THE FACTORS THAT INFLUENCE THE MALAY COMMUNITY IN THE USE OF ACCOMMODATION TECHNOLOGY APPLICATIONS IN KOTA BAHRU, KELANTAN.

A report submitted in partial fulfilment of the
requirement for the degree of
Bachelor of Entrepreneurship (Tourism) with Honors

Faculty of Hospitality, Tourism and Wellness
UNIVERSITY MALAYSIA KELANTAN

2022/2023

By:

NAME	MATRIC
MUHAMMAD HISHAM BIN BUYONG SURJA	H20A1287
MUHAMMAD HAIQAL SOLIHIN BIN MAT SALLEH	H20A1282
MUHAMMAD FARIES BIN KHAIRUL HASNI	H20A1276
MUHAMMAD FIRDAUS BIN ABDUL JALIL	H20A1279

ACKNOWLEDGEMENTS

First of all, we would like to express our gratitude towards our supervisor, Dr. Aikal Liyani Binti Rasdi, for briefing and guiding us until the end of this research. Without the constant supervision and guidance, our research would be impossible to finish. Not forgetting also to Dr. Norizan Binti Musa as co-supervisor to Dr. Aikal Liyani for helping to continue the review for the last part of each chapter from 1 to 3 and so on until the last delivery part.

We also would like to thank our family and our friends for supporting us mentally and spiritually. Besides that, thanks and congrats to every member of our group for their cooperative attitude and dedicated efforts. All of us attended every meeting, and everyone shared their constructive opinions, creative ideas, and information in the making of this research. Lastly, we would like to thank for those who are getting involved in this research, either directly or indirectly. It is deeply appreciated.

ABTRACT

This study is about the factors that influence malay community in using accommodation applications in Kota Bharu, Kelantan. Youth are a vulnerable group with the various technologies and applications available today. Therefore, this research is focused on the young people in Kota Bharu, Kelantan. This research is to identify the ease of use in simple accommodation applications and behavioral intentions. Second, to examine whether the facilities provided in the accommodation application and behavioral intention. Finally, to examine the relationship between the security provided in the accommodation application and behavioral intention. Quantitative methods were chosen and used in this study in the form of a questionnaire. Total of 120 respondents who use accommodation application facilities in Kota Bharu, Kelantan, Malaysia were selected in this study and from that number, a total of ten people respondents were interviewed in depth.

Keywords: Influence youngster, accommodation application

UNIVERSITI

MALAYSIA

KELANTAN

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

This chapter will discuss background of study, problem statement and follow by research objective, research question, significance of the study. definition of terms and lastly summary. All related above will be described in the title the factors that influence the malay community in the use of accommodation technology applications in Kota Bahru, Kelantan.

The focus of the study is the accommodation application, a peer-to-peer short-term rental business that enables users to post and reserve rooms using a website and mobile applications. Customers who have experience utilizing accommodation applications in order to create various marketing strategies. These studies' specific objectives were as follows: First, to determine the make-up of the elements that impact young people's usage of the accommodation application, second, to determine if the accommodation application is user-friendly, and third, based on the findings of this study, to learn more about this study.

1.2 BACKGROUND OF STUDY

The state's capital, Kota Bharu, has emerged as the hub for all business and governmental operations in Kelantan. Kelantan's culture is unique from other border states since it was formerly a vassal state of Thailand and has assimilated many aspects of Thai culture. Those from other Malaysian states. The study highlights the traditional cultural components that can be provided to modern planners, landscape architects, and municipal managers in their efforts to preserve the integrity and beauty of the Kelantan Malay cultural landscape as well as the strategies that Kota Bharu Municipal Council has used in creating the new landscape, especially in the city centre as a tourist attraction.

The term "population" refers to the total collection of people, events, or things that academics are interested in knowing more about (Kumar, 2013). Local, considering the population of the study's accommodation applications in Kota Bharu, Kelantan. About 69 565 young individuals, who are between the ages of 18 and 29, utilise the housing applications. Kota Bharu was chosen as the venue for this study because it is one of the important sites that have replaced Kelantan's capital as the main city. Additionally, Kota Bharu is renowned as a state with a wealth of historical sites and tourist attractions that draw young people to stay at hotels in Kota Bharu, Kelantan. Today in Kota Bharu live 117975 teenagers. These are people aged 14 to 19 years. Of these, the girls - 57211, boys – 60763.

The youth is a group that is very exposed to technology nowadays. For example, accommodation applications. Therefore, the researcher feels that this group of youth is very suitable as a respondent. The researcher chose Kota Bharu, Kelantan to conduct the study because Kota Bharu is the city center location that is the focus of the public and has its own uniqueness such as food, culture, places and so on. Therefore, there are many places to stay around Kota Bharu, Kelantan.

Hotel, lodges, motels, guest houses, bed & breakfast, and other commercial enterprises provide transitory residences away from home for travellers and, as such, are the hub from which the majority of tourism activity in a region originates (Verbecke-Jansen,1986). Tourism has evolved into the world's largest service business (Ferreira, 2009; Som and Badarneh, 2011). When people go outside of their home country or city to see a new place, they are considered tourists. When people venture outside of their usual surroundings to experience a new place, they are

considered tourists. Irrespective matter how near or far this site (destination) is, these persons will frequently partake in a variety of activities. (Hall, 2008; Holloway & Taylor, 2006; Jafari, 2002). Visitors are called tourists, and tourism refers to the activity's tourists engage in while seeing another location. At the UN Conference on International Go and Tourism in 1963, it was decided to refer to those who travel abroad as "visitors" rather than "residents." This term described two different types of guests: Visitors who spent a minimum of 24 hours in one location were considered tourists. If they are travel for pleasure, wellness, sports, leisure, study, or religious reasons, their stay may be classified as leisure.

Excursionists, especially cruise passengers, may also be called transitory visitors if they spend less than 24 hours at a site. Domestic tourists are not included in these categories. In 1976, the Academy of Tourism (later known as the Tourist Society) proposed that travel is the temporary, relatively brief movement of individuals to places other than their usual places of habitation and employment. Therefore, any movement of people for whatever reason, such as day trips or excursions, is considered to be tourism (Cooper, 2008; Holloway & Taylor, 2006). Ford and LeBrunto (1995); Baker et al. (1995). The courses in beverage and food (F&B) management have long been required in programmes for the industry.

Eazy Booking is a travel firm that assists customers in booking hotels, inns, residences, holiday apartments, and other lodgings. They do business in Malaysia, Singapore, and other Southeast Asian nations. Customers who wish to book a hotel, inn, or condominium must go to their office in Bukit Jalil to check availability and bargain. They just choose to go from manual to web-based booking. It would allow them to manage their customers' bookings more easily while also keeping their customers' data protected. It will also make it easier for personnel to keep track of their clients' online booking requests and respond to consumer concerns. They hired a developer to create the web system for this famous company. This documentation describes how the web-based system will be built and how it will appear (User Interface).

For marketing and transactional purposes, tools like Google or other search engines offer fast access to an enormous amount of data via location portals and channels of distribution like online travel agents (OTAs), worldwide distribution systems (GDS), and transport search engines (like Booking.com, Kayak, Agoda, and Travelocity) (Sparrow et al., 2011). In the hotel industry,

for example, the Internet enables tourists to book hotel rooms directly from their computers at any time and from any location, and travellers may get confirmation in a reasonable period of time (Law & Chung, 2003; Chan, 2012). The usage of social media has changed how individuals communicate online, similar to how (Xiang et al., 2015; Xiang & Gretzel, 2010).

1.3 PROBLEM STATEMENT

Tourism is a crucial driver of regional economic growth since it creates jobs and benefits numerous related businesses (San Martin & Rodriguez del Bosque, 2018). Tourism is particularly essential in the town, according to Gitelson and Crompton (2020) since it aids the local economy. This is because the tourist industry may assist a town get financial resources. As a result, as the global market grows more competitive, the community should seek to attract more return visitors. Older venues may obtain a competitive edge through recurring visits in an increasingly competitive international tourist industry with a growing number of new places.

The usage of technology has increased significantly over the past several years and is now widely accepted. According to statistics, young people utilise the internet and its apps the most. The majority of accommodations have their own apps and websites when it comes to travelling and staying someplace. Users can therefore handle and recognise the accommodation with ease.

Prior to the globalisation period, customers had to make in-person reservations for their desired accommodations. However, with current technological advancements, there are amenities accessible, particularly in the context of tourism, such as lodging applications like Agoda, Trivago, Traveloka, and others. As a result, using this feature to arrange lodging is simple for users.

Tourist risk sensitivities and risk perceptions in travel and tourism indicate that information asymmetry caused by poor communication during and after the crisis may result in the development of a long-term tourism industry, which may have a negative impact on countries' images (how they are perceived) and subsequent tourist loyalty (Avraham and Ketter, 2017; Xie et al., 2021). Additionally, repeat visitors are a constant market for a location, and they provide free promotion to their family and friends through word-of-mouth recommendations (Reid & Reid, 2020).

They are worried about identity fraud and financial fraud, which are both prevalent cyberattacks that occur when users provide information through a website. Security, such as privacy risk, refers to sharing economy platform providers' potentially damaging collection and use of users' personal data (Gao et al., 2015). Participating in the sharing economy necessitates the revelation of sensitive personal information, which generates substantial concern among users (Ballus-Armet et al., 2014). While this is a major worry for the collaborative consumption, it has successfully broken through the mistrust barrier, permitting consumers to continue participating in the content delivery system by checking and authenticating its users and providers in order to protect one another. According to experts, effective security increases optimism (Alrawabdeh et al., 2012; Kima et al., 2010). Fishbein and Ajzen (1975) developed the reasoned action theory (TRA) to explain the cognitive underpinnings of an individual's decision to do a conscious act. Based on attitude and subjective factors, TRA predicts how an individual will respond to an activity (Fishbein and Ajzen, 1975). Attitudes and subjective norms play a significant role in evaluating consumer behaviour because they reveal what motivates people's intentions and behaviour. The TRA was revised by Ajzen and Fishbein (1980), who included the idea of planned behaviour (TPB). TPB, as defined by Hsu and Huang (2012), illustrates how people are motivated to participate in a certain action because they believe it will result in a satisfactory result (Ajzen, 1985Perceived behavioural control is a person's evaluation of their ability to participate in the target behaviour successfully (Goh et al., 2016; Farrukh et al., 2018; El-Zohiry and Abd-Ebaqy, 2019). When participating in a sharing economy like Airbnb, the TRA and TPB are effective in characterising human behaviour toward perceived behavioural intents.

1.4 RESEARCH OBJECTIVES

The research objectives are:

1.4.1 To identify the between ease of use and behavioural intention in the usage of accommodation applications in Kota Bharu, Kelantan.

1.4.2 To examine the relationship between convenience and behavioural intention to utilise accommodation applications in Kota Bharu, Kelantan.

1.4.3 To investigate the relationship between security and behaviour intention to utilise accommodation applications in Kota Bharu, Kelantan.

1.5 RESEARCH QUESTIONS

To achieve the aforementioned study aims, the following questions were developed:

1.5.1 What is the relationship between ease of use and behavioural intention in the usage of accommodation applications in Kota Bharu, Kelantan?

1.5.2 What is the relationship between convenience and behavioural intention to utilise accommodation applications in Kota Bharu, Kelantan?

1.5.3 What is the relationship between security and behaviour desire to use accommodation apps in Kota Bharu, Kelantan?

1.6 SIGNIFICANCE OF STUDY.

The purpose of this study is to evaluate the value and security of accommodation application services for the tourism industry. Based on this study, the information gathered will assist the community in evaluating the advantages and disadvantages of accommodation application. The neighbourhood can learn about the efficiency and safety of using accommodation

application as a result, which may persuade the neighbourhood to be using accommodation application.

Meanwhile, by relating the significance of the research to actual competition analysis, the study will be helpful to researchers, scholars, accommodation application, the hotel industry, vacation rental players, and destination marketing groups. By analysing the relevant motivators and restrictions, the study offers greater insights into the decision-making process of both guests and hosts. It will also help the accommodation application platform determine how it differs from other vacation rental services and the conventional hotel business. The importance of the study will help policymakers better control the accommodation application phenomenon by giving them a thorough understanding of the micro and macro environments.

Other than that, the related data in this study can help to reveal the intentions of young people to engage in Airbnb apps. According to a study conducted by Assistant Professor Daniel Guttentag at Ryerson University's Ted Rogers School of Hospitality and Tourism Management, which was conducted in August 2016 and the findings of which were published, the straightforward response is, in fact, that it is inexpensive. Furthermore, the survey found that "convenient location" and "household amenities" were two other important driving factors for travellers.

Additionally, Airbnb users frequently rent full homes rather than splitting a space with a host. In fact, the prospect of mingling with the host or other locals or the assurance of a "genuine", local experience seem to inspire them less. These intriguing results tend to refute Airbnb's marketing strategies and widespread perceptions still held by the hospitality sector, which emphasize the service's experiencing component. It appears that too much attention has been paid to this issue. In truth, Airbnb users are frequently driven by the useful advantages of the service (low cost, convenient location, and household amenities).

In the end, this study also helps pupils. Research data from the study may be used by university students for their projects, particularly those that focus on the services provided by accommodation applications. To put it another way, this study offers fresh chances for other researchers to advance their understanding of the technology behind accommodation application in the tourism industry.

1.7 DEFINITION OF TERMS

This research study employs the phrases ease of use, convenience, security, and behavioural intention. Each phrase is defined further below.

1.7.1 EASE OF USE

Ease of use is a person's response to the use of technology will be free of effort. (Davis, 1989, 1993).

1.7.2 CONVENIENCE

Convenience was initially discussed in relation to product categories in marketing literature. Convenience items were included in Copeland's (1923) definition of consumer goods as widely dispersed things that can be acquired with little effort on the part of the buyer. Later product classification systems included the category of convenience goods as well (e.g., Bucklin 1963; Murphy and Enis 1986).

1.7.3 SECURITY

Some commentators have identified that the meaning of security is widely used and the real meaning is insecurity. Schuilenburg and Van Steden, 2014)

1.7.4 BEHAVIOURAL INTENTION

Behavioural intention is commonly understood in the framework of M. Fishbein and I. Ajzen's theory of reasoned action from their 1975 book Belief, Attitude, Intention, and Behaviour: An Introduction to Theory and Research (Reading, MA: Addison-Wesley,1975).

1.8 SUMMARY

Overall, this chapter addresses the introduction, study background, problem statement, research aims, research questions, study importance, and word definitions. The researchers will urge young people to make better use of accommodation apps. In this Chapter 1, we may also learn about the aspects that influence a person's career in the tourist sector. The following chapter, Chapter 2, will go into the research's introduction, literature review, hypotheses, and conceptual framework.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter examines about literature review, easy of use, convenience, and security as independent variable, while behavioural attentions is the dependent variable. Then, it also discusses the conceptual framework, hypotheses, and a chapter summary.

2.2 LITERATURE REVIEW

A review of the literature is a piece of research that exhibits understanding and knowledge of the scholarly papers on a particular issue in context. In order to distinguish it from a report, a literature review is characterised by a critical assessment of the material. It is a kind of writing as well as a strategy for book reviews.

2.2.1 BEHAVIOURAL INTENTIONS

The perceived possibility or subjective probability of an individual engaging in a particular behavior is referred to as behavioral intentions. This term may be characterized in the context of retailing as the consumer's inclination to exhibit certain types of behavior, such as loyalty, word-of-mouth marketing, price sensitivity, repeat purchases, and referrals according to (Zeithaml et al., 1996)

2.2.2 EASE OF USE

Ease of use is one of Airbnb's core values. As a result, they must ensure that users can easily use Airbnb's webpages and smartphone apps. We are all aware that the circulation of modern times is accelerating with the development of advanced technology. Therefore, the use of accommodation

applications is very necessary because it can make it easier for users to make any booking online. For example, users can find out information related to a place they want to go to. In addition, it is also easy for users to book the accommodation and they do not have to bother to go to the place. Clearly showing that it is easy to use is one of the factors that influence the attraction of users in using accommodation applications. Perceived ease of use refers to the user's belief that using an application or website is easy (Cheema, 2009).The tendency to accept technology is strongly influenced by the perception of ease of use (Juniwati, 2014).

2.2.3 CONVENIENCE

Everything nowadays centres around access. With a burgeoning millennial population, one factor driving ride sharing purchases is convenience. It is now possible because the sharing economy relies on real-time transactions via cell phones that connect providers and buyers. Consumers today expect everything to be speedy, and if they really do not acquire it on time, they assume the systems cannot be trustworthy. In order to achieve customer satisfaction, Habibi et al. (2017) emphasise the importance of convenience, efficiency, and, most significantly, accessibility.

2.2.4 SECURITY

Security is a priority in technology. Identity fraud and credit card fraud are two common attacks that occur when customers provide data through websites. Security, often known as privacy risk, relates to the acquisition and use of users' personal details by crowdfunding platform providers in an unfavorable manner (Gao et al., 2015). Participation in the sharing economy requires the disclosure of personal information, which causes users tremendous anxiety (Ballus-Armet et al., 2014). Although this is an important barrier to the sharing economy, it has overcome the barrier of distrust, allowing users to continue using the sharing function by verifying and verifying its customers and providers to protect each other. Therefore, it is imperative to protect customer privacy. With the security provided, users do not need to worry about their safety. For example, personal information. According to researchers, effective security increases confidence (Alrawabdeh et al., 2012; Kima et al., 2010).

2.3 RELATIONSHIP BETWEEN EASE OF USE AND BEHAVIOURAL ATTENTIONS

Perceived ease of use, according to (Davis,1989), is "the extent to which a person feels that utilising a specific system would be devoid of effort and proposed that perceived usability is positively correlated with perceived ease of use. It has received support from several research (Abdullah, Ward, & Ahmed, 2016; Cho & Sagynov, 2015; Lee, Tyrrell, & Erdem, 2013; Tong, 2010). Abdullah et al. (2016) discovered a highly significant positive correlation between students' perceptions of the e-portfolio system's usability and convenience of use. Meeting planners concurred in different research that the simplicity of use element influences how beneficial they perceive social media to be (Lee et al., 2013). Similar results were observed by Cho and Sagynov (2015) and Tong (2010) on the influence of perceived usability on perceived usefulness among internet users. Therefore, by making a technology seem easier to use, its perceived utility might be improved, which would then lead to a rise in behaviour intention and adoption of the technology In terms of perceived behavioural control, a person's assessment of their ability to successfully engage in the target behaviour is crucial (Goh et al., 2016; Farrukh et al., 2018; El-Zohiry and Abd-Ebaqy, 2019). The theory of reasoned action and the theory of planned behavior are critical in describing how individuals act in the collaborative consumption, such as when registering for housing.

2.4 RELATIONSHIP BETWEEN CONVENIENCE AND BEHAVIOURAL ATTENTIONS

Nowadays, everything revolves on access. With a growing millennial population, convenience is one factor boosting sharing economy purchases. It becomes viable because the sharing economy runs on real-time transactions via cell phones that connect providers and buyers. Consumers nowadays expect everything to be delivered quickly, and if they are not, they feel the system could be trusted. In order to improve customer satisfaction, Habibi et al. (2017) emphasise the necessity of ease, efficiency, and, most significantly, accessibility. As a result, the following theory is advanced: H2. The association between accessibility and performance expectancy to utilise Airbnb is completely mediated by trust. Ajzen (1991) claims that behavioural intentions

influence how difficult a person is willing to attempt and how driven a person is to accomplish an activity. In theory, behavioural intentions are the best predictors of behaviour (Ajzen, 1991). Fishbein and Ajzen define behavioural intentions as "a measure of the strength of one's intention to engage in a certain action" (1975). Favourable behavioural intentions are connected to a service provider's ability to persuade its consumers to talk well about them (Boulding, Kalra, Staelin, & Zeithaml, 1993). Tran (2020) revealed that the quality-of-service influences experience values, relationship quality, and buy intention. Despite its relevance to managers, academics, and consumers alike, service quality, experience value, relationship quality, and behaviour intents are poorly understood in current literature. Variables such as 'diversity' and 'safety' were shown to have a significant influence on hedonic customer value by Cha and Lee (2020), whilst 'convenience' was found to have a significant impact on utilitarian customer value. Furthermore, the path from customer value to satisfaction was determined to be critical. According to the study's findings, when customers purchase dessert at a convenience store, they are affected by hedonic and utilitarian values. Similarly, consumer satisfaction and behavioural intentions such as readiness to return and spread positive word-of-mouth are crucial indications (Ryu, Lee, & Kim, 2011). As a result, we use a behavioural intention framework to investigate the impact of pleasure and experience on consumer behaviour at a convenience store. Customers' behavioural intentions are influenced by convenience, assurance, knowledge and caring, quality, novelty, process, and sustainability.

This might be attributed to the ease of reserving and paying through the internet platform, accessibility, the security of short-term lodgings, and welcoming hosts However, tangibles and enough service supply, distinctive and regional authenticity, and pricing aspects only have a minor impact on behavioural intention. This could be because some hotels lack the facilities that customers look for to assure their comfort. Some visitors may believe that short-term accommodations, as compared to hotels, give mostly home amenities. This conclusion is consistent with , who claims that, from one of the most influential to least important, the most influential elements affecting customers' choice of boutique hotels are very well conveniences, appealing lighting, natural aroma, beautiful design, and suitable music. Furthermore, as discovered, factors that contribute to the growth and potential of necessary conditions business owners include trying to introduce modern technology into to the company, adding service and product values, enhancing productivity by improving strategies and adopting fresh marketing practices, developing the

possibilities of entrepreneurs to adhere to international standards, and continuing to support values that leave a positive impression with tourists. Finally, the existing study's findings are in line with that, who revealed that the factors that affect boutique hotel customers' decision-making are goods, competitive pricing, tidiness and scenic views, media relations and promo, room facilities, easy access and convenience location, and staff.

2.5 RELATIONSHIP BETWEEN SECURITY AND BEHAVIOURAL ATTENTIONS

Security is the primary worry when it comes to technology. People are wary of these crimes since they are frequent issues that users may run into while submitting information on an online form, such as identity fraud and credit card fraud. The likelihood of user data being collected and used negatively by sharing economy platform providers is referred to as privacy risk in terms of security (Gao et al., 2015). Consumers are apprehensive because participating in the sharing economy necessitates providing a lot of personal information (Ballus-Armet et al., 2014). Although this poses a significant problem for collaborative consumption, it has been successful in reducing consumer suspicion by allowing users and contributors to be verified and authenticated in order to protect one another. Academics feel that strong security improves faith (Alrawabdeh et al., 2012; Kima et al., 2010)

2.6 HYPOTHESIS

The research's hypothesis is based on the study's elements, including economic, environmental, cultural, and community factors that influence the choice of domestic tourism destinations. The hypothesis had been developed and was going to be evaluated based on the investigation.

2.6.1 EFFORT EXPECTANCY

Effort expectation is the ease with which consumers can learn a system. In other words, the simpler a system is to grasp, the more probable it is that people will accept it. One of the most important factors of behavioural intention to use a technology has been found as effort anticipation. Previous study revealed that individuals believe touchscreen mobile devices to be simpler to use since they enable direct control, touch, and interaction with the devices, which is considered as a clear advantage ascribed to accommodation applications over web-based hotel booking systems. Consumers are more likely to adopt a system that is simple to use and dependable. Research of the primary factors driving mobile wallet adoption among Malaysian Generation Y revealed that users' proclivity to use mobile wallets is mostly influenced by effort anticipation. Similarly, effort expectation was discovered to impact user intention to reuse mobile apps. As a consequence, H1 is submitted for testing as follows:

H1: Tourists' behavioural intention to utilise accommodation applications is significantly influenced by effort expectation.

2.6.2 PERFORMANCE EXPECTANCY

Performance expectations are people's beliefs of how using technology helps them do their tasks more efficiently. It determines how well a certain technology promotes work performance. Users are more likely to adopt technology, even if it requires payment, when they are aware that it assists them to fulfil their jobs more effectively. The performance expectation of a technology or system is thought to have a beneficial influence on users' behavioural intentions to adopt and embrace a technology. The term "performance expectancy" in the context of this investigation refers to the extent to which visitors believe lodging applications will expedite and enrich their booking experience. The inclination of identified users to use mobile applications for hotel reservations again is influenced positively by performance expectations. A recent study looked at the factors that affect users' behavioural intentions to utilise mobile learning; the results suggest that perceived applicability has a significant impact on users' behaviour intention to use active technology. Another study discovered that performance expectation is crucial in influencing

Malaysian Gen Y consumers' behavioural desire to use mobile wallets. As a result, H2 is submitted for testing as follows:

H2: Tourists' behavioural desire to utilise accommodation applications is significantly influenced by performance expectation.

2.6.3 HABIT

The capacity to perform an activity spontaneously after learning it is referred to as a person's habit. It might be defined as the number of times an individual will resume an activity after experiencing it. When a user repeats a practise, it is often unconscious and spontaneous. According to studies, customers' frequent behaviour has a positive influence on their behavioural intention to embrace mobile social networking services. Habit has also been shown to be a primary driver of users' behaviour intention to discuss and discuss their prior experience on social media sites as well as influencing intentions and behaviour to using an e-learning platform throughout Doha (El-Masri and Tarhini 2017).

A most key reason for Indonesians to use mobile wallet apps, according to a new Indonesian poll, is behaviour (Megadewandanu et al. 2017). A similar study with 1096 participants found that consumers' behavioural intention to purchase airline tickets online is impacted by behavioural (Escobar-Rodrguez and Carvajal-Trujillo 2014). Similarly, habit has been demonstrated to influence students' and teachers' behavioural intention to use Google Classroom Applications (Jakkaew and Hemrungrote 2017). Habit is defined in this study as the automatic user engagement with the accommodation application to complete an accommodation booking. As a consequence, H3 is sent for testing in the manner described below:

H3: The behavioural intention of travellers to utilise accommodation applications is significantly influenced by habit.

2.6.4 SOCIAL INFLUENCE

The extent to which a person believes that individuals who are significant to them think they should utilise a program or technology is known as social influence. It is frequently attributed to peer pressure (Mousa Jaradat and Al Rababaa 2013). A previous study found that social pressure is the primary factor that influences Jordanians' continuance intention to employ mobile marketing solutions Chong (2013), on the other hand, highlighted social effect as the most crucial element driving mobile shopping usage and acceptance among big crowds of internet customers in China. Person's acceptance of mobile payments has also been found to be significantly influenced by social media (Koenig-Lewis et al. 2015). Social influence has a significant direct impact on users' behaviour intending to use and recommend mobile payment solutions, claim Oliveira et al. (2016). The intent to use mobile apps for hotel bookings and to keep employing text messaging services like WhatsApp is directly positively influenced by socialisation (Fong et al. 2017). (Bere 2014). As a consequence, H4 is sent in the following format for testing:

H4: Social conditioning has a considerable positive impact on travellers' behaviour intention to use accommodation apps.

2.6.5 HEDONIC MOTIVATION

Hedonic motivation is now incorporated into the UTAUT2 model. It has to do with the happiness and pleasure received from using something, in this case a smartphone app. With consumers monitoring their smart phones regularly for updates and interacting on social media, mobile apps have a larger adhesion impact than desktop or laptop programmes. According to Leong et al. (2013), consumers are more likely to adopt and utilise mobile apps if they are engaging and pleasant. Previous research using the UTAUT2 model indicated that the age of users had an influence on their hedonic and utilitarian and behavioural control. Slade et al. (2013) discovered that now the influence of utilitarian and hedonism values is stronger and more potent for younger males who ignore understanding of computers, whereas Macedo (2017) observed that enjoyment indirectly influences older people's attitude and intention to use modern technologies. School teachers' intent to use learning management software is influenced by hedonic incentives. It ranked as the second most crucial component of the teachers' affective commitment (Raman and Don

2013). Hedonic incentive, in accordance with Baptista and Oliveira (2015), is the most important factor affecting users' behaviour intention to utilize mobile banking.

As a consequence, H2 is evaluated as follows: H5: Hedonic incentive affects travellers' behavioural intent to utilise the Airbnb app.

H5: Hedonic motivation influences travellers' behavioural intention to utilise accommodation applications significantly.

2.7 CONCEPTUAL FRAMEWORK

The study's independent and dependent variables are exhibited in the conceptual framework in connection to one another. The convenience, ease of use, and security of the accomodation application are the three independent variables (IVs) that were employed in this study. Intentional conduct is the dependent variable (DV).
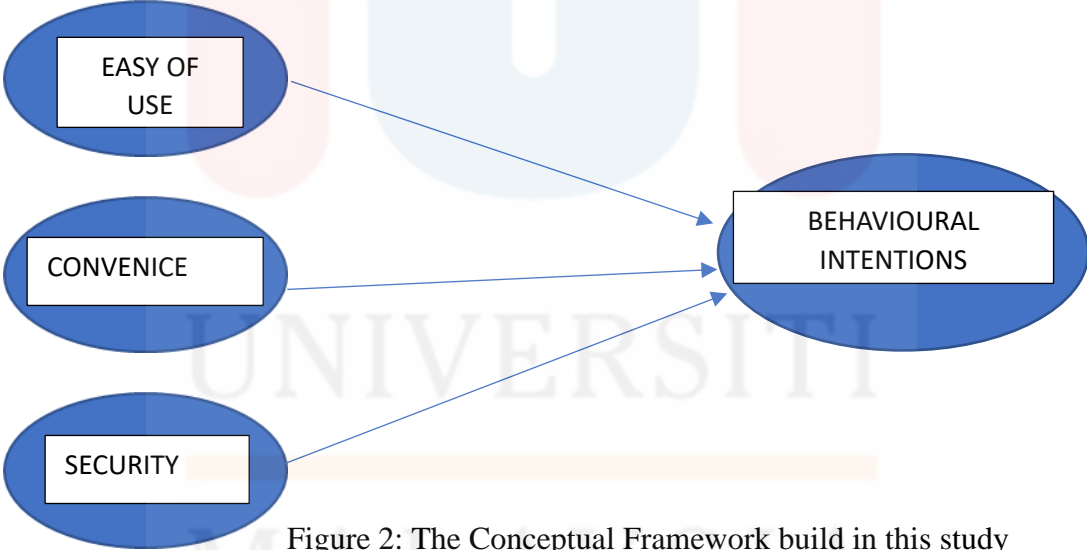

Figure 2: The Conceptual Framework build in this study

2.8 SUMMARY

This chapter has examined ease of use, convenience, and security as independent factors and behavioural intention as a dependent variable, as well as the link between each independent variable and dependent variable, conceptual frameworks, and hypotheses.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

The study design as well as other elements like the population, sample size, and sampling method are made clear in this chapter. It also explains how the questionnaire is being used and how the quantitative technique can be used to apply it to this study.

3.2 RESEARCH DESIGN

Defined research design as procedures for collecting, analysing, interpreting, and reporting data in research studies (Creswell and Plano -Clark,2007). The study's design specifies how the relevant information will be obtained, analysed, and used to answer the research question (Grey, 2014). The subject of research design is the examination of a scenario or problem to discover if one item causes another (Creswell, 2003). There are three types of research methodologies: mixed methods, qualitative design, and quantitative design (Creswell & Plano-Clark, 2007). According to Denzin and Lincoln (2008), qualitative research strives to give the researcher with a way of comprehending a phenomenon by seeing or interacting with study participants (Teddlie &Tashakkori, 2009).

Obtaining numerical data and using ways to evaluate it in order to comprehend behaviour is known as a quantitative research method (Alliaga and Gunderson, 2009). Mixed method research combines qualitative and quantitative data analysis into a single study. At one or more stages of the research process, data is obtained continuously or sequentially, prioritised, and merged (Gutmann& Hanson, 2002). The quantitative research approach will be used in this study since it produces reliable and measurable data that can be used to a large population (Marshall, 1996). As a result, the researcher seeks to discover the elements that influence how young people in Bharu, Kelantan, Malaysia utilises accommodation applications.

3.3 POPULATION

The phrase "population" refers to the entire group of individuals, occasions, or objects that researchers are curious about learning more about (Kumar, 2013). Local, using the accommodation applications in Kota Bharu, Kelantan, which make up the study's population. The number youngster that uses the accommodation applications is about young people from 18 to 29 years old - 69 565 people.

Researchers choose Kota Bharu as the place for this research because Kota Bharu is one of the major locations that have become the main city in Kelantan. In addition, Kota Bharu is also known as a state that is rich in various heritage attractions and also has many tourism attractions that attract the youngsters to stay at the accommodation in Kota Bharu, Kelantan. Therefore, the researchers chose Kota Bharu, Kelantan to study the accommodation applications.

3.4 SAMPLE SIZE

The subset of a population that is necessary to ensure that there is enough information available to draw conclusions is known as the sample size (Sekaran & Bougie, 2010). The sample population for this study consists of local tourists who use lodging booking websites in Kota Bharu, Malaysia's Kelantan province. 120 respondents will be picked from the population of malay community in accordance with Krejcie & Morgan's (1970) sample size table to provide.

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	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

N: is population size   *S: is sample size*

Table 3.1: The formula for sample size according to Krejcie and Morgan

Formula for determining sample size

$$s = X^2 NP(1 - P) \div d^2(N - 1) + X^2 P(1 - P)$$

s = required sample size.

X^2 = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841).

N = the population size.

P = the population proportion (assumed to be .50 since this would provide the maximum sample size).

d = the degree of accuracy expressed as a proportion (.05).

Source: Krejcie & Morgan, 1970

Figures 3.2: The table shows the calculate formula of sample size

3.5 SAMPLING METHOD

This is the method of figuring out how many elements should be included in a community (Kumar, 2013). The researchers choose certain subsets of the population to use as sample subjects for their sampling technique. Sampling techniques and non-probability sampling are the two available types of sampling procedures.

Non-probability sampling techniques are ones in which samples are gathered without giving any particular member of the population a known likelihood of selection. In other words, it is unknown how biased the sample selection process is. In order to swiftly and efficiently cover the enormous number of surveys, the researchers employed easy sampling, which is probably the most popular sampling technique. The samples are chosen because the researchers have access to them, which requires picking any available sample of respondents that suits the researcher's needs.

3.6 DATA COLLECTION PROCEDURE

It is possible to collect data from both primary and secondary sources. Gathering information from real sources, such as customers, users or non-users, or other research participants, specifically for the topic at hand, is known as primary data research. "Secondary data research" refers to any published material that has been specifically acquired for the current study challenge. 120 respondents who are among those who have used accommodation applications in Kota Bharu, Kelantan will provide the primary information gathered from the questionnaires.

The surveys will be disseminated utilising the WhatsApp platform after being produced online using Google Form. The secondary data was meantime gathered from books, journals, and the internet. The purpose of secondary data is to gather information on descriptions to illuminate decision-making.

3.7 RESEARCH INSTRUMENT

In order to gather all the data required to complete this study, we employed the survey technique in this study and online questions using Google Form. This form of study is often less expensive than alternative methods and simpler to manage because it is standardised. Researchers

utilized this technique to gather data and information since it is an effective approach to do so and this study had a large number of responses.

There are three sections to the questionnaires. Demographic information about the responder, such as gender, age, race, income level, social standing, and level of education, is questioned in Section A of the first section. Questions about the independent variable are found in Section B. Contrarily, Section C contains inquiries on the dependent variable. The Likert Scale is used in parts B and C of the surveys, whereas nominal and interval scales are used in section A of the questions.

The 5 Likert Scale is used in this study since the replies can be effectively measured and are related to the computation of any scientific investigation. As a result, the Likert Scale contains five values: Disagree Strongly), 2 (Disagree), Balanced), 4 (1) (strongly), and 5 are the other options (Strongly Agree). Actually, this method makes it simpler to get responses and results because it merely distributes questions for responders to answer.

3.8 DATA ANALYSIS

The data was analysed using descriptive language. Descriptive analysis will be used to characterise the demographic profile of the respondents, including the percentage, frequency, mean, and average mean. Inferential analysis is used to investigate the relationship between independent and dependent variables. Pearson Correlation is a statistical method for determining the strength of a link between independent and dependent variables based on the magnitude of the correlation coefficient. (Piaw, 2006).

3.9 SUMMARY

This chapter discusses the demographics, sample size, sampling procedure, data collecting process, research instrument, and data analysis, as well as the research strategy utilised to conduct this study.

CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

This chapter contains the analysis of the findings from an analysis of the information gathered through the distribution of a survey to 120 respondents who malay community in the use of accommodation technology applications in Kota Bahru, Kelantan, Malaysia, specifically the author presents the profile of the demography background, frequency analysis, descriptive analysis, reliability test, Pearson Correlation analysis, In the end of the chapter summarizes the key findings of the analysis and discussion to answer the research objectives.

4.2 DEMOGRAPHIC BACKGROUND

This section looks at the 120 respondents' various backgrounds in terms of demographics. The supplementary tables and figures include data on gender, The study's fundamental analysis included the frequency analysis. The demographic information collected in Section A of the survey included questions on the respondents' gender, age, race, status, income level, and occupation. A table and a pie chart were used to illustrate the respondents' demographic information.

4.2.1 Gender

Table 4.2: Show the age of the respondents, was aged between 25 and 30 years old, 3 were 31-40 years old and two were 41-55 years old.

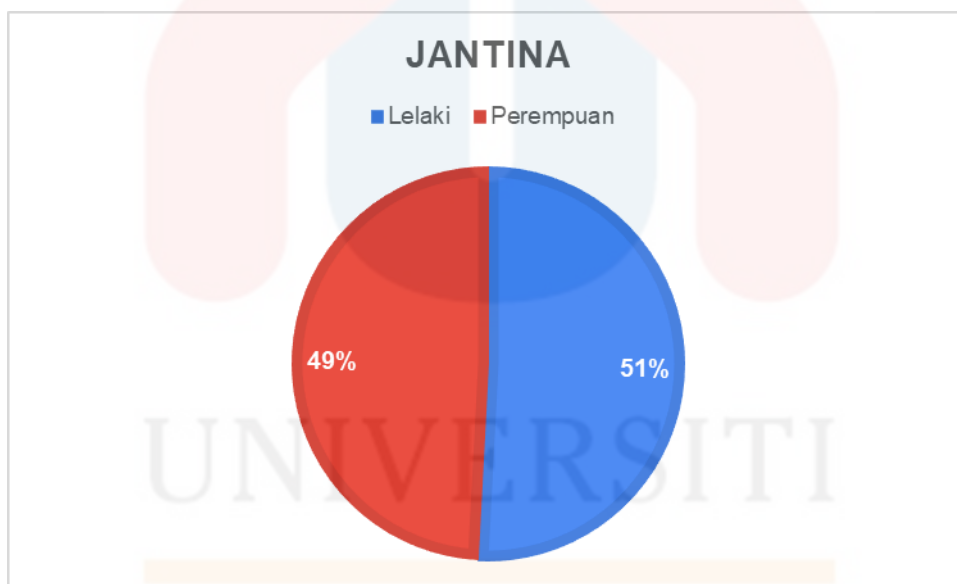| Jantina		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lelaki	61	51	51	51
	Perempuan	59	49	49	100
	Total	120	100	100	

Figure 4.1: Percentage of Respondents by Gender

Figure 4.1 and Table 4.3 both displayed the respondents' genders. Male respondents made up 61 of the total respondents, while female respondents made up 59. Male respondents made up 51% of the 120 total respondents, while female respondents made up the remaining 49%.

4.2.2 Number of Respondents by Age

Table 4.3 Number of Respondents by Age

Umur					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19 tahun dan ke bawah	2	1.7	1.7	1.7
	20 - 24 tahun	81	67.5	67.5	69.2
	25 - 29 tahun	16	13.3	13.3	82.5
	30 - 34 tahun	8	6.7	6.7	89.2
	35 - 39 tahun	10	8.3	8.3	97.5
	40 tahun dan ke atas	3	2.5	2.5	100.0
	Total	120	100.0	100.0	
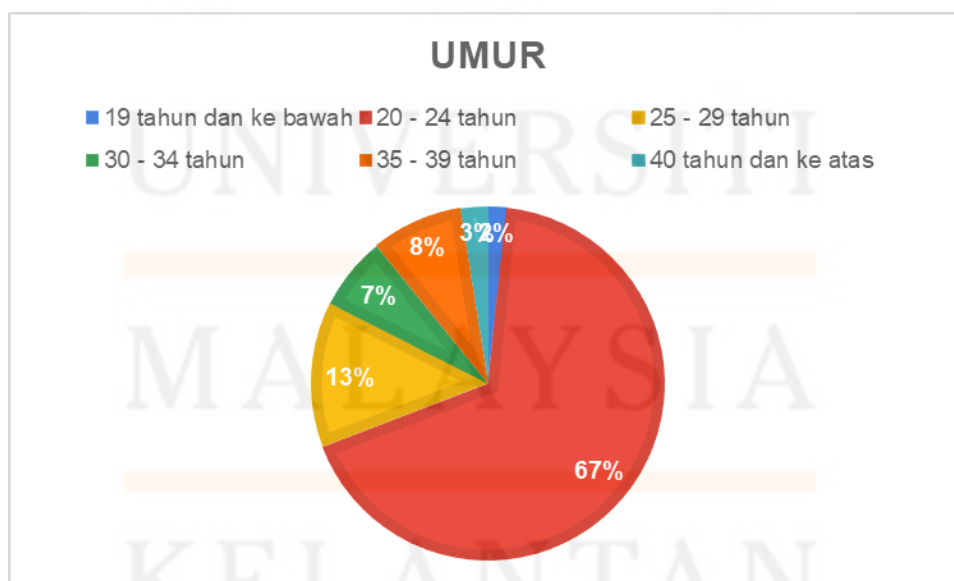
Figure 4.2: Percentage of Respondents by Age

The total responses were broken down by age in Table 4.4 and Figure 4.2. 282 people who were in the age range of 19 and older (2 respondents), 20 to 24 (81 respondents), 25 to 29 (16 respondents), 30 to 34 (8 respondents), 35 to 39 (10 respondents), and 40 and over (3 respondents) completed the survey. According to Figure 4.2, respondents with an age range of 20 to 24 made up the majority of respondents (67.5%), followed by respondents with ages 25 to 29 (13.3%), 35 to 39 (8.3%), and respondents with ages 19 and over (1.7%).

4.3.3 marriage status

Table 4.5: Number of Respondents by Status

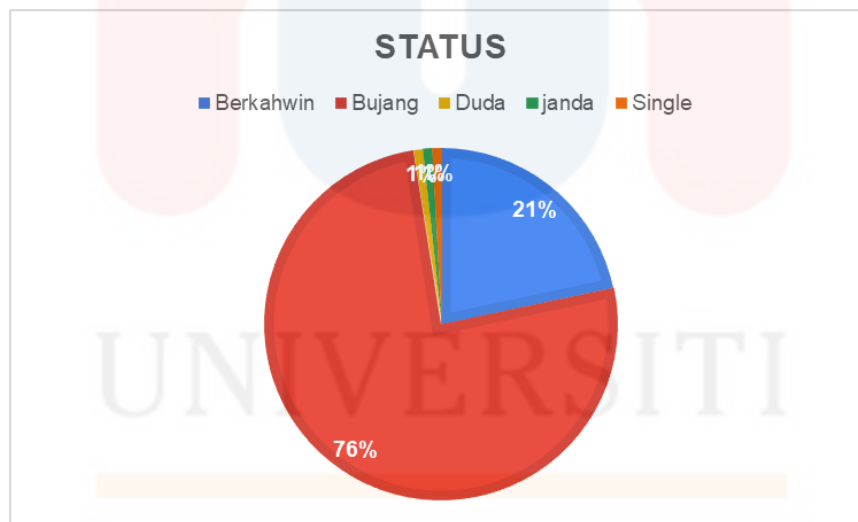|		Frequency	Percent	Valid Percent	Cumulative Percent
Status					
Valid	Berkahwin [married]	26	21.7	21.7	21.7
	Bujang [single]	91	75.8	75.8	97.5
	Duda [widower]	1	.8	.8	98.3
	Janda [widow]	1	.8	.8	99.2
	Balu [widow]	1	.8	.8	100.0
	Total	120	100.0	100.0	

Figure 4.3: Percentage of Respondents by Status

The total number of responders for status was displayed in Table 4.5 and Figure 4.3. The entire number of respondents who identified as single was 91, the total number of married respondents was 26, and the total number of respondents who identified as other was just 3. 75.8% of the 91 respondents who participated in the survey were single, 21.7% were married, and the remaining 2.4% were other respondents.

4.3.4 Education Level

Table 4.6 Number of respondent by Education Level

Taraf Pendidikan					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DIPLOMA	21	17.5	17.5	17.5
	SARJANA	3	2.5	2.5	20.0
	SARJANA MUDA	65	54.2	54.2	74.2
	SPM	17	14.2	14.2	88.3
	STPM	14	11.7	11.7	100.0
	Total	120	100.0	100.0	

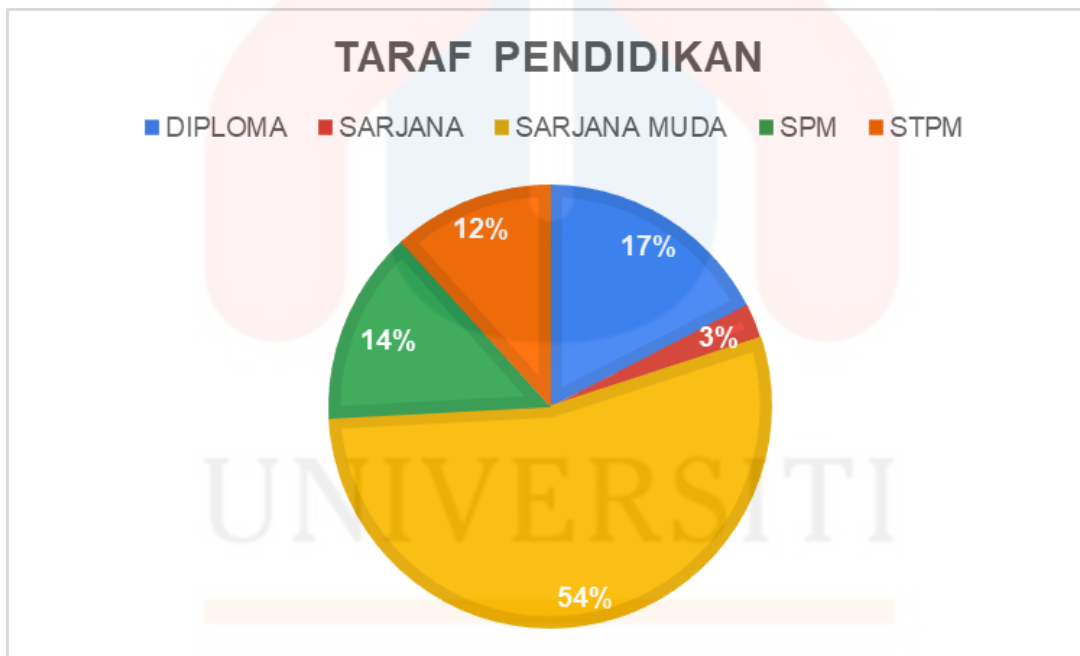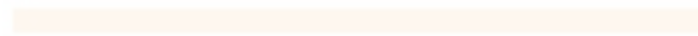Figure 4.4 : Percentage Of Respondents By Education Level

Table 4.6 and figure 4.4 illustrates the respondents' educational backgrounds. With 54 percent (N=65) respondents having a bachelor's degree, the majority of the respondents are educated. With 17.5 percent (21) of the respondents, certificate diploma/STPM/Matriculation is the second highest level of education, followed by master's degree with 3 percent (3) respondents. Secondary school,
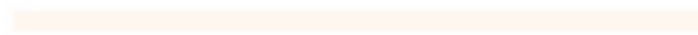
with 14.2 percent (17) respondents, respondents, and STPM, with 11.7 percent (14) respondents, are the three lowest levels of education.

4.3.5 Respondents Stay at a Hotel In Kelantan

Table 4.7 Stay at a Hotel in Kelantan

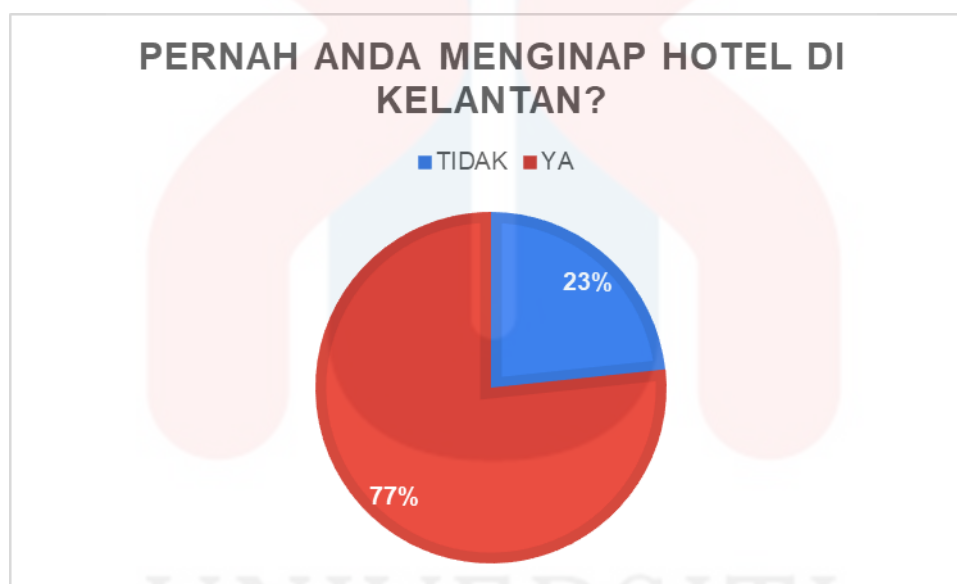| Pernah anda menginap hotel di kelantan? [Stay At A Hotel In Kelantan]					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK [no]	28	23.3	23.3	23.3
	YA [yes]	92	76.7	76.7	100.0
	Total	120	100.0	100.0	

Figure 4.5 : Percentage of Stay At a Hotel in Kelantan

Table 4.7 and figure 4.5 illustrates the respondents percentage of stay at a hotel in kelantan. The percentage of stay at the hotel for yes is 77% [92 respondents] and percentage of no is 23% [28 respondents].

4.3.6 Respondents Have Used An App To Book Accomodation

Table 4.8 Used An App To Book Accomodation

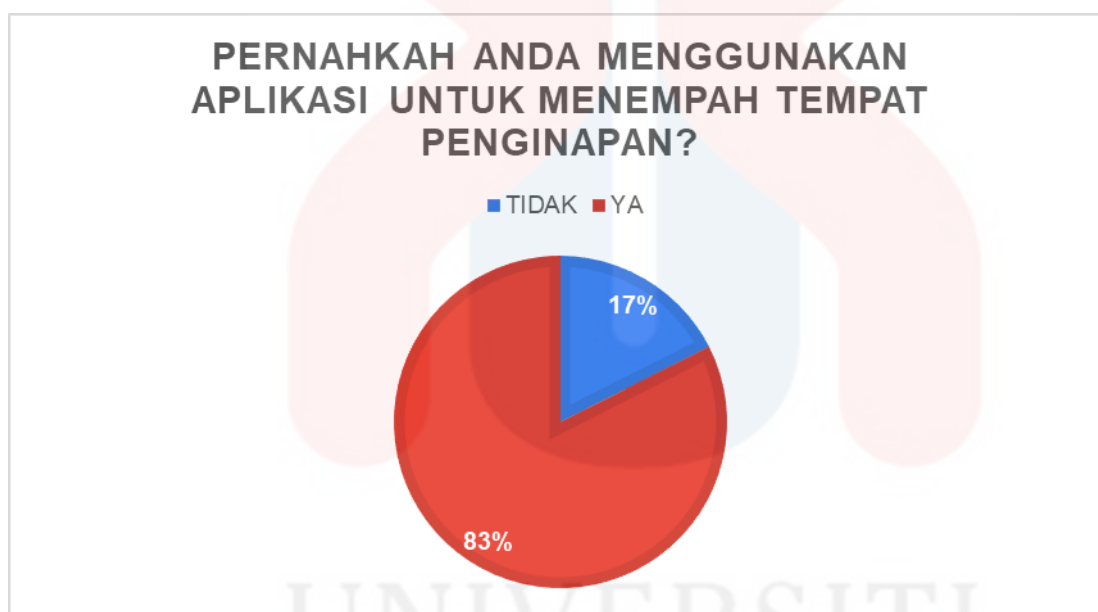| Pernahkah anda menggunakan aplikasi untuk menempah tempat penginapan?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK	21	17.5	17.5	17.5
	YA	99	82.5	82.5	100.0
	Total	120	100.0	100.0	

Figure 4.6 : Used An App To Book Accomodation

Table 4.8 and figure 4.6 show the percentage of respondents who booked accommodations using an app. Yes responses made up 83% of the total (99 respondents), while no responses made up 17% (21 respondents).

4.3.7 level of Income

Table 4.9 Income

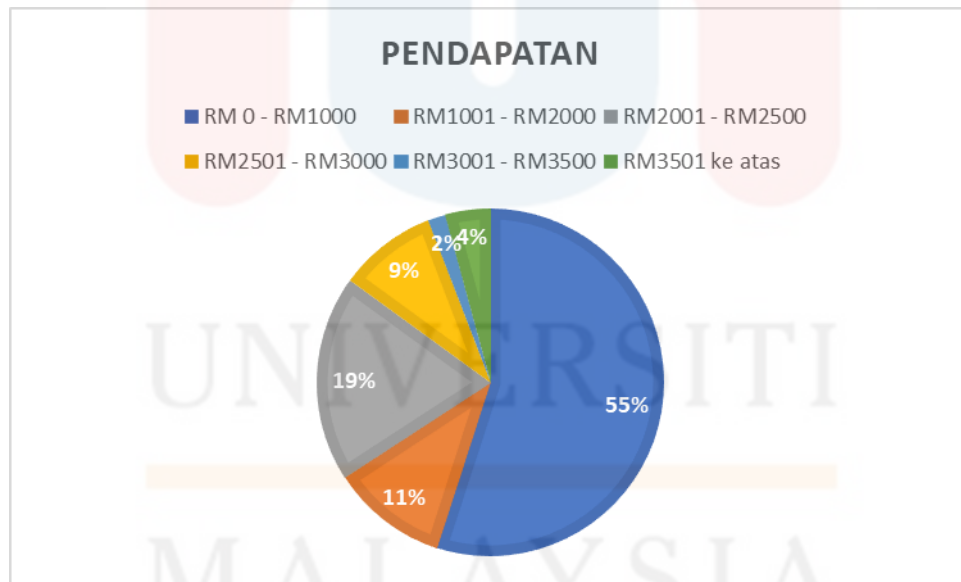| Pendapatan					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RM 0 – RM1000	66	55.0	55.0	55.0
	RM1001 – RM2000	13	10.8	10.8	65.8
	RM2001 – RM2500	23	19.2	19.2	85.0
	RM2501 – RM3000	11	9.2	9.2	94.2
	RM3001 – RM3500	2	1.7	1.7	95.8
	RM3501 ke atas	5	4.2	4.2	100.0
	Total	120	100.0	100.0	

Figure 4.7 Percentage of Respondents by Income

The total responses for income were displayed in Table 4.9 and Figure 4.5. The highest percentage

of respondents—55% (66)—had income levels between RM1000 and RM2000, followed by

10.8% (13 respondents) and RM2001–RM2500. The lowest percentage of respondents—1.7% (2

respondents)—had income levels between RM3001 and RM3500 and above.

4.3.8 How often the respondents visit Kelantan in a year.

Table 4.10 How often the respondents visit kelantan in a year.

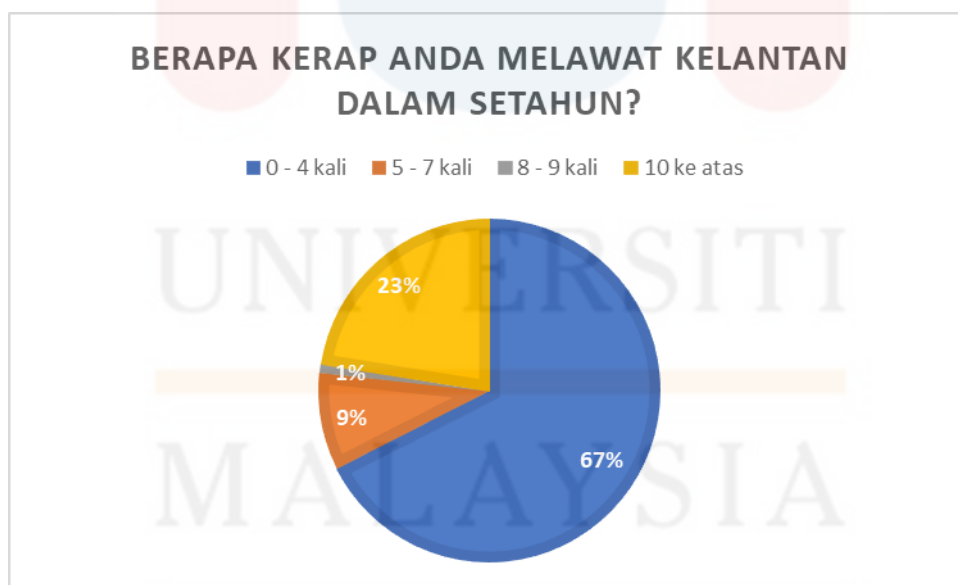| Berapa kerap anda melawat kelantan dalam setahun?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 – 4 kali	81	67.5	67.5	67.5
	5 – 7 kali	11	9.2	9.2	76.7
	8 – 9 kali	1	0.8	0.8	77.5
	10 ke atas	27	22.5	22.5	100
	Total	120	100	100	

Figure 4.8 Percentage How often the respondents visit kelantan in a year.

Table 4.10 and Figure 4.8 showed the total respondents for How often the respondents visit

Kelantan in a year. The total number of respondents for valid 0- 4 time was 81 respondents.Next

is 10 time and more was 27 respondents and the total number of respondents for others was only 12 respondents. Out of 81 respondents, 67% of total respondents were 0-4 time, 22.5% were 10 time and more ,5-7 time percentage was 9.2% [11 respondents] and the last one is 8-9 time 1% [1 respondents] respondents who involved in this study.

4.3.9 Respondents by Occupation

Table 4.11 Respondents by Occupation

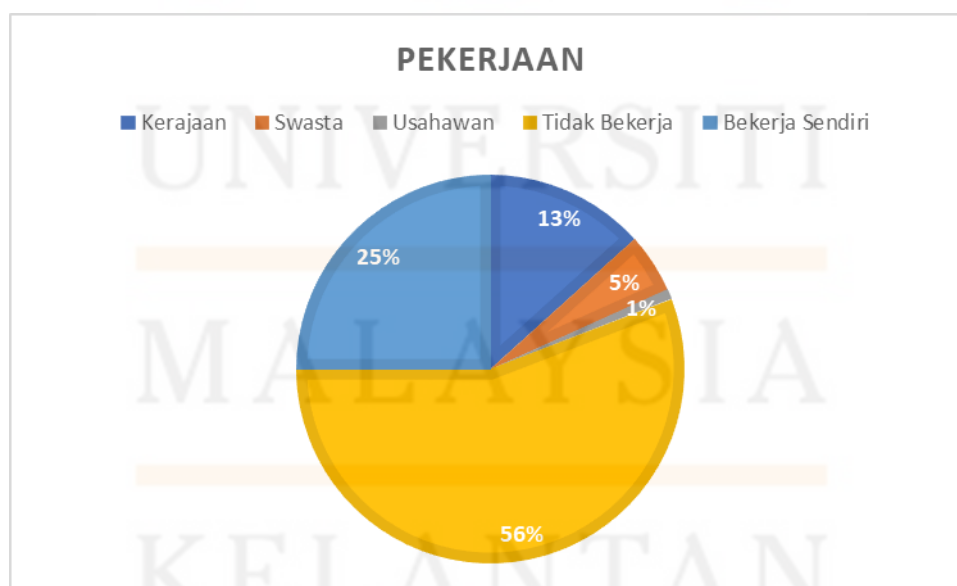| Pekerjaan					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kerajaan	16	13.3	13.3	13.3
	Swasta	6	5.0	5.0	18.3
	Usahawan	1	0.8	0.8	19.2
	Tidak Bekerja	67	55.8	55.8	75.0
	Bekerja Sendiri	30	25.0	25.0	100.0
	Total	120	100.0	100.0	

Figure 4.9 Percentage of Respondents by Occupation

The total respondents from each occupation were displayed in Table 4.11 and Figure 4.9. With 67 responses, the majority of respondents (55.7%) did not have a job, followed by 30 respondents (25% of whom were self-employed). There were 16 responders, or 13.3%, from the government and the private sector. Entrepreneurs make up 5% (6 responses) and 1% [1 responder].

4.4 DESCRIPTIVE ANALYSIS

The mean and standard deviation for the questionnaire sections B, C, D, and E have been analyzed in this study.

4.4.1 Independent Variable and Dependent Variable

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
1.Tempat menginap memainkan peranan penting dalam memilih destinasi untuk dilawati.	120	1	5	4.37	.800
2. Sebelum perjalanan bermula, saya merancang untuk memilih tempat menginap untuk mendalami budaya tempatan.	120	1	5	4.17	.863
3. Saya memutuskan destinasi untuk dilawati hanya berdasarkan tempat	120	2	5	4.08	.881

yang ingin saya menginap.					
4. Kebiasanya, saya membuat kajian tentang tempat penginapan dengan mengunakan aplikasi tempahan penginapan sebelum saya memulakan perjalanan.	120	3	5	4.27	.710
5. Sebelum memulakan perjalanan, satu perkara yang saya jangkakan adalah mempunyai persekitaran yang baik.	120	1	5	4.37	.744
6. Saya ingin mencuba budaya yang baharu di tempat penginapan yang dipilih.	120	1	5	4.27	.827
Valid N (listwise)	120				

Table 4.4.1 showed the number of respondents, mean and standard deviation of independent variables and dependent variables. For the independent variable, where to stay plays an important role in choosing a destination to visit and before starting the trip, one thing I expect is to have a good environment is the highest mean value which is 4.37. Meanwhile the lowest mean value is I decide which destinations to visit based solely on where I want to stay, which is 4.08.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
7. Penglibatan aplikasi kemudahan untuk menempah tempat menginap adalah menarik.	120	2	5	4.26	.750
8. Penglibatan aplikasi kemudahan untuk menempah tempat menginap adalah mudah digunakan.	120	2	5	4.27	.742
9. Penglibatan aplikasi kemudahan untuk menempah tempat menginap adalah bernilai.	120	2	5	4.25	.781
10.Penglibatan aplikasi kemudahan untuk menempah tempat menginap adalah sangat bermakna.	120	2	5	4.36	.754
11. Penglibatan aplikasi kemudahan untuk menempah tempat menginap adalah diinginkan.	120	3	5	4.33	.735
Valid N (listwise)	120				

Table 4.4.2 showed the highest mean value is the involvement of the convenience app to book a place to stay is very meaningful which is 4.36 meanwhile the lowest mean value is The engagement of the convenience app to book a place to stay is worth it which is 4.25.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
12.Saya memperoleh hasil yang baik semasa menggunakan aplikasi kemudahan untuk menempah penginapan ketika melawat negeri Kelantan.	120	3	5	4.14	.725
13. Saya rasa selamat bila menggunakan aplikasi penginapan untuk menempah penginapan di Kelantan.	120	2	5	4.17	.781
14. Maklumat peribadi saya terjaga sekiranya mengunakan aplikasi kemudahan bila membuat tempahan penginapan di Kota bharu, Kelantan.	120	3	5	4.18	.763
15.Berbanding destinasi pelancongan yang lain, menginap di Kelantan adalah sangat berbaloi.	120	2	5	4.20	.784
16.Saya mendapat pengalaman menempah tempat yang bersesuaian melalui aplikasi penginapan ketika melawat di Kelantan	120	2	5	4.10	.814

dengan perbelanjaan yang berpatutan.				
Valid N (listwise)	120			

Table 4.4.3 showed compared to other tourist destinations, staying in Kelantan is very worthwhile, which is the highest mean value, 4.20. Meanwhile, The lowest average value is I got the experience of booking a suitable place through the accommodation application when visiting Kelantan with reasonable expenses which is 4.10.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
17. Pengalaman menginap di Kelantan memberi saya kepuasan yang tinggi	120	2	5	3.92	.816
18. Pengalaman menginap di Kelantan membuat saya gembira	120	2	5	4.06	.823
19.Pengalaman menginap di Kelantan menepati jangkaan saya.	120	2	5	4.06	.813
20. Pengalaman menginap di Kelantan melebihi jangkaan saya	120	2	5	4.04	.893
Valid N (listwise)	120				

The experience of being in Kelantan made me pleased and exceeded my expectations, as shown in Table 4.4.4, with the lowest mean value being the experience of staying in Kelantan provided me great pleasure with a main value of 3.92 and the highest mean value being 4.06.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Accomondation Aplication Related Motivation	120	2.00	5.00	4.2542	.62546
Accomondation Application Involvement	120	2.40	5.00	4.2917	.63134
Perceived Value	120	2.80	5.00	4.1567	.61531
Satisfaction	120	2.25	5.00	4.0188	.73491
Valid N (listwise)	120				

Table 4.4.4 showed accommodation application involvement is the highest mean value which is 4.2917 and the lowest mean value is satisfaction which is 4.0188.

4.5 PEARSON CORRELATION CONFFICIENT

Correlations		Accommodation Application Involvement	Accommodation Application Related Motivation
Accommodation Application Involvement	Pearson Correlation	1	.776**
	Sig. (2-tailed)		.000
	N	120	120
Accommodation Application Related Motivation	Pearson Correlation	0.776**	1
	Sig. (2-tailed)	.000	
	N	120	120
**. Correlation is significant at the 0.01 level (2-tailed).			

Correlations		Accommodation Application Related Motivation	Perceived Value
Accommodation Application Related Motivation	Pearson Correlation	1	.648**
	Sig. (2-tailed)		.000
	N	120	120
Perceived Value	Pearson Correlation	0.648**	1
	Sig. (2-tailed)	.000	
	N	120	120
**. Correlation is significant at the 0.01 level (2-tailed).			

Correlations		Accommodation Application Related Motivation	Satisfaction
Accommodation Application Related Motivation	Pearson Correlation	1	.494**
	Sig. (2-tailed)		.000
	N	120	120
Satisfaction	Pearson Correlation	0.494**	1
	Sig. (2-tailed)	.000	
	N	120	120
**. Correlation is significant at the 0.01 level (2-tailed).			

UNIVERSITI

MALAYSIA

KELANTAN

4.3 RELIABILITY TEST

120 people participated in the survey with filter questions, and the results of the demographic profile are compiled and summarised. Gender, status, level of education, occupation, income, and frequency of visits to Kelantan are just a few of the demographic questions that have been included in the questionnaire.Have they ever used an app to book lodging? Have they ever stayed at a hotel in Kelantan? How frequently do they travel there annually?

Table 4.4: Rules of Thumb of Cronbach's Alpha coefficient size

Reliability Statistics

Cronbach's Alpha	N of Items
.870	6

Reliability Statistics

Cronbach's Alpha	N of Items
.859	5

Reliability Statistics

Cronbach's Alpha	N of Items
.902	4

4.6 FRAMEWORK ANALYSIS

Independent variable (iv)　　　　　　　**Dependent variable (dv)**
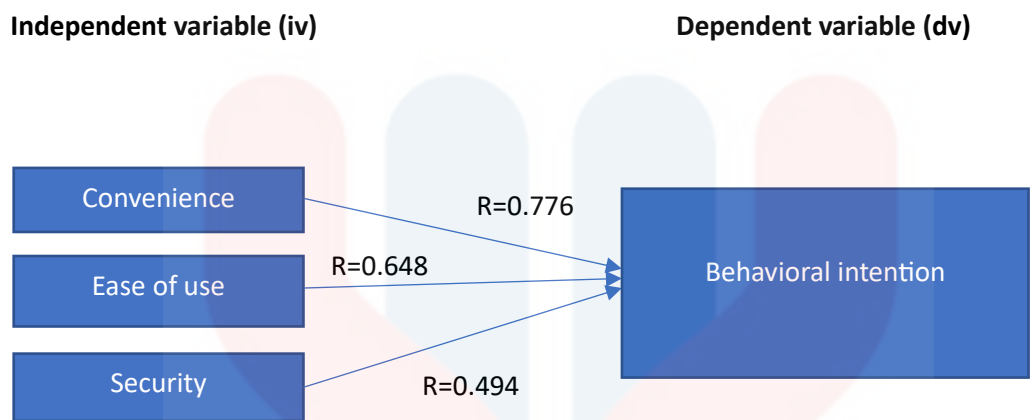

FIGURE 5.0 Correlation between convenience, ease of use and security

Figure 5.0 showed that convenience is the highest mean value which is 0.0776 and the lowest mean

value is security 0.494

4.7 SUMMARY

Frequency analysis, descriptive analysis, reliability analysis, and Pearson Correlation Coefficient analysis results are defined in Chapter 4. In the usage of lodging technology applications in Kota Bahru, Kelantan, Malaysia, these characteristics were discovered to be important and positively connected with the malay community. Due to the p-value being less than 0.05, all hypotheses are also supported.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

INTRODUCTION

This chapter explains the conclusions reached after doing an analysis of the data obtained from the distribution of a survey to 120 respondents who had been to Kota Bharu, Kelantan, Malaysia. The survey's results are covered in this chapter. The results of the frequency analysis, the descriptive analysis, the reliability test, the analysis of the Pearson Correlation Coefficient, and the discussion based on the study aim

5.2 RECAPITULATION OF THE FINDINGS

This research will discuss recapitulation of the findings from previous chapter 4 (Result and Discussion) which are based on research objectives, research questions and hypothesis for this study.

5.2.1 There are relationship between ease of use and behavioural intention in the usage of accommodation applications in Kota Bharu, Kelantan?

Research question 1 of this study asked the relationship between ease of use and behavioral intention in the usage of accommodation applications in Kota Bharu, Kelantan? This is also to answer the first objectives and hypothesis.

Table 5.1: Research Objective 1 & Research Question 1

Research Objective	Research Question
To identify the between ease of use and behavioral intention in the usage of accommodation applications in Kota Bharu, Kelantan	What is the relationship between ease of use and behavioural intention in the usage of accommodation applications in Kota Bharu, Kelantan?

H1: There are relationship between ease of use and behavioral intention in the usage of accommodation applications in Kota Bharu, Kelantan?

The result of hypothesis H1 in the previous chapter reviewed to answer research question1. Apart from that, H1 stated that there are relationship between ease of use and behavioral intention in the usage of accommodation applications in Kota Bharu, Kelantan. From the findings, it shows that ease of use is positive and moderately related to behavioral intention in the usage of accommodation applications in Kota Bharu, Kelantan with correlation coefficient of 0.776.In addition, There are relationship between ease of use and behavioral intention in the usage of accommodation applications in Kota Bharu, Kelantan. This finding can be supported by (Akroush et al., 2016) contributes significantly to long-term marketing issues of service differentiation and

market positioning for organizations, destinations, or countries to incorporate the best service methods for favorable customer perceptions. Therefore, H1 accepted.

5.2.2 The relationship between convenience and behavioral intention to utilize accommodation applications in Kota Bharu, Kelantan?

Research question 2 of this study asked any relationship between convenience and behavioral intention to utilize accommodation applications in Kota Bharu, Kelantan? This is also to answer the second objective and hypothesis.

Table 5.2: Research Objective 2 & Research Question 2

Research Objective	Research Question
To examine the relationship between convenience and behavioral intention to utilize accommodation applications in Kota Bharu, Kelantan.	What is the relationship between convenience and behavioral intention to utilize accommodation applications in Kota Bharu, Kelantan?

H2 There are relationship between convenience and behavioral intention to utilize

accommodation applications in Kota Bharu, Kelantan?

The result of hypothesis H2 in the previous chapter reviewed to answer research question 2. Apart from that, H2 stated that there is a The relationship between convenience and behavioral intention to utilize accommodation applications in Kota Bharu, Kelantan. From the findings, it shows that convenience is positive and moderately related to behavioral intention in the usage of accommodation applications in Kota Bharu, Kelantan with correlation coefficient of 0.648. In addition, There are relationship between convenience and behavioral intention to utilize accommodation applications in Kota Bharu, Kelantan. This finding can be supported by (Shahbaz et al., 2020) the level of satisfaction that visitors have at a certain destination influences their decision to revisit. Therefore, H2 accepted.

5.2.3 The relationship between security and behavior desire to use accommodation apps in Kota Bharu, Kelantan?

Research question 3 of this study asked about relationship between security and behavior desire to use accommodation apps in Kota Bharu, Kelantan?This is also to answer the third objective and hypothesis.

Table 5.3: Research Objective 3 & Research Question 3

Research Objective	Research Question
To investigate the relationship between security and behaviour intention to utilise accommodation applications in Kota Bharu, Kelantan.	What is the relationship between security and behaviour desire to use accommodation apps in Kota Bharu, Kelantan?

H3: There are relationship between security and behavior desire to use accommodation apps in Kota Bharu, Kelantan?

The outcome of hypothesis H3 from the preceding chapter was examined to address research question 3. In addition, H3 said that behaviour want to use lodging applications in Kota Bharu, Kelantan, has a link with security.According to the results, security is positively and moderately correlated with behavioural intention when it comes to the use of lodging apps in Kota Bharu, Kelantan, with a correlation value of 0.494. Additionally, in Kota Bharu, Kelantan, there is a correlation between behaviour and the willingness to use accomodation applications. According to Patwardhan et al. (2020), there has been much study on the psychological aspects of place experience, including sense of place, place experience, community emotion, sense of community, community identification, and place identity. H1 approved as a result.

5.3 LIMITATIONS

An very helpful and important method for finishing the study has been experienced all the way through the research that has been done. However, there are several limits that cannot be avoided if the study is allowed to proceed as planned. It is necessary to recognise that the present investigation does have a number of shortcomings that need to be addressed. The initial drawback of this study was that it only had a limited amount of time, which meant that the full data gathering process took many months to finish. The researchers have made an effort to get in touch with the responder in a timely manner within a constrained amount of time.

Additionally, there was a reluctance on the part of respondents to collaborate in answering the online questionnaire. As a direct consequence of the widespread spread of the COVID-19 virus, the travel and tourism sector has been hammered extremely hard by the pandemic that has swept the globe. Because of Malaysia's movement control order, it is challenging for researchers to find visitors to conduct face-to-face surveys, and all of the data must go over the internet in order to be collected. Very little comment was provided in response to online surveys that were shared via WhatsApp groups, Facebook pages, and Instagram. In order for the researchers to obtain involvement from the respondents, they were had to continually send requests and appeals to them to complete out this survey.

5. 4 RECOMMENDATIONS

5.4.1 Recommendation For Influence The Malay Community In The Use Of Accommodation Technology Applications In Kota Bharu, Kelantan.

Cultural Sensitivity in Kota Bharu, it is important to understand and respect the cultural norms and traditions that are associated with the Malay population. Adapt both your strategy and you're messaging so that it fits in with the values and beliefs that they hold.

Language of the Area: In order to interact with the community in an efficient manner, communicate in Bahasa Malaysia, the native language. Make sure that all of the promotional materials, instructions, and user interfaces are provided in Bahasa Malaysia so that they are easier to comprehend and access.

Participation in the Community Work in conjunction with local community leaders, organizations, and influential members to raise awareness of accommodation technology applications and promote their many advantages. Organize community events, seminars, or workshops to demonstrate how participants' travel experiences may be improved by using various mobile applications. Apps That Are Friendly to Users Make sure that the technological apps used in the lodging are friendly to users, that they are intuitive, and that they are simple to navigate. Users from the Malay community should participate in user testing sessions so that feedback may be gathered, and any required adjustments can be made.

Taking Care of worries It is important to address any worries or misunderstandings that members of the Malay community may have regarding the privacy, security, or dependability of accommodation technology applications. In order to foster trust and confidence, it is important to

bring attention to the safety precautions, reviews, and suggestions contained within the applications.

Local Listings: Work together with local accommodation providers including hotels, guesthouses, and homestays to encourage them to advertise their properties on the technological platforms. This may be accomplished by collaborating with these providers. Provide some sort of incentive or reward in order to encourage other suppliers to take part.

with Accommodation Technology Application Providers In order to give the Malay community in Kota Bharu with exclusive discounts, promotions, or special package deals, you should consider forming partnerships with accommodation technology application providers. Bring attention to the money-saving and other advantages offered by the use of these applications.

Programs for Digital Literacy Carry out digital literacy programs or workshops that are particularly geared toward the needs of the Malay population in Kota Bharu. Show them how to use cellphones, how to download software, and how to navigate through the many features of applications used for accommodation technology.

Word of Mouth: Motivate contented users from the Malay community to spread the word about their great experiences using accommodation technology apps through word of mouth by encouraging them to do so. For the purpose of amplifying these testimonials, you should make use of social media platforms and local community networks.

Continuous help: Offer the Malay community continual help and guidance in adopting and making use of accommodation technology applications. Create a dedicated hotline or customer support service in order to solve any questions or problems that they may experience.

5.4.2 Future Study

This research does make use of quantitative approaches for the goal of doing better research. In spite of this, researchers may employ qualitative techniques to find information for future study. This is due to the fact that qualitative methods take a different approach and may result in different information being obtained than quantitative approaches. It is for the goal of determining whether or not the outcomes of the current study are different from those of the prior research that a new approach is being used. For instance, when researchers use a quantitative approach, they might not acquire particular data, but when researchers use a qualitative method, they are more likely to receive correct data.

5.5 SUMMARY

This study's goal was to learn more about how the locals in Kota Baharu, Kelantan, Malaysia use accommodation technology. The crucial elements of security, practicality, and usability have an impact on the community's behavioural intention (dependent variable) in Kota Baharu, Kelantan, Malaysia. 120 respondents from the Malaysian Malays of Kota Baharu, Kelantan, who utilise accommodation technology, were given these questions using Google Form. The researcher additionally collects all data and facts using a quantitative technique. In addition, the study used Google Form to communicate with respondents all around Malaysia. This is because using the Google form makes it easier for responders to answer every question and allows the researcher to save time and money.

A variety of analyses, including frequency analysis, descriptive analysis, reliability analysis, and correlation analysis, were employed to look at the outcomes of the questionnaire survey. The outcomes from the previous chapter as well as all of the data from the questionnaire were then examined using the statistical software package SPSS. Because it makes it easy to obtain all the information, this programme was picked by the researchers. Finally, depending on the data analysis, a summary and recommendation. For this investigation, all of the stated hypotheses (H1, H2, H3, H4, and H5) are accepted. The limitations and suggestions for this study were also completed, and it is anticipated that they would be helpful for further research. It is thus also hoped that all the knowledge shared during this research may aid the following researcher.

REFFERENCES

Asia Pacific Journal of Innovation and Entrepreneurship | Emerald Insight. (n.d.). Www.emerald.com. https://www.emerald.com/insight/2398-7812.htm

Wang, J., & Ritchie, B. W. (2012). Understanding accommodation managers' crisis planning intention: An application of the theory of planned behaviour. *Tourism Management*, *33*(5), 1057–1067. https://doi.org/10.1016/j.tourman.2011.12.006

Sci-Hub | Understanding accommodation managers' crisis planning intention: An application of the theory of planned behaviour. Tourism Management, 33(5), 1057–1067 | 10.1016/j.tourman.2011.12.006. (n.d.). Sci-Hub.se. Retrieved January 2, 2023, from https://scihub.se/https://www.sciencedirect.com/science/article/abs/pii/S026151771100259 7.

Hoffman, D. M., Girshick, A. R., Akeley, K., & Banks, M. S. (2008). Vergence– accommodation conflicts hinder visual performance and cause visual fatigue. *Journal of Vision*, *8*(3), 33. https://doi.org/10.1167/8.3.33

Fauzi, N., & Awaluddin, N. I. (2017). Evaluating the Urban Heat Effects of High Rise NonGreen Buildings: A Case Study in Kota Bharu, Kelantan, Malaysia. *Journal of Tropical Resources and Sustainable Science (JTRSS)*, *5*(2), 66–70. https://doi.org/10.47253/jtrss.v5i2.599

Kim, K., Jeon, S., & Kim, J. (2019). A study on the Selection Attributes of Accommodation Applications. *International Journal of Advanced Smart Convergence*, *8*(4), 130–137. https://doi.org/10.7236/IJASC.2019.8.4.130

Nguyen, Q. (2014). A Study of Airbnb as a Potential Competitor of the Hotel Industry. *UNLV Theses, Dissertations, Professional Papers, and Capstones*. https://doi.org/10.34917/8349601

Davis, F. D. (2015). Perceived usefulness, perceived ease of use, and user acceptance of Information Technology. *MIS Quarterly*, *13*(3), 319. https://doi.org/10.2307/249008

Chellappa, R. K., & Pavlou, P. A. (2022). Perceived Information Security, financial liability and Consumer Trust in Electronic Commerce Transactions. *Logistics Information Management*, *15*(5/6), 358–368. https://doi.org/10.1108/09576050210447046

The effect of security, trust and ease of use towards repurchase ... (n.d.). Retrieved January 10, 2023, from https://www.researchgate.net/publication/344564327

The effect of perceived ease of use and perceived security toward ... (n.d.). Retrieved January 10, 2023, from https://www.researchgate.net/publication/350836196

The effect of security, trust and ease of use towards repurchase ... (n.d.). Retrieved January 10, 2023, from https://www.researchgate.net/publication/344564327

Trivedi, S.K. and Yadav, M. (2020), "Repurchase intentions in Y generation: mediation of trust and e-satisfaction", Marketing Intelligence & Planning, Vol. 38 No. 4, pp. 401-415. https://doi.org/10.1108/MIP-02-2019-0072