



UNIVERSITI
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THE EFFECTIVENESS OF TECHNOLOGY USE AMONG TOURIST SATISFACTION IN KELANTAN

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Bachelor of Entrepreneurship (Tourism) With Honours

A report submitted in partial fulfilment of the requirements for the degree of

**BACHELOR OF ENTREPRENEURSHIP (TOURISM) WITH
HONOURS**

Faculty of Hospitality, Tourism, and Wellness

UNIVERSITI MALAYSIA KELANTAN

2023

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ACKNOWLEDGEMENT

We would like to sincerely thank all of the individuals who helped us in our efforts to complete this research. We want to start by expressing our gratitude to the University of Malaysia Kelantan (UMK) for allowing us to carry out our research. This research is being done to satisfy a subject requirement for an entrepreneurship bachelor's degree (Tourism). We gained a lot of knowledge and experienced a wide range of things throughout this process, both in terms of our studies and our individual personalities.

We would also like to express our gratitude to Dr. Mohanad S.S.Abumandil, our supervisor, for his enthusiasm and dedication in consultation and directing us through this project. Without his assistance and direction, this research would not have been possible. His assistance was very beneficial in completing this study.

Finally, we want to thank our entire team from the bottom of our hearts for their unwavering commitment and hardworking efforts in finishing this study. Without everyone's cooperation, passion, support, and contributions, this study project could not be completed on time. The most essential thing is that we want to thank our family for their continuous encouragement. Their thoughts and wishes and support have been our greatest assets in finishing this research, despite the difficulties we have faced.

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ABSTRACT

The use of advanced technologies in the travel and tourism sector is essential because it helps companies run their current tasks while improving their customer experience. Nowadays, technology is one of the most common applications that provides effectiveness of technology use among tourist satisfaction in Kelantan. This might aid a company in lowering the number of employees needed, lowering expenses, and raising revenue, all of which would improve financial outcomes. Technology has the power to transform how people travel, bringing with it convenience, safety, and fewer touch points. People are eager to travel and make up for lost time after more than two years of COVID-19 restrictions; this is known as "revenge travel."

However, despite the pandemic, vacationers and business travellers want to feel secure when making travel plans (Sarah, 2022). Besides that, the effectiveness of technology use had a significant impact on tourist satisfaction in Kelantan transforming the learning experience about travel among tourists and Malaysia's economy has increased extremely fast (Louis Major, 2022). Apart from this, a quantitative study was conducted to determine the effectiveness of technology use among tourist satisfaction in Kelantan, in terms of type of technology used, frequency of technology use and purpose of technology use. Next, this research will choose a probability or random sampling technique. In addition, questionnaire surveys will be used for data collection. The questionnaire distributes online and collects data among the respondents who handle and involve in the tourist satisfaction in Kelantan. The survey was conducted by online which is use google form with another platform can using.

Keywords: Technology use, Tourism satisfaction, Kelantan

ABSTRAK

Penggunaan teknologi canggih dalam sektor pelancongan dan pelancongan adalah penting kerana ia membantu syarikat menjalankan tugas semasa mereka sambil meningkatkan pengalaman pelanggan mereka. Pada masa kini, teknologi merupakan antara aplikasi paling biasa yang memberikan keberkesanan penggunaan teknologi dalam kalangan kepuasan pelancong di Kelantan. Ini mungkin membantu syarikat dalam mengurangkan bilangan pekerja yang diperlukan, mengurangkan perbelanjaan dan meningkatkan hasil, yang semuanya akan meningkatkan hasil kewangan. Teknologi mempunyai kuasa untuk mengubah cara orang mengembara, dengan membawa kemudahan, keselamatan dan titik sentuhan yang lebih sedikit. Orang ramai tidak sabar untuk melakukan perjalanan dan menebus masa yang hilang selepas lebih daripada dua tahun sekatan COVID-19; ini dikenali sebagai "perjalanan membalas dendam."

Walau bagaimanapun, walaupun terdapat pandemik, pelancong dan pengembara perniagaan ingin berasa selamat apabila membuat rancangan perjalanan (Sarah, 2022). Selain itu, keberkesanan penggunaan teknologi memberi impak yang besar kepada kepuasan pelancong di Kelantan yang mengubah pengalaman pembelajaran tentang perjalanan dalam kalangan pelancong dan ekonomi Malaysia telah meningkat dengan sangat pantas (Louis Major, 2022). Selain itu, kajian kuantitatif telah dijalankan untuk menentukan keberkesanan penggunaan teknologi dalam kalangan kepuasan pelancong di Kelantan, dari segi jenis teknologi yang digunakan, kekerapan penggunaan teknologi dan tujuan penggunaan teknologi. Seterusnya, kajian ini akan memilih teknik persampelan kebarangkalian atau rawak. Selain itu, tinjauan soal selidik akan digunakan untuk pengumpulan data. Soal selidik diedarkan secara talian dan mengumpul data dalam kalangan responden yang mengendalikan dan terlibat dalam kepuasan pelancong di Kelantan. Tinjauan ini dijalankan secara talian iaitu menggunakan borang google dengan platform lain boleh menggunakan.

Kata kunci: Penggunaan teknologi, kepuasan pelancongan, Kelantan

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Technology has become an integral part of modern-day travel, with tourists increasingly relying on it for a variety of purposes, such as trip planning, on-site navigation, and post-trip review (Fuchs, 2016; Wang & Wang, 2018). In the context of Kelantan, a state in Malaysia, the use of technology has the potential to greatly impact the satisfaction levels of tourists visiting the region.

Previous studies have shown that the incorporation of technology in the tourism industry can lead to enhanced communication and convenience for tourists (Li, Wang, & Liang, 2015; Xiang, Du, & Fan, 2016). However, research on the specific relationship between technology use and tourist satisfaction in Kelantan is confined. This study aims to fill this gap by investigating the effectiveness of technology use among tourist satisfaction in Kelantan.

The study will focus on three independent variables: type of technology used, frequency of technology use, and purpose of technology use. The dependent variable will be tourist satisfaction, which will be measured through a survey or interview. The study's findings will offer insightful information for tourism stakeholders in Kelantan on how technology can be effectively utilized to enhance the tourist experience.

1.2 BACKGROUND OF THE STUDY

The effectiveness of technology use among tourist satisfaction in Kelantan is a topic that has been gaining attention in recent years. With the rapid advancement of technology, the tourism industry also needs to adapt and utilize technology to enhance the tourist experience and satisfaction. Kelantan, being a state in Malaysia known for its rich culture and history, is a popular tourist destination. However, not much research has been done on the specific topic of technology use and its impact on tourist satisfaction in Kelantan.

Previous studies have shown that technology plays a significant role in the tourism industry, from the planning and decision-making process of tourists to the evaluation of the

tourism destination. For example, (Chen & Gursoy, 2008) have found that technology acceptance, including the use of the Internet and mobile devices, positively influences the intention to visit a destination. Additionally, (Li, Wang, & Liang, 2013) have found that information and communication technology (ICT) usage in the tourism industry can lead to improved customer experience and loyalty.

Given the importance of technology in the tourism industry and the lack of research on technology use and tourist satisfaction in Kelantan, This research aims to close this research gaps by investigating the effectiveness of technology use among tourist satisfaction in Kelantan. This research will examine the connection between technology use and tourist satisfaction and provide insights for tourism stakeholders in Kelantan to enhance the tourist experience and satisfaction through technology use.

1.3 STATEMENT OF THE PROBLEMS

Despite the growing importance of technology in the tourism industry, there is limited research on the effectiveness of technology use among tourist satisfaction in Kelantan, Malaysia. Tourists have connected to a variety of digital platforms and mobile applications that provide them with information, convenience, and enhanced communication. However, it is not clear how technology use impacts tourist satisfaction in Kelantan. The purpose of the current study is to examine the connection between technology use and tourist satisfaction in Kelantan and identify which specific aspects of technology use are most critical in determining satisfaction levels.

Additionally, the study will examine how technology use may vary among different types of tourists visiting Kelantan, such as cultural tourists, adventure tourists, and beach tourists, to provide a comprehensive understanding of the issue. By understanding the effectiveness of technology use among tourist satisfaction in Kelantan, tourism stakeholders can make informed decisions about how to effectively use technology to enhance the tourist experience and increase satisfaction levels.

Literature already in existence demonstrates that tourism researchers have typically concentrated on topics relating to the demand side of tourist motivation and behavioral pattern, primarily to ascertain the factors that led tourists to travel to a specific location (Pai,

Liu, Kang, & Dai, 2020). The photographs of tourists from Kelantan highlight the necessity to determine the genuine travel experiences of foreign visitors to Malaysia. This is a follow-up to several industry studies in Malaysia that have repeatedly portrayed travelers negatively when it comes to financial concerns.

Customer expectations, service quality, and perceived value have all been scientifically investigated as antecedents of customer satisfaction and consumer loyalty, which are the results of a customer's contentment with the industry. Similar to this, Huang, Goo, Nam, and Yoo, (2017) stressed that the ability of travel providers to effectively match tourist perceptions with their own perceptions would lead to a more effective customer-centered marketing and further confirms the relevance of image in providing the necessary authentic visitor experiences (Abdullah, & Rahman, 2022). As a result, comparing post-purchase tourist perceptions with those of tourism providers would help supply academics with possible data on the theoretical relationship between tourist expectation, perceived quality, and satisfaction with Kelantan tourism.

This study evaluates the type of technology used, frequency of technology use, purpose of technology use and tourist satisfaction in light of the theoretical and practical gaps indicated above. The study framework's substantial correlations between the postulated components were used to establish this. As a result, the observed satisfaction of Kelantan, which was assessed for this study, may have a practical impact on boosting the growth of visitors in Kelantan.

1.4 RESEARCH OBJECTIVES

1. To investigate the connection between technology use and tourist satisfaction in Kelantan, Malaysia.
2. To describe which specific aspects of technology use are most critical in determining tourist satisfaction levels in Kelantan.
3. To examine how technology use may vary among different types of tourists visiting Kelantan.

1.5 RESEARCH QUESTIONS

1. How does technology use impact tourist satisfaction in Kelantan, Malaysia?
2. What specific aspects of technology use are most critical in determining tourist satisfaction levels in Kelantan?
3. How does technology use vary among different types of tourists visiting Kelantan, such as cultural tourists, adventure tourists, and beach tourists?

1.6 SCOPE OF THE STUDY

The scope of this study is focused on the effectiveness of technology use among tourist satisfaction in Kelantan. The study will specifically look at the use of technology in various aspects of the tourist experience, such as in booking accommodations and transportation, accessing information and guides, and overall communication with locals and other tourists. The research will be conducted among tourists visiting Kelantan, with a focus on understanding their perceptions and attitudes towards the use of technology in their travel experiences.

The study will include a sample of tourists from different age groups, nationalities, and travel purposes to ensure a diverse range of perspectives. The data collected from this study will be analysed to identify any trends and patterns in the use of technology among tourists in Kelantan, as well as any areas where technology could be improved to enhance the tourist experience.

1.7 SIGNIFICANCE OF THE STUDY

The significance of this study on the effectiveness of technology use among tourist satisfaction in Kelantan, Malaysia is multifaceted. Firstly, the results of this study can offer insightful information for tourism stakeholders in the region. Technology has become an integral part of the tourism industry and the use of technology can greatly enhance the tourist experience. By investigating the relationship between technology use and tourist satisfaction, this study can inform tourism stakeholders, such as government agencies, tourism businesses,

and local communities, on how to effectively use technology to increase tourist satisfaction and attract more visitors to the region.

Secondly, this study can contribute to the sustainable expansion of the tourism sector in Kelantan. With the current global focus on sustainable tourism, it is important to understand how technology can be used to promote sustainable tourism practices in Kelantan. By understanding the impact of technology use on tourist satisfaction, tourism stakeholders can make informed decisions on how to use technology to promote sustainable tourism in the region.

Thirdly, this study aims to provide a deeper understanding of technology use among different types of tourists visiting Kelantan. By examining how technology use may vary among different types of tourists such as cultural tourists, adventure tourists, and beach tourists, this study can provide a comprehensive understanding of the issue and help to tailor services to specific segments of tourists.

Finally, this study will contribute to the existing literature on technology use and tourist satisfaction by providing insights from the perspective of Kelantan, Malaysia. This will expand the knowledge base in this area and provide a basis for further research. Overall, this study is significant as it has the potential to improve the overall tourism experience in Kelantan and contribute to the sustainable development of the tourism industry in the region.

1.8 DEFINITION OF TERMS

- Technology use

Technology use in this study refers to the various ways in which tourists use technology to plan, book, and experience their trip to Kelantan. This includes, but is not limited to, the use of mobile devices, social media, and online booking platforms.

- Tourist satisfaction

Tourist satisfaction in this study refers to the overall level of pleasure or contentment that tourists experience during their trip to Kelantan. This includes

satisfaction with various aspects of the trip, such as accommodation, transportation, and attractions.

- Kelantan

Kelantan is a state located in the northeastern region of Peninsular Malaysia, known for its rich cultural heritage and natural attractions.

1.9 SUMMARY

Chapter 1 of a research study on "The effectiveness of technology use among tourist satisfaction in Kelantan" would include an introduction to the topic, background information, a problem statement, research objectives, research questions, significance of the study and definition of terms. It would provide an overview of the study and set the foundation for the research that will be conducted in the following chapters.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

Chapter 2 of a research study on "The effectiveness of technology use among tourist satisfaction in Kelantan" would include a review of the relevant literature on the topic. This chapter would provide an overview of the existing research and theories related to the use of technology in the tourism industry and its impact on tourist satisfaction, and it would support the study by providing a theoretical and empirical foundation for the current research.

2.2 LITERATURE REVIEW

The literature review for chapter 2 of a research study on "The effectiveness of technology use among tourist satisfaction in Kelantan" would begin by examining the various types of technology that are commonly used in the tourism industry. This includes online booking systems, mobile applications, and social media, which have become increasingly important tools for tourists in their travel decision-making process.

Research has shown that the use of technology in the tourism industry has a favorable effect on visitor satisfaction. For example, a study by Li and Petrick (2018) found that the use of online booking systems improves the overall booking process and increases tourist satisfaction. Similarly, a study by Wang and Wang (2019) found that mobile applications provide tourists with more convenience and control over their travel experience, resulting in increased satisfaction.

In addition to the direct impact of technology on tourist satisfaction, research has also examined the indirect impact of technology on satisfaction through its effect on other factors such as trust and perceived risk. For example, a study by Wang and Wang (2019) found that the use of technology can increase trust in a tourist destination, which in turn leads to increased satisfaction. Additionally, research by Kim and Lee (2018) found that technology can decrease perceived risk in the travel decision-making process, resulting in increased satisfaction.

The literature also shows that the use of technology in the tourism industry is not without its challenges. For example, a study by Mohd et al. (2020) found that the use of technology in Kelantan, Malaysia, is limited, and more needs to be done to improve the availability and accessibility of technology for tourists. In addition, research by Wang and Wang (2019) found that the use of technology can lead to information overload, which can decrease satisfaction.

Overall, the literature review would suggest that while technology can have a positive impact on tourist satisfaction, it is important to consider the specific context and challenges of using technology in the tourism industry. In particular, the literature review would highlight the need for more research to be conducted on the use of technology in Kelantan, and its impact on tourist satisfaction.

2.3 TYPE OF TECHNOLOGY USE

The Internet of Things (IOT) is a sort of technology that can be utilised to increase tourist pleasure. This is due to the Internet of Things, which involves the interconnection of common household gadgets based on the Internet and enables them to send and receive data. This is one of the most interesting emerging concepts in travel technology. IOT, for instance, can be used in hotel rooms to provide guests a device that links to everything from the light to the heaters and air conditioning, allowing all of it to be controlled from one location. Sensors that inform passengers when their passes expire can be fitted in luggage cases at airports. Experience with smart tourism technologies has been found to be strongly correlated with traveller satisfaction.

In order to improve tourist satisfaction, Kelantan can make use of information and communication technology (ICT). Thanks to ICT, travellers may readily look up and compare travel-related products on demand. The internet is often regarded as the most common and effective form of communication. People from all around the world are able to communicate through written, voice, and video messaging thanks to it. Users of the internet can trade information and communicate practically instantly. This makes it an effective tool for organisations, causes, institutions, and people. The internet has changed the ways in which services are provided to customers.

Customers are now lot pickier and more aware of the importance of excellent quality goods and value for money. This also involves the efficiency with which they can get the information they need online and the value of their time. This necessitates the development of travel agencies, tour operators, tourist handling offices, airlines, hotels, and vehicle rental businesses to meet the demands of travellers. Additionally, this makes it easier for travel staff members and managers to respond to inquiries from visitors and travellers and provide them with top-notch service. To ensure that an organisation continues to be in demand and profitable, managers must do a deep study of issues and difficulties in order to identify the core reasons and barriers affecting the traveller and guest experience. Finding a method to gauge and raise visitor satisfaction while they are looking for and making purchases is therefore urgently needed.

Virtual reality has gained popularity across a number of businesses, but its impact on the tourism industry is particularly remarkable. Kelantan should take use of this technology in the future. The ability to research distant locales from the comfort of one's home is made possible by technology, which may influence a traveller's decision to book a reservation or not. Virtual tours are available for everything from hotels and eateries to famous landmarks, national parks, and even individual locations.

In the tourism sector, mobile technology is a key enabler of M-Commerce. For PDA-based systems and mobile information systems, tourism has been a prominent industry. In fact, one obvious application area for mobile phones and other portable gadgets is tourism. M-commerce is thus a limited form of business. Consumers profit from mobile communications because M-commerce allows for both the extension of the advantages of the Web and the creation of special services made possible by the integration of the Internet and mobile technology. Mobile gadgets like smartphones, notepads, and cell phones offer non-location-based information access as well as potential new communication channels.

2.4 FREQUENCY OF TECHNOLOGY USE

Large-scale analyses of technology use frequently emphasize on reported frequency, typically the period spent using digital technology, under the presumption that it is possible to determine the frequency of digital technology use. The frequency of use recorded, such as "No time," "1-30 minutes a day," or "greater than 6 hours a day," is typically used to assess

time (OECD, 2017). Such scales, however, frequently fall short when attempting to quantify brief but intense periods of technology use, and they also neglect to account for the effectiveness of that time. It has been suggested that more complex elements relating to technology should be investigated than those now employed in large-scale research to determine for oneself how frequently individuals use them when exploring technology for use in tourism. This is also to see how often technology is used by various parties for the purpose of promoting and attracting foreign tourists to come and see the beauty for themselves while also attracting foreign tourists to come to Kelantan.

Tourists have a wealth of knowledge. In order to choose the best holiday for them, they search for various tools that are useful for everyone. Businesses in the tourism industry need to put in place an effective customer system on the app, and the app can respond to all material, give personalised services, and provide ease by staying up to date with technological advancements. Using social media is one of the most effective and convenient travel technology. Making engaging material is one strategy for utilising social networks. Social network user recommendations can serve as "Digital Referrals" and influence many of their followers to visit that business.

Likewise, it may have the chance to divide up the target market so that it may speak to them in a more direct and efficient manner. It will also be helpful if you can engage clients in conversation so they may share their opinions and aspirations. In addition, you can see the frequency with which this technology is used to continue to open social networks to facilitate tourist satisfaction in Kelantan. And after that, use travel Software. This is because it makes it possible to manage all tourism business procedures centrally, automatically, and with ease, this technology is particularly helpful to the tourism industry. It has numerous advantages, including managing reservations, inventories, and human resources as well as streamlining operations and cutting expenses.

Outsourcing software development services may be necessary when developing new technology-driven tourism products. The system also helps with the primary objective of enhancing the customer's overall experience with the brand, from their booking to their stay to the administration of evaluations they might typically leave only once. This clearly shows how often tourists will use technology as their intermediary to get all the information they want in the travel survey they will do. It is clear that the technology introduced in tourism makes it easier for many parties to communicate with foreign tourists coming to Kelantan.

2.5 PURPOSE OF TECHNOLOGY USE

Using technology is meant to improve productivity, efficiency, and quality of life for people. Technology is the umbrella term covering the devices, methods, and procedures utilised to produce, store, and share data and information. Almost every element of contemporary life has been altered by the use of technology, from communication and transportation to healthcare and entertainment. People can now complete jobs quicker, more precisely, and more quickly than they could in the past because to technology. For instance, the ability to analyse massive volumes of data rapidly and precisely thanks to computers and software has improved work in industries like banking, commerce, and scientific research (Timothy Bresnahan, 2010). The ability to instantaneously contact with individuals anywhere in the globe thanks to the internet and mobile technology has completely changed how we interact with one another and conduct business.

In addition to increasing employment efficiency, technology has the potential to address many of the most pressing global concerns, such as poverty, hunger, and climate change. For instance, advances in agricultural technology may help to improve food distribution and production, while renewable energy technologies like solar and wind power may aid in addressing climate change and lowering greenhouse gas emissions. Overall, using technology is meant to enhance people's quality of life by making activities simpler, more effective, and productive, as well as by resolving issues and opening up new possibilities (Timothy Bresnahan, 2010).

Tourism stakeholders in Kelantan may use technology to more effectively sell their goods and services, enhance tourist interaction, and reduce administrative procedures (Ishwar Khatri, 2019). Creating digital marketing plans is one of the main ways technology is being used in Kelantan tourism. Tourist organisations and companies in Kelantan are using social media sites like Facebook, Instagram, and Twitter to market their services and reach a bigger audience. Moreover, they are utilising search engine optimisation (SEO) strategies to raise their online presence and increase website traffic.

Technology is also being employed in Kelantan to enhance the visiting experience. For instance, tourism stakeholders are using mobile applications to advise tourists about nearby landmarks, activities, and lodging (Ishwar Khatri, 2019). Moreover, they are utilising augmented reality (AR) and virtual reality (VR) technology to create immersive experiences

that highlight Kelantan's stunning natural surroundings and rich cultural legacy. In Kelantan's tourist industries, technology is also being used to improve service delivery and expedite administrative procedures. Tour operators use online booking systems to make it simpler for tourists to book tours and activities, much as hotels and restaurants use digital reservation systems to handle reservations more effectively (Ishwar Khatri, 2019). In conclusion, Kelantan's use of technology in tourism aims to make travel for tourists more effective, interesting, and immersive while also highlighting Kelantan as a prime travel location.

2.6 TOURIST SATISFACTION

Tourist satisfaction is an important aspect of the tourism industry as it plays a crucial role in the success of destinations and businesses. Satisfaction refers to the positive evaluation of one's experience in a particular setting or activity, and in the case of tourism, it relates to the perceived quality of various aspects such as accommodation, food and beverage, attractions, transportation, and overall destination experience (Chen & Tsai, 2011). It is influenced by a multitude of factors, including personal characteristics, expectations, previous experiences, and the quality of service and facilities provided (Lee & Chen, 2012).

In the context of Kelantan, a state in Malaysia known for its rich cultural heritage and natural attractions, understanding tourist satisfaction is crucial for the growth and sustainability of the tourism industry. With the increasing use of technology in the tourism sector, it is important to examine how technology use affects tourist satisfaction. Technology use refers to the use of various digital tools and platforms, such as websites, social media, mobile apps, and information kiosks, to enhance the tourist experience and facilitate communication and information sharing (Buhalis & Law, 2008). The effectiveness of technology use in enhancing tourist satisfaction has been widely discussed in the literature (Chung & Law, 2003; Li & Wang, 2010).

Therefore, the present study aims to investigate the effectiveness of technology use among tourist satisfaction in Kelantan. Specifically, the study will explore the extent to which technology use, such as mobile apps and social media, contributes to tourist satisfaction in the state. By doing so, the study aims to provide insights into the role of technology in enhancing tourist satisfaction, which can inform tourism stakeholders and policy makers in developing effective strategies to improve the quality of tourism services and facilities in Kelantan.

2.7 HYPOTHESIS

A hypothesis is a statement or prediction about the relationship between variables that can be tested through research. In the context of this research study, "The effectiveness of technology use among tourist satisfaction in Kelantan," the hypotheses are statements about the relationship between the use of technology in the tourism industry and tourist satisfaction in Kelantan. These hypotheses can guide the research by providing a framework for the data collection and analysis and help to identify the specific research questions that need to be answered.

Hypothesis 1

The use of technology in the tourism industry will have a favorable effect on tourist satisfaction in Kelantan.

Hypothesis 2

The use of online booking systems will have a greater impact on tourist satisfaction than the use of mobile applications or social media in Kelantan.

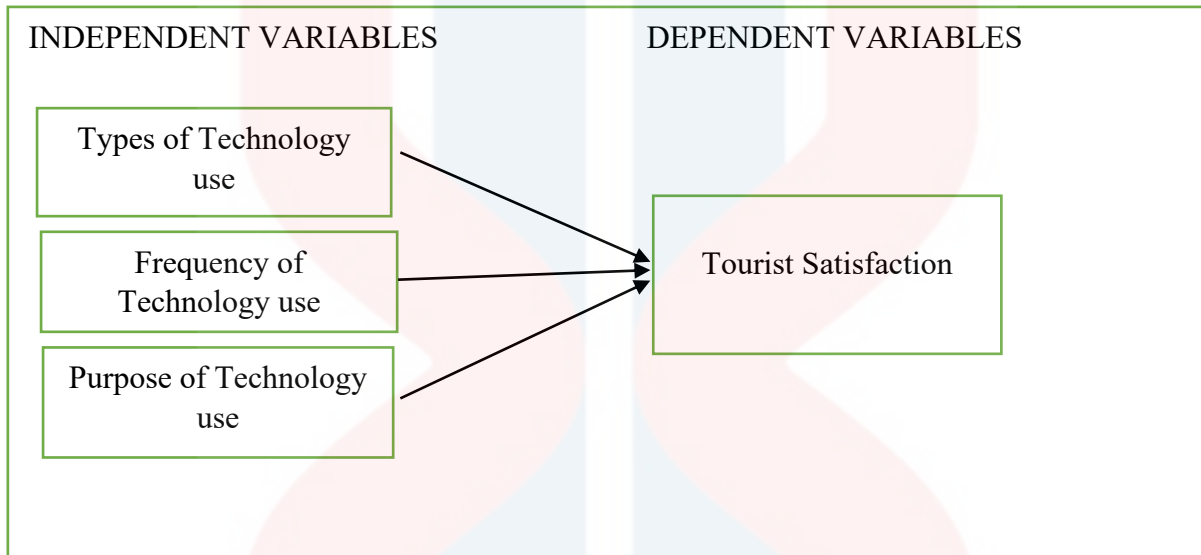
Hypothesis 3

The use of technology in the tourism industry will have a positive impact on trust and a negative impact on perceived risk in Kelantan, which in turn will lead to increased tourist satisfaction

The researcher typically proposes hypotheses based on their knowledge of the subject, the body of existing literature, and their expectations. These hypotheses then need to be evaluated and confirmed using actual data and research findings.

2.8 CONCEPTUAL FRAMEWORK

Figure 2.1: Conceptual framework



2.9 SUMMARY

Chapter 2 of this research study discusses the literature review related to the topic. The literature review is a summary of previous research studies and findings on the use of technology in the tourism industry and its impact on tourist satisfaction. It also includes the hypothesis of the study, which are the expected relationship between the independent variables (technology, frequency, purpose of technology use) and the dependent variable (tourist satisfaction) in Kelantan. Finally, it provides a conceptual framework that helps to organize and make sense of the research questions and hypotheses.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

The research methodology is the main topic of Chapter 3 of the study "The Effectiveness of Technology Use Among Tourist Satisfaction in Kelantan". This chapter provides a detailed explanation of the research methodology, data gathering techniques, and data analysis techniques that will be used in the study. Additionally, it contains details on the methods for sampling, the tools used to gather data, and the steps involved in data processing.

The study's restrictions and potential bias sources will also be covered in this chapter. Understanding this information is essential for evaluating the reliability and accuracy of the study's findings. The chapter will also include a summary of the ethical considerations that were made when conducting the research. In general, chapter 3 offers a thorough overview of the research techniques that were utilised to gather and analyse data in order to discover the answers to the study's research questions and hypotheses.

3.2 RESEARCH DESIGN

This study used a cross-sectional, quantitative research design. Because it enables the gathering of numerical data from a sample of participants and the examination of the correlation between the independent and dependent variables, this design is suitable for the study at hand. An online survey will be used by the study to gather information from a sample of recent tourists to Kelantan.

The survey will include questions about the use of technology for trip planning and during the trip, as well as questions about satisfaction with various aspects of the trip. The survey will also include demographic questions to allow for the examination of potential differences in the relationship between technology use and satisfaction among different subgroups of tourists. Descriptive statistics will be used to sum up the data, and inferential statistics will be used to evaluate the hypotheses.

Specifically, Pearson's correlation and multiple regression analysis will be used to examine the relationship between technology use and satisfaction. To ensure the validity and reliability of the study, the survey instrument will be pre-tested, and pilot tested, and the data will be cleaned and checked for missing or inconsistent values.

3.3 POPULATION

The population of this research study is tourists who have recently visited Kelantan. This population is important to study as it is likely that their satisfaction levels with their visit will be affected using technology, such as the use of online platforms for trip planning and booking, mobile apps for navigating and accessing information during the trip, and online reviews for evaluating and choosing accommodations and activities. It is important to note that the population should be more specific to get accurate data. By defining the population more specifically, the researcher can ensure that the sample of participants will be representative of the population of interest, increasing the external validity of the study.

3.4 SAMPLE SIZE

The sample size for this study will be determined based on several factors, including the population size, the level of precision desired, and the acceptable level of margin of error. This will give an estimated sample size of at least 238 participants. In addition to this, a power analysis will also be conducted to ensure that the sample size is sufficient to detect any meaningful differences or relationships in the data. The power analysis will take into account factors such as the effect size, the number of independent variables, and the level of significance. It's important to note that the sample size can be adjusted based on the availability of participants or any other unforeseen issues that may arise during the data collection process.

3.5 SAMPLING METHOD

This study will employ a convenience sampling method without taking probability into account. This strategy selects subjects who are approachable and willing to take part in the study. Visitors to Kelantan will be the study's target audience. The sample size for this study will be determined using a sample size calculator based on the population size, degree of confidence, and margin of error.

The minimal sample size necessary for the study will be determined using the sample size calculator. The population of visitors visiting Kelantan will be used to choose a sample size of 238 individuals. Self-administered questionnaires will be given to the chosen sample in order to collect the data.

3.6 DATA COLLECTIONS

Data collection is an important aspect of any research study, and this study is no exception. In order to effectively measure the effectiveness of technology use among tourist satisfaction in Kelantan, the study will employ a self-administered questionnaire method. This method will involve distributing questionnaires to a sample of tourists visiting Kelantan. The questionnaires will be designed in such a way that they will be easy to understand and fill in, and will be distributed in the tourists' native language to ensure that they understand the questions and can provide accurate responses.

There will be closed-ended questions on the surveys. Closed-ended enquiries will contain multiple-choice questions. Data that can be quantified will be gathered using the closed-ended questions. Tourists will receive the questionnaires at various Kelantan places, including hotels, restaurants, and tourist attractions. The analysis of the acquired data will use both descriptive and inferential statistics. Descriptive statistics will be used to summarise the data and identify trends, while inferential statistics will be used to test hypotheses and generate hypotheses.

To guarantee that the data gathered is accurate and trustworthy, the data gathering procedure will be carried out in a methodical and regulated manner. Before being sent, the questions will be pre-tested to make sure they are understandable and clear before any

necessary revisions are made. To guarantee that a big enough sample size is taken, the data will be gathered over a few weeks.

In summary, the data collection for this study will be conducted through the use of self-administered questionnaires. The questionnaires will be designed to gather quantitative and will be distributed to a sample of tourists visiting Kelantan. The data collected will be analyzed using both descriptive and inferential statistics, and the data collection process will be conducted in a systematic and controlled manner to ensure that the data is accurate and reliable.

3.7 RESEARCH INSTRUMENT

Research instruments are essential tools for collecting data in a study. The selection of appropriate research instruments is crucial for the validity and reliability of the study results. In the context of the effectiveness of technology use among tourist satisfaction in Kelantan, a survey questionnaire is a suitable research instrument. The questionnaire should be designed to assess the level of satisfaction among tourists in relation to their use of technology during their visit. The questionnaire should include questions on the types of technology used, frequency of technology use, the purpose of technology use and tourist satisfaction. This approach is consistent with the study which used a similar method to assess the impact of technology on tourist satisfaction.

Additionally, other research instruments such as interviews and observations can also be used to supplement the data collected from the survey questionnaire. Interviews with tourists can provide in-depth information on their experiences and perceptions of technology use during their visit, while observations can provide a more objective view of technology use in the field. It is important to note that the research instrument should be validated and reliable to ensure the quality of the data collected. Some researchers recommend using pilot testing the questionnaire before administering it to the full sample to identify any issues with the questions or the format. Furthermore, the survey questionnaire should be administered by trained and experienced personnel to ensure that the data collected is accurate and unbiased.

In conclusion, the selection of appropriate research instruments is crucial for collecting valid and reliable data in this study on the effectiveness of technology use among tourist satisfaction in Kelantan.

3.8 DATA ANALYSIS

Data analysis is an essential aspect of any research study as it helps in interpreting the collected data and drawing meaningful conclusions from it. In the research study on "The effectiveness of technology use among tourist satisfaction in Kelantan," various statistical techniques will be employed to analyze the data collected from the survey participants.

First, descriptive statistics such as frequency distributions, mean, median, and standard deviation will be used to summarize the data and provide a general overview of the population's characteristics and responses. This will help in understanding the demographic profile of the participants and their opinions on the use of technology in the tourism industry in Kelantan. Next, inferential statistics will be used to test the hypotheses and research questions formulated in the study.

Correlation and regression analyses will be used to examine the relationship between the independent variables and the dependent variable. These analyses will help in determining the extent to which technology use influences tourist satisfaction in Kelantan. Additionally, chi-square tests will be employed to determine the significance of the differences in responses between different subgroups of participants, such as gender, age, and education level. This will help in identifying any potential bias or variations in the responses based on these demographic factors.

Finally, this will involve coding the data into themes and categories and identifying patterns and trends in the responses. This will help in gaining a deeper understanding of the participant's perceptions and experiences with technology use in the tourism industry in Kelantan. Overall, the data analysis will provide insights into the effectiveness of technology use among tourists in Kelantan and its impact on their satisfaction levels.

3.9 SUMMARY

The summary for chapter 3 of the research study on The Effectiveness Of Technology Use among Tourist Satisfaction In Kelantan would typically include a summary of the research design, population and sample, sampling method, data collection, and data analysis methods used in the study. The research design used in this study should be described in detail of the population and sample selected, and the sampling method used to select participants.

The data collection methods used in the study, such as the research instrument(s) used, should be described in detail and the data analysis methods used to analyze the collected data should be outlined. Overall, this chapter should provide a clear picture of how the study was conducted and how the data was collected and analyzed.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 INTRODUCTION

Chapter 4 presents the results of the study on The Effectiveness of Technology Use among Tourist Satisfaction in Kelantan. The chapter's main goals are to offer a thorough analysis of the data gathered and to clearly and succinctly communicate the results. The information was gathered through a survey questionnaire given to travellers in Kelantan who had used technology during their journeys. This chapter will discuss the findings of an analysis of survey data released via social media sites including WhatsApp, Instagram, and Telegram. The Statistical Package for the Social Sciences (SPSS) software programme was used to examine the survey data. A reliability test was used to ascertain the acceptability of the variables once the pilot test, which had a total of 30 respondents, was completed.

4.2 RESULTS OF DESCRIPTIVE STATISTIC

The demographic profiles provided in section A of the questionnaire, as well as the mean and average mean of the dependent variable and independent factors indicated in parts B, C, D, and E, are all described using descriptive analysis. A narrative or a straightforward quantitative summary can be written up using the information gathered. By contextualising the data gathered and transforming it into useful information, this summary makes it possible to grasp the research more fully.

4.2.1 DEMOGRAPHIC PROFILE

Table 4.1: Respondents' Gender

Gender	Frequency	Percentage (%)
Female	158	64.7

Male	54	35.3
Total	238	100.0

The table above displays the frequency and percentage of respondents by gender. 238 people responded to this quiz and provided responses. There were 158 of them, or 64.7% of the total, who were female. 54 responders were men, or 35.3% of the total, making up the total. According to these findings, there were more female respondents than male respondents.

Table 4.2: Respondents' Marriage Status

Status	Frequency	Percentage (%)
Single	183	76.9
Marriage	53	22.3
Divorce	2	0.8
Total	238	100.0

The age range of each responder who filled out our questionnaire is represented in this table. All respondents' marital status was separated into 3 categories. You can be single,

married, or divorced. The largest group had 183 respondents (76.9%) who identified as single. Following that, 53 (22.3%) of the respondents to the questions about marriage and 2 (0.8%) of the responders to the questions about divorce completed them.

Table 4.3: Respondent's Education Level

Education level	Frequency	Percentage (%)
Degree	24	10.1
Master's Degree	98	41.2
PhD	116	49.5
Total	238	100.0

This table displays the respondents' educational backgrounds who responded to our survey. Of those surveyed, 24 (10.1%) had a degree. This group responded to the survey with the second-highest average level of education. The next group of respondents, 98 (41.2%) had a master's degree. The most questions were completed by people with this level of education. Finally, 116 PhD holders completed the questionnaire. 49.5% of the overall proportion belonged to them.

Table 4.4: Respondents' Age Group

Age	Frequency	Percentage (%)
21 – 23 years old	53	22.3
24 – 26 years old	99	41.6
27 – 29 years old	86	36.1
Total	238	100.0

Table 4.4 displays the respondents' age groups for each respondent. 53 (22.1%) of the people surveyed identified as being between the ages of 21 and 23. Following that, 99 (41.6%) of those surveyed were between the ages of 24 and 26. 86 people between the ages of 27 and 29 then answered this questionnaire. They made up 36.1% of the entire. They are the group that received the least number of replies overall.

Table 4.5: Respondents' Occupation

Occupation	Frequency	Percentage (%)
Self - employed	54	22.3

Government worker	24	10.1
Private worker	25	10.5
Student	116	48.7
None	19	8.0
Total	238	100.0

Table 4.5 lists the jobs held by each respondent who completed this survey. Of those surveyed, 54 (22.3%) were self-employed. This group answered the questionnaire in the second-highest number. After then, 24 (10.1%) of the interviewees identified as government employees. 25 respondents, or 10.5% of all respondents, identified themselves as private workers. The questionnaire was then completed by 116 students in total. This group had the highest likelihood of completing the survey—48.7%. Additionally, 19.0% of those who answered the survey were none, or 19.0%.

Table 4.6: Respondents' Monthly Income

Monthly Income	Frequency	Percentage (%)
Less than RM1,500	188	79.4
RM1,500-2,999	9	3.8

RM3,000-4,999	16	6.7
RM5,000-6,999	24	10.1
Total	238	100.0

Table 4.6 displays the monthly income ranges for each respondent. 188 people were interviewed in total, or 79.4%, had incomes under RM1,500. In terms of the total number of questionnaires, this is also the largest category. After that, 9 (3.8%) of the respondents said they made between RM1,500 and RM2,999 each month. Furthermore, 16 respondents (6.7%) stated that their monthly salary was between RM3,000 and RM4,999. Finally, 24(10.1%) of the respondents reported monthly earnings of RM5,000–6,999. These numbers demonstrate that the respondents who filled out the survey were fairly evenly dispersed across a range of income levels.

Table 4.7: Have you visited any tourist attraction places in Kelantan, Malaysia?

Have you visited any tourist attraction places in Kelantan, Malaysia?	Frequency	Percentage (%)
Yes	204	85.7
No	34	14.3

Total	238	100.0
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This table lists the respondents who completed our survey and have visited any Kelantan, Malaysia, tourist attractions. This question merely asks for a yes or no response to determine whether respondents have been to any Kelantan tourism attractions. While as you can see, 204 out of the total respondents indicated a yes response (85.7%), while 34 out of the total respondents indicated a no response (14.3%).

Table 4.8: When was your last visit to Kelantan, Malaysia?

When was your last visit to Kelantan, Malaysia?	Frequency	Percentage (%)
A few months ago	190	79.8
A year ago	8	3.4
2 years ago	16	6.7
3 years ago and above	24	10.1
Total	238	100.0

Table 4.8 lists the respondents to the question, "When was your last visit to Kelantan, Malaysia?" A total of 190 people were interviewed at the time (79.4%). In terms of the total

number of questionnaires, this is also the largest category. Following that, 8 (3.4%) of the respondents stated that they had last visited Kelantan, Malaysia, a year prior. In addition, 16 respondents (6.7%) said they have visited Kelantan, Malaysia, within the previous two years or more. The last time 24 respondents (10.1%) visited Kelantan, Malaysia, was three years ago or more. According to these figures, respondents last travelled to Malaysia's Kelantan.

Table 4.9: What is the purpose of your trip to Kelantan?

What is the purpose of your trip to Kelantan?	Frequency	Percentage (%)
Business	6	2.5
Leisure	26	10.9
Holiday with friend or family	139	58.4
Visiting friend or family	48	20.2
Other	19	8.0
Total	238	100.0

The frequency and proportion of respondents who stated "to visit Kelantan" are displayed in the table above. 238 people responded to this quiz and provided responses. 6 of them, or 2.5% of the total, were businesses. There were 139 (58.4%) vacations spent with friends or family. Additionally, 48 of them (20.2%) were on a visit to friends or family, while

the other 19 respondents (8.0%) were elsewhere. This statistic reveals to the respondent why you are visiting Kelantan.

Table 4.10: What type of accommodation do you typically stay in while visiting Kelantan?

What type of accommodation do you typically stay in while visiting Kelantan?	Frequency	Percentage (%)
Hotel	201	84.5
Homestay	7	2.9
Guesthouse	12	5.0
Other	18	7.6
Total	238	100.0

Table 4.10 of these statistics displays the respondents who normally stay when travelling to Kelantan. Of the people surveyed, 201 (84.5%) were present at the hotel. In terms of the total number of questionnaires, this is also the largest category. Then, 7 (2.9%) of the respondents said they had stayed at a homestay. Furthermore, 12 responders (5.0%) stated that they were also recorded for guesthouses. Finally, 18 respondents (7.6%) reported that respondents stayed somewhere else.

4.2.2 MEAN AND AVERAGE MEAN OF INDEPENDENT AND DEPENDENT VARIABLES

Descriptive analysis was used to describe the mean and average mean of the independent and dependent variables. The intent of each statement is determined, and its interpretation is dependent on the level of agreement. In this study, we'll examine how respondents agree regarding the kinds of technologies they use, how often they use them, why they use them, and how satisfied tourists are in Kelantan. The data will be divided using this method, and the resulting average will be computed.

Table 4. 11: Range of Mean and Level of Agreement

Range of Mean	Level of Agree
4.51 – 5.00	Strongly Agree
3.51 – 4.50	Agree
2.51 – 3.50	Neutral
1.51 – 2.50	Disagree
1.0 – 1.50	Strongly Disagree

The mean range and level of agreement for each of the questionnaire's items are shown in Table 4. 11. When the mean range is between 1.0 and 1.50, it strongly disagrees. The figures then vary from 1.5 to 2.50, with a difference in the degree of agreement. Thus,

the neutral mean vary between 2.51 to 3.50. It shows that neither the responses nor the statement on the question were in agreement or disagreement. The answer to the question is then shown with the range of 3.51 to 4.5. Finally, a high level of agreement (strongly agree) is indicated by the mean score, which ranges from 4.51 to 5.00.

Table 4.12: Descriptive Analysis Statistic of Types of Technology Use

Item Description	N	Mean	Std. Deviation
Do you agree with the effectiveness of the use of this technology being expanded in Kelantan?	238	4.5378	.65975
The service provided through this technology is very helpful to you.	238	4.3613	.75452
Do you agree that mobile technology can expand further in Kelantan?	238	4.4538	.69048
The use of this technology should be expanded in hotels and any places in Kelantan.	238	4.5084	.67967
The use of IOT technology in hotel rooms can affect tourist satisfaction in Kelantan.	238	4.2017	.95095

This table shows the Descriptive Analysis Statistics of Types of Technology Use. The item with the greatest meaning was with the effectiveness of the use of this technology being

expanded in Kelantan.’ It had a 4.5378 mean, which is on the agreeable scale. The question with the second highest average, again at the level of agreement, was ‘The service provided through this technology is very helpful to you’ with a mean of 4.4538. The remaining questions for this independent variable, according to the data in the table, are at the neutral level. The highest result is 4.4538 and the question is do you agree that mobile technology can expand further in Kelantan? Following that means that the use of this technology should be expanded in hotels and any places in kelantan is 4.5084. Finally, the mean for the use of IOT technology in hotel rooms can affect tourist satisfaction in kelantan was 4.2017.

Table 4.13: Descriptive Analysis Statistic of Frequency of Technology Use

Item Description	N	Mean	Std. Deviation
The use of technology can increase productivity and gain a competitive advantage in the market.	238	4.4790	.70380
Adapting to adopt technology and digitalization rapidly, communication, marketing, and promotion can advance the attractive tourism sector in Kelantan.	238	4.3782	.69345
The frequency of use of digital technology can increase the sustainability of tourism products and improve the delivery of existing services.	238	4.4664	.67889
Technology is used as an easy platform to find information and attract tourists to travel.	238	4.5840	.63585

The increasingly frequent use of digital technology in tourism can benefit the tourism sector in Kelantan.	238	4.5000	.64794
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This table shows the Descriptive Analysis Statistic of Frequency of Technology Use. The item with the greatest meaning was the use of technology can increase productivity and gain a competitive advantage in the market. It had a 4.4790 mean, which is on the agreeable scale. The question with the second highest average, again at the level of agreement, was adapting to adopt technology and digitalization rapidly, communication, marketing and promotion can advance the attractive tourism sector in Kelantan with a mean of 4.3782. The remaining questions for this independent variable, according to the data in the table, are at the neutral level. The highest result is 4.5840 for the statement Technology used as an easy platform to find information and attract tourists to travel. Following that, the frequency of use of digital technology can increase the sustainability of tourism products and improve the delivery of existing services is 4.4664. Finally, the mean for the increasingly frequent use of digital technology in tourism can benefit the tourism sector in Kelantan was 4.5000.

Table 4.14: Descriptive Analysis Statistic of Purpose of Technology Use

Items Description	N	Mean	Std Deviation
The main purpose of technology in the field of tourism is to make things easier for tourists in Kelantan?	238	4.5084	.67967
The purpose of technology is to improve tourism convenience and the overall travel experience for travelers.	238	4.4160	.67449

The purpose of technology is also to coordinate and improve the booking process for travelers in the tourism industry to make it easier and more efficient.	238	4.4412	.69561
Applications such as Waze, Instagram and Facebook are examples of how technology is used to promote sustainable tourism practices, such as through smart destination management.	238	4.4874	.69191
The purpose of technology is used to promote cultural preservation and heritage tourism, such as through digital archives, virtual museums and language translation tools, to help travelers better understand and appreciate local culture and traditions such as in Kelantan.	238	4.4916	.70407

This table shows the Descriptive Analysis Statistics of purpose of Technology Use. The item with the greatest mean was the main purpose of technology in the field of tourism is to make things easier for tourists in Kelantan. It had a 4.5084 mean, which is on the agreeable scale. The purpose of technology is to improve tourism convenience and the overall experience for travelers with a mean of 4.4160. The purpose of technology is also to coordinate and improve the booking process for travelers in the tourism industry to make it easier and more efficient with a mean of 4.4412. Applications such as Waze, Instagram and Facebook are examples of how technology is used to promote sustainable tourism practices, such as through smart destination management with a mean of 4.4874. The remaining questions for this independent variable, according to the data in the table, are at the neutral level. The second highest result is 4.4916 for the purpose of technology being used to promote cultural preservation and heritage tourism, such as through digital archives, virtual museums and language translation tools, to help travelers better understand and appreciate local culture and traditions such as in Kelantan.

Table 4.15: Descriptive Analysis Statistic of Tourist Satisfaction

Items Description	N	Mean	Std Deviation
The use of technology during my visit to Kelantan enhanced my overall tourist experience.	238	4.5252	.67301
The availability of technology in Kelantan helped me plan my itinerary more effectively.	238	4.4706	.69140
The use of technology in Kelantan made it easier for me to navigate the area and find attractions.	238	4.4412	.72530
The technology used in Kelantan helped me learn more about the culture and history of the area.	238	4.4370	.73649
Overall, my satisfaction with my trip to Kelantan was positively influenced by the availability and use of technology.	238	4.5168	.70988

This table shows the Descriptive Analysis Statistic of Tourist Satisfaction. The item with the greatest mean was the use of technology during my visit to Kelantan enhanced my overall tourist experience. It had a 4.5252 mean, which is on the agreeable scale. The question with the second highest average, again at the level of agreement, was the availability of technology in Kelantan helped me plan my itinerary more effectively with a mean of 4.4706. The remaining questions for this independent variable, according to the data in the table, are at the neutral level. Next, it means the statement The use of technology in Kelantan made it easier for me to navigate the area and find attractions. Following that is mean for the

technology used in Kelantan helped me learn more about the culture and history of the area is 4.4664. Finally, the mean for The tourist satisfaction with my trip to Kelantan was positively influenced by the availability and use of technology was 4.5168.

4.3 RESULTS OF RELIABILITY ANALYSIS

A measurement of a certain spectacle that is steady and yields trustworthy results is said to as being reliable. It also has something to do with instances of repeatability. A test or piece of research is considered reliable if the results of repeated measurements with constant variables are the same. Cronbach's alpha was used to evaluate the validity of the study. Cronbach's alpha is a scale from 0 to 1 that represents the degree of internal consistency. This approach can be used to confirm the validity and reliability of the study's questionnaire.

Table 4.16: Cronbach Alpha Coefficient Values (Rule of Thumb for Result)

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor

$0.5 > \alpha$	Unacceptable
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The thumb criteria for Cronbach's Alpha are displayed in Table 4.16. The results are undesirable if the scores are less than 0.5. The connection is weak when the coefficients are frequently less than 0.6 and more than 0.5. The strength of the association is in doubt when the results fall in the range of 0.6 and 0.7. If the statistics are 0.7 or less than 0.8, the association is deemed to be acceptable. There is a good frequency of correlation between 0.8 and 0.9. On the other hand, a Cronbach's Alpha score of 0.9 or higher indicates a strong level of connection.

Table 4.17: Overall Result for Reliability Analysis

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No of Items
0.954	0.954	20

The overall result of the reliability analysis of variables, which takes into account both independent and dependent factors, is shown in the table below. The Cronbach's alpha coefficient for the variables is 0.954, which is regarded as having a fair level of internal consistency (0.9). As a result, the questionnaire used in this study is reliable, and the information gathered can be put to good use.

Table 4.18: Results for Reliability Analysis

Variables	Number of questions	Cronbach's alpha coefficient
Types of Technology of Use	5	.786
Frequency of Technology Use	5	.857
Purpose of Technology Use	5	.879
Tourist satisfaction	5	.913

The table above is the findings of SPSS showing the importance of both independent and dependent variables in this analysis. All variables exceed or decrease. All variables were more than 0.700. The questionnaire has been safely approved and how many of our questions have been used to evaluate our title 'The Effectiveness of Technology Use Among Tourist Satisfaction in Kelantan'. The Cronbach Alpha results are 0.786 for first variables which are types of technology of use. This figure is questionable in terms of internal consistency ($0.8 > \alpha \geq 0.7$) and has proven to be acceptable.

The following independent variable, frequency of technology use, was tested for validity and reliability using 5 questions. Cronbach's Alpha for this variable is 0.857. Internal consistency for this number is good ($0.9 > 0.8$). The coefficients found for the variable for these questions are accurate. The third and last independent variable in the study is the reason for using technology. 5 elements make up this variable, which has a Cronbach's Alpha value of 0.879. Internal consistency for this number is also favourable ($0.9 > 0.8$). The coefficients found for the variable for these questions are accurate.

There are five items that cast doubt on the validity of the dependent variable, tourist satisfaction. Cronbach's Alpha for this variable is 0.913, which is considered to be outstanding in terms of internal consistency (0.9). This suggests that the respondents' views on tourist satisfaction were consistent. Because all of the studies in this research are highly steady ($0.8 > 0.7$) to exceptional (0.9), they are all considered to be reliable. Last but not least, 0.954 is the overall reliability test score for all variables, which is regarded as being extremely good for reliability. Additionally, respondents may find it simpler to comprehend the questions posed to some factors if they share the respondents' perspectives and grasp of the issues raised.

4.4 RESULTS OF CORRELATION ANALYSIS

In research and studies, correlation analysis is frequently used to identify differences or connections between variables. Tourist satisfaction is the dependent variable, while the types of technology used, frequency of use, and purpose of use are the independent variables. The coefficient will be used in this study to evaluate the strength of the relationship between the independent and dependent variables. The coefficient correlations and the strength of the link based on their values as a benchmark are shown in table 4.19 below.

Table 4.19: Interpretation of Pearson Correlation Coefficient Value

Correlation Coefficient Value	Strength of Correlation
$r = 1$	Perfectly Positive
$0.5 < r < 1$	Strongly Positive

$r = 0.5$	Moderately Positive
$0 < r < 0.5$	Weakly Positive
$r = 0$	No Correlation
$-0.5 < r < 0$	Weakly Negative
$r = -0.5$	Moderately Negative
$-1 < r < -0.5$	Strongly Negative
$r = -1$	Perfectly Negative

Hypothesis 1

H₁₀: There is no relationship between Types of Technology Use and Tourist Satisfaction.

H_{1a}: There is a relationship between Types of Technology Use and Tourist Satisfaction.

Table 4.20: Relationship between Types of Technology Use and Tourist Satisfaction

		Types of Technology Use	Tourist Satisfaction
Types of Technology Use	Pearson Correlation	1	.775**
	Sig. (2-tailed)		<.001
	N	238	238
Tourist Satisfaction	Pearson Correlation		1
	Sig. (2-tailed)	238	238
	N		

The table above depicts the link between types of technology use and tourist satisfaction. The explanation of the result 0.775 is that there is a strongly positive correlation between the two variables. This indicates that the majority of respondents feel that types of technology use is the best way to know what the best thing is somewhere.

Hypothesis 2

H2₀: There is no relationship between frequency of technology use and tourist satisfaction

H2_a: There is a relationship between frequency of technology use and tourist satisfaction

Table 4.21: Relationship between frequency of technology use and tourist satisfaction

		Frequency of Technology Use	Tourist Satisfaction
Frequency of Technology Use	Pearson Correlation	1	.773**
	Sig. (2-tailed)		<.001
	N	238	238
Tourist Satisfaction	Pearson Correlation		1
	Sig. (2-tailed)		
	N	238	238

The table above illustrates the link between the independent variable (frequency of technology use) and the dependent variable (tourist satisfaction). The result of 0.773 is explained by the two variables' positive correlation. This indicates that a significant portion of respondents think frequent usage of technology and visitor happiness are related.

Hypothesis 3

H3₀: There is no relationship between the purpose of technology use and tourist satisfaction.

H3_a: There is a relationship between the purpose of technology use and tourist satisfaction.

Table 4.22: Relationship between the purpose of technology use and tourist satisfaction

		Purpose of Technology Use	Tourist Satisfaction
Purpose of Technology Use	Pearson Correlation	1	.796**
	Sig. (2-tailed)		<.001
	N	238	238
Tourist Satisfaction	Pearson Correlation		1
	Sig. (2-tailed)		
	N	238	238

The table above shows the link between the independent variable (purpose of technology use) and the dependent variable (tourist satisfaction). The result of 0.796 can be explained by the two variables' strong positive correlation. This suggests that a significant number of respondents believe there is a link between the goal of technology use and visitor satisfaction. The independent variable will therefore have an impact on the dependent variable.

Table 4.23: Relationship of Effectiveness of Technology Use Among Tourist Satisfaction

		TT	FT	PT	TS
TT	Pearson Correlation	1	.764	.735	.775
	Sig. (2-tailed)		<.001	<.001	<.001
	N	238	238	238	238
FT	Pearson Correlation	.764	1	.829	.773
	Sig. (2-tailed)	<.001		<.001	<.001
	N	238	238	238	238
PT	Pearson Correlation	.735	.829	1	.796

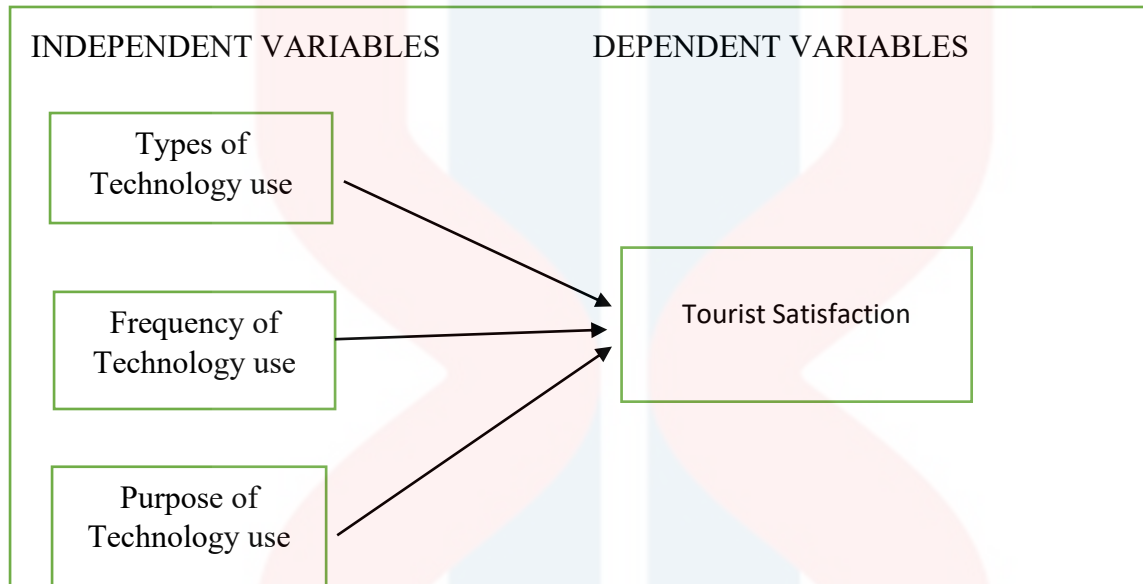
	Sig. (2-tailed)	<.001	<.001		<.001
	N	238	238	238	238
TS	Pearson Correlation	.775	.773	.796	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	238	238	238	238

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

The association between the dependent variable, tourist satisfaction and the three independent variables, types of technology of use (TT), frequency of technology use (FT), and purpose of technology use (PT) are shown in Table 4.23. Types of technology of use, frequency of technology use and purpose of technology use have a positive correlation with tourist satisfaction. The connection between types of technology of use, frequency of technology use and purpose of technology use with tourist satisfaction is positive and has a strong correlation. As a result, this information demonstrates that all independent variables are linked to dependent variables.

4.5 FRAMEWORK ANALYSIS

Figure 4.1: Correlation between Types of Technology Use, Frequency of Technology Use, purpose of technology use and tourist satisfaction



The data values for the significant independent factors in relation to the dependent variable are shown in Figure 4.1. Three independent variables—the types of technology used, the frequency of technology usage, and the purpose of technology use—showed a substantial link with the dependent variable, tourist satisfaction. The goal of technology use has the greatest Pearson correlation of 0.796 among these independent variables. The second highest Pearson correlation value for technology use types is 0.775. The frequency of technology use has a Pearson correlation of 0.773. As a result, the respondents' responses to the questions on the types, frequency, and purpose of their use of technology are three distinct factors that are related to how satisfied they were as tourists. However, because the correlation between the independent and dependent variables is weak, the correlation between them is only mild.

4.6 SUMMARY

The findings of this study show that a number of variables affect visitor satisfaction. 238 people have taken part in this study. The results showed that a larger percentage of the respondents were single. The bulk of respondents are both independent contractors and students. However, the vast majority of respondents fall into one of the other groups. They were between the ages of 21 and 30, demonstrating that the study's diversity was assured.

The descriptive analysis statistic of frequency of technology use with the higher mean score is 4.584, and the descriptive analysis statistic of visitor satisfaction with the second highest mean score is 4.5168, according to the data reviewed. 4.5084 is the third highest mean score, according to a descriptive study statistic of the many forms of technology utilised and their intended uses. The findings of the descriptive analysis show that most respondents agree that the content of the independent factors influences the dependent variables.

Next, the variable with the highest reliability test score was visitor pleasure. It had a 0.913 index. The second-highest reliability test result was obtained for the purpose of using technology, with a score of 0.879. The frequency of technology use reliability test result, which has an index of 0.857, comes in third place. With a score of just 0.786, the sorts of technology of use reliability test result comes in last. Due to a strong correlation between the questions used to evaluate this, the reliability test index remains stable.

In conclusion, the highest Pearson the aim of using technology has a correlation value of 0.796. Next in line are the types of technology used, which have a correlation value of 0.775, and frequency of use, which has a correlation value of 0.773. Types of technology use, frequency of technology use, and purpose of technology use are consequently three distinct factors that are related to respondents' pleasure with tourists. The correlation between the independent and dependent variables, however, is only moderate because it is weak.

CHAPTER 5

RECOMMENDATION

5.1 INTRODUCTION

The findings from Chapter 4 are expanded upon in this chapter. The conversation will come to a close, and the researcher will leave the reader with something to think about. In addition, this chapter discusses the difficulties the researcher encountered, and potential future actions related to this study. The public release of study findings marks the chapter's conclusion.

5.2 RECAPITULATION OF THE FINDINGS

This chapter's explanation of recapitulation based on the findings is written in this section, and it is based on the study's goals, questions, and premise.

5.2.1 RELATIONSHIP BETWEEN TYPES OF TECHNOLOGY USE AND TOURIST SATISFACTION

The association between types of technology use and tourist satisfaction was the study's first research topic. This also serves as a response to the initial aim and hypothesis. The study aims, questions, and hypotheses are listed in Table 5.1.

Table 5.1: Research Objective 1 and Research Question 1

No	Research Objective (RO)	Research Question (RQ)
1	To investigate the connection between technology use and tourist satisfaction in Kelantan, Malaysia.	How does technology use impact tourist satisfaction in Kelantan, Malaysia?

H1_a: There is a relationship between types of technology use and tourist satisfaction.

The findings of hypothesis H1 in Chapter 4 were assessed to address RQ1. According to H1, there is a direct correlation between the utilisation of various forms of technology and visitor happiness. The findings show that the strongly positive correlation coefficient is 0.775 at a p value of 0.01, which is less than the very significant threshold of 0.001. H1 was consequently approved. The investigation was conducted to look into the relationship between technology use and visitor satisfaction in Kelantan, Malaysia. In reality, the technologies used will affect how satisfied tourists are.

5.2.2 RELATIONSHIP BETWEEN FREQUENCY OF TECHNOLOGY USE AND TOURIST SATISFACTION

The association between frequency of technology and tourist satisfaction was the study's second research topic. This is also in order to respond to the second aim and hypothesis. The study aims, questions, and hypotheses are listed in Table 5.2.

Table 5.2: Research Objective 2 and Research Question 2

No	Research Objective (RO)	Research Question (RQ)
2	To describe which specific aspects of technology use are most critical in determining tourist satisfaction levels in Kelantan.	What specific aspects of technology use are most critical in determining tourist satisfaction levels in Kelantan?

H2_a: There is a relationship between frequency of technology use and tourist satisfaction

The data of hypothesis H2 were assessed to provide a response to RQ2. Tourism pleasure and the frequency of technology use are strongly correlated, according to H2. The findings show a strongly positive correlation with a p value of 0.01, which is below the 0.001 level of statistical significance, and a correlation coefficient of 0.773. Therefore, H2 is approved.

This may be because some technological features play a key role in deciding how satisfied tourists are in Kelantan. The majority of respondents, according to the poll's findings, would constantly pay attention to the frequency of technology used to learn how well it served to satisfy tourists and receive comments from other social media users. For instance, the majority of Malaysians use social media sites like TikTok, Instagram, and Facebook to learn about new forms of tourism and to check the favourable comments. In addition, a lot of people will think the attraction is the ideal spot to go.

5.2.3 RELATIONSHIP BETWEEN PURPOSE OF TECHNOLOGY USE AND TOURIST SATISFACTION

The association between the purpose of technology use and tourist satisfaction was the study's third research question. This is also in order to respond to the third aim and hypothesis. The study aims, questions, and hypotheses are listed in Table 5.3.

Table 5.3: Research Objective 3 and Research Question 3

No	Research Objective (RO)	Research Question (RQ)
3	To examine how technology use may vary among different types of tourists visiting Kelantan.	How does technology use vary among different types of tourists visiting Kelantan, such as cultural tourists, adventure tourists, and beach tourists?

H3.: There is a relationship between purpose of technology use and tourist satisfaction

The results of hypothesis H3 were assessed to address RQ3. There is a significant correlation between the purpose of technology use and H3, claims H3. The data show a substantially positive correlation coefficient of 0.796 with a p value of 0.01, which is less than the 0.001 threshold for highly significance. H3 was consequently approved. The majority of respondents, according to the survey's results, will look at how different types of visitors to Kelantan may use technology differently.

For example, many consumers will discuss how technology use varies among different types of tourists visiting Kelantan, such as cultural tourists, adventure tourists, and beach tourists. As a consequence, the findings of this study indicate that the purpose of technology use can help many people to survey any best place that they have.

5.3 LIMITATIONS

While this study on the effectiveness of technology use among tourist satisfaction in Kelantan provides valuable insights into the subject, there were several limitations that should be taken into consideration. One of the limitations was the sample size. The study only focused on a specific group of tourists who visited Kelantan during a certain period of time. This may not represent the entire population of tourists who visited Kelantan. Therefore, the results of this study may not be generalizable to all tourists visiting Kelantan.

Another limitation is the use of a self-administered questionnaire as the main data collection tool. While it is a common research method, it has some drawbacks such as social desirability bias, respondent fatigue, and inaccurate responses. Respondents may have given answers that are socially acceptable or desirable, rather than their true thoughts or feelings. Additionally, some respondents may have found the questionnaire too lengthy or complex, which may have affected the accuracy of their responses.

Furthermore, this study did not consider the influence of external factors such as the weather, political stability, or economic conditions on the tourists' satisfaction. These factors may have had a significant impact on the tourists' experience and satisfaction levels.

Therefore, the study's findings may not fully represent the relationship between technology use and tourist satisfaction.

Another limitation is that the study only focused on the types of technology used by tourists and did not consider the quality of the technology or the context in which it was used. Some tourists may have had a positive experience with technology because it was used in an appropriate manner or provided an innovative experience, while others may have had a negative experience because of poor quality or a lack of context. Finally, this study did not consider the cultural differences of the tourists. Kelantan has a unique culture, and some tourists may have different expectations and preferences that are specific to their cultural background. Therefore, the study's findings may not fully represent the relationship between technology use and tourist satisfaction for all tourists visiting Kelantan, regardless of their cultural background.

Overall, while this study provides valuable insights into the effectiveness of technology use among tourist satisfaction in Kelantan, it is important to acknowledge these limitations and consider them when interpreting the study's findings.

5.4 RECOMMENDATIONS

The first suggestion is that in order to increase the credibility of the results, researchers should recruit more respondents. Responders may still collect additional data to increase the research's diversity and dependability even though the typical study limit is 238 respondents. Researchers must also make the questionnaire's questions easier to understand so that respondents can respond more quickly and easily. Researchers should make an effort to locate more people who are interested in tourism technology online to provide answers in order to improve the accuracy of the findings.

Based on the findings of this research, several recommendations can be made to improve the effectiveness of technology use among tourist satisfaction in Kelantan. Firstly, it is recommended that the Kelantan State Tourism Board continues to invest in the development and improvement of mobile applications that provide information and assistance to tourists. This can include features such as real-time updates on local events and attractions, as well as interactive maps and directions to popular destinations.

Secondly, tourism businesses in Kelantan should be encouraged to adopt and integrate technology into their operations. This can include the use of online booking and payment systems, digital marketing strategies, and the implementation of smart technologies such as automated check-in and check-out systems in hotels. Thirdly, there is a need to provide adequate training and support to tourism industry professionals on the effective use of technology. This can include training programs on how to use mobile applications and social media platforms to engage with tourists, as well as how to collect and analyze data to improve business operations and customer experiences.

Fourthly, it is recommended that the Kelantan State Tourism Board work collaboratively with local technology companies to create innovative and customized solutions that cater to the unique needs of tourists visiting Kelantan. This can include the development of augmented reality applications that provide immersive experiences of Kelantan's culture and heritage. Lastly, there is a need for ongoing monitoring and evaluation of the effectiveness of technology use among tourist satisfaction in Kelantan. This can include regular surveys and data analysis to identify areas of improvement and to inform future investment and development in this area.

In conclusion, the recommendations above can help to improve the effectiveness of technology use among tourist satisfaction in Kelantan. By investing in technology and providing adequate training and support to tourism industry professionals, Kelantan can enhance its tourism offerings and attract more visitors, leading to greater economic benefits for the state.

5.5 SUMMARY

In conclusion, the purpose of this study was to find out more about how well technology contributes to visitor happiness. This study may serve as a resource for other researchers looking into the relationship between technology use and tourist satisfaction. Conclusions were reached utilising the results of further analysis of the data obtained in Chapter 4 using the Statistical Package for the Social Sciences (SPSS). Therefore, it can be said that visitor pleasure is moderately influenced by the types, frequency, and purpose of technology use. Therefore, it is predicted that all the information gathered throughout this investigation will assist associated parties in making money and profit.

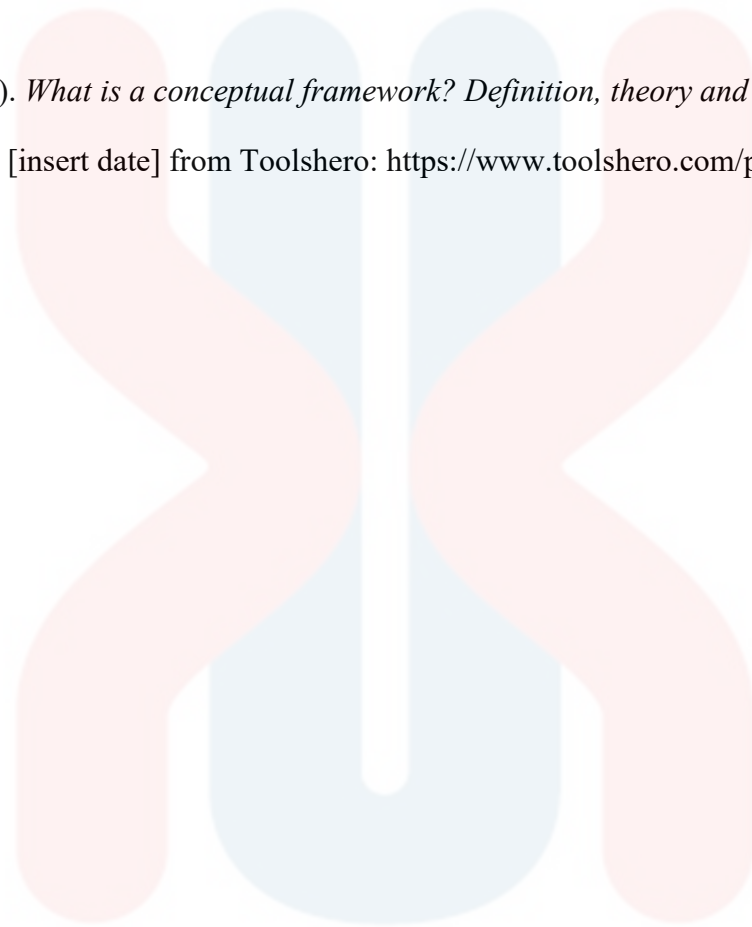
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APPENDICES

TURNITIN CHAP 1-5			
ORIGINALITY REPORT			
20%	18%	4%	5%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS
PRIMARY SOURCES			
1	discol.umk.edu.my <small>Internet Source</small>	10%	
2	umkeprints.umk.edu.my <small>Internet Source</small>	1%	
3	Kafyulilo, Ayoub, Petra Fisser, and Joke Voogt. "Factors affecting teachers' continuation of technology use in teaching", Education and Information Technologies, 2015. <small>Publication</small>	1%	
4	epubs.scu.edu.au <small>Internet Source</small>	1%	
5	Submitted to University of Florida <small>Student Paper</small>	<1%	
6	Richard George. "Marketing Tourism and Hospitality", Springer Science and Business Media LLC, 2021 <small>Publication</small>	<1%	
7	Submitted to Universiti Malaysia Kelantan <small>Student Paper</small>	<1%	

8	repository.up.ac.za <small>Internet Source</small>	<1%
9	"Tourism Products and Services in Bangladesh", Springer Science and Business Media LLC, 2021 <small>Publication</small>	<1%
10	Submitted to Franklin University <small>Student Paper</small>	<1%
11	etd.uum.edu.my <small>Internet Source</small>	<1%
12	ir.unimas.my <small>Internet Source</small>	<1%
13	repository.smuc.edu.et <small>Internet Source</small>	<1%
14	umk.edu.my <small>Internet Source</small>	<1%

**THE EFFECTIVENESS OF THE TECHNOLOGY USE AMONG TOURIST
SATISFACTION IN KELANTAN**

Assalamualaikum and greetings to all respondent.

We are Bachelor of Entrepreneurship (Tourism) students with honors from University Malaysia Kelantan (UMK). As part of our Final Year Research Project, we are currently conducting a survey on the " The Effectiveness of The Technology Use Among Tourist Satisfaction in Kelantan " .

We hope you can help us by completing this online questionnaire. Your personal information and data will not be disclosed nor used for any other purpose than academic purposes only. This survey will take only about 3 to 5 minutes of your time.

We sincerely appreciate your participation. Thank you in advance for your participation.

Prepared by:

NOOR ATIRRAH BINTI ANUAR (H20A1353)

NOOR SHAFAWANI BINTI NORDIN (H20A1357)

NOOR SYAMIMI BINTI MOHD NOOR (H20A1360)

NOORSHAHIDA BINTI ABDULLAH (H20A1365)

PART A: DEMOGRAPHIC PROFILE

Part A consists of 10 question. In this section, researcher will ask about simple respondent's demographic information. Please tick (/) in your answer.

Bahagian A mengandungi 10 soalan. Dalam bahagian ini, penyelidik akan bertanya mengenai maklumat demografi responden mudah. Sila tandakan (/) dalam jawapan anda

1. What is your gender?

- a) Male
- b) Female

2. What is your marriage status?

- a) Single
- b) Married
- c) Divorced

3. What is your level of education?

- a) Degree
- b) Master's degree
- c) PhD

4. What is your age?

- a) 21-23 years old
- b) 24-26 years old
- c) 27-29 years old

5. What is your occupation?

- a) self- employed
- b) government worker
- c) private worker
- d) Student
- e) None

6. What is your monthly income?

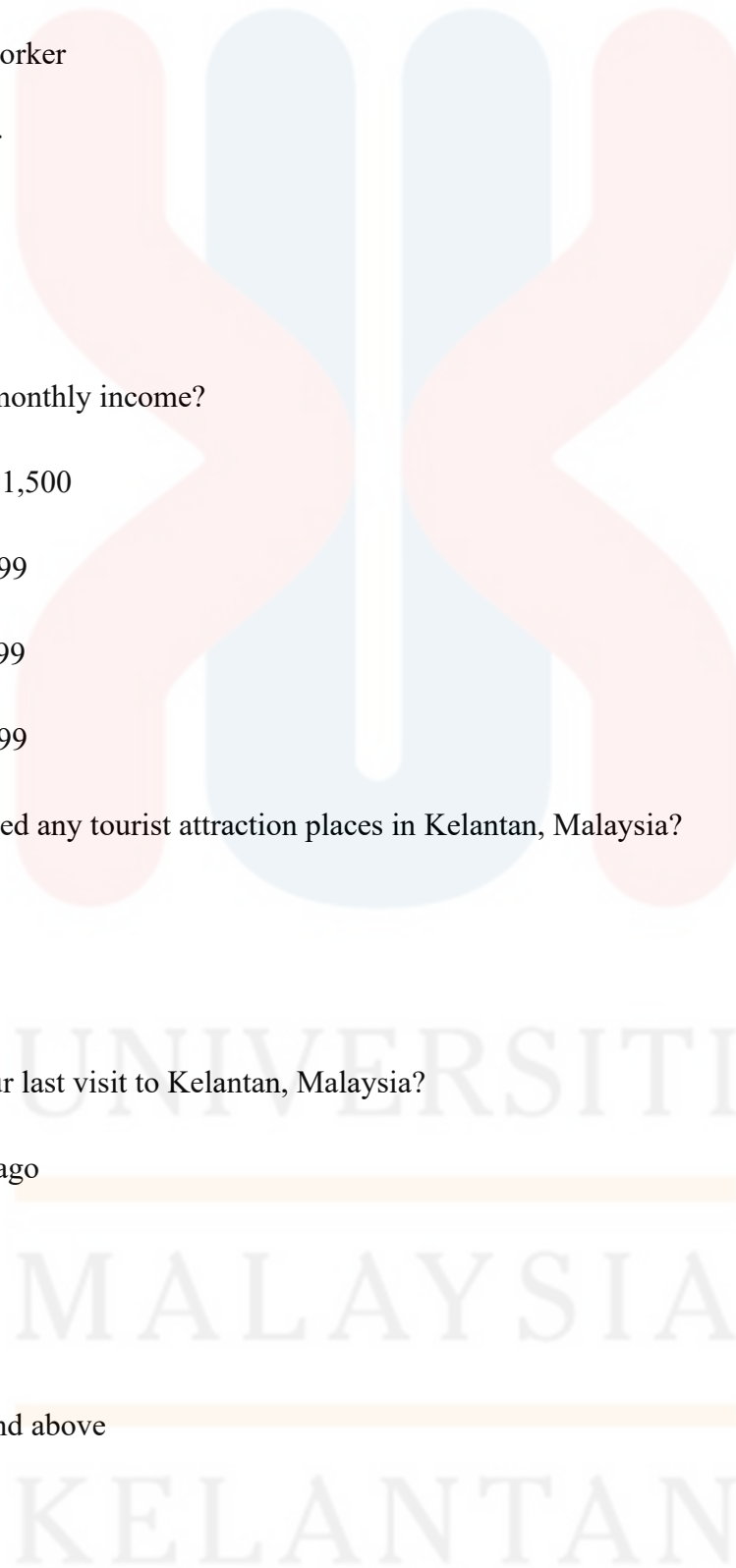
- a) Less than RM 1,500
- b) RM 1,500-2,999
- c) RM 3,000-4,999
- d) RM 5,000-6,999

7. Have you visited any tourist attraction places in Kelantan, Malaysia?

- a) yes
- b) no

8. When was your last visit to Kelantan, Malaysia?

- a) a few months ago
- b) a year ago
- c) 2 years ago
- d) 3 years ago, and above



9. What is the purpose of your trip to Kelantan?

- a) Business
- b) Leisure
- c) holiday with friend and family
- d) Visiting friends or family

10. What type of accommodation do you typically stay in while visiting Kelantan?

- a) Hotel
- b) Homestay
- c) Guesthouse
- d) Other

PART B: TYPES OF TECHNOLOGY USE

Based on your opinion, please indicate the most appropriate response with the scale given below. You are free to indicate your response between one (1) for Strongly Disagree to five (5) Strongly Agree.

Berdasarkan pendapat anda, sila nyatakan sambutan yang paling sesuai dengan skala yang diberikan di bawah. Anda boleh memilih jawapan antara satu (1) untuk Sangat Tidak Setuju sehingga lima (5) Sangat Setuju.

1) Do you agree, with the effectiveness of the use of this technology being expanded in Kelantan.

- a- strongly disagree
- b- disagree
- c- neutral

d- agree

e- strongly agree

2) the service provided through this technology very helpful to you.

a - strongly disagree

b -disagree

c- neutral

d- agree

e- strongly agree

3) Do you agree that mobile technology can be expand further in kelantan.

a- strongly disagree

b- disagree

c- neutral

d- agree

e- strongly agree

4) The use of this technology should be expanded in hotel and any places in kelantan

a- strongly disagree

b- disagree

c- neutral

d- agree

e- strongly agree

5) The use of IOT technology in hotel rooms can affected tourist satisfaction in kelantan

- a- strongly disagree
- b- disagree
- c - neutral
- d- agree
- e- strongly agree

PART C: FREQUENCY OF TECHNOLOGY USE

Based on your opinion, please indicate the most appropriate response with the scale given below. You are free to indicate your response between one (1) for Strongly Disagree to five (5) Strongly Agree.

Berdasarkan pendapat anda, sila nyatakan sambutan yang paling sesuai dengan skala yang diberikan di bawah. Anda boleh memilih jawapan antara satu (1) untuk Sangat Tidak Setuju sehingga lima (5) Sangat Setuju.

1. The use of technology can increase productivity and gain a competitive advantage in the market.

- a- strongly disagree
- b- disagree
- c - neutral
- d- agree
- e- strongly agree

2. Adapting to adopt technology and digitization rapidly, communication, marketing and promotion can advance the attractive tourism sector in Kelantan.

a- strongly disagree

b- disagree

c - neutral

d- agree

e- strongly agree

3. The frequency of use of digital technology can increase the sustainability of tourism products and improve the delivery of existing services.

a- strongly disagree

b- disagree

c - neutral

d- agree

e- strongly agree

4. The increasingly frequent use of digital technology in tourism can benefit the tourism sector in Kelantan.

a- strongly disagree

b- disagree

c - neutral

d- agree

e- strongly agree

5. Technology used as an easy platform to find information and attract tourists to travel.

a- strongly disagree

b- disagree

c - neutral

d- agree

e- strongly agree

PART D: PURPOSE OF TECHNOLOGY USE

Based on your opinion, please indicate the most appropriate response with the scale given below. You are free to indicate your response between one (1) for Strongly Disagree to five (5) Strongly Agree.

Berdasarkan pendapat anda, sila nyatakan sambutan yang paling sesuai dengan skala yang diberikan di bawah. Anda boleh memilih jawapan antara satu (1) untuk Sangat Tidak Setuju sehingga lima (5) Sangat Setuju.

1. The use of technology during my visit to Kelantan enhanced my overall tourist experience.

1 - Strongly disagree

2 - Disagree

3 - Neutral

4 - Agree

5 - Strongly agree

2. The availability of technology in Kelantan helped me plan my itinerary more effectively.

1 - Strongly disagree

2 - Disagree

3 - Neutral

4 - Agree

5 - Strongly agree

3. The use of technology in Kelantan made it easier for me to navigate the area and find attractions.

1 - Strongly disagree

2 - Disagree

3 - Neutral

4 - Agree

5 - Strongly agree

4. The technology used in Kelantan helped me learn more about the culture and history of the area.

1 - Strongly disagree

2 - Disagree

3 - Neutral

4 - Agree

5 - Strongly agree

5. Overall, my satisfaction with my trip to Kelantan was positively influenced by the availability and use of technology.

1 - Strongly disagree

2 - Disagree

3 - Neutral

4 - Agree

5 - Strongly agree