



UNIVERSITI
MALAYSIA
KELANTAN

**FACTORS THAT MOTIVATE STUDENT'S
WILLINGNESS TO INVOLVE IN VOLUNTEER
TOURISM PROGRAMS IN MALAYSIA**

By

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TABLE OF CONTENTS

CONTENTS	PAGE
TITLE PAGE	
ACKNOWLEDGEMENTS	i
TABLE OF CONTENTS	ii-iii
LIST OF TABLES	iv
LIST OF SYMBOLS AND ABBREVIATIONS	v
ABSTRACT	vi
ABSTRAK	vii
CHAPTER 1: INTRODUCTION	
1.1 INTRODUCTION	1
1.2 RESEARCH BACKGROUND	1-2
1.3 PROBLEM STATEMENT	2
1.4 RESEARCH OBJECTIVE	3
1.5 RESEARCH QUESTIONS	3-4
1.6 SIGNIFICANCE OF THE STUDY	4
1.7 DEFINITION OF TERMS	5-7
1.8 SUMMARY	8
CHAPTER 2: LITERATURE REVIEW	
2.1 INTRODUCTION	9
2.2 LITERATURE REVIEW	10-15
2.3 HYPOTHESIS	15-16
2.4 CONCEPTUAL FRAMEWORK	17
2.5 SUMMARY	18

CHAPTER 3: RESEARCH METHODOLOGY

3.1	INTRODUCTION	19
3.2	RESEARCH DESIGN	19-20
3.3	POPULATION	20-21
3.4	SAMPLE SIZE	21-22
3.5	SAMPLING METHOD	22-23
3.6	DATA COLLECTION PROCEDURE	23
3.7	RESEARCH INSTRUMENT	24-25
3.8	DATA ANALYSIS	26-28
3.9	SUMMARY	28

CHAPTER 4: RESULT AND DISCUSSION

4.1	INTRODUCTION	29
4.2	RESULTS OF DESCRIPTIVE ANALYSIS	29-31
4.3	RESULTS OF RELIABILITY TEST	31-35
4.4	RESULTS OF INFERENTIAL ANALYSIS	36-41
4.5	DISCUSSION BASED ON RESEARCH OBJECTIVES	41-45
4.6	FRAMEWORK ANALYSIS	46
4.7	SUMMARY	47

CHAPTER 5: CONCLUSION

5.1	INTRODUCTION	48
5.2	RECAPITULATION OF THE FINDINGS	48-50
5.3	LIMITATIONS	51
5.4	RECOMMENDATIONS	51-53
5.5	SUMMARY	53

REFERENCES	54-57
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LIST OF TABLES

Table	Title	Page
Table 3.1	The-Five-Likert Scale	24
Table 3.2	Reliability of Instrument	26
Table 4.1	Rule of Thumb of Cronbach's Alpha coefficient size	28
Table 4.2	Result of Reliability Coefficient Alpha for the IV and DV	29
Table 4.3	Number of Respondent by Gender	31
Table 4.4	Number of Respondent by Age	31
Table 4.5	Number of Respondent by Race	32
Table 4.6	Number of Respondent by Educational Level	33
Table 4.7	Descriptive Statistics	34
Table 4.8	Descriptive statistics of social needs	35
Table 4.9	Descriptive statistics of self-actualisation	36
Table 4.10	Descriptive statistics of physiology needs	38
Table 4.11	Descriptive statistics of willingness to involve in volunteer tourism	40
Table 4.12	Strength Interval of Correlation Coefficient	41
Table 4.13	Correlation coefficient for social needs and willingness to involve in volunteer tourism in Malaysia	42
Table 4.14	Correlation coefficient for self-actualisation and willingness to involve in volunteer tourism	42
Table 4.15	Correlation coefficient for physiology needs and willingness to involve in volunteer tourism in Malaysia	43

LIST OF FIGURES

Figures	Title	Page
Figure 1	A Theory of Human Motivation (Abraham H. Maslow)	9
Figure 2.1	Conceptual Framework	16
Figure 3.1	Table for Sample Determination Size for A Given Population (Source: Kejcie & Morgan, 1970)	21
Figure 4.1	Correlation between self-actualisation, social needs, physiology needs and willingness to involve in volunteer tourism	45

LIST OF SYMBOLS AND ABBREVIATIONS

Symbols

>	More than
N	Population
S	Sample size

Abbreviations

SPSS	Statistical Package for the Social Sciences
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ABSTRACT

This study will look at the motivational variables that contribute to the volunteer tourism program of students in Malaysia. Malaysia does have the ability to attract tourists due to its magnificent natural environment. As a result, the institution and students arrange a variety of activities each year to promote the university as a tourist destination in Malaysia's northern area. Many of these campus activities were made possible by the Department of Student Affairs and thousands of student volunteers. Their contribution is evident and is seen as equally significant as that of full-time employees. Knowing their volunteers' motivational elements and degree of satisfaction allows organizers to plan, execute, and assess their contributions. Many studies have been conducted on motivating factors, but relatively few have been conducted on volunteers.

Keywords: Volunteer Tourism, student volunteers, motivational elements, motivating factors



ABSTRAK

Kajian ini akan melihat pembolehubah motivasi yang menyumbang kepada program pelancongan sukarelawan pelajar di Malaysia. Malaysia sememangnya mempunyai i keupayaan untuk menarik pelancong kerana persekitaran semula jadinya yang mengagumkan. Hasilnya, institusi dan pelajar mengatur pelbagai aktiviti setiap tahun untuk mempromosikan universiti sebagai destinasi pelancongan di kawasan utara Malaysia. Banyak aktiviti kampus ini telah dijayakan oleh Jabatan Hal Ehwal Pelajar dan ribuan sukarelawan pelajar. Sumbangan mereka jelas dan dilihat sama pentingnya dengan pekerja sepenuh masa. Mengetahui elemen motivasi dan tahap kepuasan sukarelawan mereka membolehkan penganjur merancang, melaksanakan dan menilai sumbangan mereka. Banyak kajian telah dijalankan mengenai faktor pendorong, tetapi agak sedikit telah dijalankan ke atas sukarelawan.

Kata kunci: Pelancongan Kesukarelawanan, sukarelawan pelajar, elemen motivasi, factor pendoron.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

The purpose of this research is to identify the aspects that motivate students' willingness to take part in volunteer tourism in Malaysia. The researcher explains and clarifies words in this research before summarizing the research backdrop, issue statement, research aims, and importance of the study. The theory of this report consists of chapters explaining concepts of motivation, volunteering, and volunteerism.

1.2 RESEARCH BACKGROUND

A person's "motivation" is the explanation for their actions. It is what motivates people to take particular actions. The mechanism that starts, manages, and sustains goal-oriented behavior is motivation. For instance, motivation could enable you to increase your weight loss or earn that job promotion. You are motivated to take actions that help you achieve your goals. All of the psychological, emotional, social, and cognitive influences on behavior are included in the concept of motivation. (Cherry, 2022)

Components of motivation may also support and sustain behavior that is goal-directed. Despite this, the causes are rarely evident. Because of this, we frequently have to extrapolate the motivations underlying people's actions from their outer behaviors. Discover the many motives and how we use them in daily life. Perform without being concerned if you feel as though you have lost motivation. Low motivation frequently occurs when we agree to do something we dislike or fail to say no when we ought to. Additionally, we provide some advice on how to improve or raise your levels of

motivation. (Cherry, 2022)

Volunteering is an important part of society, and as leisure has become easier to obtain, volunteers are now starting to appear in the tourism and travel industries. When someone travels to a nation that is mostly viewed as "undeveloped" or "developing" in order to assist others who are in need, they are engaging in volunteer tourism. And whenever we refer to "the adherent in need of assistance," a term widely used in volunteerism, we mean those who live in desperate circumstances, lack a right to adequate medical care and schooling, and usually have poor facilities to build. (Abdullah & Kosnin, 2022)

Oftentimes, in scholarly debates, words like "voluntourism," "volunteer travel," and "volunteerism" will be used. Each phrase basically refers to the same idea: combining "volunteering" with "tourism." Volunteer travel comes under the category of niche tourism since it is a specialized kind of travel that is specifically created to fulfill the demands of a certain market group. (Abdullah & Kosnin, 2022)

1.3 PROBLEM STATEMENT

Many different forms of study have been conducted on the issue of factors that motivate students' willingness to be involved in volunteer tourism programs in Malaysia. This study investigates the elements that drive individuals to get involved with volunteer tourism programs in Malaysia, as well as the reasons why students want to be active in volunteer tourism.

The study also establishes what type of individual is far more likely to be intrigued by undertaking volunteer work, such as age, occupation, and country of residence. This study will look at how the motivational features of self-actualization, social needs, and physiological requirements contribute to student volunteerism.

1.4 RESEARCH OBJECTIVE

The research is the goal of the researcher's analysis. This is the goal that makes the means worthwhile. It is, in other words, the result that you, as a researcher, want to attain via your study. In a research goal statement, objectives are either explicitly stated or implicitly indicated. (*RESEARCH-Research Objectives-Definition; Types; Characteristics; Formulating & Advantages*, n.d.)

The objectives of this research are:

- 1.4.1** To investigate the relationship between self-actualization and the driving forces behind Malaysian students participation in volunteer tourism programs.
- 1.4.2** To look at the connection between societal needs and what motivates Malaysian students to participate in volunteer travel programs.
- 1.4.3** To investigate the connection between physiological demands and the driving forces behind Malaysian volunteer tourism programs for students.

1.5 RESEARCH QUESTIONS

Our research's goal is to understand the relationship between the variables that affect students' desire to take part in volunteer travel programs in Malaysia. There are three inquiry statements.

- 1.5.1** Is there a relationship between Malaysian volunteer tourism programs and self-actualization?
- 1.5.2** Is there any link between social needs and volunteer tourism programs in Malaysia?

1.5.3 Is there any relationship between physiological needs and volunteer tourism programs in Malaysia?

1.6 SIGNIFICANCE OF THE STUDY

The significance of a study determines its relevance. It talks about the study's impact on a certain field of research and its contribution(s). The importance also describes who and how the study's results are helpful. One of the things that motivates university students is the desire to engage in Malaysian volunteer tourism. This study may be used as a resource to identify the characteristics of people most likely to be interested in volunteering, such as their age and level of volunteer knowledge. This study's major focus will also be on the theoretical and practical relationship between students' motivation and interest in volunteer travel.

This research also outlines the two main theories of motivation and the philosophy that underpins the concept of volunteer tourism, or voluntarists. Finally, although this motivation factor is difficult to define in this report, it is crucial to note that students' interest in volunteer travel will increase when they are motivated by factors like self-actualization, social needs, and physiological needs.

1.7 DEFINITION OF TERMS

To help in understanding the study, the following terminology is explained in the context of the broader investigation.

1.7.1 Motivational

The term "motivation" refers to the forces that direct a person's behavior. It is the motivation underlying people's actions. Goal-directed behavior starts, is led by, and is sustained by motivation. For instance, motivation can support your continued weight reduction or help you earn that promotion at work. In other words, motivation pushes you to engage in actions that move you closer to your goals. The idea of motivation encompasses impacts on behavior that are biological, emotional, social, and cognitive. (Cherry, 2022).

1.7.2 Volunteer Tourism

Volunteers have begun to appear in the tourist sector, which is an essential part of society, since travel has become more affordable. In today's culture, volunteer travel is becoming more common, and it appears that this trend is expanding alongside its significance in creative discourse. A person may go overseas to a country that is mainly considered "undeveloped" or "advancing" for the sake of a volunteer tourism project to assist individuals who are in need. (Tourism Teacher, 2022).

1.7.3 Self-Actualisation

Maslow's definition of self-actualization is "self-fulfilment." specifically, a person's propensity to realize their maximum potential. This tendency may be characterized as the desire to always improve on what or who you are and to reach your maximum potential. (Lyons, 2021). In simple terms, self-actualization is the procedure of completely realising a person's abilities in the fields of intelligence, innovation, and interpersonal relationships by one's own intrinsic motivation (as opposed to extrinsic incentives such as finances, position, or authority). (Selva, 2017).

1.7.4 Social Needs

After one's physical and safety needs are satisfied, a social need to engage with other people arises. Maslow believed that the social stage was vital to psychological development because our interactions with others help diminish negative emotions like dejection or worry. For someone to not feel lonely, unhappy, or nervous, they must feel liked and accepted by others. In today's culture, volunteer travel is becoming more common, and it appears that the significance of this trend in creative discourse is also expanding. (Study.com, 2015).

1.7.5 Physiology Needs

Maslow's hierarchy of requirements places demands from the body at the bottom. They are the necessities for existence. Among them are the needs for protection, nourishment, comfort rest, and healthcare. At this time, an individual's major motivating factor is their need to survive. These are absolutely required for humanity to survive. Air, water, food, clothes, its temperature, genders, and rest are just a few ideas. (CFI Team,

2022).



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1.8 SUMMARY

This chapter concludes the study's backdrop, which illustrates the factors that motivate students, and then presents issue explanations that characterize the topic at hand. The research questions and project goals are then presented, along with the study's scope, appropriateness, and importance in cases where it may highlight the meaning of the phrases used in this evaluation.



CHAPTER 2

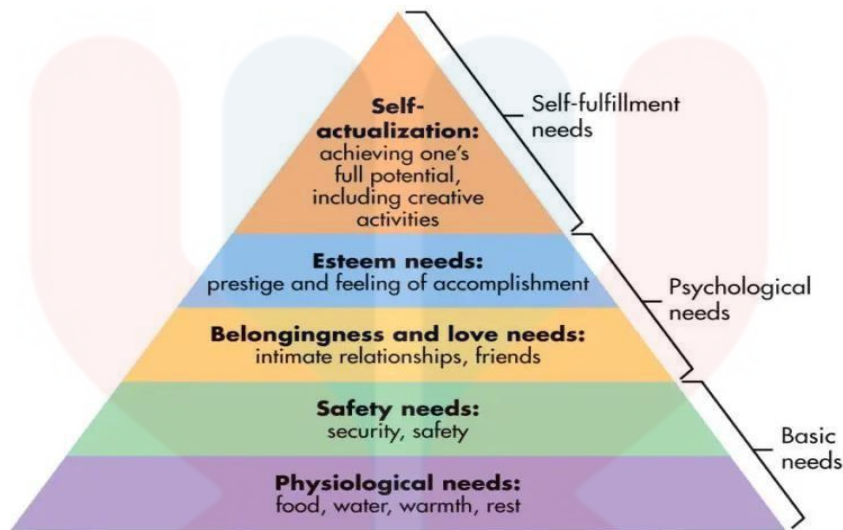
LITERATURE REVIEW

2.1 INTRODUCTION

A review of the literature is an examination and assessment that places scholarly knowledge on a particular topic in perspective and shows that the reviewer has understood it. It is referred to as a literature review rather than a literature report since it also critically assesses the sources. Consider television or movie reviews to help you grasp the distinction between reporting and reviewing. Some articles include the critic's assessment together with further information like a synopsis or the main topics of the movie or television program. The two main goals of a literature review are to inform researchers about current hypotheses, theories, and supporting evidence, and to give them the tools to evaluate and analyze this information. An essay, research study, or dissertation often includes a substantial literature review.

This research is an overview of the scientific literature on what motivates undergraduates to engage in volunteer travel programs. Briefly stated, the current study's objectives include developing the research model and hypotheses as well as comprehending the theoretical underpinnings of the research variables. To highlight the factors of how motivational factors impact student tourism, this chapter outlines three, which are self-actualization, social needs, and physiological needs, that will be tested against the dependent variables, which are how motivation affects students participation in volunteer tourism programs in Malaysia.

2.2 LITERATURE REVIEW



**Figure 1: A Theory of Human Motivation (Abraham H. Maslow)
Maslow Hierarchy Theory**

Abraham Maslow presented his Hierarchy of Needs Theory in 1943. This concept illustrates human drive in a classic way. According to this theory, each person has a five-tiered priority system. There are five requirements that must be met. The first five basic needs are for air, water, food, clothes, and shelter. In other words, the necessities of daily life are dictated by physiologic needs. Second, for safety purposes, tangible, ecological, and psychological protection and security are all essential. For example, work safety, liquidity, safeguarding animals, family privacy, well-being, and more.

Third, the demands for love and belonging, often referred to as social wants, included the need for friendship, love, and affection. Fourth, there are two types of respect needs: internal respect requirements, such the need for self-worth, trust, competence, success, and independence, and external respect needs, like the desire for recognition, power, prestige, attention, and devotion. Last but not least, self-actualization entails having the ambition to realize your potential.

2.2.1 Self-Actualisation

While Maslow is most generally associated with personal development, the term was coined by Kurt Goldstein. Goldstein defined person-actualization as a comprehensive differentiation, or a way to develop a human being that acts as a primary motivator of activity in humans, in which the person acknowledges that they and their environment are two aspects of a larger entity. (Whitehead, 2017).

Although Goldstein's concept attracted little attention at the time, it gained widespread acceptance after Maslow included it in his psychological hierarchy of needs theory. In his foundational article on human motivation, where he first proposed his hierarchy of desires, Maslow emphasizes self-actualization, stating, "What an individual may be, he has to be." This is what is meant by "self-actualization". (Maslow, 1943).

The complete realization of one's artistic, intellectual, and interpersonal talents as a consequence of one's own inner desire is known as self-actualization. Self-actualization is a highly individualized endeavor that will undoubtedly differ greatly from person to person because it focuses on maximizing one's abilities in order to realize one's full potential. This emphasis on individual impulses is important to Maslow's work, and it represents what he feels separates it from current motivational psychology. Another definition of self-actualization is the psychological strategy for maximizing one's abilities and resources. Individuals may follow different steps for this technique. (Couture et al., 2007).

As some people may already be aware, Abraham Maslow was a well-known psychologist best known for his commitment to humanistic psychology. His interest in psychological motivations and fulfillment is a result of the horrible events of World War II that he subsequently observed as a parent and as a peaceful child. (Frick, 2000; Hoffman, 2008).

His needs hierarchy, which was first put forward more than 70 years ago, is still emphasized in motivational psychology classes. Maslow's theories and those that underpin positive psychology do, in fact, have a lot in common (Goud, 2008); the emphasis on self-improvement and self-development has a very positive feel to it.

Although Maslow's idea of self-actualization has a wide range of applications, it must be understood in the context of his hierarchy of needs. Maslow said that human motivation has to be studied even further than it is currently because it needs to be human-centered rather than animal-centered (Maslow, 1943).

2.2.2 Social Needs

Humans' basic wants, sometimes referred to as social needs, serve as evidence that humans are social beings. Love, connection, companionship, and a sense of belonging are among the top social desires. These demands compel individuals to engage with one another, fostering society and solidarity. These essential requirements must be met in order to have a healthy mind and a pleasant existence. Otherwise, unhappiness and despair take hold and make life miserable.

Abraham Maslow, an American Psychologist, developed the behavioral Hierarchy of Needs, and the desire for feeling loved and included lies on the third stage of the hierarchy. Maslow extends it to friendship, family, and physical relationships.

The topics addressed by Social Needs include in communal contexts, social needs encompass at least one of the four bases, which are to communicate, connect, contribute, and create. For example, social needs can be satisfied by addressing one or more of the four C's listed above. Friendship encompasses communicating and connecting, but passionate love encompasses communicating, connecting, and procreating".

Following psychological and biological requirements, social needs include the most fundamental basic needs of people. Governments should spend extensively on satisfying human social demands while also managing public policies. Social needs are frequently more crucial to satisfy than other requirements on Maslow's Hierarchy of Needs.

2.2.3 Physiology Needs

Physiological requirements occupy the bottom of Maslow's hierarchy of wants (Maslow 1943, 1970). The physiological needs, or drives, contain all the internal signals that are put in place to urge the organism's immediate protection. Food insecurity, sexuality, and dehydration are examples of physiological necessities. Maslow pointed out that the list of requirements may be broadened to contain even more particular demands, such as a desire for a certain vitamin or mineral, protein content, or cholesterol (Maslow 1943, 1970). The physiological needs all have a single trait in common: they all assist in preserving the body's normal operation. (Maslow 1943, 1970).

The importance of physiological requirements Food availability is one of Maslow's hierarchy of needs. Nutrition is one example of a physiological requirement. Before someone can think about anything else, their physiological needs must be met. If a person's physiological needs are not addressed, they will die. Certain items that human bodies require cannot be disregarded, including:

Everybody needs regular, substantial meals. We need to get adequate sleep and consume enough water for our bodies to function correctly. The most fundamental of all physiological needs, breathing for humans, requires oxygen. As individuals can only survive within a certain temperature range, human bodies also need adequate clothing and shelter. Everyone has a strong impulse to care for these physical demands every day;

holding one's breath for a few longer seconds or skipping a meal will draw attention to this phenomenon.

Abraham Maslow (1908-1970) was indeed a psychologist in the United States who established a hierarchy of wants that he felt all humans have. He classified these demands into five groups, the first of which is physiological. Maslow contended that people's physiological requirements must be addressed before they can care about anything else.

Physiological requirements were further categorized under Maslow's hierarchy of needs by urgency. For example, oxygen is considered the most important need, followed by drink, warmth, food, and sleep in that sequence. However, the longer a single need is ignored, the more pressing it gets.

2.2.4 Willingness to volunteer

A student's "energy and desire to learn, work effectively, and accomplish to their potential," as well as the behaviors associated with this energy and drive, have been characterized as their "motivation to learn" from a psycho-educational perspective (Martin, 2004). According to Kusurkar et al. (2012), the undergraduate curriculum has been mostly shaped by cognitive strategies rather than motivational theories, which has led them to believe that the desire to learn has been underestimated up to this point.

According to (Doleel, 2016) in reseach (Zárubová & vecová, 2021), Volunteerism is a broad theme that crosses national, state, and religious boundaries. It continues to be a part of civilization, and its significance is growing all around the world. Volunteers help in catastrophes, wars, and other comparable events. Volunteer duties, together with donation organizations and NGOs that engage with volunteers, are associated with connection with cultural and social values and the provision of products and services that are environmentally friendly on a local and global scale, based on (ebestová & Haltofová, 2014).

What matters in terms of teaching and learning activities is how to create a circumstance or process that directs students to engage in learning activities. Motivating students means persuading them to do or want to do something in order for learning activities to become a habit and a desire to reach goals (Argadinata & Gunawan, 2019).

2.3 HYPOTHESIS

A hypothesis (plural: hypotheses) is a specific, verifiable explanation of what the researcher(s) think to occur in the study. It is stated at the start of the study. This often involves making assumptions about a potential relationship between two variables, the independent variable (what the researcher modifies) and the dependent variable (what the study measures). Two types of hypotheses that are widely employed in research are the null hypothesis and the other possibility (also known as the experimental assumption when the method of investigation is experimental).

A hypothesis needs to be able to be tested against reality and either proven correct or incorrect. Prior to conducting the test, the researcher makes the initial assumption that there is no distinction between the groups from which they are drawn. This is accepted as the null hypothesis. The research hypothesis is also known as the alternative hypothesis. (McLeod, 2021)

Hypothesis 1:

H₀: The link between self-actualization and the elements that influence students' willingness to participate in volunteer tourism programs in Malaysia is not examined.

H₁: There is an examination of the relationship between self-actualization and factors

that motivate student's willingness to be involved in volunteer tourism programs in Malaysia.

Hypothesis 2:

H₀: The link between social needs and the elements that influence students' desire to participate in volunteer tourism programs in Malaysia is not examined.

H₁: There is an examination of the relationship between social needs and factors that motivate student's willingness to be involved in volunteer tourism programs in Malaysia.

Hypothesis 3:

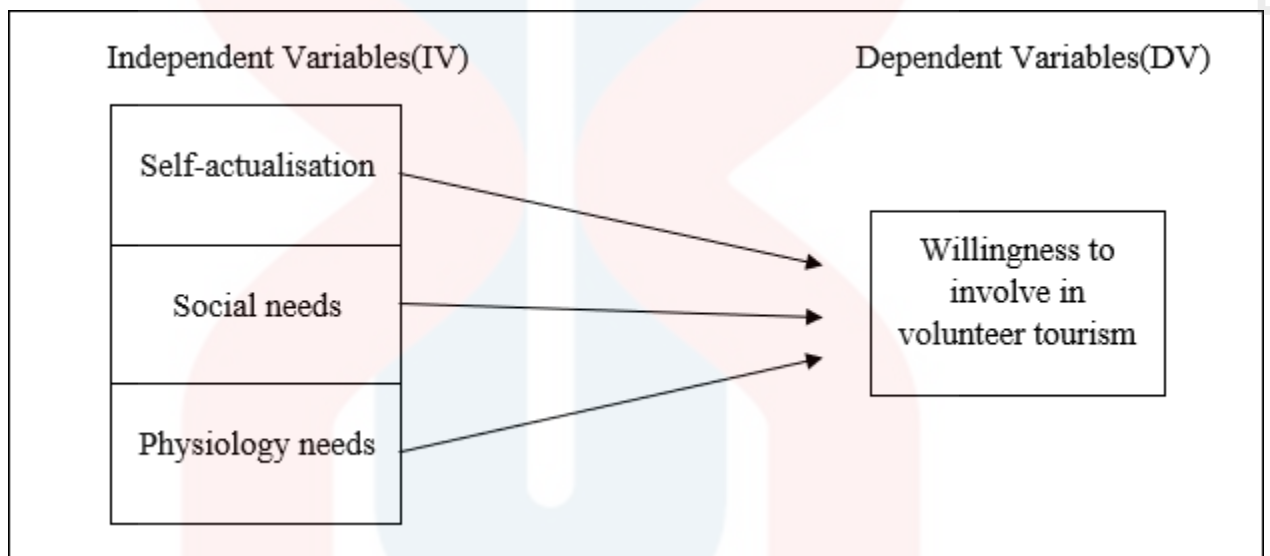
H₀: The link between physiological demands and the elements that influence students' desire to participate in volunteer tourism programs in Malaysia is not examined.

H₁: There is an examination of the relationship between physiological needs and factors that motivate student's willingness to be involved in volunteer tourism programs in Malaysia.

2.4 CONCEPTUAL FRAMEWORK

Figure 2.1 depicts the progression of research according to the points made previously. A conceptual structure demonstrates how variables should be connected to each. It describes how the relevant aims of the research approach fit together to offer sensible outcomes.

Figure 2.1: Conceptual Framework



The separate variables (IV) and dependent variables (DV) of this study are depicted in Figure 2.1. The aspect that motivates students to sign up for volunteer tourism programs in Malaysia is the autonomous variable. The likelihood that students will take part in volunteer tourism is affected by three factors. The link between self-actualization, social needs, physiological requirements, and volunteer tourism initiatives in Malaysia is depicted in this image.

2.5 SUMMARY

The scientific literature, research variables, theoretical framework, and study hypotheses have all been covered in this section. The literature review then discusses the relationship between self-actualization and how volunteer tourism has encouraged students to enroll in Malaysian programs. Besides, this study also investigates the relationship between social needs and how volunteer tourism has motivated students to involve programs in Malaysia. Aside from that, physiology was also discussed with how volunteer tourism has motivated students to involve programs in Malaysia.



CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

The part that follows will go into the investigation's approach. This chapter discusses the research methodologies employed to complete the study. The procedures used to gather, analyze, and assess the data necessary to address the objectives and issues of the study were provided by the researcher. This study's procedure, demography and sample, sampling methodologies, device, statistical analysis, and subsection explanation will each be covered.

3.2 RESEARCH DESIGN

A researcher's methods and strategies are outlined by the study framework. Researchers are able to focus on techniques that are relevant for the current topic and set up their investigations for success thanks to the design. We must first develop a research approach that is appropriate for the study of demography in order to get trustworthy data and information. A well-planned research design ensures that procedures are appropriate for the study's aims and that data can be properly analysed. The three categories of research designs are causal research, descriptive studies, and investigative studies. In design study, gathering information, measuring it, and analysing it may be divided into three areas. According to Jahoda, Deutch, and Cook, "a research design is the development of settings for the collection and analysis of data in a way that tries to combine the importance of the study's objective with efficiency and approach."

There are numerous options for research design in this regard, including both qualitative and quantitative techniques. Each type provides a framework for how the research will be organized overall. Quantitative research design is more flexible and inductive when compared to qualitative research design. This gives us the ability to adjust our strategy in response to what we learn from the research phase. Quantitative research designs are more prescriptive and logical than statistical analysis because they require more variables and hypotheses to be established before data collection. Quantitative data's primary objective is to produce numbers, not to convey meaning.

3.3 POPULATION

A community is the total group of people in a group, no matter whether they are members of a nation-state or an association of individuals who share a given attribute. The entire universe of things (the sample) is what is being investigated. This might be a grouping of people, companies, living things, government-issued bonds, or anything else. The population must contain each of those things; that is what counts. Using a sample of the population that has been randomly chosen, associations or traits that might be typical of the entire population can be studied (Momoh, 2022).

This study's demographic consists of public university students from Universiti Malaysia Kelantan. There are several voluntary travel programs or clubs that have been established for public university students. Aiming to understand the variables that motivate students to engage in volunteer tourism programs, researchers conducted this study with public university students in Malaysia.

Among the groups that collected data were the Malaysian public universities, as mentioned above. This group was chosen because the respondents who are the population of this study mostly consist of those who have knowledge about volunteer tourism as well

as those who have participated in volunteer tourism programs representing universities.

In a Malaysian public university, research looks at the variables that influence students' motivation to engage in volunteer tourism programs. Data is collected based on surveys to obtain information about a wide population. The participants in this study can help in fulfilling the objectives of the study, including looking at self-actualization, social needs, physiological needs, and voluntary tourism programs.

3.4 SAMPLE SIZE

The sample size is shown as a proportion of the study's demographic information. The number of computed chosen specimens or data used in a set of studies is referred to as sample size. (2018, Zamboni) The number of samples utilised in estimating a group of people. The number of people was employed to compute sample size.

Based on Krejcie and Morgan's sample size estimate, the researchers selected a sample size of around 150 students from Universiti Malaysia Kelantan.

Figure 3.1: Table for Determining Sample Size for A Given Population

(Source: Kejcie & Morgan, 1970)

TABLE 1
Table for Determining Sample Size from a Given Population

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

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

3.5 SAMPLING METHOD

The local community was the chosen group for which the sample was collected. Data were only acquired in a restricted group since it is difficult to enroll a complete population enthusiastic about most research endeavors'. The researcher employed sampling to pick several population variables for the study. Random sampling and non-probability sampling were two separate sampling methods used in the study. To select participants at random from a group of people who meet a specific set of criteria, a researcher uses probability sampling. Everyone has an equal chance of being enrolled in the study using this strategy.

Stratified sampling, simple random sampling, cluster sampling, and systematic sampling are all examples of probabilistic sampling procedures. In non-probability sampling, the researcher selects participants at random. This sampling strategy is neither fixed nor predetermined.

It could be difficult to ensure that every member of a population has an equal probability of being observed in a sample. Non-probability sampling methods include snowball sampling, handy sampling, quota sampling, and expert sampling. The researchers employed simple random sampling as a probabilistic sampling strategy in their investigation. The samples come from a set of University of Malaysia students who were picked at random. The researchers chose a very small sample of students from a cohort of University of Malaysia students using Krejcie and Morgan's method to calculate sample size. There are roughly 150 students from University of Malaysia Kelantan.

3.6 DATA COLLECTION PROCEDURE

The term "process of collecting data" refers to an efficient method for compiling and analyzing data from a variety of sources in order to develop thorough and reliable knowledge. Both primary and secondary sources are used in this data collection. Members, subscribers, non-users, or other parties associated with the study. Any information from published sources that was specifically acquired for this study challenge also qualifies as secondary data. Questionnaires, Google forms, survey forms, and in-person interviews are all examples of data collection techniques. To gather primary data, the survey that was used in this study was used. Selected students will receive an application via Whatsapp and Telegram for the purpose of gathering data.

3.7 RESEARCH INSTRUMENT

Any equipment used to gather, calibrate, and analyze data on the subject of your inquiry is referred to as an investigational device. Research instruments are often used in both the social sciences and the health sciences. In educational environments where staff, students, instructors, and patients interact, these tools are also accessible. A questionnaire, survey, interview, checklist, or simple test are a few examples of research instruments. The specific research tool will be chosen by the researcher. It will also have a big effect on the research methods used in that particular study.

A research tool is an instrument that gathers, computes, and analyses data from levels, observations, or polls, for example. According to Umoh (2019), depending on the study conducted, there are different sorts of measurements investigators might employ for the purpose of their study. A real-life situation study, questionnaire, or survey are some possibilities.

All of the information required to complete this analysis was gathered using forms in this study. I was the one who created the questionnaire. People are asked to write or speak their responses to a series of questions in a questionnaire, which is a method of gathering information. As a rule, this type of study is less difficult to administer and less expensive than other alternatives. This survey was created in the English language. Responders just must decide on the right response because the researcher employed a question that is closed-ended.

3.7.1 Questionnaire Design

This survey is broken up into three sections. Section A's goal is to explain the history of the organization. Demographic details about the respondent, such as age, race, ethnicity, gender, and level of education, are asked about in Section A's independent variable (IV) questions. The independent variable (IV) questions are in Section B, and the dependent variable (DV) questions are in Section C.

3.7.2 Scale of Measurement

The Likert scale is used in Sections B and C of the survey replies, whereas a nominal scale and nominal interval are used in Section A. Because it enables precise measurement of reactions and the abstract computation of scientific conclusions, the Five-Likert scale was used in this study. Strongly disagree, disagree, neither agree nor disagree, agree, agree, strongly agree, and data gained from interviews are all included on the 5-point Likert scale. There is also neither agreement nor disagreement in it. The researchers disseminated the survey to volunteer travel organizations in Malaysia.

Table 3 .1: The-Five-Likert Scale

Question	1	2	3	4	5
Question Section B and C	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree

3.8 DATA ANALYSIS

This section explains the statistical analysis results that were employed in this inquiry. Edewin Perez (2019) defined data analysis as the process of thoroughly examining each and every piece of information that has been acquired or provided using logical and theoretical principles. Researchers examined the data from the online survey that was supplied to the respondents using the Statistical Package for the Social Sciences (SPSS). Academics can swiftly calculate data and carry out quantitative analyses using the SPSS (Statistical Package for the Social Sciences) program. This particular piece of software is a particularly well-known statistical system as a result of these characteristics.

3.8.1 Descriptive Statistic

Based on the outcomes of Lead Statistic Research (2018), descriptive statistics are analytical statements that help in the explanation, understanding and or synthesis of information. Data, for example, may reveal patterns as a consequence of analysis of data. The researchers had to collect data from multiple respondents and go through a lengthy process in order to assess it. Descriptive statistics may help researchers create connections between large amounts of data and determine what it represents. Frequency counts, values, averages, patterns, mean scores, and standard deviations are all included in this computation.

3.8.2 Reliability Test

Dependability, according to research from Statistic Solutions (2019), is the efficiency with which a scale yields trustworthy results when the same components are combined at least once. By examining how the outcomes from other scales relate to one another, you can find the ratio of systemic variation in a scale and use that information to confirm its validity. As a result, the scale produces reliable and accurate results if the reliability analysis'

correlation is strong.

Table 3.2: Reliability of Instrument

Alpha Coefficient Range	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

(Sources: Hair, Celsi, Samouel, Money & Page, 2015)

3.8.3 Pearson's Correlation

Pearson's correlation, a statistical technique, assesses the statistical correlations between two variables. Furthermore, because it is based on covariance data, it is thought to be the most accurate way to determine the connection between relevant variables.

The amount of linear interaction between the independent and dependent variables may be determined using Pearson's correlation coefficient analysis. This study investigates if there are any relationships between the independent variables (IV) related to accomplishment anticipation, energy anticipation, social effect, and behavioral intention (DV) and TSME adoption of digital technology. Researchers must evaluate the strength of the causal link between the independent variables (IV) and the dependent variables (DV).

3.9 SUMMARY

This section goes over the study's research design, demographic sample, specific procedure, measurement instrument, and data evaluation. This section will help the researcher understand the study design, population of the specimen, sampling technique, equipment, and data processing. This part also explains the survey applied and the data received from individuals, which may be useful in this inquiry. The researchers began evaluating while concluding that section.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 INTRODUCTION

This chapter featured reliability analysis, descriptive analysis, analysis using Pearson's coefficients, and demographic characteristics of respondents. 151 respondents provided information for the study's findings. After the data had been gathered, they were analyzed in this study using IBM SPSS Statistics version 24.

4.2 RELIABILITY ANALYSIS

The dependability of the surveys was evaluated using reliability analysis. To validate the accuracy and internal consistency of the data, Cronbach's Alpha analysis was used. The Cronbach's Alpha coefficient's Rules of Thumb are displayed in the table below.

Table 4.1 Rule of Thumb of Cronbach's Alpha coefficient size.

Alpha Coefficient Range	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 4.1 provides an overview of the dependent and independent variables' overall consistency (pilot test). Prior to distributing the survey to 151 participants via an online survey method, the pilot test was conducted with 64 participants.

Table 4.2 Result of Reliability Coefficient Alpha for the IV and DV.

Variable	Number of item	Cronbach's Alpha coefficient	Strength of Association
IV1	4	0.855	Very good
IV2	4	0.809	Very good
IV3	4	0.792	Good
DV	3	0.661	Moderate
Overall variables	15	0.883	Very good

Table 4.2 displayed the overall Cronbach's Alpha Coefficient for the independent and dependent variables in this study. We may infer from the table that all of the variables were above the value of 0.6 and that the total number of variables was 0.883. As a result, the result is credible and suitable for this study.

Four questions were used to assess self-actualization (IV1), which had an impact on respondents' willingness to participate in volunteer travel (DV) in Malaysia. The Cronbach's Alpha score for the question in this section was 0.855, which is very good, as seen in Table 4.2. As a result, the coefficients found for the IV1 questions were trustworthy.

The social needs variable (IV2), which affected willingness to participate in volunteer tourism in Malaysia, was measured using four questions. This section's Cronbach's Alpha coefficient value is 0.809, which is considered to be very good. The results for the questions in the social needs variable were therefore accurate.

Additionally, in assessing the physiological requirements variable (IV3) that influenced willingness to participate in volunteer tourism in Malaysia. The Cronbach's

Alpha score for the question in this section was 0.792, which was considered good. As a result, the coefficients found for the questions in the physiological required variable were accurate.

Lastly, in measuring the willingness to be involved in volunteer tourism in Malaysia, three questions were used and the Cronbach's Alpha result for this section's question was 0.661 which indicated moderation. Therefore, the coefficient obtained for these questions in measuring the willingness to involve in volunteer tourism in Malaysia were also reliable.

Since the variables' Cronbach's Alpha charge above 0.7, it is clear that the study may move forward because questionnaires are quite reliable. Overall, the questionnaires have been acceptable for this study because the reliability showed that the responder comprehended the questions adequately.

4.3 DEMOGRAPHICS CHARACTERISTICS OF RESPONDENT

This study's fundamental analysis included a frequency analysis. Data from the questionnaire's Section A contained inquiries about the respondents' gender, age, race, and level of education, among other demographic factors. A table was used to display the demographic profiles of the respondents.

Frequencies

Statistics

		Gender	Age	Race	Education Level
N	Valid	151	151	151	151
	Missing	0	0	0	0

4.3.1 Gender

Table 4.3: Number of Respondent by Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	111	73.5	73.5	73.5
	Male	40	26.5	26.5	100.0
	Total	151	100.0	100.0	

Table 4.3 showed the gender of respondents. There were 111 respondents overall for women, compared to 40 responders overall for men. Out of 151 respondents, 73.5% were men and 26.5% were women. Men made up the majority of the study's participants.

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4.3.2 Age

Table 4.4: Number of Respondent by Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 years and below	2	1.3	1.3	1.3
	19 - 21 years	10	6.6	6.6	7.9
	22 - 24 years	127	84.1	84.1	92.1
	25 years and above	12	7.9	7.9	100.0
	Total	151	100.0	100.0	

The total responses were displayed by age in Table 4.4. There were 151 total responses, with 12 of them being over 25 years old. The respondents' ages ranged from 18 to 151. According to the table, respondents between the ages of 22 and 24 accounted for the greatest proportion of respondents (84.1%), followed by respondents aged 25 and older (7.9%), respondents between the ages of 19 and 21, and respondents who were 18 and older (1.3%).

4.3.3 Race

Table 4.5: Number of Respondent by Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	5	3.3	3.3	3.3
	Indian	6	4.0	4.0	7.3
	Malay	137	90.7	90.7	98.0
	Other	3	2.0	2.0	100.0
	Total	151	100.0	100.0	

Table 4.5 showed the total respondents by race. A total of 151 people answered the survey, including 5 Chinese, 6 Indians, 137 Malay, and 3 other people. According to the table, Malay respondents made up the majority (90.7%), followed by Indian respondents (4.0%), Chinese respondents (3.3%), and other respondents (2.0%).

4.3.4 Education Level

Table 4.6: Number of Respondent by Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor's Certificates	1	.7	.7	.7
	(Master)				
	Degree	129	85.4	85.4	86.1
	Diploma	12	7.9	7.9	94.0
	Master	2	1.3	1.3	95.4
	SPM	5	3.3	3.3	98.7
	Stpm	2	1.3	1.3	100.0
	Total	151	100.0	100.0	

Table 4.6 showed the total of respondents for education level. There were six education levels: bachelor's certificates (1 responder), degrees (129 respondents), diplomas (12 respondents), master's (2 respondents), SPM (5 respondents), and STPM (2 respondents). Degrees accounted for 85.4% of respondents, followed by diplomas (7.9%), bachelor's certificates (7%), SPM (3.3%), masters (1.3%), and STPM (1.3%), all of which had smaller percentages of respondents.

4.4 DESCRIPTIVE ANALYSIS

The mean and standard deviation for sections B and C of the questionnaires have been examined in this study.

4.4.1 Iv and dv

Table 4.7: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
IV1	151	1.75	5.00	3.9437	.79013
IV2	151	2.75	5.00	4.2368	.62503
IV3	151	2.50	5.00	4.2732	.61735
DV	151	.67	2.00	.7792	.30765
Valid N (list wise)	151				

The number of respondents, mean, and standard deviation of independent variables were displayed in Table 4.7. Self-actualization came in third at 4.2368, with the means of the independent variables ranging from 3.9437 to 4.2732. The highest mean for the independent factors was physiological needs. 0.7792 was the value of the dependent variable's mean.

4.4.2 Social needs

Table 4.8: Descriptive statistics of social needs

	N	Minimum	Maximum	Mean	Std. Deviation
My friend who influences my behavior think that I should join volunteer tourism.	151	1	5	3.91	.945
My friends think that I should join volunteer tourism.	151	1	5	3.89	.977
My friends will motivate me to join volunteer tourism.	151	1	5	4.05	.815
Most people surrounding me used to join volunteer tourism.	151	1	5	3.92	1.036
Valid N (list wise)	151				

The mean and standard deviation analysis for the independent variable, social requirements, is displayed in Table 4.8. The survey participants who believed that their friends would support them in going on volunteer trips received the highest mean score 4.05 among all respondents. The reaction was only slightly in favor of their friends' advice that they take part in volunteer travel, as seen by the lowest mean score of 3.89 (My Friends Think That I Should Join Volunteer Tourism). It was advised that the results for the data set from 151 respondents, where the standard deviation was frequently less than 1, were relatively close to the mean.

4.4.3 Self-actualisation

Table 4.9: Descriptive statistics of self-actualisation

	N	Minimum	Maximum	Mean	Std. Deviation
By joining more program in volunteer tourism, make me gain more experience.	151	1	5	4.47	.738
Malaysia provide many volunteer tourism program for me to join.	151	1	5	3.99	.883
Students can control their behavior and are motivated to grow and reach their fullest potential because the tourism industry is helping in fulfilling their basic needs.	151	2	5	4.18	.767
By joining more volunteer programs make me get more brainstorming idea and more active.	151	1	5	4.30	.739
Valid N (list wise)	151				

Table 4.9 displays the mean and standard deviation analysis of respondents for the self-actualization independent variable. The respondents thought that taking part in more volunteer travel programs would help them get more experience, as evidenced by the highest mean score of 4.47. The respondent partially agreed that Malaysia offers many volunteer tourism programmes for them to engage as the mean value dropped to 3.99. Standard deviation values for the bulk of the 151 respondents' data were below 1,

suggesting that the data were near the mean, whereas standard deviation values over 1 indicated that the data were more scattered.

4.4.4 Physiological needs

Table 4.10: Descriptive statistics of physiology needs

	N	Minimum	Maximum	Mean	Std. Deviation
Volunteer tourism program providing assistance such as food, drink, medicine, shelter, and clothing to the needy to reduce unemployment.	151	1	5	4.30	.808
Do you consider yourself suitable to be a volunteer who helps in terms of necessities to people in a country whose economy is failing.	151	1	5	4.13	.819
I joined a volunteer program to help people in need such as food, water and shelter. My religion instructs to help people who are in trouble to continue living.	151	3	5	4.31	.732
The organizers of volunteer tourism program must provide assistance such as food, drink, medicine, and shelter.	151	1	5	4.35	.785
Valid N (list wise)	151				

Table 4.10 showed the mean and standard deviation analysis of respondents on the independent variable which was physiology needs. The respondents' agreement that volunteer tourism programme organisers must provide aid in the form of food, drink, medicine, and shelter resulted in the highest mean value of 4.35. The respondent marginally

agreed that they were qualified to serve as a volunteer who provides essentials to citizens of a nation with a failing economy in the lowest mean at 4.13. The majority of the 151 respondents in the data set have standard deviations less than 1, which indicates that their responses were more evenly distributed than the mean.

4.4.5 Willingness to involve in volunteer tourism

Table 4.11: Descriptive statistics of willingness to involve in volunteer tourism

	N	Minimum	Maximum	Mean	Std. Deviation
Is there a need for anyone to understand the nature of volunteer tourism?	151	2	5	4.79	.656
Does adopting a volunteer tourism mindset increase one's environmental responsibility?	151	2	5	4.73	.757
Do you think volunteering while travelling is enjoyable?	151	2	5	4.84	.578
Valid N (list wise)	151				

Table 4.11 showed the mean and standard deviation analysis of respondents on the dependent variable which was willingness to be involved in volunteer tourism in Malaysia. The respondents who thought that volunteering while travelling was enjoyable had a mean score of 4.84. The respondents' agreement that adopting a volunteer tourist perspective promotes one's environmental responsibilities had the lowest mean, 4.73, of all the responses. The majority of the 151 respondents' data set's standard deviation

values fell below 1, indicating values that were close to the mean, while standard deviation values over 1 showed values that were more dispersed.

4.5 PEARSON CORRELATION COEFFICIENT ANALYSIS

One of the crucial tests for determining the linear relationship between the two variables was Pearson's correlation analysis. In this analysis, the dependent variable (willingness to participate in volunteer tourism) and the independent variables (self-actualization, social needs, and physiological needs) were compared to see if there were any relationships. If the relationship is significant, researchers must determine whether the association's strength is appropriate.

Table 4.12: Strength Interval of Correlation Coefficient

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

Source: Abgunbiade and Ogunyika, (2013)

Hypothesis 1: Social needs

H1: There is a significant relationship between social needs and awareness of volunteer tourism.

Table 4.13: Correlations coefficient for social needs and willingness to involve in volunteer tourism in Malaysia.

	IV1	DV
Pearson Correlation	1	.136
Sig. (2-tailed)		.097
N	151	151
Pearson Correlation	.136	1
Sig. (2-tailed)	.097	
N	151	151

Table 4.13 showed the Pearson correlation coefficient, the significant value, and the 151 cases. The p-value was 0.097, below the significant level of 1.0. Self-actualization and willingness to engage in volunteer tourism were related, according to the 0.136 correlation coefficient.

Hypothesis 2: Self-actualization

H2: There is a significant relationship between self-actualization and awareness of volunteer tourism.

Table 4.14: Correlations coefficient for self-actualisation and willingness to involve in volunteer tourism in Malaysia.

		IV2	DV
IV2	Pearson	1	.050
	Correlation		
	Sig. (2-tailed)		.543
	N	151	151
DV	Pearson	.050	1
	Correlation		
	Sig. (2-tailed)	.543	
	N	151	151

Table 4.14 showed the Pearson correlation coefficient, the significance level, and the 151 respondents. The p-value was 0.543, which was below the 1.0 level of significance. The 0.050 correlation coefficient indicated a weak relationship between self-actualization and willingness to participate in volunteer travel.

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Hypothesis 3: Physiological needs

H3: There is a significant relationship between physiological needs and awareness of volunteer tourism.

Table 4.15: Correlations coefficient for physiology needs and willingness to involve in volunteer tourism in Malaysia.

		IV3	DV
IV3	Pearson	1	.148
	Correlation		
	Sig. (2-tailed)		.069
	N	151	151
DV	Pearson	.148	1
	Correlation		
	Sig. (2-tailed)	.069	
	N	151	151

Table 4.15 above illustrated Pearson correlation coefficients, significant value and the number of respondents which is 151. The p-value was 0.069, below the threshold for significance of 1.0. The correlation coefficient of 0.148 indicated a weak relationship between physiological requirements and willingness to participate in volunteer travel.

4.6 FRAMEWORK ANALYSIS

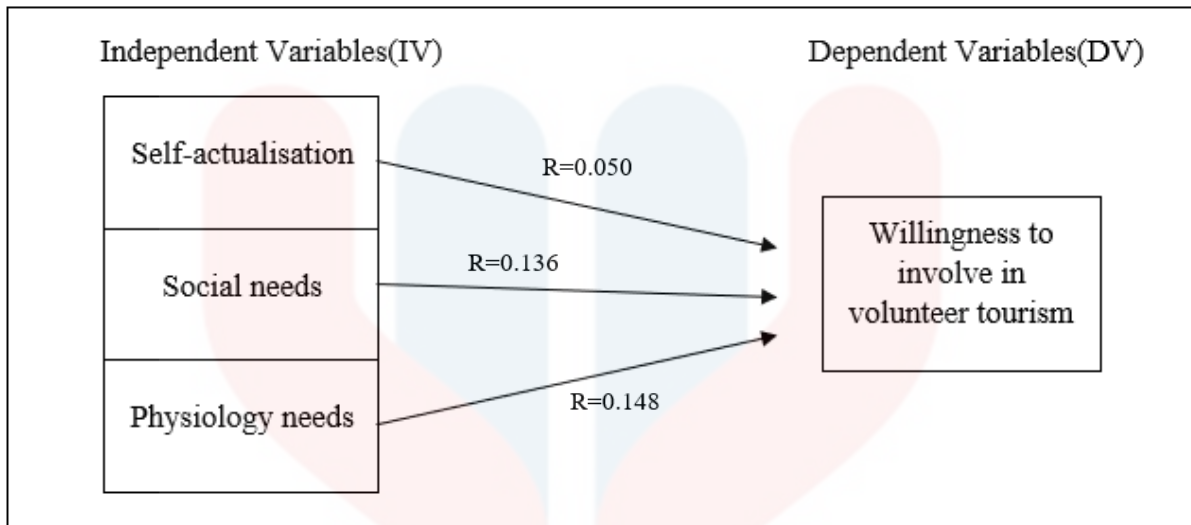


Figure 4.1: Correlation between self-actualisation, social needs, physiology needs and willingness to involve in volunteer tourism

Figure 4.1 showed the framework with the data value for the significant independent variable to the dependent variables. The dependent variable (willingness to participate in volunteer tourism) was significantly correlated with three independent factors (self-actualization, social needs, and physiological needs). The strongest Pearson correlation value of 0.148 is between physiological requirements and willingness to participate in volunteer travel. The self-actualization and willingness to participate in volunteer travel have the lowest Pearson correlation, which is 0.050. The Pearson correlation coefficient between social needs and willingness to participate in volunteer travel is 0.136. Thus, the inclination to participate in volunteer tourism in Malaysia was significantly correlated with only three independent variables: self-actualization, social needs, and physiological needs.

4.7 SUMMARY

Based on all of the correlations between the variables, the analysis came to the conclusion that the three hypotheses in this study are correct. Various independent components' correlation coefficients to the dependent values of self-actualization, social needs, and physiological requirements are, respectively, 0.050, 0.136, and 0.148. The study's findings showed that very little association existed between any of the independent factors and dependent variables. It also responds to the inquiry of whether there is a relationship between independent and dependent variables. Overall, there is a strong correlation between self-actualization, social needs, physiological needs, and readiness to participate in volunteer tourism.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

The investigators will have reviewed and clarified the conclusions of the investigation, which were outlined in Chapter 4. This section additionally examines the study's shortcomings as well as suggestions for further research. The researchers will disclose their findings from the inquiry to a larger audience at the close of this section of the paper.

5.2 RECAPITULATION OF FINDINGS

5.2.1 To examine the relationship between self-actualization and factors that motivate student's willingness to be involved in volunteer tourism programs in Malaysia.

In accordance with the underlying concept, self-actualization and volunteer readiness are significantly and favorably correlated. Self-actualization has a negative link with readiness to volunteer, as shown by the findings of Pearson's correlation analysis in Table 4.9. As a result, there is a positive relationship between the original independent variable (self-actualization) and the dependent variable (willingness to volunteer).

Table 4.9 displays the responses' means and standard deviations for the independent variable of the self-reporting procedure. The highest mean score was 4.47, indicating that respondents thought participating in more volunteer tourist activities would increase their expertise. The respondents believed that Malaysia offered a range of volunteer tourism activities in which they might participate, as seen by the lowest mean score of 3.99. The 151 respondents' data set had a standard deviation under one,

indicating that the values were closer to the mean, as opposed to higher than one, which suggested that the values were widely spread.

5.2.2 To examine the relationship between social needs and factors that motivate student's willingness to be involved in volunteer tourism programs in Malaysia.

The second hypothesis suggests a strong and advantageous relationship between societal demands and volunteerism. According to the findings of the Pearson correlation analysis shown in Table 4.8, there is only a tenuous connection between social factors and volunteer motivation. As a result, there is a positive correlation between the dependent variable (willingness to volunteer) and the second independent variable (social requirements).

The average and standard deviation ratings of the independent component, social requirements, are shown in Table 4.8. The statement "My friends would motivate me to participate in volunteer tourism" had the highest mean score, 4.05, indicating that respondents believed their friends would encourage them to take part in volunteer tourism. The response indicated that they concurred with people in their circle that they should participate in volunteer tourism with a mean score of 3.89 (My friends believe I should). For the data set of 151 respondents, it suggested median values with standard deviations less than one.

MALAYSIA

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5.2.3 To examine the relationship between physiological needs and factors that motivate student's willingness to be involved in volunteer tourism programs in Malaysia.

The 3rd hypothesis suggests a substantial and positive relationship between physiological requirements and desire to volunteer. According to the findings of Pearson's correlation analysis in Table 4.10, physiological needs have a weak relationship with willingness to volunteer. As a result, the 3rd variable that is independent (social needs) has a positive association with the dependent variable (willingness to volunteer).

The median and standard deviation analysis of the data for the independent variable, physiological needs, is shown in Table 4.10. A median rating of 4.35 indicates that respondents believed organisers of volunteer tourist activities should give help such as food, drink, medication, and housing. The mean score that was lowest was 4.13, suggesting that the participant thought they were suitable to be a volunteer who helps those who need assistance in an area where growth is faltering. In accordance with the provided data, 151 respondents said the values were close to the mean and those who had standard deviations more than one said the figures were substantially out of the ordinary.

MALAYSIA

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5.3 LIMITATIONS

The purpose of this study was to investigate the link between self-actualization, social needs, and physiological requirements, as well as the elements that encourage undergraduates to participate in volunteer tourism programmes in Malaysia. The study did, however, have several shortcomings.

This study examined three independent variables: self-actualization, social needs, and physiological requirements. These three variables originated from prior studies and have a thin theoretical base. Furthermore, the study's primary data was acquired by questionnaire. Using this method, researchers were unsuccessful to assess the honesty of respondents' questionnaire replies. Respondents understand the questions differently and react accordingly. For instance, what is strongly 'agree' to some respondents may be 'agree' to others, reflecting prejudice and subjectivity that is not often acknowledged. Furthermore, the results of this study were mostly focused on University Malaysia Kelantan, which does not fully reflect the attitudes among different volunteer students in Malaysia.

5.4 RECOMMENDATIONS FOR FUTURE RESEARCH

5.4.1 Theoretical Recommendations for Future Research

There are various determinants of motivating factors that impact volunteer student's desire to participate in volunteering; however, this research focuses mainly on three independent variables: self-actualization, social needs, and physiological. In coming years, it is urged to look into and examine each of the essential elements that affect volunteerism on student motivation. In this case, a framework that includes all key elements affects the dependent variable at the same time. Other variables may impact

tourism students' willingness to participate in a volunteer program. Clary et al. (1998) identified six characteristics in volunteering: work progress, new skills, social contact and escape from negative experiences, personal growth, and expressing prosaic ideas. According to Katz (1960), can assist students ready for possible future occupations by introducing them to new experiences.

Moreover, additional studies on this topic should use qualitative methods instead of quantitative approaches to gathering data from respondents. This is because different people have different perspectives on the same object. The methods used in the questionnaire may not correctly reflect the thoughts of the minor respondents. It is advised that future research use interviews to obtain respondent comments regarding tourism students' aspirations to participate in tourism volunteerism. Because of the different techniques used to collect information, the correctness of the outcomes may be improved.

Furthermore, it is advised that subsequent studies extend the number of study participants outside the University Malaysia Kelantan to include Malaysian states. Given that the target population for hospitality students might be found in a variety of states, expanding the sample size will help to create more precise conclusions.

5.4.2 Practical Recommendations for Future Research

In addition, the scholar has suggested that Non-Governmental Organisations (NGOs) such as Malaysia Red Crescent, The Buddhist Association, and The Lion Club be permitted to organise activities in universities in order to inspire students to get involved in charitable and green endeavours. Apart from that, the researcher suggests that colleges and universities offer unique or specialised courses on hospitality volunteering in order to enhance exposure and urge hospitality students to get involved

in volunteer projects. Also, hosting events at junior high schools would educate youngsters about the ethics of volunteering.

5.5 SUMMARY

In consequence, variables influencing volunteer tourism participation within Malaysia Kelantan City Campus graduates are being researched. The research investigation discovered that mat attitude, social influence, and perceived behaviour regulation all had a substantial impact on university students' knowledge of volunteer tourism. According to the statistics, the players influencing volunteer tourism participation are driven by people's eagerness to learn new skills, which could encourage them to favour volunteer tourism over leisure tourism.

The major effort made by others who are close to the individual, such as friends or family, to participate in volunteer travel, is another factor that influences volunteer travel. Finally, the findings of this study may offer a wealth of information to the volunteer tourism industry, helping it to enlighten university students about the advantages of volunteering.

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