



UNIVERSITI
MALAYSIA
KELANTAN

**FACTORS INFLUENCING VISITOR'S AWARENESS LEVEL AND VISITOR'S
SATISFACTION LEVEL TOWARDS SAFETY IN TOK BALI, KELANTAN**

FACULTY OF HOSPITALITY, TOURISM, AND WELLNESS

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The development of all other sectors depends on the research field. People have been able to create and develop a large range of creations and adaptations in their lives because of the various research projects and theses that have been produced in the past. It should not come as a surprise, then, to study and use the techniques from this subject in future theses and projects. This research report will be very helpful to people working in the tourist sector as they develop and improve new products.

As such, we hope this research project will do well in grading for the final assessment.

Thank you.

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The study's historical context Malaysia's Kelantan state. As the nation's capital and the royal family's residence, Kota Bharu serves as both. Its Arabic honorific is Darul Naim ("The Blissful Abode"). In the northeaster portion of the peninsula, in Kelantan, there are beautiful paddy fields, attractive fishing communities, and beaches bordered with coconut trees. Kelantan is an agricultural state. Due to Kelantan's relative seclusion and predominant agricultural lifestyle, its culture differs from Malay culture in the rest of the peninsula. This can be seen in the cuisine, arts, and the unusual Kelantan's Malay dialect, which even some speakers of standard Malay find difficult to understand. Tok Bali is a location that tourists should not skip seeing while in Kelantan.

It has recently served as an alternative point of departure for travelers heading to the Perhentian Islands. There are rumours that taxi drivers receive a substantial commission for dropping off passengers here as opposed to the primary exit point at Kuala Besut, further south. Fishing is the main form of income for the people of Tok Bali. Meanwhile, here there is also the history name of the destination. It was created by an event that had previously occurred. Some said that it originated in Bali, Indonesia, from the pomelo fruit, the tree, or the tree itself. In reality, Tok Bali is an Indonesian fisherman from Bali. He was received by people when he reached at Tok Bali's beach. People have shared him with food and shelter. So, started with the moment, the place was called and known as Tok Bali. So here we were decided to make the research about the visitors' awareness level and visitors' satisfaction level towards safety in Tok Bali

1.2 PROBLEM STATEMENT

Beside pro about Pantai Tok Bali in our research towards the visitor's awareness level and the visitor's satisfaction level towards the safety prepared, we also had the cons when we had identified that there are some problems at the destination, especially related to the environment. Tok Bali is already well known because of its beautiful landscapes, but some irresponsible guests that come here fail to participate in order to maintain the stunning beauty at the beach, which negatively impacts the view. For example, there is a problem with the beach's current condition. One of the visitors is reporting about this in the newspaper. She says that the current view doesn't look too appealing as the flood has badly impacted the state.

Additionally, the content provided describes the perception of the careless visitors who damaged the view there when they just put up the People stacked consumption like old plastic bottles, rotting wood, and dry leaves along the sandy beach that was bordered by casuarina and coconut palms without feeling guilty. The situation will affect the visitors when they feel uncomfortable with the current view during their holiday. It is also will make them be unsatisfied with the destination. It is because the issue about the environment is one of the serious issues that will affect the quality of view for the destination. So that, there are a few ways should be done in order to solve the problem. If the issue is not able to be solved, maybe we are not able to attract the visitors to visit at Pantai Tok Bali.

In addition, Tok Bali is also faced the issue of boats. For example, there is one problem when One of the causes leading to the fall in fishing boat landings at Tok Bali, Pasir Puteh is deep sea boat owners' inability to increase the vessel capacity owing to high operating expenses. Tuan Saripuddin Tuan Ismail, chairman of the State Agriculture, Agro-based Industries, Biotechnology, Green Technology, and Environment Committee, stated that based on the Kelantan State.

According to the Fisheries Department, the depreciation of the ringgit was not the primary factor impacting or influencing the number of landings in Kelantan. "The issue has developed partially because the number of current licences is dwindling, and it is difficult to renew them since there are not enough crew members who hold Temporary Employment Visit Permits (PLKS) and the remaining boats are ageing. So here the significant ways should be suggesting to solve all the problem related the issue of the boat.

1.3 RESEARCH QUESTION

A research question is "a question that a research project sets out to answer". In this research, the research question is the following:

1. What is the relationship local tourists with satisfaction level toward safety in Tok Bali?
2. What is the relationship knowledge with satisfaction level toward safety in Tok Bali?
3. What is the relationship infrastructure with satisfaction level toward safety in Tok Bali?
4. What is the relationship local culture with satisfaction level toward safety in Tok Bali?

1.4 RESEARCH OBJECTIVE

The purpose of this research study is:

RO1: To identify local tourists' factors that influence satisfaction level toward safety in Tok Bali.

RO2: To identify knowledge factors that influence satisfaction level toward safety in Tok Bali.

RO3: To identify infrastructure factors that influence satisfaction level toward safety in Tok Bali.

RO4: To examine local culture factors satisfaction level toward safety in Tok Bali.

1.5 SCOPE OF STUDY

The scope of this study is focused on problems that will affect the public safety in Tok Bali area is at a certain level. Many studies show that the role of service quality is very important to maintain and control the level of satisfaction with something in line with the definition of satisfaction which is the pleasure we feel when doing something. We focus on tourists who have come to the area because we know they have definitely had an experience when they come to the area. So, high quality of service is important because they need to save their money and spend it properly. On the other hand, the level of satisfaction also plays an important role in ensuring that their mood and mental health are in good condition. To do that, this study will find out their level of satisfaction with the Tok Bali Beach area.

1.6 SIGNIFICANCE OF THE STUDY

Our research's primary focus is on generation Y. Generation Y is the generation born between 1980 and 1995. Generation Y is also the millennial or millennial generation that uses technology a lot. (Kuoperschmidt,2000 in Putra,2016). This is because generation Y is more committed in deciding and openness. Generation Y will also have a higher level of awareness and high concern for safety if they visit a place. For example, they will learn from their mistakes with awareness in themselves. Therefore, focusing on generation Y is very beneficial because they know about tourism. This will give a high chance of attracting more tourists from outside to come to Tok Bali because they upload in social media like, Instagram, Tiktok, Facebook and so on. This will be able to advance the tourism sector in our country.

1.7 DEFINITION OF TERMS

○ SAFETY

Tourism amenities and high standards depend on safety and security. The success or failure of a tourism location is more dependent on the capacity to provide visitors with a safe and secure environment than on any other economic activity. The result of the WTO's careful research is this document. It examines both regional and governmental planning problems. Along with ideas for brochures, case studies for the various sectors of tourism are also provided.

○ AWARENESS

The state of being aware of something. It is more specifically the capacity to understand, experience, or be aware of events on a personal level. Another definition states that it is a state in which someone is aware of particular information and can immediately apply it to a wide range of behavioural behaviours. Often used as an alternative name for consciousness, the concept is also considered to constitute awareness itself.

○ LOCAL CULTURE

Local culture refers to a nation's particular behaviours, values, and traditions, including everything from what people eat and wear to how they work and interact. Every trip revolves around interacting with the people (Reisinger & Turner, 2003). According to Carmichael (2005), social interaction between visitors and locals is a crucial and enduring component of the travel experience (Morgan & Xu, 2009).

○ KNOWLEDGE

Knowledge is a subjective part of the tourist experience that involves learning and education (Morgan & Xu, 2009). People can decide where to go and what to do when they get there based on how much they like to learn (Poria, Butler, & Airey, 2004). Hirschman and Holbrook (1982) says that consumption feelings can lead to fun, enjoyment, and feelings of pleasure, and that the stream of associations can lead to learning. (McKercher & du Cros, 2002) tell that traveller can learn a lot from their travel experiences. This learning comes in the form of new practical skills, knowledge, practical wisdom, and consciousness.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

Nowadays, tourism has been recognized as a significant international economic activity. Industries, non-profits, and academic institutions have all begun to pay more attention to the activity as its importance has increased. It has become widely recognized that the definition of "tourism" has changed over the past several decades (Vanhove, 2005) and now involves a dynamic element (temporary travel), a static element (staying in a specific area other than the tourist's usual place of work and residence), and financial consequences (facilities and services provided). Because of that, there are many attractions in Pantai Tok Bali, Bachok, Kelantan.

Environmental awareness is acknowledging the existence, utilizing experience to understand circumstances and the information acquired by individuals (Grob 1995). Physical resource sustainability is ascribed to community awareness, especially with regard to the preservation of mangrove forests, which in return results in a decrease of activities that may otherwise destroy mangroves (FAO 2007).

According to Cronin and Brady (2000), customer satisfaction has drawn a lot of interest in the literature devoted to this topic because of its capacity to influence consumer behavior and retention. Several approaches are used to characterize the satisfaction of the consumer, such as cognitive and emotive methods as well as techniques that emphasize the specifics or accumulated nature of the purchase (Hoest & Knie-Anderson, 2004). Most academics point out that measuring customer satisfaction has been a crucial component of a process intended to increase the quality of

a product, which in turn increases a company's competitive advantage (Shergill & Sun, 2005). Eventhough it is well acknowledged that customer happiness is the cornerstone to any organization's success, there is ambiguity surrounding what really constitutes satisfaction and how businesses may attain it. In their study one the characteristics of Spanish travellers, Joaquin Alegre and Llorenç Pou (2002) discovered that cultural and demographic factors are important in influencing travel choices.

2.2 DEPENDENT VARIABLE

2.2.1 DEFINITION OF DEPENDENT VARIABLE

The effect is the dependent variable. Its value changes as the independent variable, which is the criterion, exogenous outcome, changes. What a researcher tries to explain is variation in the dependent variable. The dependent variable ought to shift if the variables that are independent of it are changed in an experiment. This means that the other measured variables should also change. It is what was expected to happen. Safety is a state in which things that could cause physical, mental, or material harm are controlled to protect the health and well-being of individuals and the community as whole. When we travel, we place a high value on safety. We also had to be cautious about our safety in Tok Bali, Bachok Kelantan, because it was a popular tourist destination. It's because Tok Bali, Bachok is a congested area. As a result, we must be vigilant in case something like kidnapping occurs. Essentially, the relationship between independent and dependent variables refers to all of the factors that can influence visitors' safety awareness and satisfaction.

2.2.2 ANTECEDENT OF DEPENDENT VARIABLE

Satisfaction is the pleasure you feel when you accomplish or obtain something that you desire or require. If visitors are satisfied with their destinations, the case for continued support will be greatly strengthened. This would be in addition to other measures such as visitor numbers, expenditure, and so on (Hing & Dimmock, 1998). A degree of satisfaction with safety in Tok Bali is impressive because tourists who come to Tok Bali like what attractions in Tok Bali. It is because the infrastructure in Tok Bali is excellent and tools to understand with a pleasurable experience. A destination that is free of pollution will unquestionably assure visitors that their safety is of the finest quality. For example, Tok Bali is one of the best places to visit because it is free of pollution, such as air pollution, river pollution, and other types of pollution. As a result, visitors will acquire water from a reliable source.

2.3 INDEPENDENT VARIABLE

Everything we produce and exchange as a part of our life in the area where we live or work is referred to as local culture. The local culture values people's skill in going about their daily lives. (Wallace Stegner, the locational Sense, 1983. The local culture that can be seen in Tok Bali is the group of people who care about safety when something unwanted happens to their family or the surrounding. For example, in Tok Bali, the local community greetings to you from abroad who come for vacation and want to experience the culture of our community. Residents of Tok Bali will treat international visitors well due to the community's promotion of the local culture there. This will make the safety of tourists who come will be more guaranteed if something unwanted happens. Overall, Matt the level of awareness and satisfaction of visitors is very important for a recreational place like Tok Bali because this will have a good or bad effect on the development of security.

Therefore, local culture is very important and needs to be maintained by the local community in all matters because it will make the attraction more widespread and become the focus of tourists.

2.4 Knowledge level of visitors

Knowledge may refer to understanding facts or having real skills, but it can also mean being familiar with things or situations. Knowledge of facts, also called propositional knowledge, is sometimes defined as factual thought that is different from opinion or speculation because it is based on reasoning. The majority of philosophers agree that propositional understanding is a type of real belief, but there are many philosophical disagreements about justification, such as whether or not it is important, how to understand it, and whether or not something else is also needed.

Based on the information, knowledge is too important for all the people same as the visitors. Knowledge also has the certain level. The visitors with the high level of knowledge about information in tourism sector surely will be considered to all the aspect about the destination that they visited maybe about the in education, health care, policy of tourism at a destination, tourism safety or others. For the policies, the visitors surely should follow the instruction from the super educate the users about acceptable information security behaviour.

Based on past study, IS may better security of data when clear rules are in place (Straub, 1990). The specifics in the policies helped define a set of company rules, but it didn't guarantee that all employees would follow them (Solms and Solms, 2004). In this case, either Solms and Solms (2004) and Straub (1990) agree that proper conduct can be made sure of by an effective instructional process. Besides that, policy is also a reference for employers. So here the visitors should have a satisfied level of knowledge for their own sake. It is because education is a

communication between user and educator. By the way, education can influence the knowledge of the end user.

2.5 Infrastructure prepared

Not just that, the infrastructure that is provided in some tourism destinations is also too important in order to attract the visitors to visit at the place. So, the manager of the tourism destination should make sure that their team has provided a high quality of infrastructure. For example, they ought to supply infrastructure like water, power, telecommunications, garbage pickup, health and hygiene, security, and protection. Information technology is now used for almost all work in groups. For example, digital documents are used to keep track of records, online banking is used for business transactions, and email is used to communicate with others. Technology makes work easier, but if care isn't taken, it can also hurt people. For instance, weak passwords can lead to the loss of data in records, belief in internet fraud like phishing, spam, and social engineering, as well as and deception of consumers.

So that in order to use the infrastructure prepared such as when they use the WIFI. If they never know how to use it, maybe they will not be able to enjoy the infrastructure prepared. So that they will feel unsatisfied with that. It is because the high quality of infrastructure will give a high satisfaction level for visitors. At least the visitors will never feel that they waste their money and time when their vacation is really interesting, especially when they enjoyed all the infrastructure provided there. If the infrastructure is in bad condition, the visitor will feel unhappy because they do not really enjoy their vacation or holiday.

So that, by the way, the manager can attract the visitors to choose their place as the best tourism destination. When they get a lot of support from the local and international visitors, surely

their place will be more famous, especially when they offer the visitors to enjoy many interesting activities. For example, the visitors and their family members can have activities like swimming at the beach, enjoying the beautiful sunrise and other meaningful activities. The visitors will be guaranteed to have quality time and friends. Not just that, some of the visitors also choose Tok Bali as their honeymoon destination.

2.6 Factors Influencing visitor awareness level and visitor satisfaction level towards safety in Tok Bali

From the information, it is recognized that there are some significant factors that influence the visitor's awareness level and visitor satisfaction level towards safety at tourism destinations. Based on research, individuals were questioned what significance they thought that the security of the destination was in deciding whether or not to go to Tok Bali. Because safety had been the factor that nearly everyone said was "very important."

In a previous research, the same elements that influence tourists also have a substantial impact on how satisfied they are with safety. The development of tourism, not just throughout Tok Bali but in other places, depends primarily on visitor safety. Today's destinations without environmental issues will undoubtedly provide visitors with a high level of assurance regarding their safety. For instance, Tok Bali is among the best places to visit because pollution problems, such as river and pollution in the air and others, never arise there. Visitors will thus receive water from a reliable source while they are here. It will prevent tourists from contracting any illnesses while they are with us or after they return home. In this scenario, tourists will have faith that their safety is always in good hands and will be content with Tok Bali's level of security.

2.7 HYPOTHESIS

The re’s proposed theory is made based on the factors of the study such as, local culture, knowledge, infrastructure and customer behaviour that affect the degree of satisfaction with safety in Tok Bali. Based on the study, the hypothesis has been created and to be tested:

- H1 - There is a relationship between local culture with level of satisfaction with safety in Tok Bali.
- H2 - There is a relationship between knowledge considering safety satisfaction in Tok Bali.
- H3 - There is a relationship between infrastructure with satisfaction intensity of safety in Tok Bali.
- H4 - There is a relationship between customer behaviour with satisfaction Tok Bali’s degree of safety.

2.8 CONCEPTUAL FRAMEWORK

Based on an overview of the literature, a study framework was developed to investigate the relationship between visitor awareness levels and satisfaction with safety in Tok Bali. The proposed conceptual framework is shown in Figure 2.1 and contains the separate variables of infrastructure, knowledge, and cultural context. The dependent variable is the degree that Tok Bali residents feel safe.

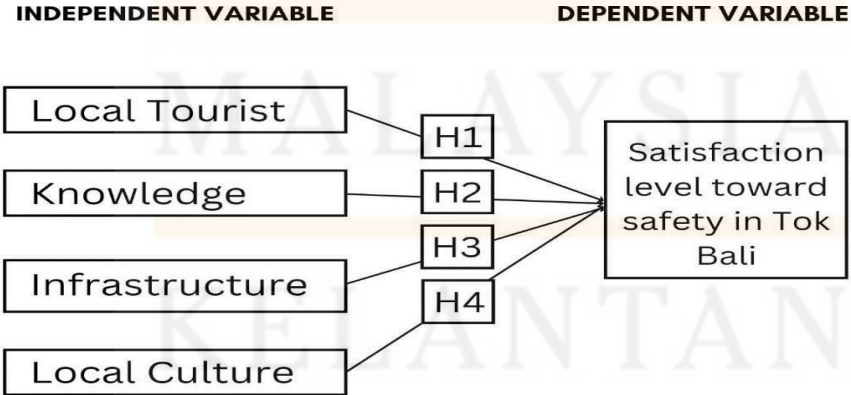


Figure 1: Proposed Conceptual Framework Adapted from Erore Sthapit & Dafnis N. Coudounaris

2.9 CHAPTER SUMMARY

People who value safety when they travel, especially when it comes to visitor awareness and satisfaction, as discussed in this chapter. Customer satisfaction is an essential factor in determining success and increasing overall efficiency. Local tourism, knowledge, infrastructure, and local culture, all contribute to visitor scepticism about safety. This research also includes dependent and independent factors that are interrelated to gain knowledge about visitor awareness and satisfaction level with safety in Tok Bali.

CHAPTER THREE

METHODOLOGY

3.1 INTRODUCTION

In Chapter 3, we will discuss the approach that is used in research. Methodology is the process of discussing and describing the data collecting and analysis procedures that were used in the research. It is the process that gives meaning to the methodology of the study. Methodology provides the meaning towards the research methodology. The approach that is applied provides the opportunity for the readers to evaluate the research's reliability and validity as well as the subject of the dissertation. In addition, the methodology research should include a few sections in the study, such as discussing the type of research that the researchers conducted and how they collected and analysed the results of the study. This is an example of one of the parts that should be included. Not only that, but the researcher should also explain the materials and tools that are utilized in the research that they are conducting. The study's methodology is extremely significant in the research process since it will offer the research validity and also deliver findings that are scientifically sound. Not only that, but it also offers a comprehensive plan which assists researchers and others in staying on track with their work. Thus, such research will include a wealth of specific information along with the research on the methods.

3.2 RESEARCH DESIGN

The term "research design" refers to the meaning of a plan for solving an academic problem using empirical data. It is related to the means that makes decisions about the overall study objectives and approach while designing the research methodology. Furthermore, sample procedures or criteria for subject selection should be included while discussing the research design. It is because one of the methods that will assist the readers is the sampling method. A study plan that has been explained in simple language and with extensive information will provide readers with a high level of satisfaction since they will be able to grasp what they want to know, especially if they wish to repeat the research in the exact same spot. Not only that, but a well-planned study design will aid in ensuring that the

methods utilized are appropriate for the investigation. Sileyew, Kassu Jilcha. Research design and methods. Intech Open, Rijeka, 2019. Based on quantitative calculations, qualitative research will discover the correlations between the obtained data and observations. To put it simply, the data number will provide a better perspective for making key business decisions.

3.3 POPULATION

The study's population of interest is the group it intends to study or treat. Clinical research studies frequently make recruiting the entire population of interest impossible. Instead, for the study, researchers will select a representative sample of the population of interest. A population is the entire group about which you want to draw conclusions (Printha Bandari, 2020). The population is examined first, then observations on a sample drawn from it are made. Other features and characteristics, such as occupation, religion, and ethnic group, as well as geographic location, age, and gender, may be used to characterize study populations.

Visitors to Tok Bali, Kelantan, which are 50 respondents were chosen as respondents for this study. The data will be collected in and around Tok Bali, Kelantan. This study focuses on visitors who like to visit Tok Bali, Kelantan, to determine their level of awareness and satisfaction with safety in Tok Bali. This population was chosen because the researcher lives nearby, making it easier for the study to locate respondents, and consumption patterns have long been a source of concern for Tok Bali residents concerned about visitor awareness and satisfaction levels with safety. They are chosen to find out the level of safety around Tok Bali, Kelantan. The study's population could assist in attaining the study's goals of determining visitors' satisfaction into safety in Tok Bali, Kelantan.

3.4 SAMPLE SIZE

A sample is a subset of a population from which information is gathered. (Pritha Bandari (2020)) The sample size will never be less than the general population size. A sample size rationale for such inquiries should describe how the obtained data is expected to provide significant information in light of the researcher's inferential goals (Lakens, D., 2022). A sample size is a group of persons picked from the general population to be included in the study's real population. Inappropriate, too big, or sufficiently small amounts of data continue to have an influence. Equation I gives the sample formula with a 95% confidence interval and a level of significance of 5%.

The Formula for sample size: $n = \frac{N}{1+Ne^2} \dots \dots \dots (i)$

Where:

- n = Sample size to be studied
- N = Population size
- e = margin of error



From the above formula, the sample size for this study was:

$$n = \frac{57}{1 + 57(0.05)^2}$$
$$n = \frac{57}{1 + 0.1425}$$
$$n = \frac{57}{1.1425}$$
$$n = \underline{\underline{49.89}}$$

The sample in this study is 50 on study quality and accuracy. The sample size is often abbreviated as "s". In this study, 50 people from the Tok Bali area of Kelantan were chosen.

3.5 SAMPLING METHOD

Sampling involves choosing a representative sample of the population being studied Mcleods. (2019). Convenience sampling is non probability sampling method used in this investigation. The convenience sampling is the most common form of no probabilistic sampling, misused according by (et Thomas W. Edgar al.,2017). Quantitative research that focus on quantifying the collection and analysis of data based on the study. This enables the researchers to archive the sample size they need in a relatively easy and inexpensive manner. Researchers have provided random questionnaires to study increasing visitor awareness level and visitor satisfaction level toward safety in Tok Bali.

3.6 DATA COLLECTION PROCEDURE

According to (Craig Stedman et al.,2022), the process of getting data for the goal of using it in business making decisions, strategic planning, research, and other objectives is referred to as data collection. In the words of Parohoo (2006), gathering quantitative data allows for the company and depiction of the traits and behaviours of societies. This research uses the method data from the survey questions. This survey's questions are simple for respondents to respond. The collection data to support findings and analysis.

3.7 RESEARCH INSTRUMENT

Research tools used to gather, quantify, and assess data relevant to the research issue. A proper research questionnaire contains both closed and open questions. Respondents can expound on their responses when the questions are lengthy and open-ended. Questionnaires used for data collecting can generate both qualitative and quantitative information. Questionnaire surveys could or might not contain surveys, however, surveys should always be used in connection with questionnaires. As a result, it helps the researcher in gathering information from the study subjects on crucial issues. After all, in our study, we used a data collection form that required direct responses from the participants. The process for selecting the instrument is based on the kind of study being done. Researchers chose this technique because it was less affordable and made data collection easier than with alternative approaches. Three sections make up the questionnaire. Part A of the first section deals with the respondents' demographic data, including their age, gender, academic year, and course. The questions in Part B, which follows, are connected to the

independent variables of cost, safety, and tourist-area cleanliness. If not, Part C includes questions about the respondent's opinion of how to influence the safety level in the tourism destination, which is the dependent variable. Additionally, we include a Likert scale from 1 to 7 and employ nominal and ratio scales in each of the sections, Sections A, B, and C. The survey scale is a set of quantitative choices with several angles on the problem. The results are as follows: 1 strongly disagree, 2 disagree, 3 somewhat disagree, 4 neither agree nor disagree, 5 agree, 6 strongly agree and 7 strongly agree on our Likert scale. The information will be gathered through survey responses about tourists' understanding of factors influencing the level of safety in the Tok Bali beach area.

| | | | | | | | | |
|-------------------|---|---|---|---|---|---|---|----------------|
| Strongly disagree | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Strongly agree |
|-------------------|---|---|---|---|---|---|---|----------------|

Table 1 Breakdown of Measure

3.8 DESCRIPTIVE ANALYSIS

Descriptive statistics is data analysis that describes or summarizes data in a meaningful way. However, it does not allow researchers to conclude the data that has already been analysed or to reach conclusions about any hypotheses that researchers may propose. This is very important because it is challenging to visualize the data shown when the researcher only presents raw data, especially when there is a large amount of data. As a result, descriptive statistics enable researchers to present data in a more meaningful manner, enabling a simpler interpretation of the data, such as interpreting, rearranging, ordering, and manipulating data to produce descriptive information (William, 2003).

Descriptive analysis and inferential analysis will be used to analyse the collected data. Demographic profiles, including percentage, frequency, mean, and average mean of respondents,

will be described using descriptive analysis. To describe the degree of agreement in Sections B, C, and D, the researchers use descriptive analysis. The likelihood that respondents would agree or disagree with the statements in the questionnaire was calculated using the mean table range. A descriptive analysis is a simple quantitative summary of a collection of data (Morrow Guthrie et al. 2015). By doing this, everyone is informed of the pertinent details that help put the data in context and the researcher can fully understand the experiment or data being sent. Researchers can present the data effectively and make more a detailed data clearer by using descriptive analysis (Zohrabi and Mohammad, 2013)

3.9 DATA ANALYSIS

The procedure of gathering, modelling, and analysing information in order to extract knowledge that can then be applied to the process of making decisions. Analyses can be carried out in a variety of contexts and by a variety of methods, depending on the goals that are being pursued. Quantitative methods and subjective methods are the two primary areas of research that form the basis of the majority of the diverse data analysis techniques. The goal of the analysis of data is to derive actionable insights from collected data and to establish criteria for decision making on the basis of those insights. In research technique, primary data can be divided into two categories: primary and secondary. The expression "primary data" refers to information that researchers have compiled from first-hand sources like questionnaires and personal interviews. On the contrary, secondary data refers to information that has been collected using simple derivative resources. These sources can be accessed easily.

3.10 REABILITY ANALYSIS

Reliability is the stability of a test score. It is also considered an ability to test research findings. Reliability of test scores knowing about consistency across different assessments to score test-taker responses so that the tests performed are reliable and valid. There are several types of reliability in research. Namely reliability re-test, integrate test, and internal consistency reliability that can be selected by the researcher depending on the type of research you do. The first method is Reliability Retest. In this assessment, a survey was conducted on a group of university students their satisfaction with public transportation on campus to check the reliability of the retest. After that, the interrater is a reliability test between evaluators, it measures the level of agreement between different people to evaluate the same thing by using data collected by researchers to assign ratings and categories to one or more variables. And at last, reliability for internal consistency is a retest look at that entails administering the same test over a period of time and comparing the results to see if there has been any change.

3.11 CHAPTER SUMMARY

On a final note, in this chapter which explains more details about the research methodology that builds the technique of and understanding the result of the investigation, indicate how the research was performed during the course of the study. A quantitative approach is employed to create the questionnaire, and through information gathering from the research, the relationship between independent variables and dependent variables will be seen. This study can be used as a resource for understanding the variables that affect studies of visitors' awareness and satisfaction with regard to safety in Tok Bali.

CHAPTER 4

RESULT AND DISCUSSION

4.1. INTRODUCTION

This section focuses on about the data analysis, including the descriptive analysis, Cronbach's alpha reliability analysis, and Spearman's correlation tests. Each inquiry will decipher and answer the research question, and the descriptive analysis will show the respondent's demographics description. Both reliability and validity are important for finding out when what was collected are real and reliable. So, the Cronbach's alpha method will be used to check the reliability of the test. We will use the Spearman correlational test to look at the relationship between the variables and do more research.

4.2. RESPONSE RATE

356 questionnaires in total have been sent online. However, 208 of 356 surveys from the target respondents that were returned were still usable. There are 208 completed questionnaires that have been collected from the online survey.

A questionnaire can provide good response rates and improved accuracy, but it's harder to determine which is which since the study survey relied on the results of a sample. The proportion of survey respondents that provided satisfactory respond is known as the response rate, and it is frequently used as a measure of how well the findings can be distributed.

| | |
|--|--------|
| Numbers of questionnaires distributed | 356 |
| Questionnaires returned and useable to be analysis | 208 |
| Response rate | 58.4 % |
| Questionnaires use for analysis | 208 |

Source: FieldWork Study (2020)

Table 4.1: Total Numbers of Questionnaires

4.3. RESPONDENT'S DEMOGRAPHIC

The online plat form had distributed a total of 208 questionnaire sets. This portion contained the respondent's contextual profile. This section discusses the respondent's demographic profile and background: Gender as an educational status, race, status in society, and occupation.

| Respondent Profile | Frequency | Percentage (%) |
|--------------------|----------------|----------------|
| | N = 208 | |
| Male | 79 | 38% |
| Female | 129 | 62% |
| Total | 208 | 100% |

TABLE 4.2 RESPONDENT DEMOGRAPHIC PROFILE - GENDER

Figure 2: Percentage of Respondent’s Gender

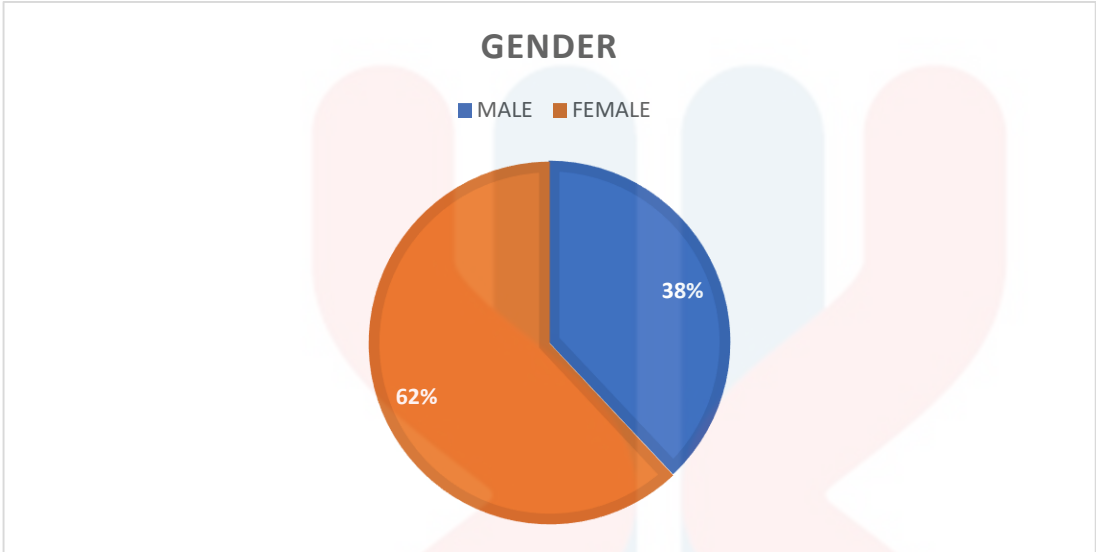
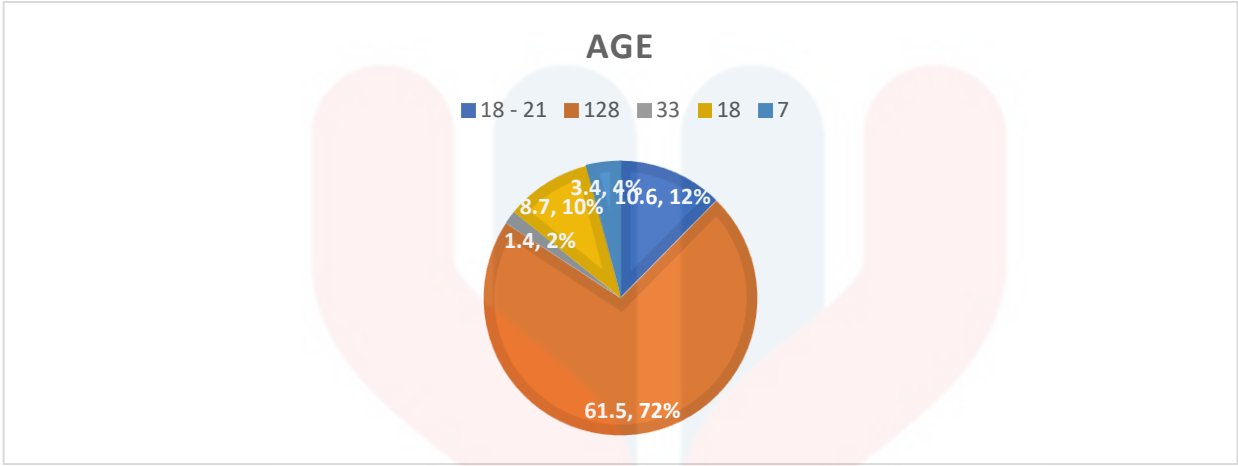


Table 4.2 displays common of the respondents are female with 64% (n=129) related to 36% (n=79) are male.

| Respondent's Age | Frequency | Percentage (%) |
|------------------|----------------|----------------|
| | N = 208 | |
| 18 - 21 | 22 | 10.6% |
| 22 - 25 | 128 | 61.5% |
| 26 - 30 | 33 | 15.9% |
| 31 - 35 | 18 | 8.7% |
| 35 ABOVE | 7 | 3.4% |
| TOTAL | 208 | 100% |

Table 4.3: Respondent Demographic Profile – Age

Figure 3: Percentage of Respondent's age

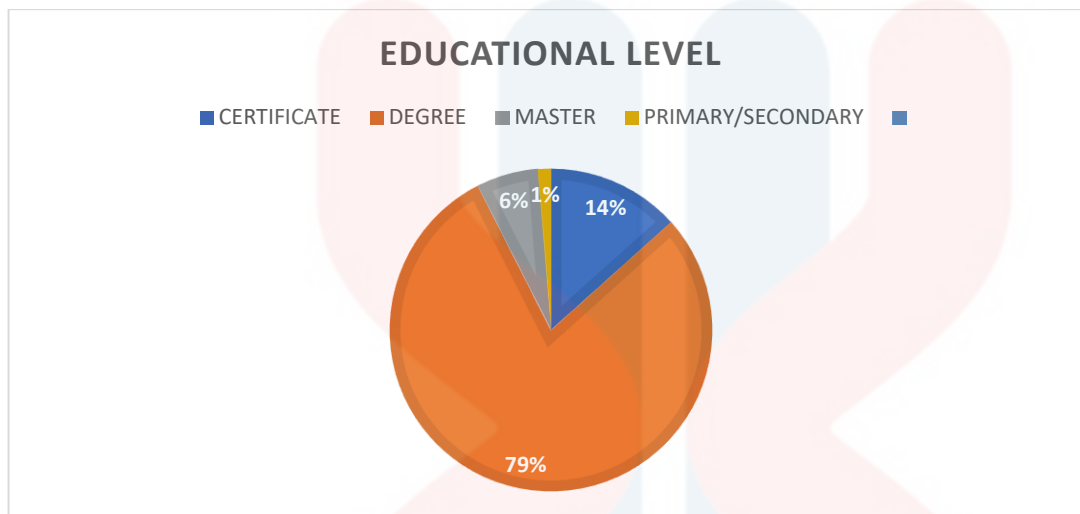


According to the data presented in table 4.3, 208 people who responded to this survey was incorrectly identified as being between the ages of 18 and 35 or older. This is tracked by respondents aged 22 to 25, who account for 128 respondents (61.5%), subsequently followed by respondents aged 26 to 30, who account for 15.9%, and 22 respondents aged 18 to 21, who account for 10.6%. Both of age between 31 - 35 years old with 18 respondents (5.7%) and age above 35 years old with 7 respondents (3.4%).

| Respondent Level | Education | Frequency | Percentage (%) |
|------------------|-------------------|----------------|----------------|
| | | N = 208 | |
| | Certificate | 26 | 12.5% |
| | Degree | 154 | 74% |
| | Master | 12 | 5.8% |
| | Primary/Secondary | 16 | 7.7% |
| | Total | 208 | 100% |

Table 4.4: Respondent Demographic Profile – Educational Level

Figure 4: Percentage of Respondent’s Educational Level

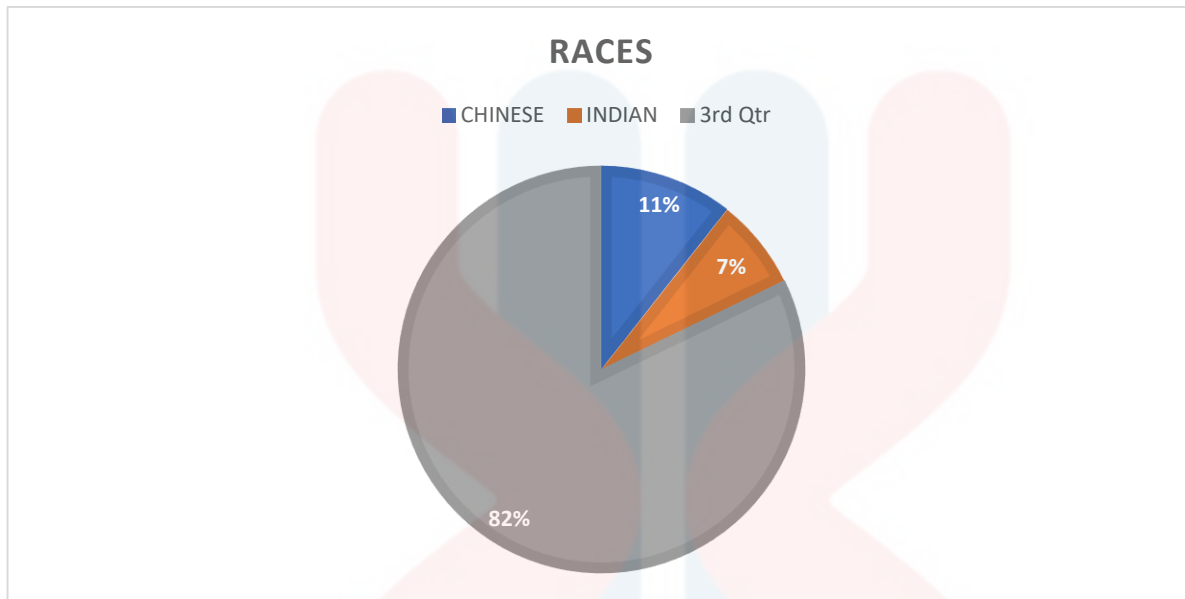


Additionally, table 4.5 indicated that most respondents have a degree (74%, n=154). This followed by 26 of the respondents (12.5%) from certificated, 12 of the respondents (5.8%) has a master. Also, 16 respondents (7.7%) from primary and secondary school.

| Respondent's Race | Frequency | Percentage (%) |
|-------------------|----------------|----------------|
| | N = 208 | |
| Chinese | 22 | 10.6% |
| Indian | 15 | 7.2% |
| Malay | 171 | 82.2% |
| Total | 208 | 100% |

Table 4.4: Respondent Demographic Profile – Race

Figure 5: Percentage of Respondent's Race

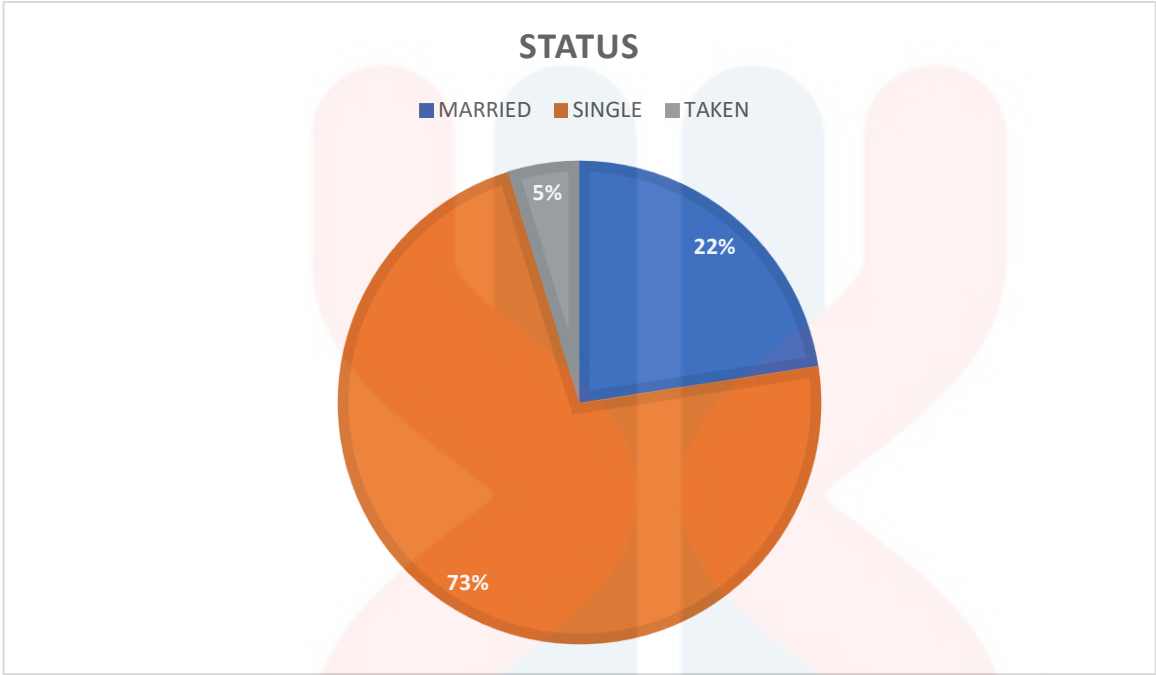


The table showed that most of the race's respondents are Malay, to be 171 of the respondents (82.2%) was Malay. Following then, 22 people stated that they were Chinese (10.6%), and 15 people stated they had been Indian (7.2%).

| Respondent's Status | Frequency | Percentage (%) |
|---------------------|----------------|----------------|
| | N = 208 | |
| Married | 49 | 23.6% |
| Single | 158 | 76% |
| Taken | 1 | 5% |
| Total | 208 | 100% |

Table 4.5: Respondent Demographic Profile – Status

Figure 6: Percentage of Respondent’s Status

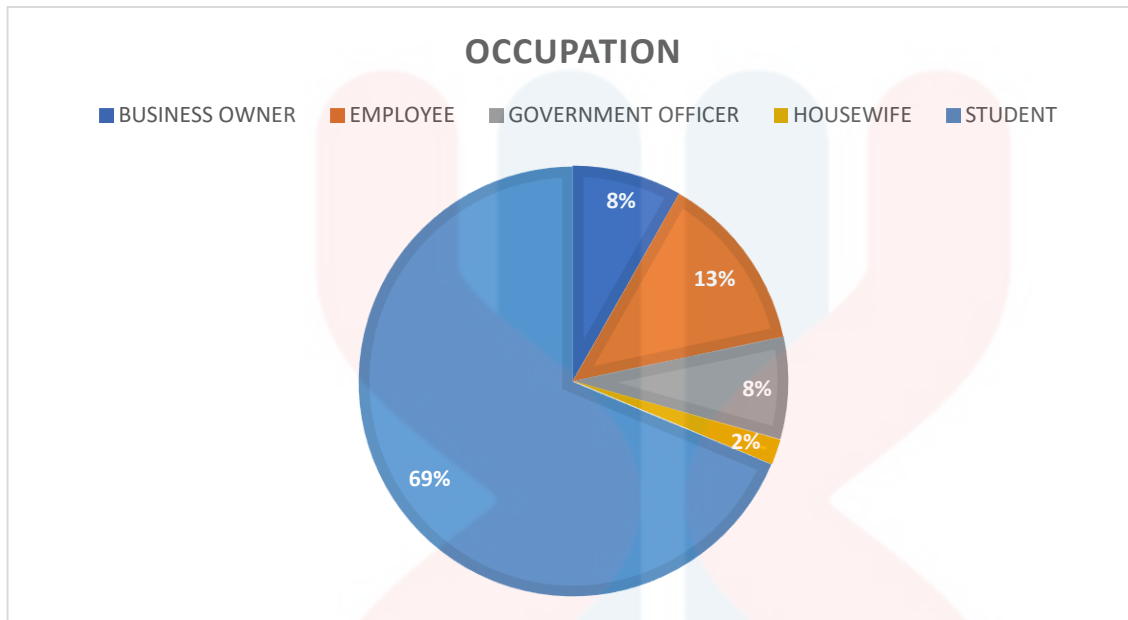


Based on table 4.5 shows the respondent's status. The highest status of respondents is single status with 158 respondents (76%), then, follow by married tracks this with 49 respondents (23.6%), and the balance of 1 respondent (5) has taken status.

| Respondent's Occupation | Frequency | Percentage (%) |
|-------------------------|----------------|----------------|
| | N = 208 | |
| Business Owner | 17 | 8.2% |
| Employee | 28 | 13.5% |
| Government Officer | 16 | 7.7% |
| Housewife | 4 | 1.9% |
| Student | 143 | 68.8% |
| Total | 208 | |

Table 4.6: Respondent Demographic Profile – Occupation

Figure 7: Percentage of Respondent’s Occupation



Lastly, the table indicated that most respondents is a student (68.8%, n=143). This followed by 28 of the respondents (13.5%) has an employee, 17 of the respondents (8.2%) are from business owner occupation, 16 of the respondents (17.7%) from a government officer, And the balance is from housewife which is 4 respondents with 1.9 percentages.

4.4. RELIABILITY TEST

The reliability test is a software testing procedure determines whether the application can operate with failure in a particular setting for an agreed-upon period of time. Reliability testing's goal is to ensure that the software being tested is reliable and free of bugs for the intended use (Thomas Hamilton). March,25,2023). The team uses a reliability test, an important software testing method, to make sure the software is functional under all environmental conditions and for a given amount of time. It makes sure the item is trustworthy and free of flaws for its intended purpose (Harini Sundararajan).

Table 4.7 Rules of Satisfaction Level Towards Safety in Tok Bali

| Tok Bali Coefficient Range | Strength the Association |
|-----------------------------------|---------------------------------|
| < 208 | N |
| 3.00 to < 1.00 | Minimum |
| 7.00 | Maximum |
| 5.7 < 6.0865 | Mean |
| .97911 < 1.07000 | Std.Deviation |

Source: Fieldwork study (2023)

Table 4.8 Result of Reliability Satisfaction Level Towards Safety in Tok Bali for the Independent Variable and Dependent Variable

| Variable | Number of items | Reliability Satisfaction Level Towards Safety in Tok Bali | Comment |
|---------------------|------------------------|--|----------------|
| Local Tourists | 6 | 0.830 | Excellent |
| Knowledge | 3 | 0.836 | Excellent |
| Infrastructure | 3 | 0.864 | Excellent |
| Local Culture | 3 | 0.858 | Excellent |
| Satisfaction Safety | 14 | 6.0865 | Very Good |

Source study: 2023

Table 4.8 of the SPSS statistics shows the significance of both dependent and independent variables in the current study. In Table 4.8, all of the components were higher than 800. We used a total of 7 answers from the acceptable questionnaire to calculate the satisfaction rate with regards to safety in Tok Bali.

The result for local visitors' level of satisfaction with safety in Tok Bali is 830, which has been shown to be great. The questions about the level of safety for local tourists were also right on the mark. Then, questions were used to measure how people knew about safety in Tok Bali. The answer was 0.836, which meant that people knew a lot about safety in Tok Bali. So, the Level Toward Safety in Tok Bali in the Knowledge variable over those things was valid.

Then, three questions were used to calculate the infrastructure variable for Satisfaction Level Towards Safety in Tok Bali and the result is also .864, which was also indicated as excellent. The Satisfaction Level Towards Safety in Tok Bali in the infrastructure for this variable was accurate.

Three questions were to calculate the Local Culture intention variable Towards Safety in Tok Bali, and the Local Culture outcome was .858, which was indicated as excellent. The Satisfaction Level Towards Safety in Tok Bali for these questions in the Local culture was thus accurate.

The reliability satisfaction outcome for the fourth questions, which were used to assess the satisfaction safety towards memorable safety experiences in Tok Bali, Kelantan, was 6.0865, which was deemed to be very good. This made the coefficient obtained for these questions on safety attitude in Tok Bali, Kelantan, accurate.

4.5 DESCRIPTIVE ANALYSIS

A sensory methodology recognized descriptive analysis produces measurable word description for goods based on perception expressed verbally by a set of qualified individuals. It is a

full subjective description, taken into account all the senses experienced when evaluating the product—visual, aural, gustatory, olfactory, and kinesthetic. In that respect, it is a more normal and complete experience since this evaluation might take into account the handling of products and application at home, for instance. One particular aspect of a product, like its aroma or texture, could be the topic of the evaluation. J.L. (Sidel and H. Stone, (2003)

4.5.1 OVERALL MEAN SCORE FOR VARIABLES

The statistical information presented here included an average rating. Using a 7-point Likert scale (1 refers to strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neutral, 5 = slightly agree, 6 = agree, and 7 = strongly disagree), we generated an overall primary score and a standard deviation for each of the variables and sub-variables. Means (M) and standard deviations (SD) are given for every variable and measures in Table 4.6.

Table 4.9 showed that the independent variable verified a moderate mean score (M =6.1875, SD = 1.17132). Altogether the dimension variable also scored a moderate mean score of local tourists 6.0483 (SD =1.13571), knowledge 6.1875 (SD = 1.17132), and infrastructure 6.0048 (SD= 1.09676). Besides, the dependent variable verified middle mean score (M = 6.0673, SD= 1.06108) where the sub variable named local culture gained 6.0673 (SD= 1.06108)

Table 4.9 The Overall Mean Score on Each Variable and Dimension

| SECTION | DEMENSION | N | M | SD |
|---------------|---------------------|-----|--------|---------|
| PART 1 | Local Tourists | 208 | 6.0483 | 1.13571 |
| PART 2 | Knowledge | 208 | 6.1875 | 1.17132 |
| PART 3 | Infrastructure | 208 | 6.0048 | 1.09676 |
| PART 4 | Local Culture | 208 | 6.0673 | 1.06108 |
| PART 5 | Satisfaction Safety | 208 | 6.0865 | .98893 |

Source: Fieldwork study (2023)

4.5.2 Descriptive Analysis for Independent Variable (IV) for satisfaction level towards safety in Tok Bali.

Table 4.10 Descriptive Analysis for Independent Variables – Local Tourists

| Local Tourists | N | Mean | SD |
|--|-----|--------|---------|
| I really enjoyed this tourism experience in Tok Bali | 207 | 6.0483 | 1.02284 |
| I was thrilled about having a new experience in Tok Bali | 208 | 6.0385 | 1.10268 |
| I had a unique experience in Tok Bali | 208 | 5.9808 | 1.08553 |
| I did something meaningful during my trip in Tok Bali | 208 | 6.0144 | 1.09667 |
| I gained a lot of information during my trip to Tok Bali | 208 | 5.9952 | 1.13571 |

Source: Fieldwork study 2023

Based on Table 4.10, local tourists make up of five (5) questions. The mean score of the five (5) questions in social capital ranges from 5.9808 to 6.048. The most common answer was "I was thrilled about having a new experience in Tok Bali" (M = 6.0483, SD = 1.02284), followed by "I did something meaningful during my trip in Tok Bali" (M = 6.0144, SD = 1.09667), "I gained a lot of information during my trip to Tok Bali" (M = 5.9952, SD = 1.13571), and "I had a unique experience in Tok Bali" (M = 5.9808, SD

Table 4.11: Descriptive Analysis for Independent Variables – Knowledge

| Knowledge | N | Mean | SD |
|---|-----|--------|---------|
| I experience new culture during my trip in Tok Bali | 208 | 6.0000 | 1.17132 |
| I experienced a lot of local culture in Tok Bali | 208 | 6.0433 | 1.11340 |
| I visited a place where I really want to go | 208 | 6.1875 | 1.01602 |

Source: Fieldwork study 2023

According to Table 4.11, knowledge has three (3) questions. The mean score of the three (3) questions in knowledge range from 6.0000 to 6.1875. The highest to lowest score was reported as 'I visited a place where I really want to go' (M= 6.1875, SD= 1.01602), 'I experience a lot of local culture in Tok Bali' (M= 6.0433, SD=1.11340), and 'I experience new culture during my trip in Tok Bali' (M= 6.0000, SD=1.17132). It is believed that responders have a high level of satisfaction with Tok Bali's safety, thus enhancing our benefits.

Table 4.12: Descriptive Analysis for Independent Variables – Infrastructure

| INFRASTRUCTURE | N | Mean | SD |
|--|----------|-------------|-----------|
| I Indulged in activities during the trip in Tok Bali | 208 | 6.0048 | 1.09676 |
| I had a unique experience in Tok Bali | 208 | 5.9808 | 1.08553 |
| How safe do you feel in Tok Bali, Kelantan | 208 | 5.9904 | 1.01672 |

Source: Fiedlwork study 2023

There are three (3) items for infrastructure. The mean score of the three (3) substances ranges from 6.0048 to 5.9904. The highest to lowest score was started as `I indulged in activities during the trip in Tok Bali` (M= 6.0048, SD=1.09676), `How safe do you feel in Tok Bali, Kelantan` (M=5.9904, SD= 1.01672), and `I had a unique experience in Tok Bali` (M= 5.9808, SD=1.08553).

Table 4.13 Descriptive Analysis for Independent Variable – Local Culture

| Local Culture | N | MEAN | SD |
|---|----------|-------------|-----------|
| After my trip to Tok Bali, I have a good impression of the local people | 208 | 5.9712 | 1.15015 |
| Tok Bali locals are very friendly | 208 | 6.2308 | 1.00463 |
| I am engaged and interested in my daily activities | 208 | 6.0673 | 1.06108 |

Source: Fieldwork study (2023)

Referring to Table 4.13, there are three (3) items under local culture. The most highly rated outcome was `Tok Bali locals are very friendly` (M= 6.2308, SD=1.00463), followed `I am engaged and interested in my daily activities` (M=6.0673, SD=1.06108), and `After my trip to Tok Bali, I have a good impression of the local people` (M= 5.9712, SD=1.15015). This indicates that most respondents consider that local culture is hoping that there will be calm down with safety in Tok Bali.

Table 4.14 Descriptive Analysis for Dependent Variable – Satisfaction level towards safety in Tok Bali

| Satisfaction level towards safety in Tok Bali | N | Mean | SD |
|---|----------|-------------|-----------|
| How safe do you feel in Tok Bali, Kelantan | 208 | 5.9904 | 1.01672 |
| Are there any safety measures you would like to see implemented in Tok Bali, Kelantan | 208 | 6.0865 | .97911 |
| How satisfied are you with the safety measures implemented in Tok Bali, Kelantan | 208 | 6.0865 | .98893 |
| Do you believe that the safety measures in Tok | 208 | 6.0192 | 1.08107 |

| | | | |
|------------------------------|--|--|--|
| Bali, Kelantan are effective | | | |
|------------------------------|--|--|--|

Referring to Table 4.14 there are four (4) items under Satisfaction level towards safety in Tok Bali. The most highly rated outcome was how satisfied are you with safety measures implemented in Tok Bali, Kelantan (M=6.0865, SD=.98893). The second highest is being there any safety measures you would like to see implemented in Tok Bali, Kelantan (M=6.0865, SD= .97911. Do you believe that the safety measures in Tok Bali, Kelantan are effective (M=6.0192, SD= 1.08107)? Lastly, how safe do you feel in Tok Bali, Kelantan (M=5.9904, SD= 1.01672).

4.6. PEARSON’S CORRELATION

Spearman's correlation coefficient was used to figure out the way the independent and dependent factors had been related to each other. To figure out the coefficient of correlation, you may need to do a numerical study of the heading and the strength of the direct link between the independent variables and the dependent variables. Spearman used a computer to look at the title and quality of the connection that exists between independent variables and dependent variables.



H1: There is a positive relationship between local tourist and satisfaction level toward safety in Tok Bali.

| | | Local Tourist | Satisfaction Level Toward Safety in Tok Bali |
|--|---------------------|---------------|--|
| Local Tourist | Pearson Correlation | 1 | .830** |
| | Sig. (2-tailed) | | <.001 |
| | N | 208 | 208 |
| Satisfaction Level Toward Safety in Tok Bali | Pearson Correlation | .830** | 1 |
| | Sig. (2-tailed) | <.001 | |
| | N | 208 | 208 |

Table shows that the results of the correlation between satisfaction level toward safety in Tok bali and Local tourist are 0.830. The consequence proved that there is a relationship between the variables. The positive value of the correlation coefficient 0.830 indicated that their relationship is very highly positive.

H2: There is a positive relationship between knowledge and satisfaction level toward safety in Tok Bali

| | | Knowledge | Satisfaction Level Toward Safety In Tok Bali |
|--|---------------------|-----------|--|
| Knowledge | Pearson Correlation | 1 | .836** |
| | Sig. (2-tailed) | | <.001 |
| | N | 208 | 208 |
| Satisfaction Level Toward Safety In Tok Bali | Pearson Correlation | .836** | 1 |
| | Sig. (2-tailed) | <.001 | |
| | N | 208 | 208 |

Table shows that the results of the correlation between satisfaction level toward safety and knowledge are 0.836. The consequence proved that there is a relationship between the variables. The positive value of the correlation coefficient 0.836 indicated that their relationship is very highly positive.

H3: There is a positive relationship between infrastructure and satisfaction level toward safety in Tok Bali.

| | | Infrastructure | Satisfaction Level Toward Safety In Tok Bali |
|--|---------------------|----------------|--|
| Infrastructure | Pearson Correlation | 1 | .864** |
| | Sig. (2-tailed) | | <.001 |
| | N | 208 | 208 |
| Satisfaction Level Toward Safety In Tok Bali | Pearson Correlation | .864** | 1 |
| | Sig. (2-tailed) | <.001 | |
| | N | 208 | 208 |

Based on established that the relationship between satisfaction level toward safety and infrastructure was stated as 0.864. This result exposes the existence of the relationship between the variables. The positive value of the correlation coefficient 0.864 indicated that their relationship is very highly positive.

Hypothesis 4: There is a positive relationship between local culture and satisfaction level toward safety in Tok Bali.

| | | Local Culture | Satisfaction Level Toward Safety in Tok Bali |
|--|---------------------|---------------|--|
| Local Culture | Pearson Correlation | 1 | .858** |
| | Sig. (2-tailed) | | <.001 |
| | N | 208 | 208 |
| Satisfaction Level Toward Safety in Tok Bali | Pearson Correlation | .858** | 1 |
| | Sig. (2-tailed) | <.001 | |
| | N | 208 | 208 |

Table shows the relationship between Satisfaction level toward safety and local culture at 0.585, which indirectly augment the relatively strong relationship between variables. It shows that a significant, strong, and very high positive correlation between Satisfaction level toward safety and local culture.

4.7. SUMMARY

This study discovered that all the hypotheses in this study are correct. All independent variables have distinct association coefficients, which are 0.830 for local tourists, 0.836 for knowledge, 0.864 for infrastructure, and 0.858 for local culture. The correlations' results answered the study issue of whether there is a link between the independent and dependent variables. To summarize, there is a major interaction between local tourism, knowledge, infrastructure, and local culture.



CHAPTER 5

CONCLUSION AND RECCOMENDATION

5.1 INTRODUCTION

This chapter examines numerous aspects of the quantitative investigation of the findings in Chapter 4. The first segment investigates and summarizes the findings that support the analysis principal goal.

In this research, the research question is the following:

1. What is the relationship between local tourists with satisfaction levels toward safety in Tok Bali?
2. What is the relationship between knowledge and satisfaction levels toward safety in Tok Bali?
3. What is the relationship infrastructure with satisfaction level toward safety in Tok Bali?
4. What is the relationship between local culture with satisfaction level toward safety in Tok Bali?

The goal of this research project is to accomplish the research goals which are:

1. To identify local tourists' factors that influence satisfaction levels toward safety in Tok Bali.
2. To identify knowledge factors that influence satisfaction levels toward safety in Tok Bali.
3. To identify infrastructure factors that influence satisfaction levels toward safety in Tok Bali.
4. To examine local cultural factors' satisfaction level toward safety in Tok Bali.

This chapter also offers results and debate, as well as limitations. Following that are recommendations, and the final section is an overall overview of this research.

5.2. RECAPITULATION OF STUDY

5.2.1 Research Objective 1

Research Objective 1 - To identify local tourists' factors that influence satisfaction level toward safety in Tok Bali

Research Question 1 - What is the relationship local tourists with satisfaction level toward safety in Tok Bali?

Hypothesis 1 – There is a positive relationship between local tourists with the satisfaction level toward safety in Tok Bali

5.2.2 Research Objective 2

Research Objective 2 - To identify knowledge factors that influence satisfaction level toward safety in Tok Bali

Research Question 2 - What is the relationship knowledge with satisfaction level toward safety in Tok Bali?

Hypothesis 2 – There is a positive relationship between knowledge considering satisfaction level toward safety in Tok Bali

5.2.3 Research Objective 3

Research Objective 3 - To identify infrastructure factors that influence satisfaction level toward safety in Tok Bali.

Research Question 3 - What is the relationship infrastructure with satisfaction level toward safety in Tok Bali?

Hypothesis 3 – There is a relationship between infrastructure with satisfaction intensity of safety in Tok Bali

5.2.4 Research Objective 4

Research Objective 4 – To examine local culture factors satisfaction level toward safety in Tok Bali

Research Question 4 – What is the relationship local culture with satisfaction level toward safety in Tok Bali?

Hypothesis 4 – There is a positive relationship between local culture with the satisfaction level toward safety in Tok Bali.

5.3. FINDING AND DISCUSSION

This chapter abbreviates the main findings of research. In the previous chapter, it has already mentioned the aim of this study. The recapitulation of the outcomes based on the research objectives is as stare below:

5.3.1 DISCUSSION ON OBJECTIVE 1

Table 5.1: Discussion on objective 1 (Local Tourists Experience)

| | |
|----------------------|---|
| Research objective 1 | To identify local tourists factors that influence satisfaction level toward safety in Tok Bali. |
| Research question 1 | What is the relationship local tourists with satisfaction level toward safety in Tok Bali |
| Hypothesis 1 | There is a positive relationship between local tourist and satisfaction level toward safety in Tok Bali |

It is started in Chapter 1 that the first objective of this study is to identify local tourists that influence satisfaction level towards safety in Tok Bali. Based on the data collected and output in Chapter 4, it shows that there a local tourist's experience in satisfaction level towards safety in Tok Bali. The first independent variable offer's encouragement satisfaction towards safety in Tok Bali.

The result of the local tourist’s experience between the independent variable and dependent variable indicates the reflection by H1. Most of the respondents agree that the local tourists experience influences their relationship between safety in Tok Bali with family and friends. Respondents also agree that the local tourists experience can exchange safety in Tok Bali when they are more sensitive about the safety of tourists who come. This program can ensure the safety of tourists will be more guaranteed and no unwanted things will happen. Being safe in life is very important to be free from threats, to have trust and support, and to be able to relax. Your strength and common sense are your best safety tools. Think about how to handle various emergency situations and create a safety plan for each one made by OSM (29 Mar-, 2022) which shows local tourists experience satisfaction towards safety in Tok Bali.

5.3.2 DISCUSSION ON OBJECTIVE 2

Table 5.2: Discussion on objective 2 (Knowledge experience)

| | |
|----------------------|---|
| Research objective 2 | To identify knowledge factors that influence satisfaction level toward safety in Tok Bali |
| Research question 2 | What is the relationship knowledge with satisfaction level toward safety in Tok Bali |
| Hypothesis 2 | There is a relationship between knowledge considering safety in Tok Bali |

The second research objective focuses on identifying knowledge experience factors that influence satisfaction levels toward safety in Tok Bali. The data analysis findings in Chapter 4

demonstrates that safety in Tok Bali is favorably correlated with learning experience. The results of the correlation between the independent and dependent variables show that the H2 is reflected. The majority of the respondents agree that having fun and enjoying the program safety in Tok Bali. They also agree that interacting and socializing with tourists and local people during the program satisfaction level toward safety in Tok Bali. The respondents acknowledge that participating in the program can make them feel safer when doing the activities with their family and friends in public. The result shows that the participant's knowledge experience increases the possibility of satisfaction level towards safety in Tok Bali. Based on Nerdish (2021) Knowing more is a mandatory demand of modern life because many everyday skills like intelligence, problem-solving, communication skills, and open-mindedness require a solid general knowledge base. Therefore, the satisfaction level towards safety in Tok Bali can attract tourists come to for a holiday with family and friends. If safety is maintained it will have a positive effect on ecotourism in Tok Bali that indicates knowledge and experience toward safety in Tok Bali.

5.3.3 DISCUSSION ON OBJECTIVE 3

Table 5.3: Discussion on objective 3 (Infrastructure Experience)

| | |
|----------------------|--|
| Research objective 3 | To identify infrastructure factors that influence satisfaction level toward safety in Tok Bali |
| Research question 3 | What is the relationship infrastructure with satisfaction level toward safety in Tok Bali |
| Hypothesis 3 | There is relationship between infrastructure with satisfaction intensity of safety in Tok Bali |

The study's third objective is to identify infrastructure factors that influence satisfaction levels of safety in Tok Bali. Based on the data analysis outcomes in Chapter 4, there is a positive

relation between infrastructure with satisfaction intensity of safety in Tok Bali. It shows that H3 reflects the infrastructure between the independent variable and the dependent variable. Most respondents felt like because of Tok Bali, more safety than before and the infrastructure is better. Tourists who come to Tok Bali-, will think first about the safety and infrastructure because this is very important when you travel anywhere. Tok Bali reviews from tourists who like and dislike the facilities, cleanliness, and safety in Tok Bali. This is because, in the accommodation offered by Tok Bali, there are also bad reviews from tourists about the cleanliness and facilities there. But there are also tourists who give good reviews of Tok Bali. (Tripadvisor, 2020). Infrastructure with a satisfaction level toward safety in Tok Bali, can attract more tourists come to Tok Bali and Tok Bali must improve the infrastructure. With this Tok Bali will be the tourist choice when they want to holiday with family and friends.

5.3.4 DISCUSSION ON OBJECTIVE 4

Table 5.4 Discussion on objective 4 (Local Culture)

| | |
|----------------------|---|
| Research objective 4 | To examine local culture factors satisfaction level towards safety in Tok Bali |
| Research question 4 | What is the relationship local culture with satisfaction level towards safety in Tok Bali |
| Hypothesis 4 | There is a relationship between customer behavior with satisfaction Tok Bali's degree of safety |

The study's fourth objective is to examine local culture factors satisfaction level towards safety in Tok Bali. Based on the data collected and presented in Chapter 4, Tok Bali's local culture

impacts how satisfied locals are with safety. In conclusion, all three research objective has been achieved. H4 reflects the result of the relationship between the independent variable and dependent variable. Most respondents agree local culture is always applied among all tourists at Tok Bali. They feel very happy and amazed because the local culture is always shown to all groups so that tourists get to know more about the local culture that exists in Tok Bali. Respondents also agree that they experience about local culture is the best one in Tok Bali. Tok Bali is one of the beach famous in Kelantan. The beaches that foreign visitors select are those that locals choose regardless. (Blog from Away). To continue to attract the attention of Tok Bali tourists must always maintain cleanliness, good service, complete accommodation facilities, so that it can continue to attract tourists to come for vacation in Tok Bali. Local culture must always be prioritized so that outsiders can recognize our culture and learn about it.

5.3 LIMITATION

The researcher recognizes that there were several limitations to their study. The first limitation is focus on small sample size. This study's relatively limited sample confines respondents who agree and disagree about satisfaction level towards safety in Tok Bali.

For the second limitation, the researcher only focus on Tok Bali respondents through questionnaire. We believed in Tok Bali level towards safety can attract more tourists to come for holiday with family and friends because the safety will improve. Throughout the study in Tok Bali, we lacked respondents because we could not meet more respondents there. Due to the lack of respondents we could not produce accurate collect data.

Another limitation on gathering information is time because we have little time to meet respondents and ask them questions and less time to create the questionnaire. Although we had a

limited amount of time and it was challenging for us to gather the right data, we nevertheless were able to collect the data successfully.

To overcome this limitation, the future related study has to escalate the sample size and test this research about satisfaction level towards safety in Tok Bali and get more refined study result.

5.4 RECCOMENDATION

One of the most of importance economic activities, tourism is seen as essential to growth, wealth, and well-being. The United Nations World Tourism Organization (UNWTO) says that tourism is a major force behind socioeconomic development due to the growth of businesses and employment opportunities to grow their revenue from exports, and infrastructure. There are two recommendations that can be provided to examine factors that affect satisfaction among tourists in Tok Bali, Kelantan. Firstly, In Tok Bali, Kelantan, promoting domestic travel and supporting the safe return of international travel. Special bundles and promotions are available. We may work with lodging providers, attractions, and local businesses to create appealing packages and promotions aimed exclusively toward domestic travellers. In addition, we may provide discounted prices, packaged offers, or special experiences to entice domestic visitors to visit Tok Bali. Use social media, channels, local tourist websites, and travel companies to successfully advertise these packages. To ensure the safe restoration of international tourism to Tok Bali, Kelantan, certain health and safety measures must be implemented. This involves implementing detailed standards linked with international norms to prioritize overseas tourists' well-being. Hand sanitizing stations, social distancing, and requiring the wearing of face masks in public locations and tourist sites are all critical. Sanitation and disinfection of lodging facilities, public areas, and transit vehicles should be done on a regular basis to keep the environment clean and safe for guests. Tok Bali can create trust in foreign travellers and assure their delightful and secure stay in the destination by prioritizing health and safety.

Finally, in Tok Bali, Kelantan, clear information is provided to travellers and businesses, reducing uncertainty. It is critical to maintain social media platforms up to date in order to keep travellers and companies informed and involved. Tok Bali may publish timely updates, news, and

critical information via social media channels, ensuring travellers are informed of any changes or developments. It also enables proactive communication by swiftly responding to travellers' questions, concerns, and feedback, building a feeling of responsiveness and dependability. Furthermore, social media platforms are an effective tool for promoting the beauty, attractions, and experiences offered in Tok Bali, reinforcing a favourable image and enticing visitors to visit while keeping them updated about the destination's offers. It is critical to monitor and respond to traveller input in order to provide a great and happy experience in Tok Bali. Tok Bali may get significant insights into the requirements and preferences of travellers by establishing efficient feedback collection and monitoring tools, such as online reviews, questionnaires, or feedback forms. Responding to feedback actively by addressing concerns and offering clarity indicates a commitment to customer satisfaction and aids in the resolution of any misunderstandings or difficulties. Furthermore, by using traveller feedback as a source of insights, Tok Bali is able to identify areas for development, refine communication methods, and improve the entire tourist experience in the region, assuring continual growth and visitor pleasure.

5.5. CONCLUSION

This study has used a Conceptual Framework Adapted from Sthapit and Coudounaris (2017) to analyse the four independent variables relate to one another: local tourist, knowledge, infrastructure and local culture with the dependent variable which is satisfaction level toward safety in Tok Bali. The outcome provides a summary of the degree to which independent variables have an impact on the dependent variable. The results indicate that four independent variables were influencing the degree of safety satisfaction at Tok Bali, Kelantan.

The summary of relevant knowledge reveals that the overall purpose of this research has been met. Almost half of those who responded to the survey gave a positive response regarding the level of security in this area. It also want to return back as they had an excellent experience, especially with the local culture, information, infrastructure, as well as other tourists. They love living there because they have views of the sea and breathe fresh air.

The expert was merely looking at the responses from the Tok Bali survey. We thought that Tok Bali's level of safety would encourage more tourists to come on vacation with their families and friends because safety would get better. We did not have enough people to learn in Tok Bali because we couldn't find more people there. We couldn't get precise figures because not sufficient people filled out the survey.

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