



UNIVERSITI
MALAYSIA
KELANTAN

**FACTOR THAT INFLUENCES TOURISM DEMAND IN
MALAYSIA**

BY

MOHD NAZMI SYAH BIN MALIK FAISAL (H20A1232)

MOHD ZAQUAN FIKRI BIN MOHD ZAKI (H20A1235)

MUHAMAD FATHUDDIN BIN MUHAMAD (H20A1241)

MUGILAN A/L GANAS (H20A1237)

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

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

FACULTY OF HOSPITALITY, TOURISM & WELLNESS

UNIVERSITI MALAYSIA KELANTAN

2023

CANDIDATES DECLARATION

I hereby certify that the work embodied in this report is the result of the original research and has not been submitted for a higher degree to any other University or Institution

I agree that my report is to be made immediately ACCESS available as hardcopy or open online open access (full text)

(Contains confidential information under the CONFIDENTIAL Official Secret Act 1972) *

RESTRICTED (Contains restricted information as specified by the organization where research was done) *

I acknowledge that University Malaysia Kelantan reserves the right as follows.

The report is the property of University Malaysia Kelantan

The library of University Malaysia Kelantan has the right to make copies for the purpose of research only

The library has the right to make copies of the report for academic exchange

Certified by

Signature

Group Representative:

Date:

Signature of Supervisor

Name:

Date:

Note: * If the report is CONFIDENTIAL OR RESTRICTED, please attach the letter from the organization starting the period and reasons for confidentiality and restriction

ACKNOWLEDGEMENT

Alhamdulillah, thanks to Allah with the abundance of grace and blessings of time, life and energy bestowed on us, we are able to complete this task successfully.

First of all, we would like to dedicate this speech of appreciation to my beloved supervisor, Dr. Marlisa Abdul Rahim. It is because, through his wisdom and guidance, we successfully completed this assignment successfully.

Furthermore, we would also like to express my immense gratitude to University Malaysia Kelantan for facilitating me to complete this coursework. They provided us with all the facilities and resources until we successfully completed this assignment. Besides, we also would address my gratitude and appreciation to my friends and classmates who had given me unlimited support. They lend a hand to and give tips and tricks and also suggestions, recommendations to finish my and assignment.

Last but not least, we would like to thank those who are involved directly or otherwise in the creation of this coursework. Thank you.

UNIVERSITI
MALAYSIA
KELANTAN

TABLE OF CONTENT

	Page
TITLE PAGE	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF TABLES	vii
LIST OF FIGURES	viii
ABSTRACT	vii
ABSTRAK	viii
CHAPTER 1: INTRODUCTION	
1.1 Background of Study	1
1.2 Problem Statement	3-4
1.3 Research Objective	5
1.4 Research Questions	5
1.5 Hypothesis	5
1.6 Significant of the Study	6
1.7 Definition of Key Terms	
1.7.1 Tourism demand	6
1.7.2 Accommodation	6
1.7.3 Uniqueness	7
1.7.4 Service quality	7
1.8 Summary	8

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction	9
2.2 Underlying Theory	9
2.3 Tourism demand	
2.3.1 Definition of Tourism demand	10
2.3.2 Antecedents of Tourism demand	11
2.4 Accommodation	11
2.5 Uniqueness	12
2.6 Service quality	13
2.7 Relationship Between Memorable Experience, Travel Satisfaction, Tourist Expectation, and Revisit Intention	
2.7.1 Relationship between quality of accommodation and tourism demand in Malaysia	14
2.7.2 Relationship between the uniqueness and tourism demand in Malaysia	15
2.7.3 Relationship between service quality and tourism demand in Malaysia	16
2.8 Conceptual Framework	16
2.9 Summary	17

CHAPTER 3: METHODOLOGY

18

3.1 Introduction	18
3.2 Research Design	18
3.3 Target Population	19
3.4 Sample Size	19
3.5 Sampling Method	20
3.6 Data Collection	21
3.7 Research Instrument	22
3.7.1 Tourism demand	24
3.7.2 Quality of Accommodation	24
3.7.3 Uniqueness	25

3.7.4 Service quality	25
3.8 Data Analysis	26
3.8.1 Descriptive Analysis	26
3.8.2 Reliability Analysis	27
3.8.3 Correlation of Coefficient	28
3.9 Summary	29
CHAPTER 4 RESULTS AND DISCUSSION	
4.1 Introduction	30
4.2 Reliability Analysis	30
4.3 Demographics Characteristics of Respondent	32
4.3.1 Gender	32
4.3.2 Age	33
4.3.3 Race	34
4.3.4 Religion	35
4.4 Descriptive Analysis	36
4.4.1 Independent Variable and Dependent Variable	37
4.4.2 Tourism Demand	38
4.4.3 Quality of Accommodation	39
4.4.4 Uniqueness of Destination	40
4.4.5 Service Quality	41
4.5 Pearson Correlation Coefficient	43
4.6 Framework Analysis	46
4.7 Summary	47
CHAPTER 5 CONCLUSION	
5.1 Introduction	48
5.2 Recapitulation of Study	48
5.2.1 Research Question 1: What is the relationship between the quality of accommodation and tourism demand in Malaysia?	50
5.2.2 Research Question 2: What is the relationship between uniqueness and tourist demand in Malaysia?	51
5.2.3 Research Question 3: What is the relationship between service quality and tourist demand in Malaysia?	51
5.3 Findings and Discussion	52

5.4 Limitation	53
5.5 Recommendation	54
5.6 Conclusion	56
REFERENCES	57
APPENDICES	62



UNIVERSITI

MALAYSIA

KELANTAN

LIST OF TABLES

Tables	Title	Page
Table 3.1	Table To Determine Population Sample Size	20
Table 3.2	Source Of Measurement	23
Table 3.3	Item To Measure Tourist Demand	24
Table 3.4	Item To Measure the Quality of Accommodation	24
Table 3.5	Item To Measure the Uniqueness	25
Table 3.6	Item To Measure the Service Quality	26
Table 3.7	The Alpha Cronbach Value	28
Table 3.8	Rule of Thumb about Correlation Coefficient Size	29
Table 4.1	Rules of Thumb of Cronbach's Alpha coefficient size	30
Table 4.2	Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variable	31
Table 4.3	Number Of Respondent by Race	32
Table 4.4	Number Of Respondent by Age	33
Table 4.5	Number Of Respondent by Race	34
Table 4.6	Number Of Respondent by Religion	35
Table 4.7	Descriptive Analysis	37
Table 4.8	Descriptive Statistics of Tourism Demand	38
Table 4.9	Descriptive Statistics of Quality of Accommodation	39
Table 4.10	Descriptive Statistics of Uniqueness of Destination No Item N Mean Standard Description Deviation	40
Table 4.11	Descriptive Statistics of Service Quality No Item N Mean Standard Description Deviation	41
Table 4.12	Strength Interval of Correlation Coefficient	42

Table 4.13	Correlation coefficient for quality of accommodation and tourist demand among local tourist in Malaysia	43
Table 4.14	Correlation coefficient for quality of service quality and tourist demand among local tourist in Malaysia	44
Table 4.15	Correlation coefficient for uniqueness and tourist demand among local tourist in Malaysia	44
Table 5.1	Summary of Correlation Analysis	51

LIST OF FIGURES

Figures	Title	Page
Figure 2.1	Conceptual Framework	17
Figure 3.1	Measurement of Likert Scale	23
Figure 4.1	Percentage of respondents by gender	33
Figure 4.2	Percentage of respondents by age	34
Figure 4.3	Percentages by respondents by race	35
Figure 4.4	Percentages by respondents by religion	36
Figure 4.5	Correlation between Quality of accommodation, Service quality, Uniqueness and Tourism demand	45

ABSTRACT

The willingness and capacity of consumers to purchase various quantities of a tourism product at various prices at any given time is referred to as tourism demand. Numerous quantifiable and nonquantifiable elements both affect and impact the demand for any commodity or service related to tourism. This study focuses on the factors that influence tourism demand in Malaysia. As we know, Malaysia is a country that has its own attractions and receives many tourists from all over the world. Using a standardised questionnaire, the study's primary data were gathered, and analysis were performed a total of 208 respondents consisting of domestic tourists were receive the survey. The data in this study were processed using descriptive, reliability tests, and correlation analysis. Through this study, researchers hope to gain a better understanding factor that influence the tourism demand in Malaysia

Keywords: Tourism demand, quality of accommodation, uniqueness, quality services

ABSTRAK

Kesanggupan dan kapasiti pelancong untuk membeli pelbagai kuantitas suatu produk pelancongan pada pelbagai harga pada bila-bila masa di dalam sesebuah negara disebut sebagai permintaan pelancongan. Banyak elemen boleh diukur dan tidak boleh diukur kedua-duanya mempengaruhi dan memberi kesan kepada permintaan untuk sebarang komoditi atau perkhidmatan yang berkaitan dengan pelancongan. Kajian ini bertujuan untuk Kajian ini memfokuskan kepada faktor-faktor yang mempengaruhi permintaan pelancongan di Malaysia. Seperti yang kita tahu, Malaysia merupakan sebuah negara yang mempunyai tarikan tersendiri dan menerima ramai pelancong dari seluruh dunia. Menggunakan soal selidik piawai, data utama kajian akan dikumpul, dan analisis akan dilakukan. seramai 384 orang responden yang terdiri daripada pelancong domestik akan menerima tinjauan tersebut. Data dalam kajian ini diproses menggunakan deskriptif, ujian kebolehpercayaan, dan analisis korelasi. Melalui kajian ini, penyelidik berharap dapat memperoleh pemahaman yang lebih baik tentang faktor-faktor yang mempengaruhi permintaan pelancongan di Malaysia

Kata kunci: Permintaan pelancongan, kualiti penginapan, keunikan, perkhidmatan berkualiti



UNIVERSITI

MALAYSIA

KELANTAN

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Tourism is critical to the development of many economies throughout the world. Tourism benefits host cities in numerous ways. Tourism generates economic cash, employs thousands, improves a country's infrastructure, and fosters cultural exchange between outsiders and indigenous (Yehia, 2019). In recent decades, both international tourism and the importance of tourism to many nations' economies have grown. Tourism is currently included in three of the seventeen universal goals: goal eight on decent work and economic development, goal twelve on responsible consumption, and goal fourteen on life beneath the sea. Comerio and Strozzi (2018) Tourism are often seen as the sector of the economy that will thrive in the years to come. It has been suggested by Chalupa that the worldwide phenomena of the present are an important carrier of globalization processes. The topic we are discussing here is the current global phenomenon (Pellešová, 2019).

Tourism promotes growth. It contributes 10% of global GDP and employment. Every other economic sector is tied to the industry. Its capacity to operate in several regions and provide entry level employment and beyond helps overcome development and income divides (Peng, 2019). The tourism industry has grown to become a significant global and national economic force. The industry has expanded rapidly and is now a force in promoting long-term, positive social and economic change across the world. Yet, tourism is a major contributor to environmental deterioration due to its impact on carbon dioxide emissions (GHG) (Wakimina et al., 2018). There are always plenty of difficulties for any given government in attempting to increase tourism. However, although numerous publications have verified that industry may aid in boosting tourism, very few studies have explored

the function of both agricultural and manufacturing sectors in doing so, as was witnessed over the previous decades. Second, there is a paucity of research linking political stability to tourist demand in the ASEAN area, even though this is the element with the greatest influence (Nguyen & Nguyen, 2020).

Malaysia's economy has seen tremendous development in the previous 10 years, notably in the domains of e-commerce and digital banking. E-commerce, in particular, has grown in importance. Digital technology has a significant impact on the running of economies due to its capacity to grow the size of firms, boost economic efficiency, improve user experiences, lower operational costs, and better manage financial risks (Mentek, 2022). Digital technology was critical in restoring economic stability during the Covid-19 pandemic. Accurately locating confirmed cases of the disease, moving many financial dealings online, and enabling local governments to provide vouchers for consumer purchases all contributed to this success. As a consequence of 5G and other technology advancements, as well as infrastructural upgrades, Malaysia's digital economy is expected to grow at a faster pace in the next few years, ushering in a higher number of major changes. To ensure that the program runs well, the authorities will need to handle some additional issues (Yipping. Et al., 2021).

This research highlights three criteria that influence tourist demand: quality of accommodation, uniqueness and service quality. Each variable has its explanation for how it might affect tourist demand. There are links between the tourist's selection and the tourist's desire to experience the product again. All of the elements in tourism have an essential part in influencing the number of tourists that visit the tourist site. If a tourist is happy with their experience in Malaysia, they would most likely return or suggest Malaysia to their friends and family members. Tourist satisfaction with Malaysia is critical since it will contribute to the growth of Malaysia's tourism business. Malaysia should understand what is on tourists' minds about Malaysia to meet their expectations and ensure that their perception matches what they will encounter. Thus The goal of this study is to investigate the elements that influence tourist demand in Malaysia, such as quality of accommodation,

uniqueness and service quality. All of these characteristics will be examined to determine their link to tourist demand.

1.2 PROBLEM STATEMENT

Because Malaysia has the potential to attract the most tourists in Asia, the researcher wishes to look at the issue of tourism demand in Malaysia. In terms of international visitor arrivals, Malaysia is ranked ninth (Heldi Munan, 2022). The possibility for this need for tourism is a variety of tourism goods, including environments and facilities. Also, Malaysia Tourism has started being one of the leaders of economic growth faster than the manufacturing sector in the time (Mazumber & Ahmed, 2009).

There are several problems about the quality of accommodation, uniqueness and service quality. Malaysia is a country that has tourism areas that have their own uniqueness. However, there are concerns about security issues. Among the security issues arising from tourists in Malaysia is the threat of natural disasters. This is because the country of Malaysia always emphasizes the development of tourists but indirectly it has an impact on the environment which causes natural disasters to occur. For example, flash floods that often occur in Kuala Lumpur, as a result of the development of tourism that cause anxiety among tourists. Flash floods are disastrous calamities in terms of people affected. Their livelihood is jeopardised, and massive cleanup efforts are ongoing, including the repair or replacement of destroyed commodities such as automobiles, appliances, and residences (Tariqur Rahman & ChoyEr, 2022).

The Malaysia Tourism Department is pleased with the accommodations. However, the issue arises when tracking biodiversity in natural settings like beaches, mountains, and jungles. (Mazumber & Ahmed, 2009) claimed that the accommodations for this sector of the tourism business are still of a low standard and require some revision in light of the local state. All of this information may be relevant to the need to better tailor accommodations to the tourism market. For instance, it may switch to a contemporary air conditioner rather than the manual fan.

The establishment of a distinct offer and demand for tourism products in the region is a critical component of tourism development. Furthermore, in order to avoid environmental damage, tourists should be taught preservation principles (Bykanova et al. 2018). This shows that the uniqueness is the one of the important things to attract more visitors to the area. And some of the areas of tourism demand are not fully strategic marketing. The opportunity of having a large attraction lacks uniqueness in that area. The problem is they did not have some facility to make the transportation department easy. Examples like toll, the easy on going is by Touch and Go card or cash. Instead of using this method, they can use online payment.

Service quality is described in terms of classification as the service applied to services. The primary aspect of quality in the services industry is meeting or surpassing customer expectations. The demand for tourism is one of the factors that keeps this service in business and increases its appeal to travellers. The tangibles, such as the physical facilities' appearance, will aid visitors in enjoying their trip. Quality service can be attained by providing good services through competent human resources, which are supported by appropriate infrastructure or facilities capable of delivering positive values. Tourists who have visited a destination more than once are satisfied because their interactions with tourism products, such as the range of tourism items and information available both offline and online, have matched their expectations and can entice them to return (Rahmiati, Othman, & Tahir, 2020)

1.3 RESEARCH OBJECTIVES

The target of the study is the tourism demand in Malaysia. This research will focus on the quality of accommodation, uniqueness and service quality.

The study was conducted with the following objectives:

To examine the relationship between the quality of accommodation and tourism demand in Malaysia.

To investigate the relationship between uniqueness and tourism demand in Malaysia.

To analyse the relationship between service quality and tourism demand in Malaysia.

1.4 RESEARCH QUESTIONS

The following research questions were created to help achieve the aforementioned research goals:

Question 1: What is the relationship between quality of accommodation and tourist demand in Malaysia?

Question 2: What is the relationship between uniqueness and tourist demand in Malaysia?

Question 3: What is the relationship between service quality and tourist demand in Malaysia?

1.5 HYPOTHESIS

Taking into account the aforementioned factors, the following research hypotheses are developed:

H1: Tourist demand and lodging quality are positively correlated.

H2: There is a correlation between uniqueness and visitor demand.

H3: Tourist demand and service quality are positively correlated.

1.6 SIGNIFICANT OF THE STUDY

This research study aims to provide insights into how the quality of accommodations, uniqueness, and service quality impact the tourist demand to revisit Malaysia. Additionally, it explores strategies to enhance Malaysia's image and attract more tourists, particularly in the future. By improving awareness among locals and tourists regarding potential issues with accommodation quality, this study can benefit the country's tourism industry and cultural heritage. Furthermore, understanding the factors that contribute to a nation's uniqueness can be advantageous for both tourists and residents, potentially altering tourists' perceptions and decisions. Lastly, this study can serve as a foundational understanding of the current state of tourist demand in Malaysia, benefiting future researchers.

1.7 DEFINITION OF KEY TERMS

1.7.1 TOURISM DEMAND

Tourism demand refers to the need for various travel-related goods and services in a specific location or market at a particular time and price. It encompasses the desires and requirements of visitors or consumers and plays a crucial role in understanding the supply and demand dynamics within the tourism industry. Due to the complex nature of the tourism product, which comprises a combination of intangible services, comprehending tourism demand can be challenging. (Song et al., 2019; Song & Li, 2008; Wu et al., 2017).

1.7.2 ACCOMMODATION

In the context of tourism, accommodation refers to various establishments, such as hotels or motels in urban areas and village stays or homestays in rural settings (Ebrahimpour & Haghkhah, 2010).

Homestays are a prominent lodging option in many rural tourist destinations. The quality of accommodation is a significant factor in determining traveler satisfaction, influenced by physical

aspects like the facility's condition, furnishings, and food quality (Seth, Deshmukh, and Vrat, 2005; Ali & Amin, 2014).

1.7.3 UNIQUENESS

According to (Karagöz et al., 2020), Uniqueness, as explained by psychological research, relates to an individual's inclination to seek distinct and accomplished products or services. It reflects a person's desire to differentiate themselves from others and enhance personal and social identity. (Tian et al., 2001). In order to strengthen personal and interpersonal identification, uniqueness is the process of seeking for distinctions in others through the acquisition and application of goods and services (Tian et al., 2001). Kirillova et al. (2014) Uniqueness in the context of tourism is often associated with destinations that possess identifiable and distinguishing characteristics.

1.7.4 SERVICE QUALITY

Service quality is considered a fundamental aspect of customer satisfaction, requiring service providers to deliver a high level of quality to achieve customer satisfaction (Hussain et al., 2015). Defining service quality can be challenging, as it relies on the customers' perception of the services exceeding their expectations (Jevons & Pidgeon, 2002). Ultimately, customers determine the quality of service, and businesses must strive to exceed customer satisfaction by providing exceptional goods or services (Mbise & Tuninga, 2013).

1.8 SUMMARY

The first section set the stage for the study, which centred on Malaysian tourism demand. In the next section, which is a problem statement, it dealt with the issue of this study, which examines some areas in Malaysia that receive low demand from tourists and how tourism players overcome this problem.

There are four research objectives and research questions on the third and fourth sections, which is the aim and the questions appear during the research respectively. Other than that, there are three hypotheses that occur in this study. The significance of the study is in the sixth section which extracts lessons of the research issues that have potential to affect the tourism demand in some areas or states in Malaysia. Lastly, the last part which is the definition of key terms has briefly explained the meaning of the tourism demand terms that is commonly occur



CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

For this chapter, it will explain the relationship between independent variables (accommodation, uniqueness and service quality) and dependent variables (tourism demand).

2.2 UNDERLYING THEORY

For this study, the Theory of Planned Behavior (TPB) developed by Ajzen is selected as the theoretical framework. TPB is a psychological theory that explains human behavioral intention. It considers both volitional control (personal control) and non-volitional control (external factors) in understanding an individual's behavior (Ajzen, 1991). This theory is relevant to our study, particularly in relation to service quality and perceived value (Soliman, 2019; Zolani., 2016).

Service quality plays a crucial role in tourism demand. Malaysia attracts tourists from around the world due to its rich cultural heritage, historical sites, and local lifestyle. The country's scenic hill stations, breathtaking beaches, and unspoiled forests also contribute to its appeal. The perception of high-quality service can positively impact tourists' perceptions of a destination and increase the likelihood of their return. Therefore, the tourism industry and government should consider how tourists perceive and experience the quality of a destination to encourage repeat visits (Vien. 2021).

Perceived value, another element of TPB, relates to the variable of accommodation quality. Perceived value is subjective and depends on an individual's perception of the worth of something at a specific time and location. Accommodation is a fundamental part of the tourism industry, providing travelers

with a place to rest and rejuvenate during their journeys. The quality of accommodation influences whether tourists intend to revisit a destination. Their perception of the value they receive in terms of money, time, and other factors affects their decision. Higher-quality accommodation increases the chances of repeat visits, highlighting the positive impact of accommodation quality on tourism demand.

As a result, it demonstrates that the quality of lodging has a favourable effect on demand.

2.3 TOURISM DEMAND

2.3.1 DEFINITION OF TOURISM DEMAND

To establish a comprehensive understanding of the sector, it is essential to define key terms related to the tourism industry. In this study, a tourist is defined as an individual who travels for vacation, business, or personal purposes, lasting less than a year and not related to working for a company at the destination or in the country. Tourism tours are differentiated by three criteria: a geographical dimension (going outside one's usual surroundings), a temporal dimension (stay length), and a trip aim (business, visiting friends or family). Visitors who include an overnight stay are classified as tourists, while those without an overnight stay are classified as excursionists. The word "usual environment" refers to the geographical area in which a person conducts their daily activity.

Demand in economics refers to a consumer's readiness to pay a fixed price for goods and services, as well as their desire to buy them. In general, demand falls when the price of a product rises and rises when the price falls. Consumers and businesses are familiar with the concept of demand, as it naturally occurs throughout the day. For example, when the price of a product is low, shoppers are more likely to purchase more of it. Conversely, when prices increase, such as during a change in season, consumers may reduce their purchases or refrain from buying altogether.

2.3.2 ANTECEDENTS OF TOURISM DEMAND

There are numerous variables or factors that contribute to tourism demand in the tourism sector. A case study titled "The Impact of Accessibility Quality and Accommodation Quality on Tourists' Satisfaction and Revisit Intention to Rural Tourism Destination in Sarawak: The Moderating Role of Local Communities' Attitude" by Chee Hua Chin, Fung-Yee Law, May-Chiun Lo, and T. Ramayah examines the activity appeal, impact of accessibility quality, and accommodation quality as measured variables.

2.4 ACCOMMODATION

The idea of accommodation was initially used by renowned psychologist J.M. Baldwin 2010. He claims that the phrase refers to learned adjustments in people's behaviour that aid in environment adaptation. "The word accommodation has been used to designate the changes people in groups make to relieve the weariness and stress of rivalry and conflict,(Lundberg 2009). Sociologists use the term "accommodation" to refer to how hostile people or groups adjust (Nimkoff & Ogburn 2009). Conflict naturally leads to accommodation: Conflicts allow for accommodation because they cannot always persist. When parties or individuals engaged in a dispute do not enjoy the conflict's current state, they sit down to try to resolve it. These settlements, whether transient or permanent, may be referred to as "accommodation." Conflicts do not exist when the issue of finding accommodations does not exist. Both the "condition" and the "process" of accommodation are universal. Conflicts are necessary since antagonistic elements make up human civilization. Accommodation becomes necessary since no community can exist in a condition of constant strife. As a result, accommodations can be found throughout all societies and sectors of social life. The process of accommodation is not limited to any one stage of a person's life. It is not constrained by any specific social circumstance either. On the other hand, one must learn to adjust to different conditions throughout life. Additionally, if and

when conflicts arise, accommodation would follow sooner or later. The groupings that make up society must make accommodations for one another as well as for the individuals who belong to them. As a first step toward assimilation, it might act to lessen tension between individuals or groups. As in a treaty between nations or labour management pact, it may serve to temporarily put off outright conflict. It might make it possible for groups with pronounced sociopsychological gaps to get along.

2.5 UNIQUENESS

A person or object is said to be unique when it differs from everything else in comparison, or when it is noteworthy or exceptional. When used in reference to people, it frequently refers to a person's personality or certain aspects of it, indicating that they differ from the personality traits that are typical in their culture (Tayob, Abdulkador, 2004). When the word "uniqueness" is used to describe something, it's frequently in the context of a product (Strack, Stephen, 2006). The term is then used to promote or sell the product in an effort to set it apart from similar items in the same category (Baumol, William, 2008). The idea of American exceptionalism is based on the West's distinctiveness, especially it's clearly defined secularism (Headley & John 2012).

2.6 SERVICE QUALITY

This concept of service excellence is based on the expectancy-disconfirmation paradigm. (Balakrishnan & Barry, 2007). A company that offers good service quality will continue to be economically competitive while meeting or exceeding customer expectations (Kenzelman 2008). According to empirical studies, improved service quality is related with increased profitability and longer-term economic competitiveness (Parasuraman 2008). Customer satisfaction and other performance outcomes can be measured, operational procedures can be improved, problems can be identified quickly and systematically, valid and trustworthy service performance metrics can be established, and operational processes can be improved (Oliver Joseph Brady, 2000). As a result of

the intangible character of services and the fact that they are sometimes subjectively experienced, experts have historically regarded service quality as being particularly challenging to define and quantify (Barry 1985). The so-called Nordic School made one of the early attempts to address the idea of service quality. According to this method, there are only two fundamental dimensions for service quality (Oliver 2011)

Technical quality: The outcomes of customer interactions with service providers (e.g. a meal in a restaurant, a bed in a hotel)

Functionality: The user experience and the expressiveness of the service provision (e.g. courtesy, attentiveness, promptness) Technical excellence can be measured because it is largely objective.

However, it might be challenging to assess functional quality (Cronin, J. Joseph, Brady, Michael, (2000)).

2.7 RELATIONSHIP BETWEEN THE QUALITY OF ACCOMMODATION, UNIQUENESS, SERVICE QUALITY AND TOURISM DEMAND IN MALAYSIA.

2.7.1 RELATIONSHIP BETWEEN THE QUALITY OF ACCOMMODATION AND TOURISM DEMAND IN MALAYSIA.

According to Chin et al., (2018), persons who evaluated a favorable level of accommodation quality would have more intent and be more satisfied with their conduct. It is now well-accepted that highquality lodging is a crucial factor in boosting vacationers' happiness Shonk (2018).

Accommodation in the tourism sector can refer to any type of premises, such as hotels or motels in the urban setting, or village stays or homestays in the rural tourism context. Among the most common options for visitors to rural tourist hotspots is a homestay Chin et al.(2018). According to the findings of previous research, the physical aspects do play a role in determining the quality of the accommodations in rural areas. In particular, the state of the facility, the furnishings, and the cuisine all play a role in determining the quality of the accommodations (Deshmukh) 2018. They will be more likely to visit Malaysia in the future if they have a positive experience with the service and quality of their accommodations, which can both meet the requirements of foreign visitors and keep them coming back.

When tourists from other countries go to Malaysia, the quality of their accommodations and the level of service they get are two of the most significant factors for them to consider. Therefore, the level of service provided by accommodation is taken into consideration to be a significant component that influences the level of satisfaction experienced by tourists. As tourists want to guarantee that the quality of accommodation meets their expectations before traveling, it is critical that the host country's accommodation meets tourism demands (Deng et al, 2019).

2.7.2 RELATIONSHIP BETWEEN THE UNIQUENESS AND TOURISM DEMAND IN MALAYSIA.

According to Karagoz et al. (2020), the individual's dependence on uniqueness is a psychological structure that investigates the individual's reliance on uniqueness as a result of a personality trait. When a person expresses a desire for things or services that demonstrate difference and achievement, uniqueness is necessary. The advertising firm will be asked to provide a variety of stunning, soothing, and aesthetically pleasing photographs. People nowadays often have preconceived notions of what they will see at a tourist attraction or trip (Hikmah et al., 2018).

Furthermore, Thai tourists who have a positive experience in Malaysia or who are drawn to the country by its distinctive tourism offerings will tell their friends and family back home about their travels. As a result, boosting the marketing of Malaysia's tourism is simultaneous with spreading knowledge about Malaysia's tourism to attract prospective Thai tourists. Promotion of Malaysian tourism at the right moment and with the right amount of information will attract Thai tourists and allay their fears about the country's security (Thien et al., 2018).

Malaysia cares about its multicultural community. Before Merdeka, numerous races lived in Malaysia. Malaysians are Malay, Chinese, and Indian, but there are also Iban, Dayak, and Kadazan. Everyone lives peacefully. Malaysians accept each other's culture and religion as evidence. Hari Raya, Chinese New Year, and Deepavali are also celebrated. Malaysia is distinct and powerful because all races stand together (Sutra, 2019).

2.7.3 RELATIONSHIP BETWEEN SERVICE QUALITY AND TOURISM DEMAND IN MALAYSIA.

When used in the field of tourism research, the term "destination service quality" refers to the degree of service performance achieved at each characteristic (Chen & Chen, 2019). In this age of increased competition in destination management, service quality has become critical. Tourist sites are more likely to attract both first-time and repeat tourists if they provide high-quality services. Tourists who had a positive experience are more inclined to tell their friends and family about it. This generates both recurring business and the possibility of new business Vassiliadis et al. (2018).

One of the most significant benefits that can be acquired via the efficient delivery of high-quality tourist services and unforgettable experiences at a tourism destination is loyalty to the area. This may be accomplished in a number of ways Akroush et al. (2018). According to (Khan et al., 2013), vacation spots that provide higher-quality services are more likely to entice visitors and fulfill their expectations once they get there. In addition, a number of studies (Silvestri et al., 2017) have demonstrated, among other things, that the quality of service offered is a significant component in determining the level of happiness experienced by tourists.

2.8 CONCEPTUAL FRAMEWORK

The suggested structural equation model of tourist demand intention is shown in Figure 1. The model reveals a direct causal-effect relationship between the variables that affect traveller's intention to travel and demand for destinations. Previous research, including that done by Nagi Medai, Naoyuki Okamoto, Yu Ogasawara, and Katsuya Hihara (2022), supports this association. (In this study, three variables will be analysed. Based on prior studies, quality of accommodation, uniqueness and service quality will expect to have relationships with tourist demand. The relationship of the variables shows in Figure 1.

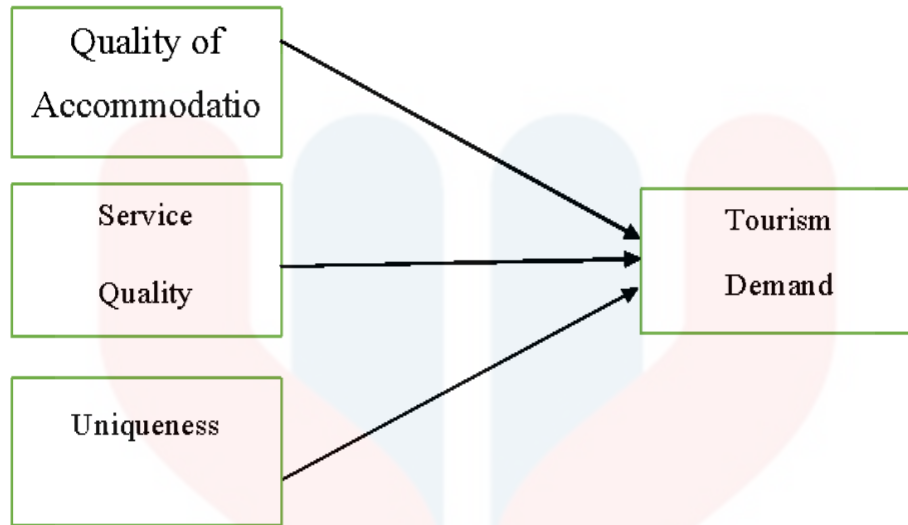


Figure 2. 1 : Conceptual Framework of Quality of Accommodation, Uniqueness and Service Quality towards the Tourist Demand

2.9 SUMMARY

Tourists must be the most presentable factor to determine whether a location is pleasant or in poor shape. We may determine whether a place has attracted travellers by looking at the quantity of tourists. From the link we discovered above, it is obvious that the quality of accommodation, uniqueness, and service quality can significantly affect tourist demand. The likelihood that a tourist will return can be influenced by the quality of the accommodations, the location's more unique features, and the quality of the services provided. If tourists had a wonderful time on their trip, they should return to the same destination because it provided them with a positive experience. Therefore, if a resort wanted to boost its reputation, it had to improve in terms of accommodation quality, uniqueness, and service quality. This would only draw more tourists back to the same place.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

In this chapter, we will explore the research procedures employed to gather data and information necessary for making informed decisions, which is the main objective of the study. According to Polit and Beck (2004), research methods encompass the systematic acquisition and analysis of data. Research is a systematic investigation aimed at addressing a specific problem and enhancing knowledge (Robert B. Burn, 2008). Creswell (2003) defines research methods as a set of coherent approaches for obtaining data and information through interviews or the distribution of questionnaires for research purposes. Additionally, research methods encompass a structured framework for selecting appropriate sampling techniques and analyzing data (Bowling, 2002).

3.2 RESEARCH DESIGN

Research design is also important in determining a method to conduct research (Nusaibah, 2019). According to Willey, (2020) research is also an action plan in the collection, measurement and analysis of data that is implemented empirically in a research. The study's design will be modified to allow for maximum control over the elements that are troublesome regarding the study's conclusions. (Burns & Grove, 2002). Boris F. Blumberg's statement, (2011) mentioned that the plan in forming the answer to build the research design. Research design is also classified as research goal, exploratory testing, descriptive, or hypothesis testing (sekaran & bougie, 2010). According to Maxwell, (2005) states that the study design will also affect the research questions and research objectives. The research design also has a good measurement method in determining the research objectives, research questions and hypotheses.

3.3 TARGET POPULATION

The target population, as defined by Sekaran and Bougie (2009), refers to the entire group of people, events, or things under investigation by the researcher. It represents the individuals from whom data will be collected. The population under study in this research refers to international tourists in Malaysia, with a total estimated size of 131.7 million (Domestic Tourism, 2020). It is important to note that the population constitutes the entire subject of the study, whereas the sample represents a subset of the population.

3.4 SAMPLE SIZE

According to Boris F. Blumberg et al., (2011) stated that sample size is the total population that has been summarized into a small sample. The number of respondents selected to be a small population according to regulations (Sekaran and Bougie, 2009). The sample of this study consists of requests from overseas tourists who come to Malaysia. The minimum sample size of this study is 384 local tourists from various countries. Therefore, the total number of respondents of 384 tourists will be selected based on Krejcie & Morgan's table (Krejcie & Morgan 1970) as shown below.

UNIVERSITI
MALAYSIA
KELANTAN

Table 3.1 : Table to Determine Population Sample Size

Table 3.1									
<i>Table for Determining Sample Size of a Known Population</i>									
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

Note: N is Population Size; S is Sample Size Source: Krejcie & Morgan, 1970

Source : Krejcie and Morgan (1970)

3.5 SAMPLE METHOD

Data collection should have a systematic process in providing good data based on questionnaires provided by the researcher. Data collection also has good knowledge from various aspects (Sekaran & Bougie, 2009). According to Kumar (2011) data collection can also go through the process of testing hypotheses according to certain phenomena. This study also investigated three hypotheses based on the dependent and independent variables mentioned in the preceding chapter.

Data collection methods need to have original sources in testing hypotheses. A good researcher will also develop a strong reputation to ensure that research methods can be organized according to logic and basis (Olsen, 2011). According to Al Mansor, (2012) he stated that the data collection method has been divided into two approaches namely quantitative approach and qualitative approach. Quantitative approach is research that addresses the objective of the study through empirical assessors involving measurement and numerical analysis (Boris F.Blumberg et al., 2011). According to (Merrigan & Huston, 2004) the qualitative approach is an approach that does not involve the form of numbers or statistics. Usually, this data collection involves interviews or conversations. The questionnaire also has closed questions for non-involved respondents. This approach can also be measured by mathematical methods (Robert B.burn, 2008). For example, correlation, regression, chisquare, mode, median and mean approaches.

Quantitative analysis and non-probability sampling techniques will be used in this investigation. Instead of testing a hypothesis based on a small number of large populations, these analyses seek to better understand a community (McCombes, 2021). In this analysis, the nonprobability sampling methodology was selected as the best sample strategy.

Convenience sampling will be used in this investigation. Convenience sampling will aid in data collection for researchers. It is the most widely used sampling procedure since it is so quick, easy, and economical (Fleetwood, 2020). This methodology was chosen for this inquiry due to the benefits and practicality of using various sampling approaches in situations when there are large populations.

3.6 DATA COLLECTION

Data collection involves gathering information that can include words, numbers, measurements, observations, or descriptions of various objects. The data collected can be used to achieve different goals, whether at the individual, group, or company level.

The researchers choose to acquire primary data for this investigation. Primary data is information gathered by scholars themselves or under their supervision about the variables of the study issue. This type of data is original, authentic, reliable, objective, valid, and most importantly, unpublished before the study. The primary data will be obtained through questionnaires distributed to respondents, either through online surveys or other suitable methods (Ganesha & Aithal, 2022).

Questionnaires are collections of questions or items that are used to collect information from respondents about their attitudes, experiences, or opinions. Questionnaires can be used to collect both quantitative and qualitative data. In this study, close-ended questions will be used, which provide respondents with predetermined response options. The purpose of the study will be clearly stated on the front page of the questionnaire to inform the respondents about the aim of the research and ensure they provide accurate information from the correct perspective.

3.7 RESEARCH INSTRUMENT

A research instrument is a tool used to collect, measure, and analyse data relating to a researcher's interests. The researchers choose the research equipment, which is in accordance with the study technique.

A questionnaire was employed as the research instrument for this investigation. Questionnaires are convenient for data collection as they allow for the collection of a large amount of data in less time, especially through online surveys. They are faster, cost-effective, and easy to answer, particularly when structured questions are used. Structured questions reduce the amount of cognitive effort required to complete the questionnaire, leading to higher response rates and more precise data.

For each variable, five questions have been prepared, both for the dependent and independent variables. Likert scale measurement with a 10-point scale will be used for each question to gather responses. The Likert scale is a rating method for quantifying attitudes, behaviours, and perspectives. A query or statement is followed by a string of replies. Respondents choose the response that best

expresses their views or feelings about the statement or topic. Pritha Bhandari and Kassiani Nikolopoulou(2020)

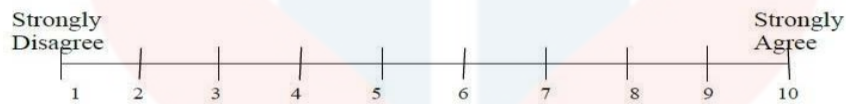


Figure 3.1 Measurement of Likert Scale

Table 3.2: Source of Measurement

Variable	Source of Measurement Items
Tourism Demand	Seyidov and Adomaitienė (2016)
Uniqueness	Jafari (2000)
Quality of Accommodation	Kamata and Misui (2015)
Service Quality	(Seo, Moon, & Lee, 2015)

3.7.1 TOURISM DEMAND

Attractions are an important part of the tourist business and can have a significant impact on individual travel preferences. Tourism demand or tourist visit attention for uniqueness of destinations. Items to measure the tourist demand are shown in Table 3.3.

Table 3.3 Items to Measure Tourist Demand.

NO	STATEMENT
1	I like nice environment
2	I seeking a place to just relax
3	I see unique features of the destination
4	I like local festivals or events
5	I prefer a diversity of accommodations

3.7.2 QUALITY OF ACCOMMODATION

The quality of the accommodations is one of the main factors that motivates individuals to take advantage of tourism demand. Customers shall have accommodation to the justifications for accommodations, which are listed in Table 3.4.

Table 3.4 : Item to measure the quality of accommodation of tourism demand in Malaysia.

NO	STATEMENT
1.	I am satisfied with the quality of accommodation that meets my travel demands.
2.	I believe accommodation is an important factor in my need for travel.
3.	I believe that the variety of accommodations during travel time makes me more comfortable.

4.	I prefer traveling since the accommodations can suit my needs on time.
5.	I believe that when traveling, the clarity of the accommodation information is sufficient.

3.7.3 UNIQUENESS

Uniqueness is one of the most critical factors in tourist demand. Tourists will expect more uniqueness when they travel. Table 3.5 is one of the statements that will be given to customers about the uniqueness factor.

Table 3.5: Item to measure the uniqueness of tourism demand in Malaysia.

NO	STATEMENT
1.	I believe that the uniqueness of travel is a key aspect in my need to travel.
2.	In my travel requirements, I prefer some unique tourist attractions.
3.	I am satisfied since the variety of destinations is unique and meets my demand to travel.
4.	I believe it is necessary to look for services or products that are unique when traveling
5	I like to travel when there are interesting and unique sights to visit.

3.7.4 SERVICE QUALITY

Service quality is also an important factor in tourism demand. It is also closely related to customer satisfaction. Table 3.6 is one of the statements that will be given to customers about the service quality factor.

Table 3.6 : Item to measure the service quality of tourism demand in Malaysia.

NO	STATEMENT
1.	I am satisfied with the service quality since it meets my travel needs.
2.	I believe service quality is an important component in my travel demand.
3.	I believe that the service quality of travel demand makes me feel at ease.
4.	I enjoy travelling since the service quality can meet the trip needs on schedule.
5	I believe that the knowledge and clarity of the service offering are sufficient when travelling.

3.8 DATA ANALYSIS

The program Statistical Programmers for Social Science (SPSS) version 20.2 will be used by researchers to analyse the primary data. One can make tables and pie charts using the program-based data processing and analysis window known as SPSS. Researchers were helped by computers in reducing the amount of work needed to gather material and in performing quantitative analysis fast and easily. To analyse quantitative data, the researcher uses Pearson's correlation, regression, reliability statistics, descriptive statistics, and more.

3.8.1 DESCRIPTIVE ANALYSIS

Descriptive analysis is the first sort of analysis. It aids in displaying the data that has been gathered and summarising it in a constructive manner in order to meet the terms of each data condition. Descriptive analysis will provide the mean values of the dependent variables together with the standard deviation. In other words, descriptive statistics facilitate the process of simplifying enormous

amounts of data. This will aid in determining the greatest mean among the independent variables, which include convenience, trust, and social impact. (Wolcott, 2019).

Mean is often used to do mathematical or statistical calculations on a set of facts or numbers. It is critical to model the data set and demonstrate the least amount of inaccuracy from other values in the data set. This calculator can assist you in determining the centre of a numerical data collection. The mean is calculated by adding all of the values in the data set and then dividing the total number of values by the total number of values in the data set. (Laerd Statistics, 2018).

The standard deviation measures how closely the data is connected to the mean. When reaching the outcome, one of two types of results will be shown. The first is a low standard deviation, which indicates that the data are grouped around the mean, and the second is a higher standard deviation, which indicates that the outcome is more spread. The mean and standard deviation will aid in identifying the precise element that drives Malaysian tourist demand (National Library of Medicine, 2022).

3.8.2 RELIABILITY TEST

Because the researchers will be looking at the proper characteristics of the measuring scale as well as the components that make up the scale, reliability analysis will be used. It is essential because doing so guarantees that the measurement obtained in a single session will be representative as well as consistent throughout the course of time. We will send a questionnaire using an online questionnaire. It is based on the thoughts or interpretations of the people who responded to the questionnaire. A questionnaire is one of the most straightforward ways to gather information from the people you have identified as being your target audience. By using this method, it is possible to aid in the creation of a more strict framework for any research, which will contribute more to our job. In order to evaluate the reliability of the instruments, this research will make use of Cronbach's alpha statistic. According to Cortina (1993), Cronbach's alpha statistic is among the most significant statistics in research that

involves the development and use of tests. The reliability of the instruments that were used in the published research on science education is sometimes discussed in terms of a statistic known as Cronbach's alpha. This is rather common. (Cronbach, 1951). The Alpha of the Cronbach scale spans from 0 to 1, with values below 0.6 being considered untrustworthy and those above it is considered acceptable. There are five distinct sections inside the table that displays Cronbach's Alpha.

Table 3.7: The Alpha Cronbach Value

Cronbach's Alpha	Interpretation
0.91 – 1.0	Excellent
0.81 – 0.90	Good
0.71 – 0.80	Acceptable
0.61 – 0.70	Poor
0 – 0.6	Unacceptable

(Source : Konting et al., 2009)

3.8.3 CORRELATION OF COEFFICIENT

When evaluating the closeness of a pair of numerical variables, researchers often use the concepts of correlation and coefficient. Not only that, but linearity predominates when relating variables. Customers' desire to buy, their level of confidence in the company, the weight of word-of mouth recommendations, and the ease of making a purchase might all be determined by a linear relationship between the two quantitative factors. The outcome of our research will improve as a consequence of this. According to (Malawi, 2012), if the correlation coefficient between two variables is zero, It suggests that there is no linear link between them, but a correlation value of one or more indicates a perfect linear relationship. The occurrence of a zero value shows both the existence of a link between the two variables and the existence of a linear relationship. The numbers might be anything from -1.0

to 1.0. It must be an integer greater than or equal to 1.0. There can be no stronger negative correlation than a correlation of 1.0, and there can be no weaker positive correlation (Whitely & Kite, 2018).

Table 3.8: Rule of Thumb about Correlation Coefficient Size

COEFFICIENT RAGE	STRENGTH OF ASSOCIATION
0.91 – 1.0	Strongest
0.71 – 0.90	High
0.41 – 0.70	Moderate
0.21 – 0.40	Weak
0.00 – 0.20	Slight

(Source: Whitely & Kite, 2018)

3.9 SUMMARY

In chapter 3, we will talk about the research design and target population, the number of sample sizes that we will be targeting, the sampling method that is used to obtain data for the research, data collection, research instruments, data analysis, descriptive as well as reliability analysis, and the correlation coefficient. In addition, we will discuss the correlation coefficient. The correlation coefficient will be helpful in verifying the relationship between the two variables, which are the purchase intention of tourism demand in Malaysia with quality of accommodation, uniqueness, and service quality. Additionally, the correlation coefficient will help establish whether or not the two variables are related. The researcher will use a questionnaire to collect the essential data from respondents for this study. Local tourists in Malaysia are the members of the population who will be participating in this study project. The type of sampling that will also be employed is called probability sampling, and with the help of this approach, we will be able to collect all of the information and results required to go on with this study and finish it successfully.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 INTRODUCTION

This chapter presents the findings and analysis of the research, including reliability analysis, demographic characteristics of respondents, descriptive analysis, and Pearson's coefficient analysis. The data for this study were collected from a total of 208 respondents, and IBM SPSS Statistics version 24 was used to analyze the data.

4.2 RELIABILITY ANALYSIS

Reliability analysis was used to measure the reliability of the questionnaires. The data was tested using Cronbach's Alpha analysis to ensure the reliability and interior reliability of the information. The table below showed the Rules of Thumb of Cronbach's Alpha coefficient size according to Hair et al (2007).

Table 4.1: Rules of Thumb of Cronbach's Alpha coefficient size

ALPHA COEFFICIENT RANGE	STRENGTH OF ASSOCIATION
< 0.6	Poor
0.6 TO < 0.7	Moderate
0.7 TO < 0.8	Good
0.8 TO < 0.9	Very Good
0.9	Excellent

Source: Hair et al.(2007)

Table 4.1 illustration the overall consistency (pilot test) for the dependent and independent variable. The pilot test has been done on 30 respondents before it was distributed to 208 respondents through online survey method.

Table 4.2: Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variable

VARIABLE ALPHA	NUMBER OF ASSOCIATION	CRONBACH'S COEFFICIENT	STRENGTH OF ITEM
QUALITY OF ACCOMMODATION	5	0.960	Excellent
SERVICE QUALITY	5	0.963	Excellent
UNIQUENESS	5	0.958	Excellent
TOURISM DEMAND	5	0.919	Excellent
OVERALL VARIABLES	20	0.980	Excellent

Table 4.2 displays the overall Cronbach's Alpha Coefficient values for both the independent and dependent variables in the study. The table indicates that all the variables had an overall coefficient value of 0.9, suggesting high reliability. Therefore, the obtained results are reliable and can be accepted in this study.

For the measurement of personal variables influencing tourism demand in Malaysia, five questions were utilized. Table 4.2 demonstrates that the Cronbach's Alpha coefficient for these questions was 0.960, indicating good reliability. Thus, the obtained coefficient for the questions related to the quality of accommodation variable can be considered reliable.

Similarly, for the measurement of social variables influencing tourism demand, five questions were employed. The Cronbach's Alpha coefficient for this section was 0.963, indicating very good reliability. Hence, the obtained coefficient for the questions associated with the service quality variable can be deemed reliable.

Furthermore, in measuring the situational variables influencing consumer behavior among local tourists in Malaysia, five questions were used. The Cronbach's Alpha coefficient for this section was 0.958, indicating moderate reliability. Therefore, the obtained coefficient for the questions related to the uniqueness variable can be considered reliable.

Lastly, in measuring the tourism consumer behavior among local tourist in Malaysia, six questions were used and the Cronbach's Alpha result for this section's question was 0.919 which indicated good. Therefore, the coefficient obtained for this questions in measuring the tourism demand in Malaysia were also reliable.

Since, the Cronbach's Alpha charge for the variables had exceeded 0.9, it shows that questionnaires are highly reliable and can proceed with the study. All in all, the reliability has proven that the respondent understood the questions provided well and this means the questionnaires has been accepted for this study.

4.3 DEMOGRAPHICS CHARACTERISTICS OF RESPONDENT

The basic analysis of this study included the frequency analysis. The data from Section A of the questionnaire included questions from different demographic variables of respondents such as gender, age, race, status, income level, and occupation. The respondent's demographic profiles were presented in a form of table and pie chart.

4.3.1 GENDER

Table 4.3 Number Of Respondent by Race

Gender	Frequency	Percentage	Cumulative Percentage (%)
Male		50.5%	100
Female		49.5%	49.5
Total		100%	

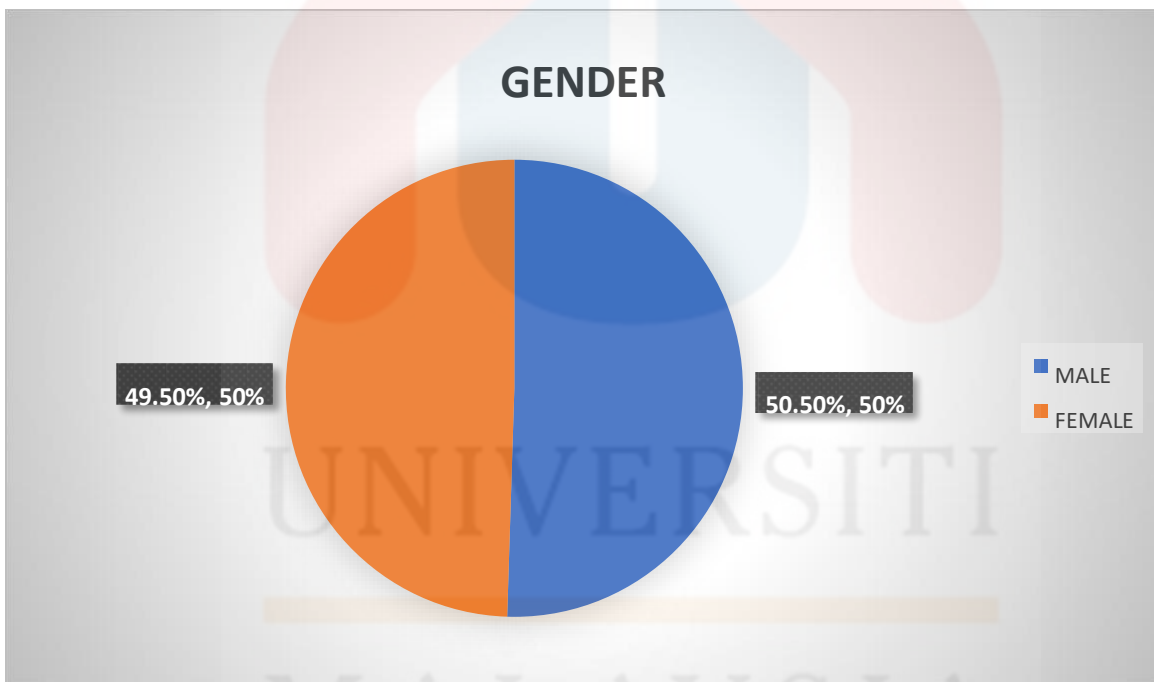


Figure 4.1 : Percentage of respondents by gender

Table 4.3 and Figure 4.1 present the distribution of respondents by gender. Out of the total 208 respondents, 103 (49.5%) were male, while 105 (50.5%) were female.

4.3.2 AGE

Table 4.4 : Number Of Respondent by Age

Age	Frequency	Percentage	Cumulative Percentage (%)
20 years old and below	19	9.1%	9.1%
21 - 30 years old	109	52.4%	61.5%
31 - 40 years old	40	19.2%	80.8%
41 - 50 years old	33	15.9%	96.6%
50 years old and above	7	3.4%	100%
Total	208	100%	

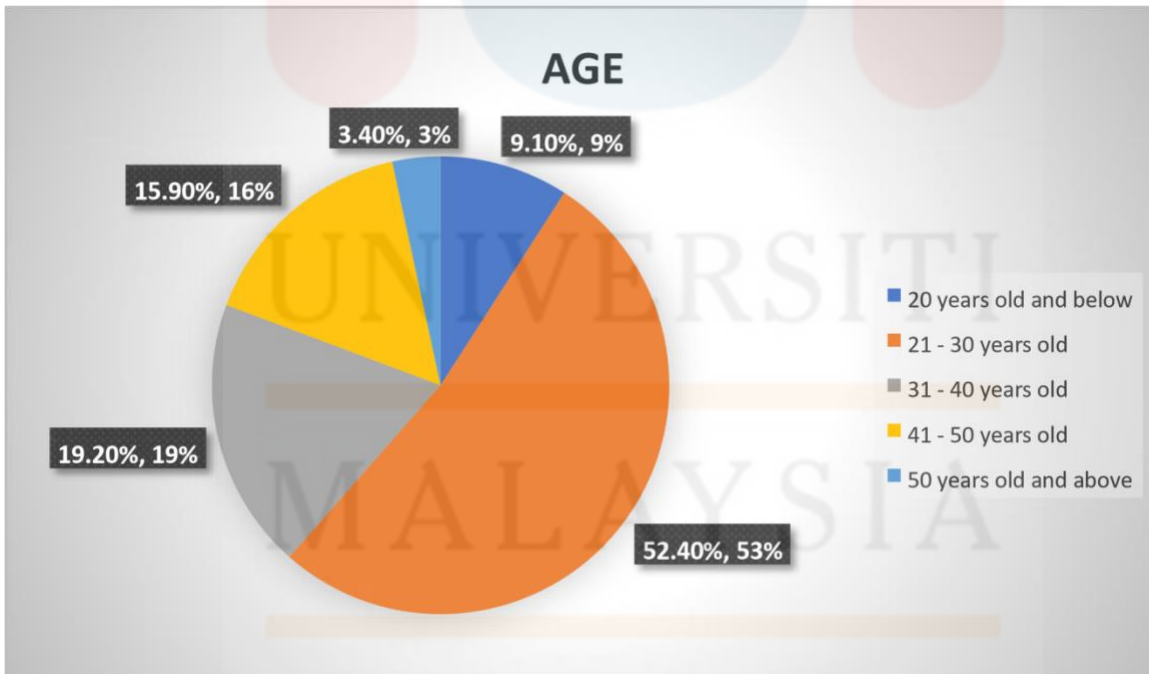


Figure 4.2: Percentage of respondents by age

Table 4.4 and Figure 4.2 illustrate the distribution of respondents by age. The study included 208 respondents, with the following age groups: 20 years old and below (19 respondents), 21-30 (109 respondents), 31-40 (40 respondents), 41-50 (33 respondents), and 50 and above (7 respondents). Figure 4.2 highlights that the highest percentage of respondents fell within the age range of 21-30 (52.4%), followed by 31-40 (19.2%), 41-50 (15.9%), 20 years old and below (9.1%), and the lowest percentage was observed in the 50 and above category (3.4%).

4.3.3 RACE

Table 4.5 : Number Of Respondent by Race

Race	Frequency	Percentage	Cumulative Percentage (%)
Malay	151	72.6%	100%
Chinese	15	7.2%	7.2%
Indian	42	20.2%	27.4
Total	208	100%	

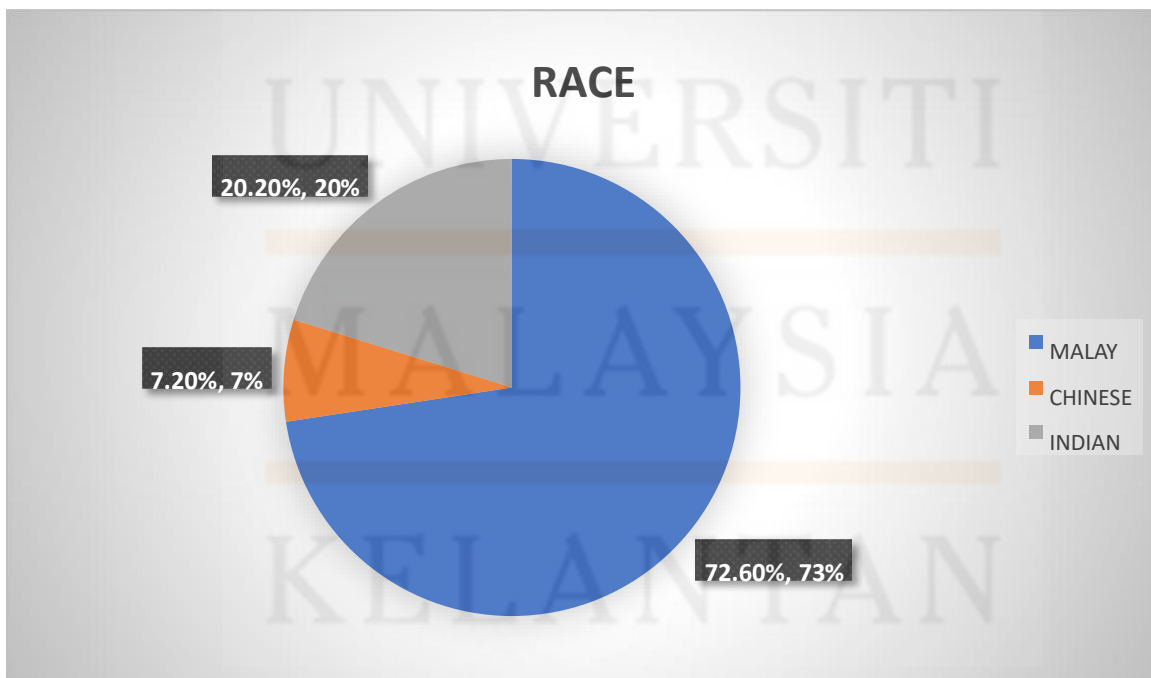


Figure 4.3 : percentages by respondents by race

Table 4.5 and Figure 4.3 provide an overview of the respondents' racial backgrounds. The study involved 209 respondents, including Malays (151 respondents), Chinese (15 respondents), and Indians (42 respondents). Figure 4.3 demonstrates that the highest percentage of respondents were Malays (76.6%), followed by Indians (20.2%). and the lowest percentage respondents was Chinese (7.2%)

4.3.4 RELIGION

Table 4.6 : Number Of Respondent by Religion

Race	Frequency	Percentage	Cumulative Percentage (%)
Islam	152	73.1%	98.1%
Buddha	14	6.7%	6.7%
Hindu	38	18.3%	25%
Kristian	4	1.9%	100%
Total	208	100%	

UNIVERSITI
MALAYSIA
KELANTAN

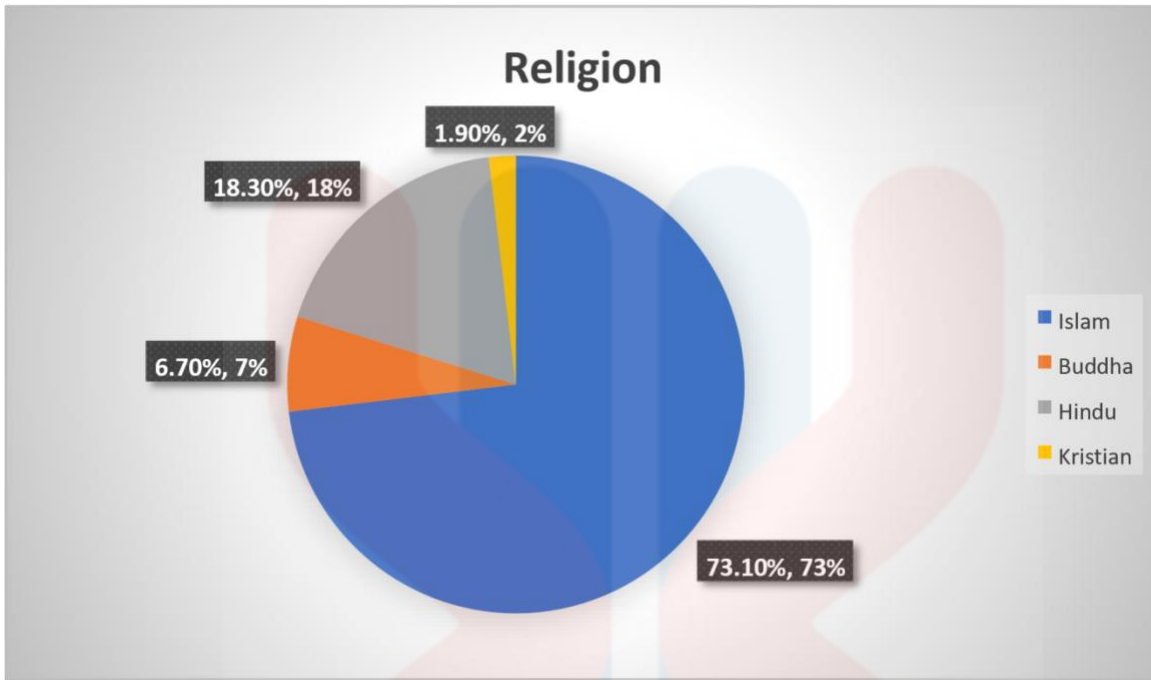


Figure 4.4 : percentages of respondents by religion

Table 4.6 and Figure 4.4 present the distribution of respondents by religion. The study included four religions: Islam (152 respondents), Buddhism (14 respondents), Hinduism (38 respondents), and Christianity (4 respondents). Figure 4.4 indicates that the highest percentage of respondents identified as Muslims (73.1%), followed by Hindus (18.3%), Buddhists (6.7%), and the lowest percentage of respondents identified as Christians (1.9%).

4.4 DESCRIPTIVE ANALYSIS

This study contains analysis of the mean and standard deviation for section B, C, D and E of the questionnaire

4.4.1 Independent Variable and Dependent Variable

Table 4.7 Descriptive Analysis

Variables	N	Mean	Standard Deviation

Tourism Demand	208	8.95	0.919
Quality of Accommodation	208	8.86	0.961
Uniqueness of Destination	208	8.826	0.963
Service Quality	208	9.024	0.958

The number of respondents, mean, and standard deviation for the dependent and independent variables were displayed in Table (4.7). Tourism Demand's dependent variable's mean value is 8.95. Service Quality has the highest mean among independent variables (9.024), followed by Accommodation Quality (8.86), and Uniqueness of Destination (8.826).

4.4.2 Tourism Demand

Table 4.8 Descriptive Statistics of Tourism Demand

No	Item Description	N	Mean	Standard Deviation
1	I like nice environment	208	9.21	1.585
2	I seeking a place to just relax	208	9.01	1.690
3	I see unique features of the destination	208	8.88	1.814
4	I like local festivals or events	208	8.79	1.765
5	I prefer a diversity of accommodations	208	8.86	1.738

Table 4.8 above showed the mean and standard deviation analysis for dependent variable which is Tourism Demand. The highest value of mean was item number 1

which is 9.21 where most respondent agree that they a nice environment could influence tourism demand of tourist.

Meanwhile the lowest value of mean is item number 4 which is 8.79 where the respondent slightly agreed that local festival or events does attract tourist people. For the data set from 208 respondents with the standard deviation most of the value which greater than 1, it indicated the value were more dispersed.

4.4.3 Quality of Accommodation

Table 4.9 Descriptive Statistics of Quality of Accommodation

No	Item Description	N	Mean	Standard Deviation
1	I am satisfied with the quality of accommodation that meets my travel demands.	208	8.79	1.723
2	I believe accommodation is an important factor in my need for travel.	208	8.90	1.661
3	I believe that the variety of accommodations during travel time makes me more comfortable.	208	8.89	1.696
4	I prefer traveling since the accommodations can suit my needs on time.	208	8.90	1.705

5	I believe that when traveling, the clarity of the accommodation information is sufficient	208	8.81	1.796
---	---	-----	------	-------

Table 4.9 above showed the mean and standard deviation analysis for independent variable which is Quality of Accommodation. The highest value of mean is item number 2 and number 4 which is 8.90 where respondent agreed that accommodation is an important factor and necessities for tourist and accommodation that suit people needs on time can influence them as tourist, The lowest value of mean is item number 1 which is 8.79 where the respondent slightly agreed that quality of accommodation must match with tourist travel demand. From the data set from 208 respondent with the standard deviation most of the value greater than 1, it indicated that the values were more dispersed.

4.4.4 Uniqueness of Destination

Table 4.10 Descriptive Statistics of Uniqueness of Destination

No	Item Description	N	Mean	Standard Deviation
1	I believe that the uniqueness of travel is a key aspect in my need to travel	208	8.76	1.791
2	In my travel requirements, I prefer some unique tourist attractions	208	8.78	1.785

3	I am satisfied since the variety of destinations is unique and meets my demand to travel.	208	8.73	1.738
4	I believe it is necessary to look for services or products that are unique when traveling	208	8.82	1.811
5	I like to travel when there are interesting and unique sights to visit.	208	9.03	1.577

The mean and standard deviation analysis for the independent variable, Uniqueness of Destination, is shown in Table 4.10 above. The respondent agreed that tourists are more inclined to travel to areas that are intriguing and have distinctive sites to visit, and item number 5 has the highest mean value, which is 9.03. The item with the lowest mean value, number 3, had a score of 8.73, indicating that tourists only somewhat agreed that a diversity of destinations that are distinctive may satisfy their desire to travel. The data set from 208 respondents showed that the results were more erratic since the majority of the standard deviation values were more than 1.

4.4.5 Service Quality

Table 4.11 Descriptive Statistics of Service Quality

No	Item Description	N	Mean	Standard Deviation
1	I am satisfied with the service quality since it meets my travel needs.	208	9.01	1.549

2	I believe service quality is an important component in my travel demand.	208	9.00	1.543
3	I believe that the service quality of travel demand makes me feel at ease.	208	9.04	1.584
4	I enjoy travelling since the service quality can meet the trip needs on schedule.	208	9.02	1.573
5	I believe that the knowledge and clarity of the service offering are sufficient when travelling.	208	9.04	1.536

Table 4.11 above showed the mean and standard deviation analysis for independent variable which is Service Quality. The highest value of mean is item number 3 and 5 where respondent agreed that one of the most important factors that tourist seek while travelling is service quality that made tourist feel at ease and knowledge and clarity of service offering are sufficient while travelling. Item number 2 has the lowest value of mean which is 9.00 where the respondent slightly agreed that service quality is an important component for travel demand.

4.5 PEARSON CORRELATION COEFFICIENT

The Pearson's correlation analysis was one of the important analyses that measured the linear relationship between the two variables. The objective of this analysis was to determine whether there are correlations between independent variables (quality of accommodation, uniqueness and service quality) and the dependent variable (tourist

demand). If the relationship is significant, researchers must decide whether the level of strength of the association is acceptable.

Table 4.12: Strength Interval of Correlation Coefficient

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

Source: Abgunbiade and Ogunyika.

(2013)

Hypothesis 1: Quality of Accommodation

H1: Quality of accommodation has positive relationship with tourist demand.

Table 4.13: Correlation coefficient for quality of accommodation and tourist demand among local tourist in Malaysia.

		Quality Of Accommodation	Tourism Demand
Quality Of Accommodation	Pearson Correlation	1	.820**
	Sig. (2-tailed)		.000
	N	208	208
Tourism Demand	Pearson Correlation	.820**	1

	Sig. (2-tailed)	.000	
	N	208	208

Table 4.13 illustrated Pearson correlation coefficient, significant value and the number of cases which was 208. The p-value was 0.000, which was less than significant level of 0.01. The correlation coefficient of 0.820 suggested a high positive correlation between quality of accommodation and tourism demand.

Hypothesis 2 : service quality

Table 4.14: Correlation coefficient for quality of service quality and tourist demand among local tourist in Malaysia.

		Service Quality	Tourism Demand
Service Quality	Pearson Correlation	1	.794**
	Sig. (2-tailed)		.000
	N	208	208
Tourism Demand	Pearson Correlation	.794**	1
	Sig. (2-tailed)	.000	
	N	208	208

Table 4.14 showed the 208 instances, the significant value, and the Pearson correlation coefficient. The p-value was 0.000, which was below the 0.05 level of significance. The correlation value of 0.794 indicated a strong positive link between the demand for tourism and service quality.

Hypothesis 3: Uniqueness

H3: Uniqueness has positive relationship with tourist demand.

Table 4.15: Correlation coefficient for uniqueness and tourist demand among local tourist in Malaysia.

		Uniqueness	Tourism Demand
Uniqueness	Pearson Correlation	1	.781**
	Sig. (2-tailed)		.000
	N	208	208
Tourism Demand	Pearson Correlation	.781**	1
	Sig. (2-tailed)	.000	
	N	208	208

Table 4.15 showed the 208 instances, the significant value, and the Pearson correlation coefficient. The p-value was 0.000, which was below the 0.05 level of significance. A strong positive association between originality and tourism demand was indicated by the correlation value of 0.781.

4.6 FRAMEWORK ANALYSIS

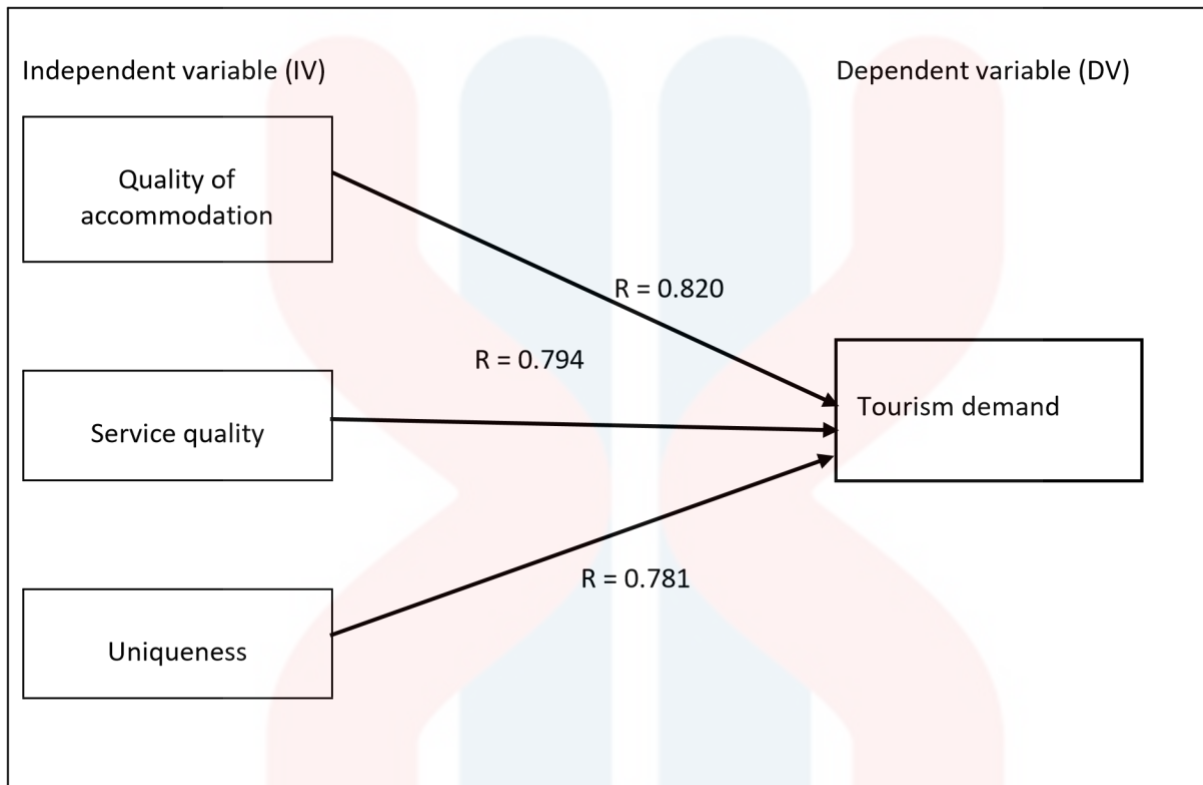


Figure 4.7: Correlation between Quality of accommodation, Service quality, Uniqueness and Tourism demand

Figure 4.7 displays the framework illustrating the data values for the significant independent variables in relation to the dependent variable. The study identified three independent variables, namely quality of accommodation, service quality, and uniqueness, that showed a significant relationship with the dependent variable, which is tourism demand. The highest Pearson correlation analysis revealed that the quality of accommodation exhibited the highest Pearson correlation value with tourism demand, which was 0.820. The second highest correlation value was observed between service quality and tourism demand, with a Pearson correlation of 0.794. On the other hand, the lowest Pearson correlation value was found between uniqueness and tourism demand, which was 0.781.

Based on these findings, it can be concluded that only three independent variables, namely quality of accommodation, service quality, and uniqueness, demonstrated a significant relationship with tourism demand in Malaysia.

4.7 CONCLUSION

In conclusion, the research supported the validity of all three hypotheses, showing a substantial correlation between the independent factors and the dependent variable. Different correlation coefficients were found by correlation analysis for each independent variable, including 0.820 for lodging quality, 0.794 for service quality, and 0.781 for originality. According to these findings, there is a weakly positive correlation between the independent and dependent variables. The findings also address the issues of the connections between originality and tourism demand, service quality and tourism demand, and lodging quality and tourism demand. In conclusion, there is a strong correlation between tourist demand and the calibre of accommodations, services, and originality.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This chapter provides a summary of the study's main points, including the findings and discussion on the connection between quality of accommodation, service quality, uniqueness, and the factors affecting tourism demand in Malaysia. Additionally, this chapter highlights the limitations of the study and presents some suggestions for future research.

5.2 RECAPITULATION OF STUDY

The objective of this study was to investigate the relationship between the quality of accommodation, service quality, uniqueness, and tourism demand in Malaysia. Primary data was collected using a questionnaire administered to the respondents. The sample consisted of 208 respondents, selected based on the table developed by Krejcie and Morgan (1970). The study aimed to analyze the relationship between quality of accommodation, service quality, uniqueness, and tourism demand in Malaysia.

The dependent variable in this study was tourism demand in Malaysia. The independent variables included quality of accommodation, service quality, and uniqueness. Unique habits, interests, and opinions are individual characteristics that influence decision-making. In the tourism sector, accommodation can encompass various establishments, such as hotels or motels in urban areas and village stays or homestays in rural settings (Ebrahimpour and Haghkhah, 2010). According to Karagöz et al. (2020), an individual's inclination towards uniqueness is often a psychological trait that influences their preferences. Studies have shown that customers themselves determine the

quality, and it is achieved when a business surpasses customer expectations by delivering goods or services that exceed satisfaction levels (Mbise & Tuninga, 2013).

The sampling frame of this study was among tourists in Malaysia. The data for this study were collected from various regions in Malaysia, including the east side (Kelantan, Terengganu, and Pahang), north side (Perlis, Kedah, Penang, and Perak), south side (Negeri Sembilan, Malacca, and Johor), central region side (Selangor, Kuala Lumpur, and Putrajaya), as well as Sabah and Sarawak. A total of 384 questionnaires were distributed, and 208 responses were deemed usable for analysis. The data analysis involved reliability analysis, descriptive analysis, and Pearson's correlation coefficient.

Reliability testing was conducted on the independent variables to assess the internal consistency of the measurement instrument. The Cronbach's Alpha coefficients for all variable scales ranged from 0.919 to 0.963, indicating high reliability. These values were well above the minimum acceptable reliability threshold of 0.6, as suggested by Sekaran (2006). Service quality exhibited the highest reliability with a Cronbach's Alpha of 0.963, indicating that it strongly influenced tourism consumer demand in Malaysia. Quality of accommodation and uniqueness also showed high reliability with Cronbach's Alpha values of 0.960 and 0.958, respectively, confirming the reliability of these variables for further analysis.

Pearson's correlation coefficient was employed to assess the direction and strength of the relationship between the variables. The results indicated a strong, positive correlation between quality of accommodation and tourism demand ($r=0.820$, $n=208$, $p<0.01$), as well as between service quality and tourism demand ($r=0.794$, $n=208$, $p<0.01$). Additionally, uniqueness also showed a strong positive correlation with tourism demand ($r=0.781$, $n=208$, $p<0.01$). These findings suggest that all three variables have a significant and positive impact on tourism demand in Malaysia.

5.2.1 Research Question 1: What is the relationship between the quality of accommodation and tourism demand in Malaysia?

In this study, the quality of accommodation was featured as a factor that contributes to the tourism demand in Malaysia. The past results indicate that the quality of accommodation is defined accommodation quality is recognized as a key factor in determining how satisfied travellers are

(Shonk, 2006). In another definition, in accordance with other Sociologists use the term "accommodation" to refer to how hostile people or groups adjust (Nimkoff & Ogburn 2009). Based on the analysis done, it was found that the strength of the relationship between the quality of accommodation and tourism demand is at the highest level factor ($r=0.820$, $n=208$, $p<0.01$). The finding revealed there was a positive and significant relationship between the quality of accommodation and tourism demand. Therefore, it can be seen that the quality of accommodation is the factor that plays an important role in affecting the tourism demand. This finding seems close to a previous study in which only the cognitive component of the quality of accommodation is considered.

5.2.2 Research Question 2: What is the relationship between uniqueness and tourist demand in Malaysia?

In this study, the result indicated that the strength of the relationship between uniqueness and tourist demand in Malaysia is at the lower level ($r=0.781$, $n=208$, $p<0.01$). The findings imply that there was a positive and significant relationship between uniqueness and tourist demand. According to (Karagöz et al., 2020), the individual's dependency on uniqueness is usually a psychological structure that regards the individual's dependence on uniqueness as a character attribute. The need for uniqueness is demonstrated when a person displays the need to pursue products or services that express difference and accomplishment. The concept of uniqueness is commonly associated with consumers' reliance on it (Tian et al., 2001). The quest for differences in others through the acquisition and use of items or services to improve personal and interpersonal identity is referred to as uniqueness (Tian et al., 2001). When a person expresses a desire for things or services that demonstrate difference and achievement, uniqueness is necessary. The advertising firm will be asked to provide a variety of stunning, soothing, and aesthetically pleasing photographs. People nowadays often have preconceived notions of what they will see at a tourist attraction or trip (Hikmah et al., 2018).

5.2.3 Research Question 3: What is the relationship between service quality and tourist demand in Malaysia?

In this study, the result indicates that the strength of the situational factors towards tourism consumer behaviour in Malaysia is at the moderate level ($r=0.794$, $n=208$, $p<0.01$). As long as service quality

is acknowledged as the foundation of customer satisfaction, the service provider must deliver a high level of service quality in order to attain a high level of customer satisfaction (Hussain et al., 2015). Determining service quality can be difficult even in sophisticated economies (Jevons & Pidgeon, 2002). According to studies, only customers can identify quality, which occurs when a business delivers goods or services that exceed the customers' expectations (Mbise & Tuninga, 2013). One of the most significant benefits that can be acquired via the efficient delivery of high-quality tourist services and unforgettable experiences at a tourism destination is loyalty to the area. This may be accomplished in a number of ways Akroush et al. (2018). According to (Khan et al., 2013), vacation spots that provide higher-quality services are more likely to entice visitors and full fill their expectations once they get there.

5.3 FINDINGS AND DISCUSSIONS

The Reliability Test was conducted on 30m respondents before it was distributed to 384 respondents by using an online service method. The data that has collected was tested by Cronbach's Alpha Coefficient indicating the range from 0.958 to 0.963. The result shows that the strength of association is excellent where Service Quality scored the highest Cronbach Alpha Value of 0.963, Quality of Accommodation is the second highest Cronbach's Alpha value of 0.960 and Uniqueness of Destination has the least value which is 0.958. All variables posses a Cronbach Alpha Coefficient greater than 0.6 which means the variables met the requirement of reliability.

In the Descriptive Analysis for the independent variables, the highest mean value was Service Quality which is 9.024, followed by Quality of Accommodation which is 8.86 and the least mean value is Uniqueness of Destination which is 8.826. The mean value for the dependent variable which is Tourism Demand is 8.95.

In order to measure the linear relationship between the two variables identified as the objectives of this study, the researchers carried out the Correlation Analysis. Table 5.1 showed the summary of the Correlation Analysis and there was an excellent relationship between Service Quality, Uniqueness of Destination and Quality of Accommodation and Tourism Demand in Malaysia.

Table 5.1: Summary of Correlation Analysis

Hypothesis	Significant Value	Conclusion	Correlation Value	Conclusion
1	0.000	Accepted	0.820	High Positive Correlation
2	0.000	Accepted	0.794	High Positive Correlation
3	0.000	Accepted	0.781	High Positive Correlation

5.4 LIMITATION

During the process of data collection or studies, there are several challenges the researcher faces in order to complete this study. First and foremost, people's behavior. Data collection from the respondent for the questionnaire took more time than expected. The researcher needs to constantly spread the google form everyday and keep reminding people to fill it or otherwise the process of achieving 384 respondents will be slowed down. Thus, some people did not bother trying to fill out the form because people think there are too many questions and they see it as time-consuming. However, there are also respondents that committed to filling out the google form and at the same time helping the researcher by spreading the google form.

Besides that, the next limitation is the formation of the questionnaire. This is because the researcher took too much time finding the accurate and only essential questions that need to be asked. Thus, the researcher also needs to make sure the questionnaire, is easy to fill out, not taking too much time to fill, make sure the respondents will understand the term that had been used in the questionnaire and so on. Otherwise, people will not be interested to help because of a tiny problem that could annoy them which makes them demotivated.

Last but not least, the final limitation is the accuracy of data collection. This is because the researcher decided to only use the quantitative research method on the independent dependent variable which is tourism demand and the independent variable which is quality of accommodation, service quality and Uniqueness of destination. There is no research using another method such as the qualitative method to gain and a better understanding of factors that influence tourism demand.

5.5 RECOMMENDATION

This study suggests that future research should include foreign tourists in Malaysia to compare and contrast their findings with the current study's focus on local tourists. This expansion of the sample size may yield different results and provide a more comprehensive understanding of tourism demand in Malaysia.

Moreover, this study only focuses on three factors that influence tourism demand in Malaysia, potentially ignoring other crucial factors. Future researchers should consider including additional variables such as economic factors to generate new findings in their research.

The current study's sample size is limited to 208 respondents, which may not accurately represent the entire population of local tourists in Malaysia. Increasing the sample size could increase the study's accuracy and reliability.

Finally, using interview methods or open-ended questions may provide a more effective way to collect data than online scaling questionnaires. Interviews can yield a higher response rate and enable researchers to clarify ambiguities and follow up on incomplete answers immediately. This approach could reduce misunderstandings and produce more accurate results.

5.6 CONCLUSION

The aim of this study, which focuses on the issue at hand, is presented at the end of this chapter. The study investigates how the variables of quality of accommodation, service quality, and uniqueness affect tourism demand in Malaysia. The research framework is developed based on existing literature. The researcher intends to explore the relationship between each independent variable and the dependent variables.

The study involved 208 participants who completed an online survey. The data collected were analyzed using SPSS software version 24, employing descriptive statistics, reliability analysis, and correlation analysis. The reliability analysis yielded an overall value of 0.980 for the variables, indicating the reliability of the results, which are considered acceptable for this study.

The research aims to understand the influence of quality of accommodation, service quality, and uniqueness on tourism demand in Malaysia. The results of the research objectives, which investigate the relationship between these variables and tourism demand, are accepted. Furthermore, these results suggest that factors such as quality of accommodation, service quality, and uniqueness indeed influence tourism demand in Malaysia

REFERENCES

- Tariqur Rahman Bhuiyan, Ah Choy Er, Nurfashareena Muhamad, Joy Jacqueline Pereira, (2022) Evaluating the cumulative costs of small-scale flash floods in Kuala Lumpur, Malaysia, *Journal of Hydrology*, Volume 612, Part B
- Voronkova, , Akhmedkhanova, , Nikiforov, Tolmachev, , Vakhrushev, I.B, Sergin, A.A 2021 Tourism market relies heavily on environmental and natural factors. *Caspian Journal of Environmental Sciences*, 19: 365-374
- Filda Rahmiati Et Al (2020). Examining the Trip Experience on Competitive Advantage Creation in Tourism, *International Journal of Economics and Business Administration* VIII Issue 1,15-30
- Abbasi, G.A., Kumaravelu, J., Goh, Y.-N. and Dara Singh, K.S. (2021),), "Understanding The intention to revisit a destination by expanding the theory of planned behaviour (TPB)", *Spanish Journal of Marketing - ESIC*, Vol. 25 No. 2, pp. 282-311
- Ky Vien, N. (2021). Modelling The Relationship of Perceived Quality, Destination Image, and Tourist Satisfaction at The Destination Level. *International Journal for Applied Information Management*, 1(4), 165–172
- Median, Okamoto N, Ogasawara Y, Hihara K (2022) Factors contributing to tourism demand at major Japanese hot springs. *Plos one*, 17(9), e0274681
- Seyidov, J., & Adomaitienė, R. (2016). Factors influencing local tourists' decision-making on choosing a destination: a case of Azerbaijan. *Ekonomika*, 95(3), 112-127
- Ganesha, H. R. & Aithal, P.S. (2022) ,How to Choose an Appropriate Research Data Collection Method and Method Choice among Various Research Data Collection Methods and Method Choices during Ph.D. Program in India? *International Journal of Management, Technology, and Social Sciences (IJMTS)*, 7(2), 455-489.
- Švec, R., Navrátil, J., Pícha, K., & White, V. L. (2012). The perception of the quality of accommodation establishments' product. *Deturope-The central european journal of regional development and tourism*, 4(2)
- Prideaux, B. (2002), Building visitor attractions in peripheral areas. Can uniqueness overcome isolation to produce viability?. *Int. J. Tourism Res.*, 4: 379-389.
- Santos, J. (2003), "E-service quality: a model of virtual service quality dimensions", *Managing Service Quality: An International Journal*, Vol. 13 No. 3, pp. 233-246
- Cronin Jr, J. J., & Taylor, S. A. (1992). Measuring service quality: a reexamination and extension. *Journal of marketing*, 56(3), 55-68.
- Munawar, F., Munawar, R., & Tarmidi, D. (2021). The Impact of Perceived Coolness,

Destination Uniqueness and Tourist Experience on Revisit Intention: A Geographical Study on Cultural Tourism in Indonesia. *Review of International Geographical Education Online*, 11(1), 400-411.

Rusdin, N. A., & Abdul Rashid, R. (2018). Service quality, satisfaction and revisit intention: A conceptual model. *Journal of Tourism, Hospitality and Culinary Arts*, 10(2), 1-11

Chin, C. H., Law, F. Y., Lo, M. C., & Ramayah, T. (2018). The impact of accessibility quality and accommodation quality on tourists' satisfaction and revisit intention to rural tourism destinations in sarawak: the moderating role of local communities attitude. *Global Business and Management Research*, 10(2), 115-127.

Sireci, S. G., Scarpati, S. E., & Li, S. (2005). Test accommodations for students with disabilities: An analysis of the interaction hypothesis. *Review of educational research*, 75(4), 457-490.

Headley, John M. (2012). The Uniqueness Thesis. *Philosophy Compass*, 11(4), 189–200.

Wolcott, H. F. (1994). Transformasi qualitative data : *Description, analysis and interpretation*, Sage. 211-223

Kite, M. &. (2018). Factor analysis, path analysis and structural equation modelling. in . *Principles of Research in Behavioral Science*, 466-495.

Puah, C. H., Huan, S. H., & Thien, F. T. (2018). Determinants of Chinese demand for tourism in Malaysia. *Business and Economic Horizons*, 14(3), 501-512.

Maghsoodi Tilaki, M. J., Hedayati Marzbali, M., Abdullah, A., & Bahauddin, A. (2016). Examining the influence of international tourists' destination image and satisfaction on their behavioral intention in Penang, Malaysia. *Journal of Quality Assurance in Hospitality & Tourism*, 17(4), 425-452.

Chaitip, P., Chaiboonsri, C., Kovács, S., & Balogh, P. (2021). A Structural Equation Model: Greece's tourism demand for tourist destinations.

Kopec, M., & Titelbaum, M. G. (2016). The uniqueness thesis. *Philosophy Compass*, 11(4), 189-200.

Botti, L., Peypoch, N., Randriamboarison, R. & Solonandrasana, B. (2007). An Econometric Model of Tourism Demand in France. *Tourismos: An International Multidisciplinary Journal of Tourism*, 2(1), 115-126.

Wolcott, H. F. (1994). Transforming qualitative data: *Description, analysis, and interpretation*. Sage. 45-64

Puah, C. H., Huan, S. H., & Thien, F. T. (2018). Determinants of Chinese demand for tourism in Malaysia. *Business and Economic Horizons (BEH)*, 14(1232-2019-852),

Kite, M. E., & Whitley, B. E. (2018). Factor analysis, path analysis, and structural equation modeling. *In Principles of Research in Behavioral Science* (pp. 466-495). Routledge.

Ahmad Sahir Jais, Azizan Marzuki, 2020. E-hailing services in Malaysia: current practices and future outlook, 18(3), 128-141

https://www.researchgate.net/publication/343087867_ehailing_services_in_malaysia_current_practices_and_future_outlook

Azimah Daud, Muhamad Khalil Omar, Razieman Mohd Yusoff, 2021. Understanding the Determinants of E-hailing Service Adoption in Restoring Pre-Pandemic Normalcy, 11(6), 874-882 https://hrmars.com/papers_submitted/10218/understanding-the-determinants-of-e-hailing-service-adoption-in-restoring-pre-pandemic-normalcy.pdf

Chung, J. F., & Al-Khaled, A. A. S. (2020). The Ride-Hailing Services: An Empirical Study among Private University Students in Klang Valley, Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 10(12), 769–785. https://www.researchgate.net/publication/348176529_The_Ride-Hailing_Services_An_Empirical_Study_among_Private_University_Students_in_Klang_Valley_Malaysia

Chia Kar Man, Rohizan Ahmad, Tee Poh Kiong, Tajuddin A. Rashid. 2019. Evaluation of Service Quality Dimensions towards Customer's Satisfaction of Ride-Hailing Services in Kuala Lumpur, Malaysia. 7(5), 102-109 <https://www.ijrte.org/wp-content/uploads/papers/v7i5s/ES2132017519.pdf>

Indra Balachandran, Ibrahim Bin Hamzah, 2017. The Influence Of Customer Satisfaction On Ride-Sharing Services In Malaysia. 5(2), 184-196 <https://www.ftms.edu.my/journals/pdf/IJABM/Nov2017/184-196.pdf>

Jee Fenn Chung, PhD, Akram Abdulraqueeb Sultan Al-Khaled, PhD, 2020. The Ride-Hailing Services: An Empirical Study among Private University Students in Klang Valley, Malaysia. 10(12), 796-785 https://www.researchgate.net/publication/348176529_The_Ride_Hailing_Services_An_Empirical_Study_among_Private_University_Students_in_Klang_Valley_Malaysia

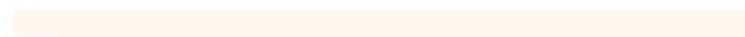
Lee, Y. C., Wang, Y. C., Lu, S. C., Hsieh, Y. F., Chien, C. H., Tsai, S. B., & Dong, W. (2016).

Empirical research on customer satisfaction study: a consideration of different levels of performance. *Journal of Springer Plus*, 5(1). [https://doi.org/10.1186/s40064-016-3208-](https://doi.org/10.1186/s40064-016-3208-z)

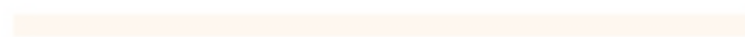
z



UNIVERSITI



MALAYSIA



KELANTAN

Mohd Idros, N. A. N., Mohamed, H., & Jenal, R. (2019). Determinant factors of customer satisfaction for e-hailing service: A preliminary study. *Journal of Advances in Intelligent Systems and Computing*, 843(September 2020), 803–811. https://doi.org/10.1007/978-3-319-99007-1_7

Nur Zaimah Ubaidillah, Chan Yong Yi, Mohd Khairul Hisyam Hassan, Sharifah Sabrina Syed Ali, and Josephine Yau Tan Hwang, 2019. The Determinants of Generation Z Intention to Use the Grab E-Hailing Services, Vol. 9, No. 11, Pg. 483 – 495
https://www.researchgate.net/profile/JosephineYau/publication/340451414_The_Determinants_of_Generation_Z_Intention_to_Use_the_Grab_EHailing_Services/links/5ef986ea45851550507b0931/The-Determinants-of-Generation-Z-Intention-toUse-the-Grab-E-Hailing-Services.pdf

Nurul Farah Izzah Zailani, Albattat, Ahmad, Amirul Hakeem Sulaiman, Indah Adriana Abu Nazari, Nik Faisal Nik Nasirman, (2020). Factors influencing consumer perception on ride-sharing application services: a case study of grab car. 57(9), 2490-2495
https://www.researchgate.net/publication/348899866_Factors_influencing_consumer_perception_on_ride-sharing_application_services_a_case_study_of_grab_car

Ridzuan Masri, 2021. Manipal International University, Malaysia. The Competitive Position of E-Hailing Giant in Asia Pacific Region: Challenges for Malaysian Startups, 1(1), 1-7 <https://ijbmcjournal.files.wordpress.com/2021/05/ijba-vol-1-1-12021.pdf>

Ruzzakiah Jenal, Hazura Mohamed, Siti Aishah Hanawi & Nur Athirah Nabila Mohd Idros, (2021). User Satisfaction Index Of E-Hailing Services Based On Co-Creation Value. 99(10), 2445-2457.
<http://www.jatit.org/volumes/Vol99No10/22Vol99No10.pdf>

APPENDICES

Questionnaire

FACTORS THAT INFLUENCES TOURISM DEMAND IN MALAYSIA

Dear individual responder,

We are third year students enrolled in the Bachelor of Entrepreneurship with Honour (SAP) program at the Faculty of Hospitality,tourism and wellness(FHPK) of the University Malaysia Kelantan (UMK). This questionnaire was issued as part of our final year project in entire Malaysia, to research **the factors influences tourism demand in Malaysia**. All information will be kept secret and used exclusively for academic reasons. Your replies will be completely anonymous and will never be associated with you. Your involvement is entirely optional.

Prepared by:

- 1.MOHD NAZMI SYAH BIN MALIK FAISAL (H20A1232)
- 2.MOHD ZAQUAN FIKRI BIN MOHD ZAKI (H20A1235)
- 3.MUHAMAD FATHUDDIN BIN MUHAMAD (H20A1241)
- 4.MUGILAN A/L GANAS (H20A1237)

UNIVERSITI
MALAYSIA
KELANTAN

SECTION A: DEMOGRPAHIC PROFILE

Section A (demographic Profile)
Please answer the question correctly by selecting ONE of the options provided

Gender *

- Male
- Female

Age *

- 20 years old and below
- 21 - 30 years old
- 31 - 40 years old
- 41 - 50 years old
- Other

Race *

Your answer _____

Religion *

- Islam
- Buddha
- Hindu
- Kristian
- Other

Next Clear form

Never submit passwords through Google Forms.
This content is neither created nor endorsed by Google. [Report Abuse](#) - [Terms of Service](#) - [Privacy Policy](#)

SECTION B: DEPENDENT VARIABLE

Section B Factors that influences tourism demand (Dependent Variables)

Next, please rate this section aims to *Survey our questionnaire*. You can circle your honest response from 1 to 10. Please keep in mind that there are no right or incorrect answers.

1-2=Strongly Disagree
3-4=Disagree
5-6=Slightly Agree
7-8=Agree
9-10=Strongly Agree

I like nice environment *

1 2 3 4 5 6 7 8 9 10

STRONGLY DISAGREE STRONGLY AGREE

I seeking a place to just relax *

1 2 3 4 5 6 7 8 9 10

FACTORS THAT INFLUENCES TOU... X

<https://docs.google.com/forms/d/e/1FAIpQLSerqL0SQWswmGzUJvGMPMMdurEDUeQdmFDvaSeSjS10h6wVw/formResponse>

I see unique features of the * destination

1 2 3 4 5 6 7 8 9 10

STRONGLY DISAGREE STRONGLY AGREE

I like local festivals or events *

1 2 3 4 5 6 7 8 9 10

STRONGLY DISAGREE STRONGLY AGREE

I prefer a diversity of accommodations *

1 2 3 4 5 6 7 8 9 10

STRONGLY DISAGREE STRONGLY AGREE

Back Next Clear form

SECTION C: INDEPENDENT VARIABLE

SECTION C : INDEPENDENT VARIABLES (QUALITY OF ACCOMMODATIONS)

This section aims to study the Quality of accommodations factors that influences the tourism demand in Malaysia

I am satisfied with the quality of accommodation that meets my travel demands. *

1 2 3 4 5 6 7 8 9 10

STRONGLY DISAGREE ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ STRONGLY AGREE

I believe accommodation is an important factor in my need for travel. *

1 2 3 4 5 6 7 8 9 10

STRONGLY DISAGREE ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ STRONGLY AGREE

I believe that the variety of accommodations during travel time makes me more comfortable.

1 2 3 4 5 6 7 8 9 10

INDEPENDENT VARIABLES (UNIQUENESS)

This section aims to study the uniqueness factors that influences the tourism demand in Malaysia

I believe that the uniqueness of travel is a key aspect in my need to travel. *

1 2 3 4 5 6 7 8 9 10

STRONGLY DISAGREE ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ STRONGLY AGREE

In my travel requirements, I prefer some unique tourist attractions. *

1 2 3 4 5 6 7 8 9 10

STRONGLY DISAGREE ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ STRONGLY AGREE

I am satisfied since the variety of destinations is unique and meets my demand to travel.

1 2 3 4 5 6 7 8 9 10

INDEPENDENT VARIABLES (SERVICE QUALITY)

This section aims to study the service quality factors that influences the tourism demand in Malaysia

I am satisfied with the service quality since it meets my travel needs. *

1 2 3 4 5 6 7 8 9 10

STRONGLY DISAGREE ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ STRONGLY AGREE

I believe service quality is an important component in my travel demand. *

1 2 3 4 5 6 7 8 9 10

STRONGLY DISAGREE ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ STRONGLY AGREE

I believe that the service quality of travel demand makes me feel at ease. *

1 2 3 4 5 6 7 8 9 10