



UNIVERSITI
MALAYSIA
KELANTAN

THE STUDY ON TOURIST VISIT INTENTION THEME PARK IN MALAYSIA

By

**JENNIFER JAWAT ANAK NYAMBONG H20A1177
ASMA' UL- HUSNA BINTI AHMAD ZUHDI H20A1102
IZZAH FAIZYAH BINTI LOKMAN H20A1172
IZZUL IKHWAN BIN MOHD SHAKRI H20A1174**

Bachelor of Entrepreneurship (Hospitality)

A report submitted in partial fulfilments for the degree of
Bachelor of Entrepreneurship (Hospitality)

**FACULTY OF HOSPITALITY, TOURISM AND WELLNESS
UNIVERSITY MALAYSIA KELANTAN**

2023

DECLARATION

We, Jennifer Jawat Anak Nyambong (H20A1177), Asma' Ul- Husna Binti Ahmad Zuhdi (H20A1102), Izzah Faizyah Binti Lokman (H20A1172), And Izzul Ikhwan Bin Mohd Shakri (H20A1174) hereby declare that the contents of this research report are our study findings. To the best of our knowledge, it has not been presented to any university or college for any academic award.

Signature:

Jennifer

.....
JENNIFER JAWAT ANAK NYAMBONG
(H20A1177)

asma

.....
ASMA' UL- HUSNA BINTI AHMAD ZUHDI
(H20A1102)

izzah

.....
IZZAH FAIZYAH BINTI LOKMAN
(H20A1172)

izzul

.....
IZZUL IKHWAN BIN MOHD SHAKRI (H20A1174)

Supervisor:

HAFIZAH

.....
DR. NUR HAFIZAH MUHAMMAD

ACKNOWLEDGEMENT

The success and final outcome of this final year project required a lot of guidance and assistance from many people, and we are extremely fortunate to have got this all along the completion of our project work. Whatever we have done is only due to such guidance and assistance and we would not forget to thank them.

First and foremost, we respect and thank Madam Derweanna binti Bah Simpong, a lecturer at Faculty of Entrepreneurship and Business UMK and assign, as our supervisor who providing us all support and guidance which made us complete this project on time. We are extremely grateful to her for providing such a nice support and guidance though she had busy schedule and need to give guidance to other students as well.

Deepest thanks and appreciation to our parents, family, special mate of us, and others for their cooperation, encouragement, constructive suggestion and full of support for the project completion from beginning till the end.

Finally, a special thank is given to every member in the group as well. Each of our group members had corporate will and grew fully support during me preparation of the final year project.

UNIVERSITI
MALAYSIA
KELANTAN

TABLE OF CONTENTS

	PAGES
DECLARATION	I
ACKNOWLEDDGEEMENT	II
TABLE OF CONTENTS	III
LIST OF TABLE	VI
ABTRAK	VIII
ABSTRACT	IX
CHAPTER 1: INTRODUCTION	1
1.0 Introduction	1
1.1 Background Of The Study	1
1.2 Problem Statement	3
1.3 Research Objectives	4
1.4 Research Questions	5
1.5 Significance Of The Study	5
1.5.1 RESEARCHERS	5
1.5.2 THEME PARK MARKETERS	6
1.6 Definition Of Terms	7
1.7 Conclusion	8
Chapter 2: Literature Review	9
2.0 Introduction	9
2.1 Visit Intention	9
2.2 Factors That Influence Tourist's Visit Intention To Theme Park In Malaysia	11
2.2.1 MOTIVATION	12
2.2.2 ATTITUDE	14
2.2.3 PREFERENCE	17

2.3	Conceptual Framework	18
2.4	Research Hypotheses	19
2.5	Conclusion	19
CHAPTER 3: RESEARCH METHODOLOGY		20
3.0	Introduction	20
3.1	Research Design	20
3.2	Population	21
3.3	Sample Size	21
3.4	Sampling Method	23
3.5	Unit Of Analysis	24
3.6	Data Collection Methods	24
3.7	Pilot Study	25
3.8.	Data Analysis	26
3.8.1	DATA CLEANING	26
3.8.2.	RELIABILITY ANALYSIS	27
3.8.3	DESCRIPTIVE STATISTICS	27
3.9	Research Instrument	28
3.10	Conclusion	29
CHAPTER 4: RESULT AND DISCUSSION		30
4.1	Introduction	30
4.2	Descriptive Frequency	30
4.2.1	GENDER	31
4.2.2	RACE	31
4.2.3	AGE GROUP	32
4.2.4	JOB	33
4.2.5	REASON TO VISIT THEME PARK	34

4.3	Descriptive Statistic	35
4.3.1	INTENTION	35
4.3.2	MOTIVATION	37
4.3.3	ATTITUDE	38
4.3.4	PREFERENCE	39
4.4	Reliability Test	40
4.5	Pearson Correlation Analysis	43
4.6	Discussion Based On Research Objective	47
4.7	Summary	48
CHAPTER 5: CONCLUSION		49
5.1	Introduction	49
5.2	Recapitulation Of The Findings	49
5.2.1	MOTIVATION	49
5.2.2	ATTITUDE	50
5.2.3	PREFERENCE	51
5.3	Limitations Of The Study	52
5.4	Recommendation	54
5.5	Summary	55
References		56

LIST OF TABLES

Table	Title	Pages
Table 1. 1:	The Definition Of Terms From Research	7
Table 3. 1:	Krejcie And Morgan’s (1970) Sample Size Table	23
Table 3. 2:	Likert-Type Scale Table	25
Table 4. 1:	Number Of Respondents By Gender	31
Table 4. 2:	Races	32
Table 4. 3:	Number Of Respondent By Age	33
Table 4. 4:	Number Of Respondent By Job	34
Table 4. 5:	Number Of Respondent Reason To Visit Theme Park	35
Table 4. 6:	Descriptive Statistic Of Intention	36
Table 4. 7:	Descriptive Statistic Of Motivation	37
Table 4. 8:	<i>Descriptive Statistic Of Attitude</i>	38
Table 4. 9:	Descriptive Statistic Of Preferences To Visit	39
Table 4. 10:	Cronbach’s Alpha Rule Of Thumb	41
Table 4. 11:	Result Of Reliability Cronbach’s Alpha For The Independent Variable And Dependent Variable.	42
Table 4. 12:	Table Of Pearson’s Correlation Coefficient	43
Table 4. 13:	Results Of Pearson Correlation Analysis Between Motivation And Visit Intention	44
Table 4. 14:	Results Of Pearson Correlation Analysis Between Attitude And Visit Intention	45
Table 4. 15:	Results Of Pearson Correlation Analysis Between Preferences And Visit Intention	46
Table 4. 16:	The Summary For Hypothesis Testing In This Study.	47
Table 5. 1:	Research Objective 1, Research Question 1, And Hypothesis 1	50
Table 5. 2:	Research Objective 2, Research Question 2, And Hypothesis 2	51
Table 5. 3:	Research Objective 3, Research Question 3, And Hypothesis 3	52

LIST OF FIGURES

Figure	Title	Pages
figure 2. 1:	Traditional Attitude Model.....	15
Figure 2. 2:	Extended Attitude Model	16
Figure 2. 3:	Conceptual Framework Of The Study.....	18



ABSTRAK

Terdapat beberapa taman tema terkenal di Malaysia yang menarik pelancong dari dalam dan luar negara dan menjadi salah satu daya tarikan yang mencetuskan niat seseorang untuk melawat dan melancong. Tujuan kajian ini adalah untuk mengenal pasti faktor-faktor yang memberi kesan kepada niat pelancong untuk melawat ke taman tema. Responden kajian ini akan diperolehi daripada pelancong dalam Malaysia dan mengkaji bagaimana individu profil, keutamaan, motivasi dan sikap memberi kesan terhadap hasrat untuk melawat taman tema di Malaysia. Kaedah mudah keberangkalan telaah digunakan untuk mendapatkan data dengan 384 jawapan melalui google form yang telah sah. Google form telah diedarkan adalah dalam skala selang. Alpha Cronbach digunakan untuk mendapatkan hasil kepercayaan dengan harapan kajian ini dapat menyumbang kepada pengkaji yang datang dan juga pemasar untuk memahami lebih lanjut mengenai pelancong melawat niat ke arah taman tema.

Kata Kunci : Lawatan niat, Profil Individu, Motivasi, Sikap,Keutamaan



UNIVERSITI
MALAYSIA
KELANTAN

ABSTRACT

There are several famous theme parks in Malaysia that attract tourists from home and abroad and become one of the attractions that trigger a person's intention to visit and travel. The purpose of this study is to identify the factors that affect the intention of tourists to visit a theme park. The respondents of this study will be obtained from tourists in Malaysia and examine how individual profiles, preferences, motivations, and attitudes affect the intention to visit a theme park in Malaysia. A simple sampling method was used to obtain data with 384 valid goggle form responses. The questionnaire was distributed in an interval scale. Cronbach's Alpha was used to obtain trust results in the hope that this study can contribute to future researchers and marketers to understand more about tourists' visiting intentions towards theme parks.

Keywords: Visit intention, Individual Profile, Motivation, Attitude, Preference



CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

The first chapter of this study discusses the background, issue statements, aims, and questions of the research as well as the significance of the study and the definition of key words.

1.1 BACKGROUND OF THE STUDY

The largest and fastest expanding industries are in the hospitality and tourist sectors (Walker, 2013). Both industries are related to one another and fall under the same general heading. Walker (2013) argued that the five components of travel, hotel construction and event management, restaurants and managed services, and recreation make up both hospitality and tourist offerings. The research in this study will concentrate solely on the recreation component theme park, a product of the hospitality and tourism industry.

A theme park is a location that combines various types of entertainment, such as roller coasters and water rides, with retail stores, dining establishments, lodging, transportation services, and other entertainment facilities to provide fun and memorable experiences for people of all ages (Thomas, 2022). Theme parks are listed by the United Nations World Tourism Organisation as one of the main attractions of a city.

Theme parks are one of the tourism goods in Malaysia that create income and have an impact on economic growth, having grown from a modest to one of the largest tourism sectors in the world (Hogan, 2015). According to Bernama (2012), the World Tourism Organisation now lists Malaysia as the ninth most visited country in the world. The majority of visitors and locals are eager to attend theme parks to take advantage of the entertainment options, leisure settings, and recreational facilities.

With its 16 internationally renowned theme parks, including Legoland and Sunway Lagoon, Malaysia is a vacation destination that is rapidly expanding and gaining popularity. In addition, at least 10 theme parks are anticipated to open in the upcoming years. For instance, the Resorts World Genting will open the first 20th Century Fox World theme park on the planet later in 2019. On the other hand, the industry leader in video games, Ubisoft, intends to construct a theme park in Kuala Lumpur by the year 2020.

The theme park's presence would benefit the local community and the entire nation greatly. Theme parks have the ability to encourage tourism, which enhances the reputation of the place and boosts economic growth where they provide opportunities for people to engage in education, recreation, and enjoyment. Additionally, a theme park will boost local residents' employment rates.

Theme parks are crucial for both tourism and the overall economy of the nation. To understand and meet visitor demand, it is crucial to identify the elements that will motivate them to visit a theme park. Therefore, this study is being undertaken to identify the variables that affect visitors' intentions to visit theme parks in Malaysia. To benefit local communities, residents, and international visitors, this issue needs to be addressed in the tourism and academic sectors.

1.2 PROBLEM STATEMENT

To target tourists, it is crucial to understand the factors that influence their decision to travel. The term "intention" refers to a person's propensity to engage in certain behaviours (Fishbein and Ajzen, 1977). The market will be able to forecast tourists' purchase behaviour relating to the object by knowing their visit intention, which would boost sales. The elements influencing Malaysian tourists' intention to visit a theme park in Malaysia must therefore be looked into.

There are a few justifications for doing this study, which focuses on Malaysian tourists' intentions to visit theme parks there. First, theme parks and attractions have reportedly become a popular form of substantial entertainment for people in recent years, according to a study paper titled "Theme Parks: A Global Strategic Business Report" released by Global Industry Analysts Incorporated (GIA). Additionally, according to recent study, the worldwide amusement park industry will increase at a compound annual growth rate (CAGR) of 64.1% from \$42.68 billion in 2021 to \$70.06 billion in 2022. Markets, year 2022. The Travel Industry Association estimates that dining (47%), shopping (43%), beach and water activities (11%), and visits to national and state parks make up about half of theme park vacations. (8% visitors). The majority of theme parks and amusement parks, on the other hand, have also resorted to innovative marketing techniques by incorporating unique events that frequently demand separate tickets in order to increase earnings.

Second, according to Themed Entertainment Association (TEA), with an anticipated total of 300 million and above visitors a year, Asia is the region with the second-largest theme park business after North America. The level of competitiveness among industries has increased due to the topic. As a result, the theme park industry is a very competitive one. With China as its leader, the Asia-Pacific market has experienced the fastest growth in the past ten years. Additionally, he found 42% of the top attractions in the world (up from 35% in 2006)

and experienced a 5.0 GR visitor growth in the Asia-Pacific area, shifting weight there. By 2019, it is anticipated that Asia-Pacific would host 45% of all tourists worldwide (sources: Global Attraction Attendance Report; KPMG in India's Analysis (2016) and IAAPA Global Theme and Amusement Park Outlook).

Next, a neglected area of leisure and tourist study is the report on the factors influencing the intention to visit a theme park in Malaysia. The choice of theme parks, the impact of culture, the trend for future development, and visitor happiness have all been studied in relation to theme parks. However, according to Zhang et al. (2008), customers' visit intentions are insufficient. Additionally, the majority of current studies solely look at western nations' intentions to attend theme parks. (2012) McClung.

It is vital to analyse this industry given its substantial development and great contribution. Therefore, the purpose of this study is to determine if variables such individual motivation, profile, attitude, and preference affect Malaysian tourists' intention to visit theme parks there

1.3 RESEARCH OBJECTIVES

RO₁: To access the relationship of tourist motivation profile towards theme park visit intention in Malaysia.

RO₂: To access the relationship of tourist attitude towards theme park visit intention in Malaysia.

RO₃: To access the relationship of tourist preferences towards theme park visit intention in Malaysia.

1.4 RESEARCH QUESTIONS

RQ₁: What is the relationship of tourist motivation towards theme park visit intention in Malaysia.

RQ₂: What is the relationship of tourist attitude towards theme park visit intention in Malaysia.

RQ₃: What is the relationship of tourist preferences towards theme park visit intention in Malaysia.

1.5 SIGNIFICANCE OF THE STUDY

The completed study makes a variety of contributions that are likely to be very valuable and significant as a reference for other researchers and can be used as a reference that assists many parties and marketers or theme park owners to improve the theme park business and make more money in the future.

1.5.1 Researchers

The purpose of this researcher's study is to learn more about the ideas and variables that affect someone's attitude towards considering visiting a theme park in Malaysia. With the help of this study, future researchers will be able to conduct a wide range of other studies that will benefit them greatly by building on their prior work and their own research. All information can be used in the future by other researchers

to discover additional factors that may offer answers to the researcher's questions and result in a variety of useful information that can be used as a reference to advance the field's operations and further develop the information already gathered.

1.5.2 Theme Park Marketers

This study clarifies the idea and elements that influence the community's decision to visit theme parks, which will have a variety of consequences on the community's desire to visit theme parks in Malaysia. Business managers can predict the behaviour of various clients thanks to the information gathered from this study. This study can aid business owners in creating a variety of marketing efforts to cultivate client loyalty and draw more people to the theme park. Businesses might expand their product offers concurrently.

1.6 DEFINITION OF TERMS

All the definitions in table 1.1 below are consequently based on the research.

Table 1. 1: The definition of terms from research

TERMS	DEFINITIONS
Theme Park	<p>To enhance visitor engagement.</p> <p>Oh, J. E., & Kong, A. (2022). VR and Nostalgia: Using Animation in Theme Parks to Enhance Visitor Engagement. <i>Journal of Promotion Management</i>, 28(2), 113-127</p>
Intention	<p>An intention is an aim or outcome that someone sets out to achieve.</p> <p> writing-tipsWord Choice: Intension vs. Intention Proofed's Writing Tips 2 Dec 2021">Proofedhttps://proofed.com > writing-tipsWord Choice: Intension vs. Intention Proofed's Writing Tips 2 Dec 2021</p>
Profile	<p>A user profile is a collection of settings and information associated with a user.</p> <p>https://www.techopedia.com/definition/16137/user-profile 5 Aug 2019</p>
Motivation	<p>Achieving good work results requires hard efforts and support from many parties, especially in the field of lecturer performance.</p> <p>Wahyudi, W. (2022). Five components of work motivation in the achievement of lecturer performance. <i>Scientific Journal of Reflection: Economic, Accounting, Management and Business</i>, 5(2), 466-473.</p>
Attitude	<p>attitude is associated with motivation and emotion.</p> <p>01:04 PM</p>

	<p>Ayaviri-Nina, V. D., Jaramillo-Quinzo, N. S., Quispe-Fernández, G. M., Mahmud, I., Alasqah, I., Alharbi, T. A. F., ... & Raposo, A. (2022). Consumer Behaviour and Attitude towards the Purchase of Organic Products in Riobamba, Ecuador. <i>Foods</i>, 11(18), 2849</p>
<p>Preference</p>	<p>Actions that increase the distribution of content that favors their side.</p> <p>Atreja, S., Hemphill, L., & Resnick, P. (2022). What is the Will of the People? Moderation Preferences for Misinformation. arXiv preprint arXiv:2202.00799</p>

1.7 CONCLUSION

After discussing the issue pertaining to the subject of investigation, this chapter concludes with the researchers' argument to participate in this study. The researchers want to investigate the driving forces behind visitors' decisions to visit Malaysian theme parks. By responding to each of the aforementioned research questions, this can be accomplished.

CHAPTER 2

LITERATURE REVIEW

2.0 INTRODUCTION

This study's second chapter is a review of the literature. There will be a discussion of the issues raised by earlier investigations that were relevant to this study. Following that, the study's hypotheses would be created along with the conceptual framework.

2.1 VISIT INTENTION

Over the past several decades, philosophers have become concerned with the topic of intention (Cohen and Levesque, 1990). Numerous studies have investigated the nature and function of intent (Anscombe, 1957; Bratman, 1987; Fishbein and Jajzez, 1977; Levelt, 1993). Intention could be defined as the desires of a person to achieve a goal (Ajzen, 1991). Cohen and Levesque (1990) proposed that intention is typically studied separately from other terms such as belief and knowledge, which are typically viewed as propositions, whereas intention is typically viewed as action. The term purchase intention (Liu, 2015) could be used to characterise a customer's intent when making a purchase decision. According to Ajzen and Fishbein (1980), purchase intention is the customer's preparedness and desire to ingest a specific product or service. Purchase intention and purchase behaviour are interrelated, with Eagly and Chaiken (1993) stating that purchase intention represents a person's motivation to extend purchase behaviour. Other researchers, such as Schiffman and Kanuk

(2000), concurred that purchase intention is a person's propensity to engage in purchasing behaviour. Numerous researchers have examined purchase intention in the marketing and economics disciplines, and Morwitz (2021) suggests that purchase intention may be a common measurement in marketing and economics. In the meantime, market importance is placed on purchase intent (Agarwal and Teas, 2002). Purchase intent is significant to the market because it can be used as a predictor to estimate future customer demand (Armstrong, Morwitz, & Kumar, 2000).

According to Schlosser (2003), purchase intent is the consumer's evaluation of their own purchasing behaviour. Many factors, such as product presentation, temperament, and perceived risk, influence purchase intention (Park, Lennon, and Stoel, 2005; Park and Stoel, 2002). Swinyard (1993) conducted a study on the purchasing experience and found that customers pay more attention to purchases when they have a positive store experience in terms of an engaging store exhibit, compared to customers who have a negative store experience. Customers also tend to make larger purchases when in a good mood (Bitner, 1992).

In addition, Bennett and Harrel (1975) proposed that confidence can be a predictor of purchase intention and that a reduction in perceived risk can increase consumers' purchase intent. By focusing on tourism and hospitality studies, visit intention is a term that has been used to investigate customer and tourist behaviour (Han, Hsu, and Sheu, 2010; Kozak, 2001; Ng, Lee, and Soutar, 2007). However, studies on the concept of visit intention for tourism and hospitality products are scarce (Jang, Bai, Hu, and Wu, 2009; Wu, 2015).

According to Jang, Bai, Hu, and Wu (2009), visit intention is an individual's intention or commitment to travel. In other words, visit intention is the propensity of a tourist to visit a specific destination (Abubakar and Ilkan, 2016; Chen, Shang, & Li, 2014).

Additionally, Wu (2015) supported the visit to a particular location. In fact, visit intention is crucial because it serves as a link between travel motivation and future travel behaviour (Jang, Bai, Hu, & Wu, 2009). Jang, Bai, Hu, and Wu (2009) had previously demonstrated that visit intention can contribute to an activity and transform motivation into behaviour. Therefore, it is essential to investigate visit intention, as it benefits the tourism and hospitality industries (Lam and Hsu, 2006).

2.2 FACTORS THAT INFLUENCE TOURIST'S VISIT INTENTION TO THEME PARK IN MALAYSIA

The tourism and hospitality industries produce numerous products, including amusement facilities. Tourism and the hotel industry are included in the business sector. Customers must be attracted for the business to continue operating. Since numerous experts, such as Ip Kin Anthony Wong, Brian King, Matthew Tingchi Liu, and Guo Qiang Huang (2019), have conducted research on customer relationships, customers are one of the most valuable assets of a business. Numerous researchers have conducted studies on customer relationships to determine the most effective ways to increase customer value, as doing so is an effective strategy for attracting and retaining customers (Wang, Lo, Chi, and Yang, 2004). These investigations demonstrated the significance of consumers for the success of a business. By focusing on the tourism and hospitality industries, vacationers are always the final consumers of their products. Like purchasing a travel product, the tourist's destination selection procedure is comparable. While this is occurring, tourism and hospitality administrations must investigate the variables that may influence travellers' decisions and use of travel-related services. As a crucial indicator of customers' decision-making processes, consumer perceived value has received considerable attention in the literature on practical

marketing (Petrick, 2002a, 2002b). According to Back and Ahn (2018), visit intention can be used to predict the actual number of visitors. As previous scholars such as Lam and Hsu (2006) have also suggested, it is essential for the administration of the tourism and hospitality industries to investigate the intentions of visitors. The primary objective of this study is to investigate travellers' intentions to visit a theme park in Malaysia. Several terms can be used to investigate and determine a visitor's intent. This study identified the elements of person profile, motivation, attitude, and preference that influence visitors' intentions to visit amusement parks.

2.2.1 Motivation

Motivation is the primary governing principle for every specific travel behaviour. Understanding the tourist's motivation enables the service provider to fathom the tourist's decision-making process and determine whether the tourist's expectations were met (Phan, 2010). Motivation is defined as the activation of human behaviour and as an impulse that moves and directs people to behave in a particular manner. Protocols that must be followed to fulfil a consumer's request. Parrinello's research highlighted the significance of motivation in creating all tourism-related events. Understanding and conquering client motivation will provide a competitive advantage for the provider (Pesonen, Komppula, Kronenberg, & Peters, 2011). People participate in tourism-related activities for a variety of diverse purposes. Due to the complexity of this concept, a number of researchers have proposed different travel motivations. However, push-and-pull causes and motivations were its primary drivers. Push and pull variables have been extensively utilised to determine why individuals

travel (Kanagaraj and Bindu, 2013; Michael et al., 2017; Wijaya et al., 2018). (Yoon and Uysal, 2005) Pull factors are external elements of a destination that entice individuals to travel. They include physical resources, facilities, picturesque localities, and travellers' impressions, such as distinctiveness and marketing image (Uysal and Jurowski, 1994). Pull factors demonstrate the exclusivity and uniqueness of the location, which will attract potential consumers. According to Sirakaya, Petrick, and Choi (2004), the draw factors include tourist attractions, cuisine, people, hotel transportation, and amenities. However, push factors alone cannot completely explain how tourists make judgements. Using push and draw factors, according to Klenosky (2002), a service provider can determine a tourist's goal. In conclusion, there are internal forces that motivate individuals to migrate and external forces that attract them to a location.

H₁: There is a significant relationship between motivation and tourist's visit intention.

2.2.2 Attitude

A disposition to respond consistently to something, which can be either positive or negative, is an attitude. Learning and experience produce it (Pereira et al., 2019). A definition of an attitude must be sufficiently inclusive to encompass the breadth of the current literature and sufficiently generalizable to continue to be useful as research trends evolve (Eagly & Chaiken, 2007; Gawronski). Various researchers have proposed a variety of definitions for attitude. Attitude is a learned presupposition to hold a generally favourable or unfavourable disposition towards a particular object (Fishbein & Ajzen, 1977). In addition, other researchers, such as Dibb, Simkin, Pride, and Ferrel (2005), assert that an individual's attitude is determined by his or her knowledge and emotions regarding an object or activity, whether they are positive or negative. Then, attitudes are our evaluations of individuals, concepts, or objects. The majority of attitudes are either positive or negative. Attitudes can also be defined as socially responsive learning habits (Jack Westin, 2020). Attitude consists of three components: cognition, affect, and conation (Jack Westin, 2020). Cognition consists of our beliefs and knowledge about a person or object, which influence our attitude. Our affective attitude refers to the influence of our feelings or emotions on our attitudes towards a person or object. If someone has a positive view of another person, they are more likely to approach them positively. (Jack Westin, 2020) Conation then refers to our behaviour towards a person or circumstance. Several studies have been conducted to ascertain the relationship between these three components, and the findings in the behavioural context have been inconsistent (Baloglu, 1998). These three components are interconnected and hierarchical, forming a causal structure in which the cognition of an object forms the effect, as determined by prior research. The effect will then have an effect on the

condition. Our attitudes and beliefs are influenced not only by external factors but also by forces within our control. Although our free will has the potential to intentionally influence our attitudes and ideas, just like our actions, the external environment does not always influence them (Lumen Learning, n.d.). The research (Bagozzi & Burnkrant, 1979; Fishbein & Ajzen, 1977) supports the notion that this causal structure is a conventional attitude model between the three attitude components. In the wake of Bagozzi's (1982) discovery that cognition could also affect behaviour, an expanded model of attitude was developed. The conventional and extended attitude models are depicted in Figures 2.1 and 2.2, respectively.

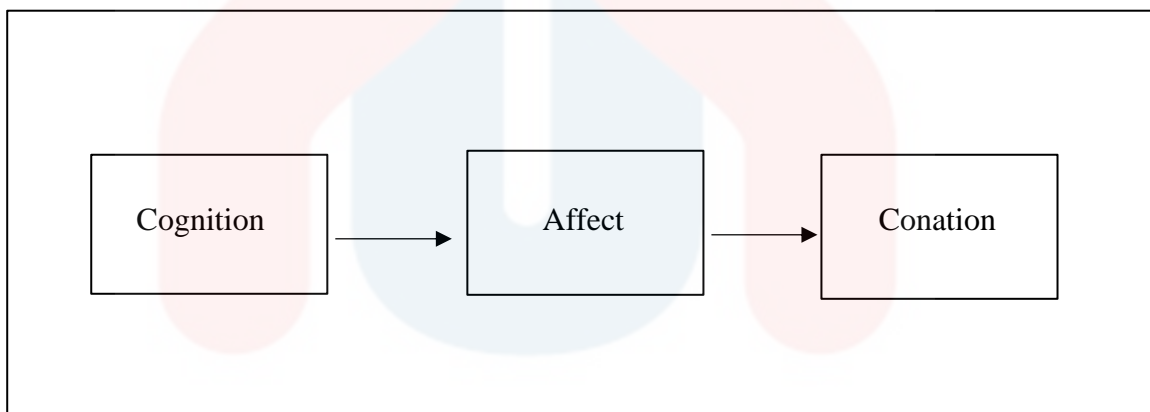


Figure 2. 1: Traditional Attitude Model

Sources: Traditional Attitude Model (Fishbein and Ajzen, 1977; Reibstein, Lovelock, and Dobson, 1980)

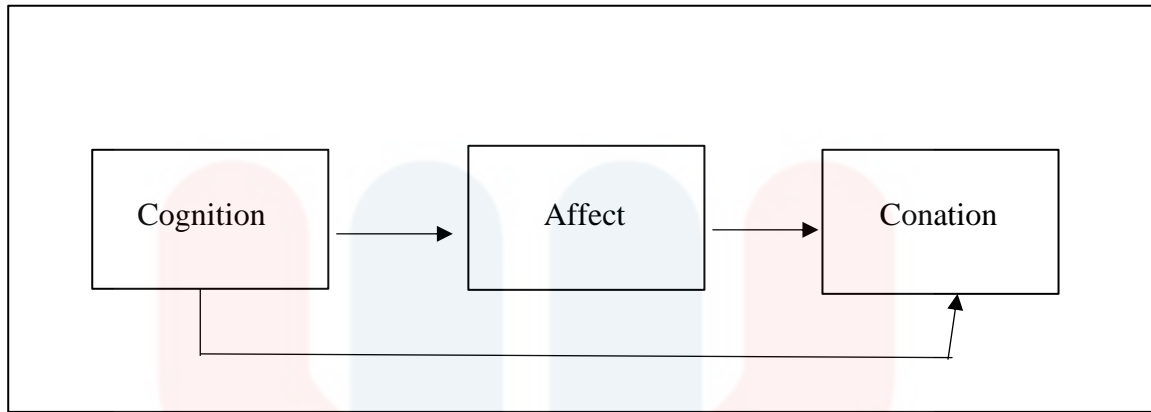


Figure 2. 2: Extended Attitude Model

Sources: Extended Attitude Model (Bagozzi, 1982)

According to Lewin (1943), an entrepreneur in the tourism and hospitality industries should examine tourism behaviour from a psychological standpoint, as the behaviour may influence the tourist's choice of destination. Baloglu (1998) proposed that a tourist's assumed behaviour would be influenced by their attitude. In addition, Ragheb and Tate (1993) stated that the tourist's attitude could be used to predict the tourist's participation.

In conclusion, attitude is one of the most important factors to consider because it can influence the tourist's intent. Ajzen (1985) likewise demonstrated that attitude can influence behavioural intention.

H₂: There is a significant relationship between attitude and Malaysia Tourists' visit intention.

2.2.3 Preference

According to Hellier, Geursen, Carr, and Rickard (2003), preference is "the extent to which the customer prefers the designated service offered as compared to the service provided by another consideration set." Backman and Crompton (1990) conducted a search for other individuals or groups that can influence and influence an individual's tourism behaviour. According to Imada and Kitayama (2010), a person's general perception is influenced by the preferences of others. When analyzing tourist destination preferences, it is essential to redefine the policy of destination products based on demand preferences, trends in the global environment, active sports, outdoor types, and visitors with historical and cultural interests. Preference can be viewed more explicitly in comparison to personal preferences, also known as motivators (Pearce, 1988). Motivators are the first stage in maximizing one's satisfaction; however, accurate decisions are made based on one's preferences (Goodall & Cooper, 1991).

When a passenger has more information about a destination, he or she is more likely to choose that destination over similar alternatives. It is because the tourist's perception of the product influences their preference (Goodrich, 1978). Experience influences the tourist's intention and decision to visit a destination in addition to knowledge of the destination (Blazey, 1987).

Studies have demonstrated that there are distinctions between first-time visitors and seasoned travellers. Wahlers and Etzel (1985) discovered the distinction between optimal stimulation and actual lifestyle stimulation, which influences holiday preferences when stimulation embracers experience greater novelty on preferable holidays and avoiders favour scheduled holidays. With a greater understanding of

tourist preferences, more high-quality and well-designed tourism products that have a positive influence on tourist visit intention can be developed (Urosevic, 2010).

H₃: A significant relationship exists between preference and Malaysia tourists' visit intention.

2.3 CONCEPTUAL FRAMEWORK

By referencing the literature review, a research framework has been developed to examine the relationship between the factors and travellers' intentions to visit. The proposed conceptual framework would be depicted in Figure 2.3 below. The proposed independent variables consist of four components: motivation, attitude, and preference. while the only dependent variable is the intention of tourists to travel.

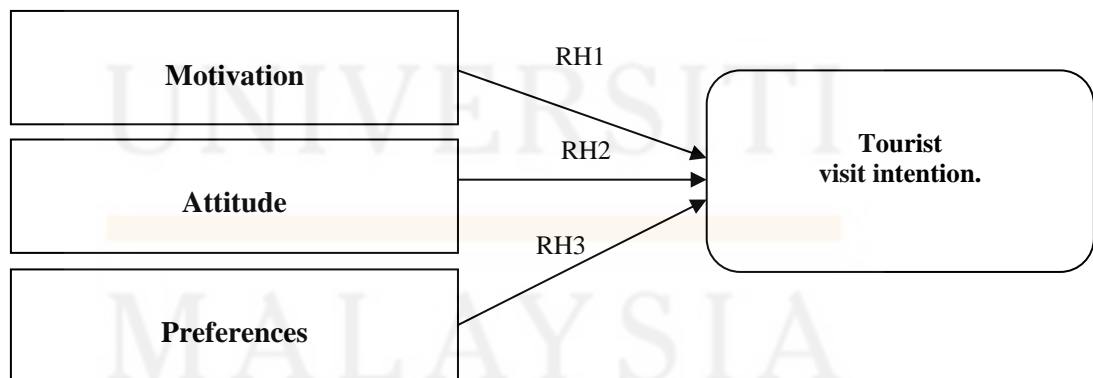


Figure 2. 3: Conceptual Framework of the study

2.4 RESEARCH HYPOTHESES

RH₁: There is a significant relationship between motivation and Malaysia tourist's visit intention.

RH₂: There is a significant relationship between attitude and Malaysia tourist's visit intention.

RH₃: There is a significant relationship between preferences and Malaysia tourist's visit intention.

2.5 CONCLUSION

In conclusion, this chapter reviewed the relevant literature pertaining to the components investigated. Based on the literature review, a conceptual framework is proposed. Typically, researchers examine the relationship between all independent variables and the dependent variable.

CHAPTER 3

RESEARCH METHODOLOGY

3.0 INTRODUCTION

The research design, research population, sample size, sampling methodology, sampling units, data collection method, pilot study, data analysis, test independent variables, test dependent variables, and conclusion will all be covered in this chapter. This quantitative study looks at the variables that influence visitors' decisions to attend theme parks.

3.1 RESEACRH DESIGN

The broad strategy for conducting a study to look into testable research topics of interest is known as the research design. Researchers will utilize a quantitative design in this study, which is a formal, objective, systematic approach that uses numerical data to gather information. According to Bum and Grove (2010), this research methodology is used to characterize variables, analyze correlations between variables, and identify cause-and-effect interactions between variables.

3.2 POPULATION

The total population of Malaysia in 2022 is approximately 30.3 million people (Department of Statistics Malaysia Official Portal, n.d.). For this study, adult from age 20-39 years old in Malaysia will be chosen as potential respondent with assumption that people within this range of age have more purchasing power and belongs to the ages who are interested in travelling with friends.

3.3 SAMPLE SIZE

The population's subset is known as the sample size. The use of sample size, according to Sekaran and Bougie (2010), enables researchers to get more accurate results. The method developed by Krejcie and Morgan (1970) was utilised by researchers to calculate the sample size in order to provide valid and reliable samples for the purpose of this investigation. Formula (3.1) below represents the sample size formula developed by Krejcie and Morgan.

$$S = \frac{X^2 NP(1-P)}{d^2(N-1) + X^2 P(1-P)}$$

3.1 Where:

S = Required sample size

X = Z value (example 1.96% for 95% confidence level)

N = Population size (assumed to be 30.3 million)

P = Population proportion (assumed to be 0.5 or 50%)

d = Degree of accuracy (assumed to be 0.05 05 5%)

$$\begin{aligned}\text{Sample size} &= \frac{X^2 NP(1-P)}{d^2(N-1)+X^2P(1-P)} \\ &= \frac{1.96^2(30300000 \times 0.5)(1-0.5)}{0.05^2(30300000-1)+(1.96^2 \times 0.50)(1-0.5)} \\ &= \frac{29100120}{75750+0.96} \\ &= \frac{29100120}{75750.96} \\ &= 384\end{aligned}$$

As a result, 384 respondents have been chosen as the sample size for this study based on Krejcie and Mogan's algorithm.

The researchers also make use of the sample size table for finite populations by Krejcie and Mogan (1970). The sample size table from Krejcie and Mogan (1970) is displayed in table 3.1 below. The necessary sample size is 384 for a population of 1,000,000 or more.

Table 3. 1: Krejcie and Morgan's (1970) Sample Size Table

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	98	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	181	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	373
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

Source: Sample Size Table (Krejcie and Morgan, 1970)

3.4 SAMPLING METHOD

This study's sample strategy used a non-probability convenience sampling method. Instead of choosing from the complete populations, the researchers can use this sampling strategy to select any of their preferred respondents who are available. Due to some members in the population not have chance to be sampled, the use of convenience sampling regardless of the size of sample, it can represent the entire population that cannot be known. By using this convenient sampling method, the researchers can distribute the questionnaire easier to collect the data.

3.5 UNIT OF ANALYSIS

Sampling unit is the individual item in a sample. Respondents from this researcher are chosen among the residents of Malaysia. Through this, the researchers can be easy to find respondents around the Malaysia which brings convenience to the researchers.

3.6 DATA COLLECTION METHODS

As the primary method of data collection for this study, questionnaires will be used. In Malaysia, a convenient distribution technique will be used to provide the questionnaire directly to pertinent respondents who are also the target demographic. This method is the best way to get the most sincere and accurate data from respondent as they are not influence by any circumstances including by the researchers. Besides, this method enable questionnaire to be carried out in a faster pace compared to other data collection method such as interviewing. Moreover, by understanding the important and concern of respondent's privacy, every answer and opinion made will be kept anonymous. The questionnaire will be provided to respondent.

The Likert scale consists of 5 choices of scale. The purpose of choosing 5 Likert scale is to avoid bias where according to Toner (1987), respondent have the tendency to say "Yes" indiscriminately in answer to questions provided to them and this can cause a serious problem. To avoid such problems in the future, researchers might use forced-choice scales which also called as Likert-type scale.

Table 3. 2: Likert-Type Scale Table

Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
(1)	(2)	(3)	(4)	(5)

Sources: Likert-Type Scale Table (Toner,1987)

3.7 PILOT STUDY

Pilot research is a preliminary examination that provides data for future trial or study planning. The feasibility, reliability, and validity of the dissertation are tested using a pilot test as a problem detector in the design and instrument as well as a treatment. Results from pilot studies are used to support more costly and extensive pivotal efficacy or effectiveness studies, according to Leon, Davis, and Kraemar (2011).

To conduct this pilot test, researchers decided to survey 30 respondents' samples around areas in Malaysia. They are randomly being picked from the total population to answer the questionnaire which are not only as the trial for future study but also to test the reliability and validity of the research proposal.

To know reliability of the questionnaire's result, the researcher can use Cronbach's alpha to evaluate the value of the result. If the value is 0.7 and above is considered as acceptable while if the Alpha (α) is less than 0.7, the result should be removed from the questionnaire. This is to eliminate any bias that could be possible in this survey. Thus, the

pilot test would clearly explain the results and the researchers can avoid bias when doing future study.

3.8. DATA ANALYSIS

Shamoo and Resnik (2003) state that various analytical techniques "offer a way of drawing inductive inferences from data and differentiating the signal (the phenomenon of interest) from the noise (statistical fluctuations contained in the data)". Data analysis, by definition, is the process of analysing data. Statistical Package for the Social Sciences will be used to analyse the data that has been obtained (SPSS). The programming language SPSS is used to carry out statistical analysis. It is a piece of software that illustrates how independent and dependent variables relate to one another when using the regression, correlation, or factor analysis methods. On the other hand, it is a very convenient and straightforward method for the researchers to transmit the respondent's responses with the appropriate coding before being converted into a data file for the subsequent analysis methods.

3.8.1 Data Cleaning

Data cleansing is a crucial step in resolving any issues that arise after data collection. It consists of two steps: the process of error detection and repair for a data set (Rahm and Do, 2000). Every data set typically includes error, hence it is impossible for there to be no error in any given data set. Error can be found and fixed using the

Statistical Package for the Social Sciences (SPSS). By going through the data cleaning process, the correctness, completeness, and consistency of the data may be preserved.

3.8.2. Reliability Analysis

The research SPSS will evaluate the data to make sure the results are impartial to test the reliability. It is there to show that this study suggestion has been consistently measured. Cronbach's alpha is frequently used by researchers to determine reliability. The most typical internal consistency measurement is this one. If the Alpha (α) value is more than 0.7, the result should be kept in the questionnaire; otherwise, it should be eliminated. In order to ensure that the result is within the consistency scale, researchers must therefore verify the biased questionnaire when the result is less than 0.7.

3.8.3 Descriptive Statistics

It's crucial to explain the study's fundamental features through descriptive research. The data or measure in the sample should be summarized to aid researchers. Commonly utilized in quantitative investigation are descriptive statistics. The use of the mean in this situation enables the researchers to quantitatively assess how the determining factors affect visitors' intentions to visit theme parks. For instance, the researchers want to understand how the relationship affects the average customer's inclination toward brand loyalty. To do this, they can calculate the mean and use it to explain the relationship's effects.

3.9 RESEARCH INSTRUMENT

This study used questionnaire to collect data which consists of 3 sections, section A will be gathering data about tourist individual profile, which is also known as demographic, section B is about dependent variable which is the visit intention to theme park in Malaysia. Section C consists of questions about independent variables which are motivation, preference, and attitude. Complete data will be collected after the respondent successfully answer all the questions given to in the questionnaire.

RESEARCH OBJECTIVE	RESEARCH QUESTION	CONCEPT/ CONSTRUCTS	SCALE	STATISTICS
To identify the factor attribute to the tourist's visit intention toward theme park in Malaysia	What are the factors attribute to the tourist's visit intention toward theme park in Malaysia	Concerning on the factor attributes to the tourist visit intention toward theme park in Malaysia	interval	Descriptive -Mean -Median -Mode -Standard Deviation
To identify relationship between visitors' intention and factor attribute of customer satisfaction	Is there any relationship between visitors' intention with factor attribute of visit intention	Concerning on the relationship between visitors' intention with factor attribute of customer satisfaction.	interval	Correlation analysis
To identify the ideal theme park, consider by Malaysia tourist	What is the ideal theme park consider by Malaysia tourist's	Concerning on ideal theme park of Malaysia tourist.	interval	Reliability Analysis

3.10 CONCLUSION

In this chapter discuss all the elements in the research methodology in this chapter. Referring above statement 384 respondent will be employed as respondents where responds will be analysed using the method stated above to test the hypotheses and develop findings.



CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

The results of the study are covered in this chapter. Analysis of the study on visitors' intentions to theme parks in Malaysia is the main goal of the data gathering. Data was collected using a survey method. To be distributed to visitors who travel to Malaysia's theme parks, a total of 349 respondents were gathered. In addition, the results of reliability analysis, inferential analysis, and descriptive analysis (descriptive frequency and statistics), as well as inferential analysis Pearson correlation, were used to determine the link between the independent variable (IV) and the dependent variables. (DV)

4.2 DESCRIPTIVE FREQUENCY

The basic descriptive analysis covers frequency, percentages (%), and cumulative percentages (%). The data was acquired from section A of the questionnaire, which is about the demographic respondent profile, such as gender, race, religion, age, occupation, and one closed-ended question pertinent to the research. The data will be displayed in the table graphic.

4.2.1 Gender

Table 4 shows the gender information for the respondents. 179 respondents out of a total of 349 supplied input, for a total percentage of 51.3%, with 170 female responses for a total percentage of 48.7%. According to the statistics, female respondents were more eager to answer to the survey than male respondents because they made up the majority of those who participated.

Table 4. 1: Number of respondents by Gender

	Frequency	Percentages (%)	Cumulative Percentages
Female	179	51.3	51.3
Male	170	48.7	100.0
Total	349	100.0	

4.2.2 Race

Table 4.2 displays the number of responders by race. Malay respondents constituted 239 of the 349 collected, followed by Chinese 51 respondents (14.6%), India 31 respondents (8.9%), and other ethnic 28 respondents. According to the data, the Malay ethnic group contributed the most to the research (68.5%), whereas other minority ethnic groups in Malaysia contributed the least (8.0%).

Table 4. 2: Races

	Frequency	Percent (%)	Cumulative percentage (%)
Malay	239	68.5	68.5
Chinese	51	14.6	83.1
India	31	8.9	92.0
Other	28	8.0	100.0
Total	349	100.0	

4.2.3 Age Group

The age distribution of 349 respondents is depicted in Table 4.3. The data illustrates the various types of ages ranging from under 20 years old to over 50 years old. The age group of 21 to 30 years old had the most respondents (76.2 percent) among these five age groups (266 respondents). Respondents aged 31 to 40 years (41 respondents) came in second with 11.7 percent. The age of under 20 year olds (32 respondents) came in second with 9.2 percent. Following that, 51 years and older (10 respondents) have 2.9 percent, while 41 to 50 years old (0 respondents) have 0 percent. 44 The reason that responders aged 21 to 30 have the highest number is because the majority of them are students. They have more time to respond to the survey than the working-age group, which is paid less attention to the poll.

Table 4. 3: Number of Respondent by Age

	Frequency	Percentage (%)	Cumulative Percentage (%)
Under 20 years old	32	9.2	9.2
21 years - 30 years	266	76.2	85.4
31 years - 40 years	41	11.7	97.1
41 years - 50 years	0	0	97.1
> 50 years	10	2.9	100
Total	349	100	

4.2.4 Job

The number of responses is broken down by employment type. 250 respondents out of the total 349 respondents were students, followed by 77 respondents who were in the workforce (22.1%), 10 respondents who were retired (2.9%), and the remaining 12 respondents (3.4%). According to the data, students (71.6%) and others (3.4%) have contributed more than any other group to the study.

Table 4. 4: Number of Respondent by Job

	Frequency	Percent (%)	Cumulative percentage (%)
Student	250	71.6	77.9
Working	77	22.1	100
Retire	10	2.9	102.9
Others	12	3.4	106.9
Total	349	100.0	

4.2.5 Reason to visit theme park

The number of responders broke down by theme park visitation purpose. Of the 349 respondents who have been gathered, 180 respondents are from family vacations, followed by 111 respondents (31.8%) from group outings, 48 respondents (13.8%) from solo trips, and 10 respondents (2.9%) from other sources. According to the data, family vacation (51.6%) is the race that has given the most to the study, and other (2.9%) is the least.

Table 4. 5: Number of respondent reason to visit theme park

	Frequency	Percent (%)	Cumulative percentage (%)
Family Vacation	180	51.6	51.6
Solo Trip	48	13.8	65.4
Group Outing	111	31.8	97.2
Others	10	2.9	100.1
Total	349	100.0	

4.3 DESCRIPTIVE STATISTIC

The data from the descriptive statistics on each variable in Sections B (IV) and C (DV) are presented in this section. The obtained data will be shown in a table along with the mean, minimum, maximum, and standard deviation (Std Deviation). The five (5) Likert scale, with values of (1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree, and 5-Strongly Agree), was used to measure all variables.

4.3.1 Intention

The mean and standard deviation for the item used to assess the likelihood that respondents would visit a theme park in Malaysia are presented in Table 4.6. There were six (6) questions measured, and the statement "I will visit the theme park with my beloved family" from item Q3 has the highest mean value (4.52). The data analysis reveals that the respondents' responses ranged from strongly disagreeing to strongly agreeing. Responses to the statement "I like to visit theme parks" had a mean of 4.49,

which was the second highest mean. The statements "I may planning to visit the theme park again in the future" and "I will visit the theme park with my colleagues and friends" are followed by Q2 and Q4, which have a mean value of 4.48 and responses who agree with these statements. Q5 and Q6 were the remaining two statements' means. Which theme corresponds to the corresponding mean values of 4.46 and 4.42? The lowest mean for the descriptive statistics of Intention is represented by the Q6 items. The greatest mean indicates that respondents prefer to attend theme parks with their families, which is the general desire held by visitors. Additionally, every respondent intends to return to the theme park in the future.

Table 4. 6: Descriptive Statistic of Intention

	Item Description	N	Mini	Max	Mean	Std. deviation
Q1	1. I like to visit theme parks.	349	2	5	4.49	0.605
Q2	2. I may planning to visit the theme park again in future.	349	2	5	4.48	0.646
Q3	3. I will visit the theme park with my beloved family.	349	2	5	4.52	0.637
Q4	4. I will visit the theme park with my colleagues and friends.	349	1	5	4.48	0.663
Q5	5. I will highly recommend the theme park as a place to visit.	349	1	5	4.46	0.653
Q6	6. I visit the theme park to fulfill of traveling.	349	1	5	4.42	0.752

4.3.2 Motivation

Table 4. 7: Descriptive Statistic of Motivation

	Item Description	N	Mini	Max	Mean	Std. deviation
Q1	1. I think I can challenge my abilities when visiting the theme park.	349	2	5	4.32	0.776
Q2	2. I love to visit theme park to avoid the hustle and bustle of my daily activity.	349	2	5	4.25	0.798
Q3	3. I can relax my mental when visiting the theme park	349	1	5	4.35	0.757
Q4	4. I like to visit theme park that have a standards of hygiene.	349	1	5	4.37	0.756
Q5	5. I like to visit theme park that provide restaurants.	349	3	5	4.38	0.736
Q6	6. I visit the theme park to fulfill dreams of traveling.	349	1	5	4.29	0.815

The mean and standard deviation for the question used to gauge respondents' desire to visit Malaysia's theme park are displayed in Table 4.7 above. There were six (6) questions measured, and the statement in question number five (Q5), "I like to visit theme parks that provide restaurants," has the highest mean value (4.38). The data analysis reveals that the respondents' responses ranged only from strongly disagree to neutral. The respondents preferred amusement parks with excellent levels of hygiene, and item Q4 had the second highest mean with a total of 4.37. Respondents agree with the statement "I can relax my mental when visiting the theme park" in response to item in Q3, which has a mean value of 4.35. The mean for the remaining three (3) items was Q2, Q6, and Q1, with respective values of 4.25, 4.29, and 4.32. The lowest mean for the descriptive statistics of motivation is

represented by the Q2 items. The respondents' ability to escape the hustle and bustle of their regular activities when visiting theme parks is the general motivation expected by the guest. In addition to fulfilling their trip fantasies, the respondents go to theme parks so they can test their physical and mental limits.

4.3.3 Attitude

Table 4. 8: Descriptive Statistic of Attitude

	Item Description	N	Mini	Max	Mean	Std.deviation
Q1	1. I like to feel the cheerful environment	349	3	5	4.55	0.558
Q2	2. I like to learn about them park history	349	2	5	4.36	0.724
Q3	3. I like to explore theme park during free time	349	2	5	4.43	0.637
Q4	4. I like to share the Information about theme park to others	349	1	5	4.42	0.701
Q5	5. I like to visit theme park because it's remind my childhood memories	349	2	5	4.55	0.648
Q6	6. I like the carnival game at theme park	349	1	5	4.51	0.632

Table 4.8 above shows theme and standard deviation for the item used to measure the attitude to visit the theme park in Malaysia. There were six (6) questions measured and the item of Q1 And Q5 is the highest mean value 4.55 which is the statement "I like to feel the cheerful environment" And I like visiting theme parks because it reminds me of my childhood memories. From the data analysis shows the range of answers by the respondents was only

neutral to strongly agree. The second highest mean was on item Q3 with a total of 4.43 respondents. I like to explore theme parks in my free time. Then next Item in Q4 has a mean value 4.42 and respondents agree with the statement “I like to share information about theme parks with others. The mean for other three (3) items were Q1, Q3, and Q5 which represent the values 4.55, 4.51 and 4.55 respectively. Items for Q2 represent the lowest mean for descriptive statistics of motivation. The overall attitude expected by the guest is where the respondents can avoid the hustle and bustle of their daily activity when visiting the theme parks.

4.3.4 Preference

Table 4. 9: Descriptive statistic of preferences to visit.

	Item Description	N	Mini	Max	Mean	Std. deviation
Q1	I prefer to spend my time visit theme park	349	1	5	4.36	0.800
Q2	I prefer to visit theme park in Malaysia	349	2	5	4.37	0.702
Q3	I prefer to visit extreme theme park	349	1	5	4.38	0.770
Q4	I prefer to visit theme park adventure	349	1	5	4.41	0.732

Q5	I prefer theme park in Malaysia than oversea	349	1	5	4.34	0.765
Q6	I prefer to recommend a theme park in Malaysia	349	1	5	4.40	0.750

The frequency mini, max, min, and standard deviation for the questions used to determine respondents' preferences for Malaysian theme parks are shown in Table 4.9. The highest mean of the five questions was found in item Q4 on the statement "I prefer to visit theme park adventures," with a mean of 4.41. 4.41 out of the total responses to question Q4 stated that they strongly agreed, agreed, or were neutral. The lowest mean for item Q5 was 4.34 otherwise. I prefer theme parks in Malaysia over theme parks abroad, 4.41 respondents objected, disagreed, or replied neutrally to this statement. The relative averages for Q1, Q2, Q3, and Q6 for the three items were 4.36, 4.37, 4.38, and 4.40.

4.4 RELIABILITY TEST

The intention of the visitor in Malaysia to attend the theme park is measured by the reliability test in terms of three main characteristics, including intention, motivation, attitude, and preference. To validate the accuracy and internal consistency of the data, Cronbach's Alpha analysis was used. Table 4.10 demonstrates that the scale of coefficient range between 0.7 and 0.8 is acceptable, 0.8 and 0.9 is good, and the range higher than 0.9 is excellent according to the general rule of thumb in Cronbach's Alpha.

Table 4. 10: Cronbach's Alpha Rule of Thumb

Cronbach's Alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Source: Habidin et.al, (2015)

The Cronbach's Alpha Coefficient for the independent variable and dependent variable for this study was displayed in Table 4.10. All the variables were above the value of 0.8, indicating that the model is dependable and produces reliable results.

The intention variable that influenced visitors' intentions to visit the theme park in Malaysia was measured using 6 questions. Cronbach's Alpha for this question was 0.915, which is outstanding and dependable according to Table 4.11. The motivational factor that prompted the visitor to visit the theme park in Malaysia was then measured using six questions. This question yielded a Cronbach's Alpha result of 0.931, which is likewise very good and trustworthy. Then, six questions were utilized to gauge the attitude-related

motivating factors that persuade visitors to attend the theme park in Malaysia. With a Cronbach's Alpha of 0.878, this question was good and dependable. The preference of visitors' intention to visit the theme park in Malaysia was measured by six questions, at the end. For these questions, the Cronbach's Alpha value was 0.916, which was satisfactory and dependable for the study.

To summarize up, the fact that the ratio of independent to dependent variables is greater than 0.8 indicates the validity of each questionnaire. All of the questionnaires have favourable correlations and substantial relationships that influence visitors' decisions to visit Malaysian theme parks.

Table 4. 11: Result of Reliability Cronbach's Alpha for the Independent Variable and Dependent Variable.

Variable	Number of Item	Cronbach's Alpha Coefficient	Strength of Association
Intention	6	0.915	Excellent
Motivation	6	0.931	Excellent
Attitude	6	0.878	Good
Preference	6	0.916	Excellent

4.5 PEARSON CORRELATION ANALYSIS

A statistical test called the Pearson correlation is used to assess the degree of correlation between two metric variables. According to Chong, Lim, Ng, and Wong (2016), the coefficient (R) ranges from -1.0 to +1.0 and indicates the strength of the correlations between two variables. The positive and negative sign of the outcome determines the relationship's pattern. In other words, if the result is +1.0, the relationship is perfectly positive; if it is -1.0, the relationship is perfectly negative. In 2016 (Chong, et al.). This favoured Pearson correlation. (Table 4.12) displays the pearson correlation table.

Table 4. 12: Table of Pearson's Correlation Coefficient

Size of Correlation	Interpretation
0.90 to 1.0 (0.90-1.0)	Very high positive (negative) correlation
0.70 to 0.90 (0.70-0.90)	High positive (negative) correlation
0.5 to 0.70 (0.5-0.70)	Moderate positive (negative) correlation
0.30 to 0.50 (0.30-0.50)	Low positive (negative) correlation
0.00 to 0.30 (0.00-0.30)	Little if any correlation

Source: Hinkle, Wiersma & Jurs (2003)

H1 : There is a significant relationship between motivation and Malaysia tourist visit intention.

In this hypothesis, motivation and intention stated as the independent and dependent variable. The results of the relationship between these two variables are shown in table 4.13.

Table 4. 13: Results of Pearson Correlation Analysis between Motivation and Visit Intention

		Tourist Visit Intention	Motivation
Tourist Visit Intention	Pearson Correlation	1	0.733***
	Sig. (2 tailed)		.000
	N	349	349
Motivation	Pearson Correlation	0.733***	1
	Sig. (2 tailed)	.000	
	N	349	349

The table showed a correlation of 0.733 between tourist visit intention and intention. This discovery reveals the connection between the variables. Their relationship is relatively moderate, as indicated by the correlation coefficient's positive value of 0.733. H1 is therefore regarded as legitimate or approved and is used to assess the link between intention and visit intention.

H2: There is a significant relationship between attitude and Malaysia tourist visit intention.

In this last hypothesis, attitude and visit intention are the independent and dependent variables in this hypothesis. Results of the relationship between the variables are shown in table 4.14.

Table 4. 14: Results of Pearson Correlation Analysis between Attitude and Visit Intention

		Tourist Visit Intention	Attitude
Tourist Visit Intention	Pearson Correlation	1	0.749***
	Sig. (2 tailed)		.000
	N	349	349
Attitude	Pearson Correlation	0.749***	1
	Sig. (2 tailed)	.000	
	N	349	349

The association between attitude and tourist visit intention is reported at 0.749 in Tables 4.45 which indirectly enhances the reasonableness between variables. There is a moderate link between attitude and the Malaysia visit intention, according to this study. As a result, H2, which is used to assess the relationship between attitude and visit intention has been accepted.

H3: There is a significant relationship between preferences and tourist visit intention.

In this hypothesis preferences and visit intention are stated as the independent and dependent variables. The results of the relationships between these two variables are shown in table 4.15.

Table 4. 15: Results of Pearson Correlation Analysis between Preferences and Visit Intention

		Tourist Visit Intention	Preferences
Tourist Visit Intention	Pearson Correlation	1	0.733***
	Sig.(2 tailed)		.000
	N	349	349
Preferences	Pearson Correlation	0.733***	1
	Sig.(2 tailed)	.000	
	N	349	349

The link between preferences and tourist visit intention was found to be 0.733 in the table. The existence of the link between the variables revealed by this finding. The correlation coefficient's positive value of 0.733 revealed that their link is quite moderate. As a result, H3, which is used to evaluate the relationship between preference and visit intention, is considered valid or accepted.

4.6 DISCUSSION BASED ON RESEARCH OBJECTIVE

In order to investigate the relationship between the hypotheses about a significant association, such as motivation, attitude, and preference towards visitors in intention to visit theme parks in Malaysia, Pearson's correlation analysis was utilised. In terms of the various hypotheses, the attitude holds the strongest moderately positive correlation ($r = 0.749$, $p < 0.01$), followed by motivation ($r = 0.733$, $p < 0.01$), and preference ($r = 0.733$, $p < 0.01$), both of which have a positive influence on tourists' intentions to visit Malaysian theme parks. Consequently, the outcome demonstrated that all hypotheses states were accepted at a 0.01 significance level.

Table 4. 16: The summary for hypothesis testing in this study.

H	Research objective	Pearson's correlation results	
H ₁	There is a significant relationship between motivation and tourist visit intention to theme parks in Malaysia	$r = 0.733$, $p < 0.01$,	supported
H ₂	There is a significant relationship between attitude and tourist visit intention to theme parks in Malaysia	$r = 0.749$, $p < 0.01$,	supported
H ₃	There is a significant relationship between preference and tourist visit intention to theme parks in Malaysia	$r = 0.733$, $p < 0.01$,	supported

4.7 SUMMARY

This chapter's discussion of results and conclusions is its conclusion. Descriptive analysis was used to analyze the data obtained from the questionnaires. The discussion is also focused on the goal and covers the reliability test, inferential analysis, and so on. Participating in this survey are 349 respondents. 20 to 50 years old is the average age of the responses. Malay people make up the majority of respondents, while respondents who identify as other ethnic groups make up the minority, according to the results. In this study, women make up the majority of respondents.



CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This chapter will be discussing the recapitulation of the findings between the motivation, attitude, and preference of tourist visit intention in Malaysia. Next, this chapter will also elaborate on the limitations and its recommendation for future study.

5.2 RECAPITULATION OF THE FINDINGS

5.2.1 Motivation

Research objective 1, research question 1, and hypothesis 1 are provided in Table 5.1. According to hypothesis H1, there is a considerable correlation between visitor intention and motivation. According to the findings of Pearson's correlation analysis (table 4.13), the first independent variable, motivation, had a strong positive association with the dependent variable, intention to visit. H1 is therefore approved. This is in reference to Pearson's correlation coefficient, whose r-value of 0.733 indicated a positive association between motivation and visit intention.

Table 5. 1: Research Objective 1, Research Question 1, And Hypothesis 1

No	Research objective	Research question
1	To access the factors attribute to the Malaysia tourist visit intention toward theme park in Malaysia	What are the factors attributed to the Malaysia Tourist visit intention toward theme parks in Malaysia?
H ₁ - There is a significant relationship between motivation and tourist visit intention		

To conclude, the research objective, which is “What is the relationship of tourist motivation towards theme parks visit intention in Malaysia” achieved. While the research question, which is “What is the relationship of tourist motivation towards theme parks visit intention in Malaysia?” is answered.

5.2.2 Attitude

Research question 2 and hypothesis 2 are provided in Table 5.2. According to H₂, there is a considerable correlation between attitude and tourist intention. According to the findings of Pearson's correlation analysis (table 4.14), the independent variable (attitude) and the dependent variable (intention to visit) showed the strongest positive relationships. H₂ is therefore approved. This is in reference to Pearson's correlation coefficient, whose r-value of 0.749 indicated a positive association between attitude and visitation intention.

Table 5. 2: Research Objective 2, Research Question 2, And Hypothesis 2

No	Research objective	Research question
2	What is the relationship of tourist attitude towards theme parks visit intention in Malaysia.	What is the relationship of tourist attitude towards theme parks visit intention in Malaysia?
H ₂ - There is a significant relationship between attitude and tourist visit intention		

To conclude, the research objective, which is “What is the relationship of tourist attitude towards theme parks visit intention in Malaysia” achieved. While the research question, which is “What is the relationship of tourist attitude towards theme parks visit intention in Malaysia?” is answered.

5.2.3 Preference

Research objective 3, research question 3, and hypothesis 3 are displayed in Table 5.3. According to H3, there is a considerable correlation between attitude and tourist intention. According to the findings of Pearson's correlation analysis (table 4.15), the independent variable (preference) and the dependent variable (intention to visit) exhibited a strong positive association. H3 is therefore approved. This is in reference to Pearson's correlation coefficient, whose r-value of 0.733 indicated a positive association between motivation and visit intention.

Table 5. 3: Research Objective 3, Research Question 3, And Hypothesis 3

No	Research objective	Research question
3	To access the the “ideal Theme Park” consider by Malaysia Tourist	What is the “Ideal Theme Park” consider by Malaysia Tourist.
H ₃ - There is a significant relationship between preference and tourist visit intention		

To conclude, the research objective, which is “What is the relationship of tourist preference towards theme parks visit intention in Malaysia” achieved. While the research question, which is “What is the relationship of tourist preference towards theme parks visit intention in Malaysia?” is answered.

5.3 LIMITATIONS OF THE STUDY

For upcoming researchers who might use this study as a reference in the future, there are a few restrictions that need to be made clear. For upcoming researchers who might use this study as a reference in the future, there are a few restrictions that need to be made clear. The researcher used an online survey questionnaire to gather information regarding design aspects and factors influencing guests' buying intentions. The researcher frequently distributed Google through social media networks as well as from close friends. Using this technique to encourage respondents to do the survey is pretty difficult. People frequently don't accept it and interpret it as a ruse to obtain their personal information. This occurs as a result of the large number of reported incidences of fraud that are in Malaysia is rising. People ignore

random Google forms when they see them on social media walls since they don't know where they came from and don't want anything unpleasant to happen.

The inability of the researcher and respondents to communicate with one another is another disadvantage of this study. Respondents are not permitted to inquire about or request clarification on topics they are unclear about. Only online surveys were employed by the researcher to obtain data for this study. This is because the study's research participants are Malaysian tourists, making it impossible for the researcher to gather data through interviews. Too big and difficult to discuss. As a result, even if they don't know the owner, communication may be difficult because the survey is conducted online using a google form and researchers also post random links.

The variable is the final study limitation. Motivation, attitude, and preferences are the only three independent factors that are the focus of this study. The intention of tourists to visit is the only dependent variable. There are numerous factors that can affect tourists' perceptions and visit intention, just like in the tourism industry sector. The other elements might possibly be connected to this study. This was brought about by the researcher's inability to base his or her research on other independent variables due to a lack of resources and references.

5.4 RECOMMENDATION

The researcher will provide some recommendations in this section that will be useful for future studies. This will guarantee higher-quality research and better results in the future. Additionally, it can aid the tourism sector in developing better future products and services. In this study, the researcher only identified three variables: visit intention (dependent variable), intentions, motivation, attitude, and preferences (independent variables). The independent variable and the dependent variable only have a weakly positive correlation, according to the results of the two variables.

Future research may integrate fresh discoveries by using additional variables, such as price, as an independent variable. Additionally, the design of websites created by tourism operators receives less attention in this study. This is due to the fact that there are numerous ways to book theme parks, including through theme park websites and online travel firms like (booking.com). Future studies may thus add fresh findings in which respondents decide whether to utilise an online travel agency or make reservations directly from a website. The best theme park is the only benchmark used in the current study to meet the study's objectives. This is due to the fact that a well-known theme park is the place where visitors first enter and has a high standard of amenities and infrastructure; as a result, choosing the greatest theme park is strongly advised if future research need to examine visitor intentions. Researchers are highly recommended to continue collecting data from respondents using quantitative approaches rather than qualitative methods for future studies.

The researcher did advise handing out the questionnaire to respondents in person, though. This is due to the bias introduced by the fact that social media is currently being used in research to distribute surveys to respondents. The researcher can gather more data from the

chosen respondents by handing out the questionnaire in person. The researcher may ask respondents additional questions if the questions and vocabulary are unclear.

Last but not least, the researcher thinks that it would be preferable for future studies if the respondents were visitors who had only visited theme parks. This is due to the fact that visitors have firsthand knowledge of the environment and state of the theme park and can therefore provide a more thorough evaluation. The study's findings will be more reliable if a suitable sample of respondents is chosen.

5.5 SUMMARY

This chapter's conclusion is that there is a significant association between all the variables and tourist visit intention. This demonstrates how the factors had a role in the customer's decision to reserve tickets for Malaysia's greatest amusement park. The variables passed the reliability test, the reliability analysis, and the correlation analysis with scores above 0.7, indicating dependability and suitability for this study. However, because our study was conducted online, the restriction did not stop us from collecting data. Finally, the suggestions made will support further research in this area.

REFERENCES

- Abubakar, A. M., and Ilkan, M. (2016). Impact of online WOM on destination trust and intention to travel: A medical tourism perspective. *Journal of Destination Marketing and Management*, 1(1). 1-10.
- Abd Razaka, A., Shamsudinb, M. F., & Abdul, R. M. (2020). The influence of atmospheric experience on Theme Park Tourist's satisfaction and loyalty in Malaysia. *International Journal of Innovation, Creativity and Change*, 6(9), 20-39
- Agarwal, S., and Teas, R. K. (2002). Cross-national applicability of a perceived quality model. *Journal of Product and Brand Management*, 11(4), 213-236
- Armstrong, J. S., Morwitz, V. G., and Kumar, V. (2000). Sales forecasts for existing consumer products and services: Do purchase intentions contribute to accuracy? *International Journal of Forecasting*, 16(3), 383-397.
- Bagozzi, R. P. (1982). A field investigation of causal relations among cognitions, affect, intentions, and behavior. *Journal of marketing research*, 19(4), 562-583.
- Bagozzi, R. P., and Burkrant, R. E. (1979). Attitude organization and the attitude-behavior relationship. *Journal of personality and social psychology*, 37(6), 913-929.

- Baloglu, S. (1998). An empirical investigation of attitude theory for tourist destinations: A comparison of visitors and nonvisitors. *Journal of Hospitality and Tourism Research*, 22(3), 211-224.
- Barber, N., Taylor, D. C., and Deale, C. S. (2010). Wine tourism, environmental concerns, and purchase intention. *Journal of Travel and Tourism Marketing*, 27(2), 146-165.
- Bennett, P. D., and Harrell, G. D. (1975). The role of confidence in understanding and predicting buyers' attitudes and purchase intentions. *Journal of Consumer Research*, 2(2), 110-117.
- Chen, Y. C., Shang, R. A., and Li, M. J. (2014). The effects of perceived relevance of travel blogs' content on the behavioral intention to visit a tourist destination. *Computers in Human Behavior*, 30(1), 787-799.
- Cohen, P. R., and Levesque, H. J. (1990). *Intention is choice with commitment*. *Artificial intelligence*, 42(3), 213-261.
- Goodall, B., and Cooper, C. (1991). Understanding holiday choice. *Progress in tourism, recreation and hospitality management*, 3(1), 58-77.
- Goodrich, J. N. (1978). The relationship between preferences for and perceptions of vacation destinations: Application of a choice model. *Journal of Travel research*, 17(2), 8-13.

- Gram, M. (2007). Children as co-decision makers in the family? The case of family holidays. *Young Consumers*, 8(1), 19-28.
- Hellier, P. K., Geursen, G. M., Carr, R. A., and Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. *European journal of marketing*, 37(12), 1762-1800.
- Hsu, C. H., Cai, L. A., and Li, M. (2009). Expectation, motivation, and attitude: A tourist behavioral model. *Journal of travel research*, 49(3), 282-296.
- Imada, T., and Kitayama, S. (2010). Social eyes and choice justification: Culture and dissonance revisited. *Social Cognition*, 28(5), 589-608.
- Jang, S. S., Bai, B., Hu, C., and Wu, C. M. E. (2009). Affect, travel motivation, and travel intention: A senior market. *Journal of Hospitality and Tourism Research*, 33(1), 51-73.
- Klenosky, D. B. (2002). The pull of tourism destinations: A means-end investigation. *Journal of Travel Research*, 40(4), 396-403.
- Kozak, M. (2001). Repeaters' behavior at two distinct destinations. *Annals of tourism research*, 28(3), 784-807.
- Krejcie, R. V., and Morgan, D. W. (1970). *Determining sample size for research*

Educational and Psychological Measurement, 30(3), 607-610.

Leon, A. C., Davis, L. L., and Kramer, H. C. (2011). The role and interpretation of pilot studies in clinical research. *Journal of psychiatric research*, 45(5), 626-629.

Levelt, W. J. (1993). *Speaking: From intention to articulation*. London: MIT press.

Lewin, K. (1943). Defining the 'field at a given time'. *Psychological review*, 50(3), 292-310.

Lee, S., Jeong, E., & Qu, K. (2020). Exploring theme park visitors' experience on satisfaction and revisit intention: A Utilization of experience economy model. *Journal of Quality Assurance in Hospitality & Tourism*, 21(4), 474-497.

McClung, G. W. (2012). Theme park selection: factors influencing attendance. *Tourism Management*, 12(2), 132-140.

Nayga, R. M., Lipinski, D., and Savur, N. (1998). Consumers' use of nutritional labels while food shopping and at home. *Journal of Consumer Affairs*, 32(1), 106-120.

Parinello, and R., G. (1993). Motivation and anticipation in post industrial tourism. *Annals of Tourism Research*, 20(2), 233-249.

Oh, J. E., & Kong, A. (2022). VR and Nostalgia: Using Animation in Theme Parks to Enhance Visitor Engagement. *Journal of Promotion Management*, 28(2), 113-127;

- Park, J. H., and Stoel, L. (2002). Apparel shopping on the Internet: Information availability on US apparel merchant Web sites. *Journal of Fashion Marketing and Management: An International Journal*, 6(2), 158-176.
- Park, J., Lennon, S. J., and Stoel, L. (2005). On-line product presentation: Effects on mood, perceived risk, and purchase intention. *Psychology and Marketing*, 22(9), 695-719.
- Ragheb, M. G., and Tate, R. L. (1993). A behavioural model of leisure participation, based on leisure attitude, motivation and satisfaction. *Leisure Studies*, 12(1), 61-70.
- Reibstein, D. J., Lovelock, C. H., and Dobson, R. P. (1980). The direction of causality between perceptions, affect, and behavior: An application to travel behavior. *Journal of Consumer Research*, 6(4), 370-376.
- Schlosser, A. E. (2003). Experiencing products in the virtual world: the role of goal and imagery in influencing attitudes versus purchase intentions. *Journal of Consumer Research*, 30(2), 184-198.
- Shinde, K. A. (2021). Religious theme parks as tourist attraction systems. *Journal of Heritage Tourism*, 16(3), 281-299.
- Nayga, R. M., Lipinski, D., and Savur, N. (1998). Consumers' use of nutritional labels while food shopping and at home. *Journal of Consumer Affairs*, 32(1), 106-120.

- Ng, S. I., Lee, J. A., and Soutar, G. N. (2007). Tourists' intention to visit a country: The impact of cultural distance. *Tourism management*, 28(6), 1497-1506.
- Parinello, and R., G. (1993). Motivation and anticipation in post industrial tourism. *Annals of Tourism Research*, 20(2), 233-249.
- Park, J. H., and Stoel, L. (2002). Apparel shopping on the Internet: Information availability on US apparel merchant Web sites. *Journal of Fashion Marketing and Management: An International Journal*, 6(2), 158-176.
- Pesonen, J., Komppula, R., Kronenberg, C., and Peters, M. (2011). Understanding the relationship between push and pull motivations in rural tourism. *Tourism Review*, 66(3), 32-49.
- Reibstein, D. J., Lovelock, C. H., and Dobson, R. P. (1980). The direction of causality between perceptions, affect, and behavior: An application to travel behavior. *Journal of Consumer Research*, 6(4), 370-376.
- Schlosser, A. E. (2003). Experiencing products in the virtual world: the role of goal and imagery in influencing attitudes versus purchase intentions. *Journal of Consumer Research*, 30(2), 184-198.
- Sirakaya, E., Petrick, J., and Choi, H.-S. (2004). The role of mood on tourism product evaluations. *Annals of Tourism Research*, 31(3), 517-539.

- Spies, K., Hesse, F., and Loesch, K. (1997). Store atmosphere, mood and purchasing behavior. *International Journal of Research in Marketing*, 14(1), 1-17.
- Toner, B. (1987). The impact of agreement bias on the ranking of questionnaire response. *The Journal of social psychology*, 127(2), 221-222.
- Urosevic, N. (2010). The effects of including the cultural sector in the tourist product of destination-strategic considerations regarding stria as the region of cultural tourism and pula as the European capital of culture. *Tourism and Hospitality Management*, 1(1), 1305-1317.
- Uysal, M.R., Jurowski, C. (1994). Testing the push and pull factors. *Annals of Tourism Research*, 21(4), 844-846,
- Uysal, M., McGhee, N. G., and Loker-Murphy, L. (1996). The Australian international pleasure travel market: Motivations from a gendered perspective. *Journal of Tourism Studies*, 7(1), 45-57.
- Wahlers, R. G., and Etzel, M. J. (1985). Vacation preference as a manifestation of optimal stimulation and lifestyle experience. *Journal of Leisure Research*, 17(4), 283-295.
- Wang, Y., LO, H. P., Chi, R., and Yang, Y. (2004). An integrated framework for customer value and customer-relationship-management performance:

- customer-based perspective from China. *Managing Service Quality: An Interational Journal*, 14(3), 169-182.
- Williams, T. G. (2002). Social class influences on purchase evaluation criteria. *Journal of consumer marketing*, 19(3), 249-276.
- Wu, C. W. (2015). Foreign tourists' intentions in visiting leisure farms. *Journal of Business Research*, 68(4), 757-762.
- Yoon, Y., and Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism Management*, 26(1), 45-56.
- Yuan, S., and McDonald, C. (1990). Motivational determinates of international pleasure time. *Journal of Travel Research*, 29(1), 42-44.
- Wahyudi, W. (2022). Five components of work motivation in the achievement of lecturer performance. *Scientific Journal of Reflection: Economic, Accounting, Management and Business*, 5(2), 466-473.