualan memudahkan lagi keputusan pelancong ke Min House Camp.					

4	Sales promotion attracts more tourists to Min House Camp. / Promosi jualan menarik lebih ramai pelancong untuk ke Min House Camp.					
5	Sales promotions bring excitement to tourists to Min House Camp./Promosi jualan memberikan keseronokan kepada pelancong ke Min House Camp.					
6	Sales promotion further increases tourist visits from abroad to Min House Camp./Promosi jualan meningkatkan lagi kunjungan pelancong dari luar negara ke Min House Camp.					

RQ2: Is there any relationship between advertising towards tourist decision making in choosing Min House Camp as their preferred destination.

## 2. ADVERTISING

Num	Question	Score				
		1	2	3	4	5
1	Do you believe that advertising influences how people make decisions? / Adakah anda percaya bahawa pengiklanan mempengaruhi cara orang membuat keputusan?					
2	Did the advertising change your opinion and prejudices on Min House Camp? / Adakah pengiklanan mengubah pendapat dan prasangka anda tentang Min House Camp?					
3	Do you think there are benefits from the advertising about Min House Camp? / Adakah anda fikir terdapat faedah daripada pengiklanan tentang Min House Camp?					

4	Are advertising about Min House Camp are believable? / Adakah pengiklanan tentang Min House Camp boleh dipercayai?					
5	Advertising on social media for Min House Camp are annoying/irritating? / Pengiklanan di media sosial untuk Min House Camp menjengkelkan?					
6	Product information provided about Min House Camp in advertising is relevant? / Maklumat produk yang diberikan tentang Min House Camp dalam pengiklanan adalah relevan					
7	Design of the advertisement attracts me while I searching for information about Min House Camp on the internet? / Reka bentuk iklan menarik perhatian saya semasa saya mencari maklumat tentang Min House Camp di internet?					

RQ3 : Is there any relationships between interactive marketing towards tourist decision making in choosing Min House Camp as their preferred destination.

### 3. INTERACTIVE MARKETING

Num	Question	Score				
		1	2	3	4	5
1	Have you been interested in interactive marketing materials released by Min House Camp examples of social media ads ?./ Pernahkah anda tertarik dengan bahan pemasaran interaktif yang dikeluarkan oleh Min House Camp contoh iklan media sosial?					
2	In your opinion, Min House Camp's interactive marketing materials are more persuasive than other forms of marketing?./Pada pendapat anda, bahan pemasaran interaktif Min House Camp lebih meyakinkan daripada bentuk pemasaran lain ?.					



3	Is interactive marketing important to you when making a decision about wanting to travel to Min House Camp?./Adakah pemasaran interaktif penting kepada anda semasa membuat keputusan tentang ingin melancong ke Min House Camp ?.					
4	Do you believe that interactive marketing materials have the appeal to shape your perception of choosing a destination to Min House Camp?./Adakah anda percaya bahawa bahan pemasaran interaktif mempunyai tarikan untuk membentuk persepsi anda tentang pemilihan destinasi ke Min House Camp ?.					
5	Would you recommend the Min House Camp destination to others based on your experience with interactive marketing materials?./Adakah anda akan mengesyorkan destinasi Min House Camp kepada orang lain berdasarkan pengalaman anda dengan bahan pemasaran interaktif?.					

**Section C: Tourist Decision Making / Membuat Keputusan Pelancong**

1. Please provide overall rating your decision-making level when traveling to Min House Camp. / Sila tentukan tahap membuat keputusan anda apabila melancong ke Min House Camp.

Strongly Disagree / Sangat tidak setuju	Disagree / Tidak setuju	Neutral	Agree / Setuju	Strogly agree / Sangat setuju
1	2	3	4	5

Num	Question	Score				
		1	2	3	4	5
1	The beauty of the flora and fauna found at Min House Camp can attract me to visit it. / Keindahan flora dan fauna yang terdapat di Min House Camp dapat menarik saya untuk mengunjunginya.					
2	Min House Camp has offer lower and reasonable day prices to tourist. / Min House Camp menawarkan harga hari yang lebih rendah dan berpatutan kepada pelancong.					
3	Min House Camp is an attraction for tourism that can involve the community, / Min House Camp menjadi tarikan untuk pelancongan yang boleh melibatkan komuniti.					
4	Will you visit again to Min House Camp / Adakah anda akan melawat lagi Min House Camp.					
5	Will you recommend Min House Camp to your friend / relatives to visit Min House Camp / Adakah anda akan memberi cadangan kepada rakan dan saudara untuk melawat Min House Camp					

KELANTAN