DETERMINANT FACTORS THAT INFLUENCE TOURISTS TO TRAVEL AS BACKPACKERS IN MALAYSIA

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Abbreviations

IRTS	International Recommendations for Tourism Statistics
MICE	Meetings, Incentives, Conferencing, Exhibitions
UNWTO	United Nations World Tourism Organization
MESE	Meetings, Exhibitions and Special Events
STI	Special Interest Tourists
B&B	Breakfast and Bed
WHO	World Health Organization
WTO	World Trade Organization
TCP	Travel Career Patterns
SPSS	Statistical Package for the Social Sciences

ABSTRACT

Tourism is the fastest growing industry in the world. This study would explore the motivation factors that influence tourists to travel as backpackers in Malaysia. Backpackers is a type of travellers that travel with his or her own decision without using the tour guide services, without using travel agencies as intermediaries and backpackers is the most independent traveller. As backpackers, risk always be an issue but their motivation would help them to keep travelling. This study would examine the relationship between push factors with motivation to be backpacker's travellers among tourist in Malaysia, to examine the relationship between pull factors with motivation to be backpacker's traveller among tourist in Malaysia and to determine the most influence factors that motivate tourist to be backpacker's traveller in Malaysia. The quantitative method being used which is by using questionnaires through Google Form and 218 respondents were administrated among random respondent with backpackers travelling experience. The questionnaire consisted of 45 questions and divided into three sections that is section A, section B and section C. The data has been collected and analysed by using SPSS. The finalized result shown that both push factors and pull factors are related with respect to motivation to be backpacker's travellers among tourist in Malaysia. The most influence factors that motivate tourist in Malaysia to travel as backpacker's traveller in Malaysia is pull factors. It is recommended to emphasize the need for a more detailed division of backpackers in order to identify their interest and preferences. By understanding the characteristics of backpackers and investigating their travel motivations, the responsible organization would have the chance to cater to the demands of backpackers who have made a crucial contribution to the travel industry.

Keywords: Backpackers, Motivation Factors

ABSTRAK

Pelancongan adalah industri yang paling pesat berkembang di dunia. Kajian ini akan meneroka faktor-faktor motivasi yang mempengaruhi pelancong untuk melancong sebagai *backpacker* di Malaysia. *Backpackers* adalah jenis pelancong yang melakukan perjalanan dengan keputusannya sendiri tanpa menggunakan perkhidmatan pemandu pelancong, tanpa menggunakan agensi pelancongan sebagai pengantara dan *backpacker* adalah pengembara yang paling bebas. Sebagai *backpacker,* risiko selalu menjadi masalah tetapi motivasi mereka akan membantu mereka untuk terus melakukan perjalanan. Kajian ini akan mengkaji hubungan antara faktor tolak dengan motivasi untuk menjadi pelancong *backpacker* di kalangan pelancong di Malaysia, untuk mengkaji hubungan antara faktor tarikan dengan motivasi untuk menjadi pengembara *backpacker* di kalangan pelancong di Malaysia dan untuk menentukan faktor yang paling berpengaruh yang mendorong pelancong menjadi *backpacker* pengembara di Malaysia. Kaedah kuantitatif yang digunakan adalah dengan menggunakan borang soal selidik melalui Google Form dan 218 responden ditadbir di antara responden rawak dengan pengalaman perjalanan *backpacker.* Soal selidik ini terdiri daripada 45 soalan dan dibahagikan kepada tiga bahagian iaitu bahagian A, bahagian B dan bahagian C. Data telah dikumpulkan dan dianalisis dengan menggunakan SPSS. Hasil akhir menunjukkan bahawa faktor pendorong dan faktor tarikan berkaitan dengan motivasi untuk menjadi pelancong ransel di kalangan pelancong di Malaysia. Faktor paling mempengaruhi yang mendorong pelancong di Malaysia untuk melakukan perjalanan sebagai pengembara *backpacker* di Malaysia adalah faktor tarikan. Dianjurkan untuk menekankan perlunya pembahagian *backpacker* yang lebih terperinci untuk mengenal pasti minat dan pilihan mereka. Dengan memahami ciri-ciri *backpacker* dan menyelidiki motivasi perjalanan mereka, organisasi yang bertanggungjawab akan berpeluang memenuhi permintaan *backpacker* yang telah memberikan sumbangan penting kepada industri pelancongan.

Kata kunci: *Backpackers,* Faktor Motivasi

CHAPTER 1

INTRODUCTION

1.1 OVERVIEW

This study focused on the determinant factors that influenced tourists to travel as backpackers. It started with the introduction of the chapter then followed by background of the study, problem statement, research objectives, research questions, significance of the study, scope of the study, limitation of study and chapter summary.

The background of the study included the concepts, theories, terms and ideas of a topic. The problem statement refers to brief statement and discuss an issue or topic that researchers want to study. The research objectives referred to the intentions of the researchers want to study. The research questions discussed the main questions and need to answer for this study. Furthermore, the significance of the study the researchers needed to improve an idea and more understanding the topic. Finally, summary of the chapter has been provided at the end of the chapter.

The reason why the motivation factors that influenced tourists to travel as backpackers are to choose our study because there is limited study being conducted yet about the factors that motivate tourist to travel as backpacker in Malaysia. Thus, this can help and identify what are the factors that influenced Malaysian tourists to travel as backpackers.

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1.2 BACKGROUND OF THE STUDY

Tourism industry can be defined as an activity to visit some places with own purpose. Besides, tourism also referred to the temporary movement by some people to the destination, outside normal places of labour and therefore the environment, the activities undertaken during stay in those destination. According to United Nations World Tourism Organization (2008) tourism industry consists social, economic and cultural phenomenon that entails the movement of people outside or countries for personal or business purpose. The term of tourism is attempts are made to put a title on difficult-to-define group of naturally with services of the activities. Furthermore, tourism industry also can be defined as the movement of people or visitor for some purposes including day visit or excursion (Cooper, 2008; Holloway& Taylor, 2006).

According to Martin (2017), the tourism industry and travel industry also known as people travel to other state or country for leisure, social or business purposes. Next, it is also connected with hospitality industry and much of it is based on keeping tourist happy, occupied and equipped with the things they needed during the time away from home. Moreover, it referred to all activity related to the short-term movement of people to destination, places and locations away from where usually reside. In addition, there are several type tourisms such as ecotourism, health tourism, sport tourism, cultural and heritage tourism, educational tourism and business tourism MICE which is meeting, incentive, conferences and events.

Tourism industry is one among the most important industries and therefore the economies of the many nations are driven to an outsized extent by tourist trade. Besides, tourism industry also offered a wide range of benefits for few countries to attract many visitors. In this, tourism industry also provides a large number for some works for people.

In addition, tourism also known as one of the world's fastest-growing industries, major foreign exchange, and employee generation for many countries in the world. Moreover, tourism also related with a few activities have grown and changed. Tourism industry has potential to improve the business, create the opportunities for entertainment and to improve the value of a currency. In the tourism industry's major function more to serve travellers. Thus, in this tourism industry comprised of four main sectors such as accommodation, sales and distribution, ancillary services and transportations.

Tourism industry also required of an economic, social, environmental nature and cultural. Next, tourism industry is representing as one of the largest sectors and growing population for world industry. According to World Travel & Tourism Council (2007) the tourism industry has outpaces the growth of the global economy. Lastly, according to United Nations World Tourism Organization (2016) tourism industry also exceeding the important economic sector for example food productions and oil exports.

Tourists can be defined as a person who travels away from home for business, leisure and for other purpose for longer than a day but less than a year. An excursionist also can be defined as a person who arrived at the destination, location or place at departs on the same day. Besides, tourist is a widely used and well-recognized term in industry and social media as public narratives about tourists that have been constructed with the development of tourism (e.g, Boorstin, 1964; Leiper, 1983). Next, the definition of tourism and tourists in IRTS 2008 were applied for domestic and international tourism with more specific criteria to be developed the individual country context (UNWTO, 2008a).

Tourists also known as a someone who travels at least for 80 km and above from home and location for at least 24 hours for business, leisure and some purpose to do (Link BC, 2008, p.8). Tourists were also classified as temporary visitors with staying at least

24 hours at the destination, place and location. According to The United Nations World Tourism Organization (1995) the further definition for tourists also divided into three categories domestic, inbound and outbound for instance. Domestic can be defined the residents of a given country travelling only within the country. Next, for inbound is non-residents travelling in a given country. For outbound explained that the residents of one country travelling in another country.

In addition, the earliest definition of tourists is about some people on temporary trips away from home or place. Therefore, the term of tourists has originated for more than 100 years ago and said that there is no unanimous consensus to define a tourist (Smith, 1989; Wang, 2000). Thus, tourists have been categorized as the key of elements of the tourism industry.

Tourists also classified, consistent with need and reason for travelling into a couple of broad categories business and professional tourist, leisure and holiday tourist, tourists travelling to meet friends and relatives and youth tourist including backpacker and gap your travellers for instance. Tourists have a good range of budgets and tastes, sort of accommodations to possess been developed to cater for them. This is because, each tourist also has own taste and choice for all the accommodations and the activities.

1.2.1 Types of Tourists

Tourists travelling for business and professional reasons also divided into four categories such business tourist, education tourists, health or medical tourists and incentive tourists. Business tourism is travel which is involves undertaking business activities and travel for business purpose. The business tourism activities are Meetings, Exhibitions and Special Events (MESE). Besides, education tourists are about travel to

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attend a place of learning in another place, town, city or country. The reason for education tourists is to improve a qualification and skills. For health or medical tourists travel who want to visit and relax for a holiday spa, needs medical special treatment that only available away from home. For example, some tourists went to Malaysia to get better treatment because the facilities are good and have experienced staffs at the hospital. Lastly, some tourists are rewarded by their company for a paid holiday as an incentive after all the hard work and achieving goals set by the company. As an example, the workers receive a holiday package for achieving the best sales for the company.

Next, categories for tourists are tourists travelling for leisure and holiday reasons. This is also included sports, holiday and cultural tourism. The leisure tourism has emerged strongly owing to changes the lifestyle. These categories tourists are divided into four categories such as adventure tourists, cultural tourists, eco-tourists, leisure tourists, sport and recreation tourists and Special Interest Tourists (STI).

Adventure tourists is an exciting experience. There are several activities such as river rafting, bungee jumping, skydiving and rock climbing. Next, cultural tourists is people who want to experience different cultures in another place, city, town and country. For instance, the International Jazz in Cape Town.

Eco-tourists can be defined as tourist who want to experience nature during travelling. Moreover, tourists who want to get some rest and have a break from usual routine can be defined as leisure tourists. For example, the activities for leisure tourists are relaxing on the beach and attending a music performance.

Next, type of tourists is tourist travelling to Visit Friends and Relatives (VFR). This type of tourists can be defined as people who want to stay in contact with each other such as friends and relatives and travel away from home to visit other destination. These

tourists may travel to attend wedding or to have birthday celebration of friends and relatives.

Moreover, type of tourists is youth tourist including gap year travellers and backpackers. Gap year travellers is people who postponed their studies or declined job opportunities after school to take time for a break. The youth earn money, work and travel to learn new skills, experiences and volunteering in other city or country. These youth also known as "gappers". Generally, the backpackers have their own identities with carrying big backpack to get full experience of adventure and excitement, budget accommodation, independents traveller and have a flexible travel schedule.

Backpackers can be defined as an independent traveller with budget travel and low cost. The term of backpackers also has been used since 1970s. According to Ee & Kahl (2016) over the last twenty years the backpackers have been viewed socially as quite an unusual element of travel and quite different from the standard for leisure travel. In addition, backpackers also known as young travellers and independent travellers who are viewed as passionate people in discovering a new tourism horizon. Other than that, backpackers can also be viewed as tourism trade and scholarly material (Pearce, 1990: Ateljevic & Doorne, 2004: Richard& Wilson, 2005).

1.2.2 The Provision of Backpackers Traveller

According to Pearce (1990) he is the first one that introduced the term of backpacker into academic literature. Backpackers also can be defined as a preference for low budget travel especially in term of accommodation and social interaction with other travellers. Backpackers can be interpreted as someone who loves to explore something new with different destination and activities. Furthermore, natural environment is one of

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the places backpackers would love to explore and gain new experiences. Backpackers also famous with their flexibility foods, activities and accommodation and they more likely prefer to choose Bed and Breakfast (B&B) as their first choice when travel.

According to Lomine & Edmunds, (2007) the term of backpacking has a few definitions. Backpacking is referred to form a low-cost international travel and usually backpackers have been done by young people. Other than that, backpackers used to travel in the interest of mobility and flexibility. Next, the definition of backpacking also referred to form a rural tourism that involves a few things such as hiking and camping, food and camping equipment. In addition, the term of "backpacker" and "backpacking" frequently used within the tourism industry. Furthermore, backpackers can be defined as a preference for independently people when travel, always choose budget accommodation, longer rather than holiday and am emphasis on participatory holiday activities (Nash 2006). Backpacker's trips are overnight and last from one weekend up to one week long. Thus, these backpackers more typically been characterized for young people around 20s and above.

Backpackers and solo travel are definitely different. Solo travel can be defined as the independent traveller because it does refer to a person who travels and arrives at one place, city or country alone (Foo 1999).

Next is the definition of solo travel. Solo travel used term which is only one-person arrival status. Solo travel is basically type one of traveller. Besides, solo travel can be either single or in a relationship. The purpose for solo travel is because they wanted to look around the places, sightseeing and because of the best destination that people suggested. There are several reasons for solo travel. One of the reasons is to learn about the new culture by meeting new people.

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Unlike backpacker, solo travel is more tend to make a travel schedule and following the schedule as planned. They wanted to feel more freedom and enjoy the life during travelling. Solo travel also gives chance for self to have their own time by enjoying the nature and gain more experiences for self and encourage them to travel around the world. As what has been said by Wilson (2004), some people choose solo travel because it requires more freedom while having the itinerary and organizing trips during travelling.

Backpacker type of traveller love to explore different destinations, more independent, always choose (B&B) during travel with low budget. Backpacker can be one and more person in a group not like solo travel only one person during travel. Furthermore, backpacker more like for adventure tourism, prefer to travel to natural place with purpose of doing more adventure activities and gain new an experience. More to independent traveller, low cost, and flexibility for food, place and do not really follow the itinerary during travel not like solo travel.

Backpackers also visited the best and popular attractions at the destination they went while other tourists and some backpackers preferred to do some quite adventure activities during travelling as their part of wish list although it might different with what other travellers did. During travelling backpacker's activities are always based on the budget they can afford. Next, Richards& Wilson (2004b) told that there would be a certain large number of backpackers interested to participate into expensive activities for once in a lifetime. For instance, one of type of backpacker is flashpackers. Flashpackers do not worry as much about budget, accommodation, activities and food when travelling unlike other backpackers.

This type of backpacker often spent money for luxury accommodations, restaurants and activities. Most of backpackers are worried in term of choosing for accommodation, food and activities budget they had to spend. Richards& Wilson (2004b)

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urges backpackers need to save up money in order to participate in some expensive activities such as bungee jumping, river rafting and scuba diving just for once in a lifetime to create much more memorable moments.

There are several popular and best places for backpackers from around the world which is Europe, Asia, South America and Central America. Finland is one of the best destinations for backpackers in Europe. According to Cazzy (2020), Finland has been voted as the happiest country in the world due to diversity of this country offered. Finland is surely offering you the best things and most attractions places to visit and you can feel the happiness. This country has so much to offer with those unique events in the summer. You might also get to experience the midnight sun during travelling. Finland also offered beauty like no other countries could offer. For instance, the Lakeland itself would make you feel like home and quickly blew you away. Meanwhile visiting in Autumn would be the best and beautiful scene that someone could ever experience. This country might not be the cheapest country in the world for backpackers to travel but the scenery, places and activities offered are totally worth it to spend money (Cazzy 2020).

In Europe region Finland as known as the best country to visit meanwhile in Asia Philippines is chosen as the best destination for backpackers. This country is perfect destination for backpackers to travel. The Philippines also offers the best activities such as unique glamping opportunities, snorkelling and diving and have a stunning landscape to visit during travel at this country (Cazzy 2020). This is an opportunity for backpacker to gain experience with the best place and beautiful scenery. This country has been chosen by backpackers because the price is quite cheap and the citizens of the Philippines are also super friendly and kind suitable for backpacker to communicate each other despite the barrier they faced. According to Cazzy (2020), the Philippines becoming one of the best destinations because it does offer almost 7,000 islands to attract more people

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especially backpackers to visit and travel at this country. Siargao is another most popular place to visit in the Philippines because the place is regarded as one of the most beautiful islands in Asia. The main reason this place is regarded as one of the top attraction place because it is covered by almost thousands of coconut trees in the islands.

1.3 PROBLEM STATEMENT

Travelling is the best way to gain experience, to learn something new and the best way to mind relaxing. Travel helps travellers such as backpackers to see the reality of the world by visiting other places. There are many types of travellers and one of it is backpackers. According to Chaim Noy, (2015), backpacking is a form of modern tourism characterized by a combination of travel practices and discourses. Pearce's (1990, p. 1) defines that backpackers is a group of predominantly young travellers who are more likely to stay in budget accommodation and have an emphasis on meeting other. The most important aspect that backpackers need to be aware is their safety. Tourists are generally both more likely to take certain risks while travelling, and more susceptible to hazard and uncertainty in an unfamiliar environment (Amara, 2012). Also, according to George, (2003), if a tourist feels unsafe or threatened by a destination, the tourist may make a negative impression of the destination.

Autonomy is one of motivation for backpackers to travel by own trip planning. Besides, autonomy also makes the backpackers to travel and do what they wanted by their own risk. Backpackers also known as an independent traveller and should think and always take care of personal safety and security during travel. To be a backpacker, an individual also must prepare for any issue or any unexpected event that would happen. The issue of safety and security that related to the backpacker is always happened. In

other that, backpacker also like to travel and move from one place to another place. According to Zheng (2003), the main reason to endanger travel security is the weakness of travel risk awareness. People aware that the safety are at risk for the backpacking travelling or backpacker. Safety is by own responsibility and need to be aware of the risk becoming backpacker. However, several people still doing the backpacking travelling even they know what they are going to face.

Robbery is the top cases that happen to the backpackers. This unexpected event or problems is always happened, but the backpacker still insists to travel and do backpacking travel. That is why backpackers need to be aware so that they can put their safety first. People would always travel either the place is not famous or even a famous place to travel. People know that risk would always be there every time they go to travel. Such problem would not stop people from travelling. It can be proven by the increases of the travellers around the world. People keep travel and always did. The reason behind of that people keep travelling is because they are being motivated by some factors.

During this pandemic, all traveller needs to take a good care of self by always practicing with such an effective hygiene with those sanitizers and face masks to avoid the virus. Traveller such as backpacker must alert with the situation when travelling around the world and suggested to take the vaccines for specific condition either in their own country or international when travelling to avoid the virus of covid-19. Next, mental health can define to a person's social, emotional and psychological well-being. For instance, good mental health is always about enjoying life, feel safe and achieve full potential. Nowadays, health is very important and be a priority for everyone especially for traveller such as backpackers. This is because going on a trip from one place to one place required someone to keep on being healthy. Backpackers also can gain a new perspective of own life.

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1.4 RESEARCH OBJECTIVES

This study is intent to examine the determinant factors that influence tourist to be backpacker traveller. In order to answer the objectives, therefore the specific objectives have been developed as follow below:

    i.   To examine the relationship between push factor [host-site involvement (HI), self-actualization (SA), escape (E), recognition (R), volunteering/creating friendship (VF), stimulation (S), and autonomy (A)] with motivation to be backpacker's traveller among tourist in Malaysia.

    ii.   To examine the relationship between pull factor [gastronomic experience (GE), nature (N), low-budget travel (LB), famous sites and attractions (FA) and destination attributes (DA)] with motivation to be backpacker's traveller among tourist in Malaysia.

    iii.   To determine the most factors that influence motivation tourist to be a backpacker's traveller in Malaysia

1.5 RESEARCH QUESTIONS

In order, the above research objectives, the following research questions were constructed:

    i.   Is there any relationship between push factor [host-site involvement (HI), self-actualization (SA), escape (E), recognition (R), volunteering/creating

friendship (VF), stimulation (S) and autonomy (A)] with motivation to be backpacker's traveller among tourist in Malaysia?

ii.   Is there any relationship between pull factor [gastronomic experience (GE), nature (N), low-budget travel (LB), famous sites and attractions (FA) and destination attributes (DA)] with motivation to be backpacker's traveller among tourist in Malaysia?

iii.   Which is the most factors that influence motivate tourist to be backpacker traveller in Malaysia?

1.6 SIGNIFICANCE OF THE STUDY

At the end of the research, findings of this study might be able to help the relevant parties involving in planning and development to structure products and services that suit the backpacker tourists. Hopefully, information obtained from this study would directly or indirectly contribute to the growth of Malaysia' tourism industry by promoting the backpackers to travel in Malaysia. By distinguishing the most elevated push and pull travel motivational factors for backpackers', this research might offer a better understanding of the current trend among backpackers in Malaysia.

The backpacker is chosen in this study because the backpacker tourism has effects on destinations reached ranging from economic, environmental, technological, socio-cultural and political benefits, among others. The backpacker tourist touch on the areas of their destiny by reaching in a variety of ways and differently too (Hannam & Ateljevic, 2007). According to some researchers, backpacking tourism is a phenomenon that produces an extensive contribution to both developed and developing countries (Richards & Wilson, 2003; Scheyvens, 2002, 2006). This is so since backpackers spent an enormous

part of their expenditure at the destination and give direct financial advantages to the host populaces.

1.7 DEFINITION OF TERMS

1.7.1   TOURISM INDUSTRY

The tourism industry or also known as travel industry is people travelling to other state or country for leisure, social or business purposes Martin (2007).

1.7.2   TOURISTS

Tourists also known as a someone who travels at least for 80 km and above from home and location for at least 24 hours for business, leisure and some purpose to do (LinkBC, 2008, p.8).

1.7.3   BACKPACKER

People who lean toward spending convenience, more extended occasions, schedule flexibility, meeting different explorers, and association in participatory activities (Chen et al., 2014)

1.7.4   PUSH FACTOR

Push factors have been conceptualized as inspirational factors or needs that arise because of a disequilibrium or strain in the persuasive framework. That is, as factors that persuade or make a craving to travel (Yuan & McDonald, 1990).

1.7.5   PULL FACTOR

Pull factor may be a geography term that would discuss about the factors that attract people to a rustic, region, religion, organization etc. It's the other of a push factor, which involves conditions that motivate one to go away. Used in geography and globalization, pull factor is a positive term used to explain what makes a place attractive to those migrating from a different land (Safeopedia, 2015).

1.8 CHAPTER SUMMARY

As a conclusion, over the last twenty years, the backpackers have been viewed socially as quite an unusual element of travel and quite different from the standard for leisure travel. In addition, backpackers also known as young travellers and independence travellers who are viewed as passionate people in discovering a new tourism horizon Ee & Kahl (2016). Other than that, backpacker is known as tourism trade and scholarly material (Pearce, 1990: Ateljevic & Doorne, 2004: Richard& Wilson, 2005).

This study examines the motivation factors that influence tourists to travel as backpackers. This chapter concluded the background of the study, problem statement, research objectives and significance of study which is important for this study. It studies

the push and pull factors of this topic. Lastly, this study might assist researcher for future study in this topic.

Next chapter, the study would be discussed on the literature review related to the motivation factors that influence tourist travel as backpackers.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

Previous chapters discussed on the term of a topic which is motivation factors that influence tourists to travel as backpackers. This study also relates with research objectives that discuss about the push and pull factor that motivate tourists to travel as backpackers. For this chapter, it would focus on independent variable (IV) and dependent variables (DV) of a topic. According to Meriam (1998) define that literature review as "an interpretation and synthesis of published work". Next, literature reviews refer to comprehensive, systematic, in-depth, unpublished scholarly print material and critical review of scholarly publications. According to Creswell (2005) literature review is a written summary of journal articles that describes about the past or current state of the information that organizes the literature of a topic and need for proposed study. This chapter would discuss about literature review, hypothesis, conceptual framework and summary.

Independent variable (IV) is known as the predictor variable in this study. Influences the dependent variables in two way either positive or negative way. In this study, the researchers can conclude that if the independent variable present would be followed by dependent variables in other word each unit for independent variable would increase, but difference for dependent variable there would be either increase or decrease. Thus, dependent variable would be followed or accounted for independent variable. Independent variable of a topic there has two factors which is push and pull factors. There are several types for push factors which is host-site involvement (HI), self-actualization (SA), escape (E) recognition (R), volunteering / creating friendship (VF), stimulation (S) and autonomy (A). Next, for pull factors is gastronomic experiences (GE), nature (N), low-budget travel (LB), famous sites and attractions (FA) and destination attributes (DA).

For dependent variable (DV) is known as the criterion variable in this study. This can be defined as the variable of primary interest to the researcher for this topic. The researcher needs to describe the dependent variables can be explained and expected the variability. Thus, the researcher also needs to measure the dependent variable. Dependent variable for this topic is to identify motivational factors to be a backpacker's travellers.

2.2 THE MOTIVATION FACTORS TO BE BACKPACKERS TRAVELLER

As suggested by Uysal et al., (2008), definition of motivation as the driving force behind all behaviour. This means that motivation really is an important thing that motivate everyone to do anything they wanted. Mourinho (2000) quotes that motivation is a situation that drives individual towards doing activity that satisfy themselves. Motivation really is something that brings people or individual to do things that they wanted and it

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helps them to get what they wanted. According to Chen. Bao dan Huang (2014) the individual has different travel motivation to satisfy their inner needs.

For this research dependent variable is to identify the motivational factors to be backpacker's traveller. According to Chen, Bao, & Huang (2014), individuals may have different travel motivation to destress and satisfy their inner needs. In recent times, studies have shown that backpackers and mainstream travellers have several similarities in terms of travel motivation, pre-trip planning and risk awareness. Budget travel and independent have become the development of the backpacking phenomenon (Pearce, 2009). These two motivations have been helping those travellers to be a backpacker.

According to Dayour (2013), the motivations that motivate the backpackers in Ghana is different and it consists of three pull factors and three push factors. This shows that backpackers are existed because of the changes, opportunity and dreams. Cohen (2011) found that backpackers go backpacking several times and even adopt backpacker travel as a part of their life. Because of that. Their typical motivation is experienced seeking (Richards & Wilson, 2004)

2.2.1 Push Factors that Motivate Backpacker Travellers

There are seven push factors that used as independent variable in this study. The factors that is used in this research is collected from research by Nuraini binti Ismail and Samshul Amry Abdul Latif which is the research title is "Travel Motivations of First-time, Repeat, and Serial backpackers: a Malaysian perspective". The factor is used in this research because both research has the same respondent target that is backpackers. The first push factors are host-site involvement (HI) which learn about other cultures, explore other cultures, interact with the local people and get authentic and genuine experiences. Next, self-actualization (SA) is to understand more about myself, gain a new perspective of my own life and challenge myself mentally. Escape (E) are to get away from everyday duties and daily routine and to stop temporarily not worrying about future. The next push

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factors are recognition (R) are to be recognized for having travelled as a backpacker, to visit sites that will impress my friends and family and to get experiences that are worth telling others about. Furthermore, volunteering / creating friendship (VF) are one of push factor. It is for to create joy and value for the local people, to have the opportunity to perform charity work and to create new friendships. Stimulation (S) is to have once in a lifetime experiences, to explore the unknown and to have fun. Finally, yet importantly, the push factor is autonomy (A) to plan my own trip, to do what I want and to be independent.

2.2.1.1 Host-site Involvement (HI)

Host-site Involvement (HI) is one of the motivations that motivate travellers to travel as backpacker. Some traveller doing travelling activity to learn about other cultures. Learning pathways are not always dictated by membership in a racial group as it can be by exposured and lived experiences that an individual acquires these preferences (Boykin et al., 2005). To learn about other culture is not that can be learn with formal learning process. People also doing travelling activity to explore other culture, to interact with the local people and to get authentic and genuine experiences. To learn other cultures, it is best to experience it with travelling to the place and learn from the people itself and experience the culture itself.

2.2.1.2 Self-actualization (SA)

In Maslow's Motivation Model, Self-actualization (SA) is ranked first. SA is more focused on personal needs of growth and the present throughout a person's life. According to Kendric et al., (2010), self-actualization leads people is personal ways and it is because of the uniqueness of each individual. Self-actualization is something that can be achieved by everyone as long as they work for it (Kendric et al., 2010). There are some

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characteristics of SA and one of the characteristics of it is peak experience. Since self-actualization by Nuraini and Shamsul (2017), means to learn about personal information and gained new individual perspectives. This proves that each individual is unique and can become a better of them.

2.2.1.3 Escape (E)

Some people or travellers travel to escape from their daily routine, everyday duties and they have no worry about the future. People are not a robot that does not need rest and can repeat same activity every day. People needed a rest and need to mentally calm so that they can be more active, more efficient and more productive for the other day in the future. People need to escape their daily life or routine and as it became motivation for them to travel so they can destress themselves. According to Westman and Etzion (2001), vacation relief decreases psychological and behavioural strains caused by job stress. This proves that people motivated themselves to escape from daily routine to travel and release their stress.

2.2.1.4 Recognition (R)

To travel means the experience would increase and it is the time to create memories. Few people would do something just to be recognized by others especially friends. Travel experience sometimes can impress friends and family because some travel sites might be others dream to travel to that site. This would be a worthy experience for traveller to share with others. Some people wanted to be recognized and it motivated them to do something so they can be recognized by the others. Pearce and Lee (2005) in their theory "Travel Career Patterns", they mentioned the recognition as one of the motivation

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factors. As according to Ekinci's (2003), work reflects a recognition and it is what recognition means. Traveller has been travelling around the world in order to impress their friends of what they already did.

2.2.1.5 Volunteering / Creating Friendship (VF)

Travel means it is a chance of getting new friends. VF is a push factors that motivate people to travel and get new friends. People also wanted to create joy and value for the local people also to perform charity work. This kind of things motivate people to travel. There are some people that travel to do charity or to help other in needs by volunteering. By doing the volunteering activities, it is also can introduce traveller to the new friends. Both volunteer sector and international tourism experienced significant growth during the late 20th century (Callanan & Thomas, 2005). This is because the volunteering projects has shown a good increasing of traveller and traveller who wanted to join the volunteering project.

2.2.1.6 Stimulation (S)

Everyone in the world might have experience of travelling even once in their life. Some people travel to a place that might be only can be done once in a lifetime. This motivates them to travel because they can explore something new and can explore the unknown. To have a fun during travel is a normal because to be at the other places is not something that can be done every day. According to Billy and Clark (2009), vital motivational factor that can be stimulated by affective states and can also induce travel intention. This prove that there are people who are motivated by stimulation.

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2.2.1.7 Autonomy (A)

Autonomy is a motivation for traveller to travel by own trip planning. Autonomy also can make the traveller travel and do what they wanted by their own risk. It also teaches the traveller to be more independent because every plan on the trip is own planned and the trip also make the traveller feel free because traveller needs only do things to what they wanted. People motivated because they can travel by their own plan and they can do what they wanted to do without referring to other to do what kind of thing during the trip. Backpackers preferred to discover new places in independent and alternative ways (Anish, Insha and Jose, 2018). The alternative ways and independent is a self-planned trip because changes would not be a problem.

2.2.2 Pull Factors that Motivate Backpacker Travellers

Five pull factors that used in independent variable. The factors that is used in this research is collected from research by Nuraini binti Ismail and Samshul Amry Abdul Latif which is the research title is "Travel Motivations of First-time, Repeat, and Serial backpackers: a Malaysian perspective". The factor is used in this research because both research has the same respondent target that is backpackers. Firstly, gastronomic experiences (GE) to experience different food cultures, to taste food prepared in other cultures and to get gastronomic experiences. Next, nature (N) is to have nature experiences, to be closed to nature and to view beautiful nature sceneries. Besides that, low-budget travel (LB) is to travel far away without paying a fortune, to use cheap way to travel and get many travel experiences for a modest budget. Furthermore, the pull factor is the famous sites and attractions (FA) which to visit famous sites and attractions and to visit cultural and historical sites. Finally, the pull factor is destinations attributes (DA) are to experiences a well-preserved area, to visit different "ecology zone" (climate, land-forms and land-covers) and to experiences awe-inspiring landscape.

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2.2.2.1 Gastronomic Experience (GE)

Gastronomic Experience (GE) can only be experienced in other places. A curiosity of trying different food culture, taste a food prepared in other culture would motivate people to travel and it would bring them the GE. To try something new and rare that can only be found and do in certain places would always motivate people who really wanted to try something new. That is why there are certain people motivate themselves to travel just to get gastronomic experience. 17% of the leisure travel market or 27 million individuals engaged in some form of gastronomy activity while travelling (Smith and Costello, 2009). This means that many travellers are being motivated by GE to travel.

2.2.2.2 Nature (N)

Every place in the world have a different nature and it became motivation for people to travel. People would have a feeling to try something new and experiencing it and to feel the new nature and different nature would motivate people to travel. The best part of nature that become motivation for people to travel is because there would be a chance to see a beautiful nature scenery. Every different nature would have different type of beautiful in scenery. Nature-based tourism has been reported to be growing three times faster than the tourism industry as a whole (WTO 2004, cited in Hill & Gale, 2009:54). This shows that nature motivation is very effective to motivate people to travel.

2.2.2.3 Low-budget Travel (LB)

To travel, it is important to prepare enough money and information so that it can save the travel cost because it helps to travel far without paying fortune. Information also can help to get the cheap way to travel. Travel on low budget but getting many travel experiences can be done if there are enough information collected. People would be motivated if they know that they can travel to somewhere far but it would cost a small amount of money but in would not affect the experience of travelling. According to Nuraini and Samshul (2019), between the repeated, first-time and serial backpackers, repeated backpacker has the highest vote on LB as a motivation. This means that people would travel with a low-budget so that they can experience many travelling moments all around the world. As mentioned before, budget travel and independent have become the development of the backpacking phenomenon (Pearce, 2009). This is where the backpacking activity have become bigger and be known by many travellers.

2.2.2.4 Famous Sites and Attractions (FA)

To be at some famous sites can motivate people to travel to the site. Some famous sites and attraction that known all around the world such as Disneyland, it would attract people to the place. Another example is colosseum. Colosseum is a historical place but it still famous and it very attractive. People motivate themselves to travel to this place because it would be a good experience. This is the reason why there would be a person that motivated to travel because of the famous site and attraction. Research done by Nuraini and Samshul (2019) show that the FA is on the second place of the highest motivation on pull factors. According to Yaniv et al., (2004), the perception differences of the site indicate what really is the reason of visiting the site.

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2.2.2.5 Destination Attributes (DA)

Most of the places in the world can be visited without any problems and some of it would need information and knowledge. This is because, there are some places in the world that preserved. People would sometimes have a feeling to experience something different and preserved area is something different from the others. Every location in the world also has a different type of landscape, climate and many more. The differences of the "ecology zone" would make people motivated to travel to that place. Lastly is to experience awe-inspiring landscape. There are some places that would make the traveller excited and it would help to motivate people to travel. Correia et al. (2007) identified the travel motivations to exotic destinations: knowledge, leisure, socialisation, facilities, core attractions and landscape features.

2.3   MOTIVATION THEORY

People can be motivated with a different type of motivation and there are many types of motivation that can be a in a push factor or pull factor. One of the motivation theories that would be use is "Travel Career Patterns" (TCP). In Maslow's hierarchy of needs, TCP is one of the most important theoretical frameworks that used for the hierarchy. TCP have been developed by Pearce and Lee (2005). This theory is used for the research is because this theory is the latest theory in the summary of tourist motivation theories by Anish et al. (2018). There are 14 motivational factors that centred in this theory that are self-actualisation, self-enhancement, romance, belonging, autonomy, self-development (i.e., host site involvement), nature, escape/relax, novelty, kinship, nostalgia, stimulation, isolation, recognition and/or social status.

Since the theory have most of the motivation factors used in this research, the data and the information that related in TCP theory would be used for the research. The research would be depending on the TCP theory. The TCP theory would be a revision for the research to compare the information. This is because most of the motivation factors in the TCP theory is used in the research. TCP also is a theory that constructed along the same line as Travel Career Ladder (TCL) approach. TCP is a theory that suggests travellers' progress up the ladder travel motivations as they increasing in experience (Yousaf et al., 2018).

2.4 CONCEPTUAL FRAMEWORK

Figure 2.1 indicates the independent variable (IV) and dependent variable (DV) of this research. The independent variable (IV) are the factors which could influence the motivation to be a backpacker's traveller in Malaysia. On the other hand, the dependent variable (DV) is the motivation factors to be a backpacker's traveller in Malaysia. There were three independent variables (IV) been determined in this study which are push factors [host-site involvement (HI), self-actualization (SA), escape (E), recognition (R), volunteering/creating friendship (VF), stimulation (S), and autonomy (A)], pull factors [gastronomic experience (GE), nature (N), low-budget travel (LB), famous sites and attractions (FA) and destination attributes (DA)] and the most influence factors. The figure shows the relationship between push factors [host-site involvement (HI), self-actualization (SA), escape (E), recognition (R), volunteering/creating friendship (VF), stimulation (S), and autonomy (A)], pull factors [gastronomic experience (GE), nature (N), low-budget travel (LB), famous sites and attractions (FA) and destination attributes (DA)], and the motivation factors to be a backpacker's traveller in Malaysia.

INDEPENDENT VARIABLE
(IV)

DEPENDENT VARIABLE
(DV)

Push factors:

- Host-site Involvement (HI)

- Self-actualization (SA)

- Escape (E)

- Recognition (R)

- Volunteering / Creating Friendship (VF)

-Stimulation (S)

- Autonomy (A)

Motivation factors to be a

Backpackers traveller

Pull Factors:

- Gastronomic Experience (GE)

- Nature (N)

- Low-budget Travel (LB)

- Famous Sites and Attractions (FA)

- Destination Attributes (DA)
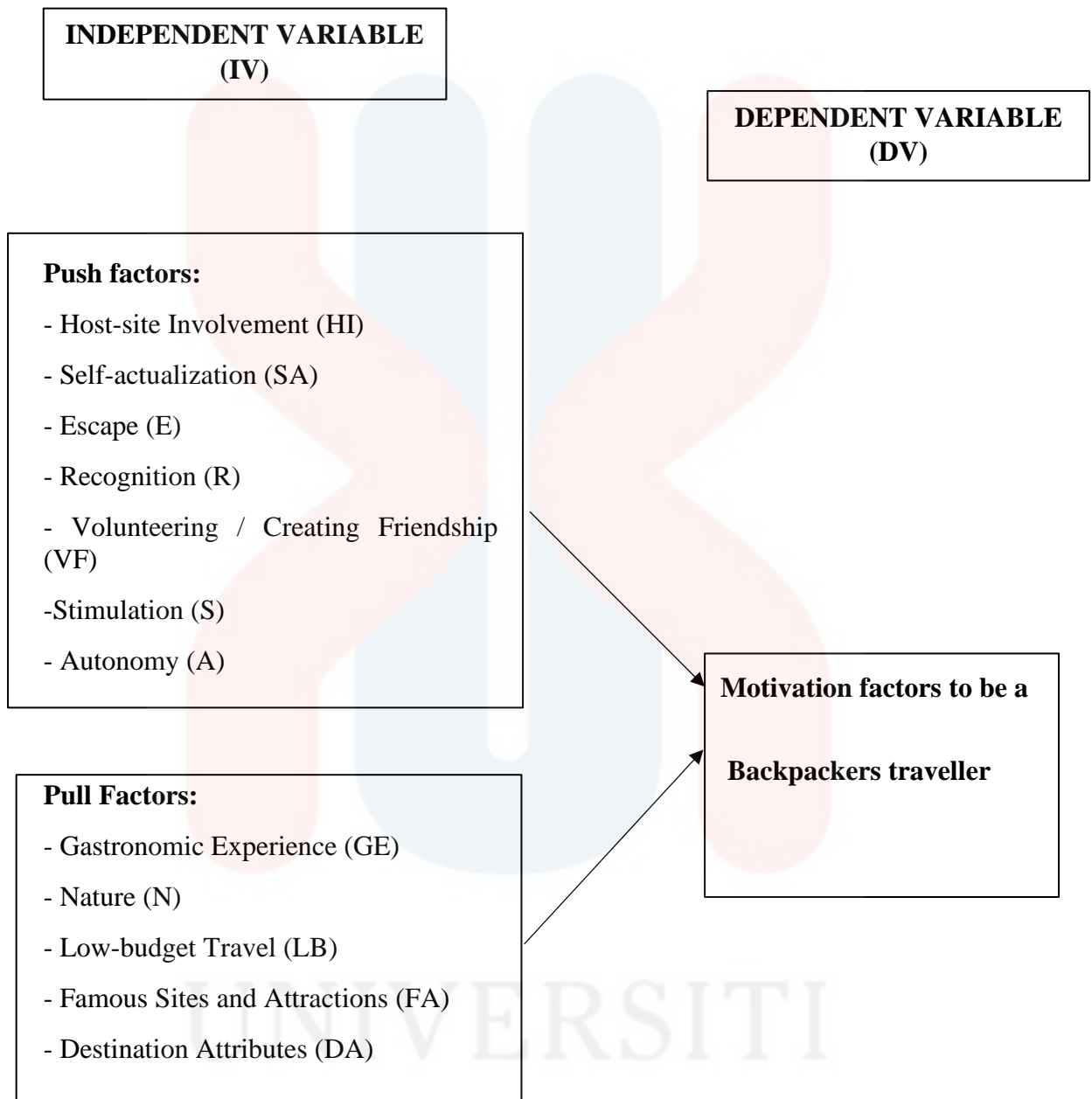
FIGURE 2.1 CONCEPTUAL FRAMEWORK

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2.5 HYPOTHESES

H1: There are relationship between push factors [host-site involvement (HI), self-actualization (SA), escape (E), recognition (R), volunteering/creating friendship (VF), stimulation (S), and autonomy (A)] with respect to motivation to be backpacker's travellers among tourist in Malaysia.

H2: There are relationship between pull factors [gastronomic experience (GE), nature (N), low-budget travel (LB), famous sites and attractions (FA) and destination attributes (DA)] with respect to motivation to be backpacker's travellers among tourist in Malaysia.

2.6 CHAPTER SUMMARY

This chapter is discussing about the motivation factors to be a backpacker. There are two factors that motivate tourist to be a backpacker. The factors are push factors and pull factors. Both of the factors have the relationship respect to motivation to be backpackers among tourist in Malaysia. Between both of the factor, push factor is the most influenced factor that motivate tourist in Malaysia to be backpacker. Secondary data which is journal and article are used to get the information about the research topic.

In the chapter 3, the discussion is about the research methodology of the topic. The quantitative method would be used and discussed on chapter 3.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter is about research methodology. Obviously, this chapter describes the methodology of analysis used to complete the report. The researchers describe how the requisite data and knowledge is compiled, interpreted and analysed to comply with the study goals and query. A research approach applies to a significant degree in the nature of the research technique, which involves the demographic target and the complexity of accessing it.

The major parts of research methodology are research design, population, sampling size, sampling method, data collection procedure, research instrument, data analysis and chapter summary.

3.2 RESEARCH DESIGN

A research design is a methodology for gathering, investigating, interpreting, and detailing information in research studies (Creswell & Plano Clark, 2007). The research design sets the system on the necessary information, the techniques to be applied to gather and break down this information, and how the entirety of this would answer the research question (Grey, 2014). The importance of research design is to make sure that evidence generated from the data would answer the research question confidently and convincingly

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(Vaus, 2001). It can be broadly classified into qualitative and quantitative research designs.

Quantitative research has been used as a research design for this study. Quantitative research is a process to collect the data using structural instruments such as questioner, survey, or polling where the result of the analysis is based on the sample which is representative of the population (Bacon-Shone, 2015). It involves collecting data so that information can be quantified and subjected to statistical treatment to support or refute alternative knowledge claims (Wouldiams, 2011).

Questionnaire had been used in this study to gather input from respondents. The questionnaire was designed to analyze the relationship between push and pull factors that can that influence tourists to travel as backpackers. Mardalis (2008) said that questionnaire is one of the techniques of collecting data using a form filled with several questions and respondents are required to answer the questions through writing and information for the research is gathered through the answer. There are several benefits of using a questionnaire in quantitative research. One of them is it can spread a big number of respondents with relatively short time, and the objectivity of respondent is guaranteed to be free from outside influences on researcher.

3.3 TARGET POPULATION

Reid (2001) identified the population as all units that possess certain characteristics that are of importance to the analysis of the researcher. From the concept, population may be interpreted as the intended demographic or whole category of individuals, things, or internet stuff that the researcher needs to study into.

The research population in this study was selected among backpackers in Malaysia. Therefore, the target population in this study are backpackers in Malaysia which are in Facebook pages on backpacking such as Backpackers Buddies Malaysia and Malaysia Backpackers and in Instagram pages such as Backpackers Malaysia which is more than 100000 backpackers. They had the experience in travelling as a backpacker. This consist of Malaysia citizen across all state and races. The reason why this study only included Malaysia citizen as a target population because researcher want to know about the motivation factors that influence to travel as a backpackers by Malaysians.

Based on the below diagram show that Facebook page of Backpackers Buddies Malaysia with the population more than 100 000.

FIGURE 3.1: THE FACEBOOK PAGE OF BACKPACKERS BUDDIES

MALAYSIA

3.4 SAMPLE SIZE

A sample is a set of individuals or participants selected from a larger population for the purpose of a survey (Salant & Dillman, 2004). A group of relatively smaller number of people selected from a population for investigation purpose can be defined as a sample. An optimal sample is vital for minimizing the value of sampling error, thus indicating the necessity for choosing an appropriate sample size. Specifically, emphasized that an appropriate sample size is necessary for any research because too small sample size is not a good representative of the population (Salkind, 2010). Too small sample size may lead to committing Type I error, which is the probability of wrongly rejecting a finding when it in fact to be accepted (Sekaran, 2013).

Furthermore, also according to Sekaran (2013) argued that too large sample size is not appropriate because of possible problem of type II error, which is accepting a finding when it is supposed to be rejected. The population can be defined as the full set of cases or elements from which a sample is taken In sampling, the term 'population' isn't utilized in its normal sense, because the full set of cases needn't necessarily be people. According to Becker 1998, when selecting a sample to study, it should represent the population from which it is taken in a way that is meaningful and which we can justify in relation to answering our research question and meeting our objectives.

In this study, the selected sample consists of 218 and randomly selected to represent the entire population of backpackers in Malaysia. The use of sample is very essential to aiding the researchers in facilitating the process of data collection in this study.

According to Krejcie & Morgan the formula that used for sample size:

$$n = \frac{X^2 * N * P * (1-P)}{(ME^2 * (N-1)) + (X^2 * P * (1-P))}$$

Where :

n = sample size

X^2 = Chi – square for the specified confidence level at 1 degree of freedom

N = Population Size

P = population proportion (.50 in this table)

ME = desired Margin of Error (expressed as a proportion)

Based on the below diagram show the table of sample size.

TABLE 3.1: TABLE OF SAMPLE SIZE

Required Sample Size[†]

Population Size	Confidence = 95%				Confidence = 99%			
	Margin of Error				Margin of Error			
	5.0%	3.5%	2.5%	1.0%	5.0%	3.5%	2.5%	1.0%
10	10	10	10	10	10	10	10	10
20	19	20	20	20	19	20	20	20
30	28	29	29	30	29	29	30	30
50	44	47	48	50	47	48	49	50
75	63	69	72	74	67	71	73	75
100	80	89	94	99	87	93	96	99
150	108	126	137	148	122	135	142	149
200	132	160	177	196	154	174	186	198
250	152	190	215	244	182	211	229	246
300	169	217	251	291	207	246	270	295
400	196	265	318	384	250	309	348	391
500	217	306	377	475	285	365	421	485
600	234	340	432	565	315	416	490	579
700	248	370	481	653	341	462	554	672
800	260	396	526	739	363	503	615	763
1,000	278	440	606	906	399	575	727	943
1,200	291	474	674	1067	427	636	827	1119
1,500	306	515	759	1297	460	712	959	1376
2,000	322	563	869	1655	498	808	1141	1785
2,500	333	597	952	1984	524	879	1288	2173
3,500	346	641	1068	2565	558	977	1510	2890
5,000	357	678	1176	3288	586	1066	1734	3842
7,500	365	710	1275	4211	610	1147	1960	5165
10,000	370	727	1332	4899	622	1193	2098	6239
25,000	378	760	1448	6939	646	1285	2399	9972
50,000	381	772	1491	8056	655	1318	2520	12455
75,000	382	776	1506	8514	658	1330	2563	13583
100,000	383	778	1513	8762	659	1336	2585	14227
250,000	384	782	1527	9248	662	1347	2626	15555
500,000	384	783	1532	9423	663	1350	2640	16055
1,000,000	384	783	1534	9512	663	1352	2647	16317
2,500,000	384	784	1536	9567	663	1353	2651	16478
10,000,000	384	784	1536	9594	663	1354	2653	16560
100,000,000	384	784	1537	9603	663	1354	2654	16584
300,000,000	384	784	1537	9603	663	1354	2654	16586

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3.5 SAMPLING METHOD

In this research, the sampling method that has been use is non-probability sampling. Non-probability sampling technique uses non-randomized methods to draw the sample. Non-probability sampling method mostly involves judgment. Instead of randomization, participants are selected because they are easy to access Huma Parveen (2017).

According to Ilker Etikan (2016) convenience sampling (also known as Haphazard Sampling or Accidental Sampling) is a type of nonprobability or non-random sampling where members of the target population that meet certain practical criteria, such as easy accessibility, geographical proximity, availability at a given time, or the wouldingness to participate are included for the purpose of the study .

Based on below diagram that was showed the population, target population and sample used in this research.
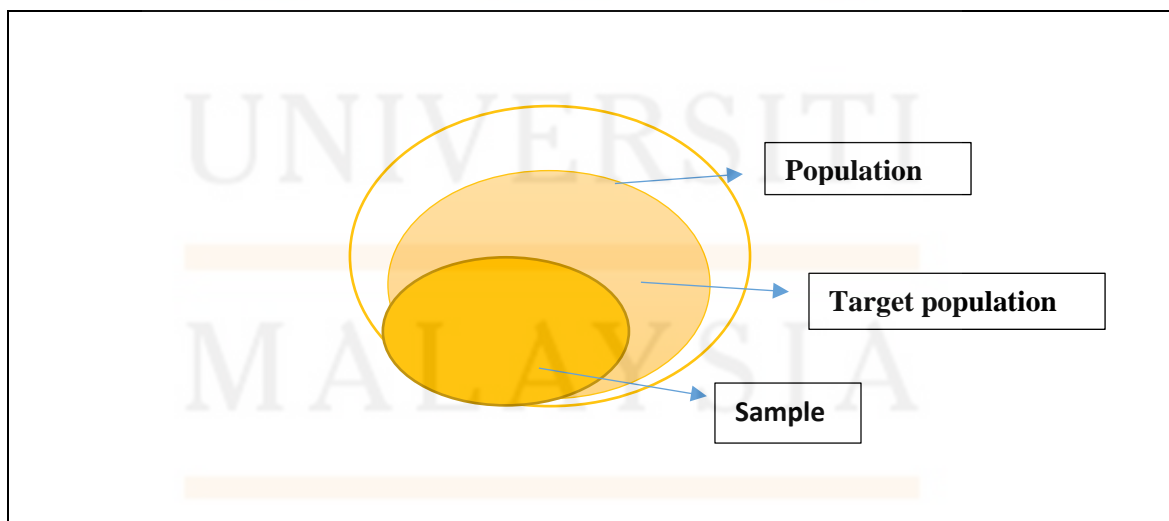

FIGURE 3.2: THE DIAGRAM OF SAMPLING METHOD

3.6 DATA COLLECTION PROCEDURE

Data collection is the efficient approach to assembled and measure the information from an assortment of sources in order to get a comprehensive and accurate data. Data collection enables a person or an association to answer related questions, evaluating results and create conjecture regarding upcoming probabilities and trends. Data collection can be used to collect data are survey form, questionnaires, and Google Form.

3.6.1 PILOT STUDY

Before conducting the real data collection process, researcher apply the pilot study in this research in order to get the result before conduct the main data collection. The term 'pilot studies' refers to mini versions of a full-scale study (also called 'feasibility' studies), as well as the specific pre-testing of a research instrument such as a questionnaire or interview schedule (Teijlingen & Hundley, 2001). One of the advantages of conducting a pilot study is that it might give advance warning about where the main research project could fail, where research protocols may not be followed, or whether proposed methods or instruments are inappropriate or too complicated (Teijlingen & Hundley, 2001).

The numbers of respondent preferable for pilot test in this study are 30 respondents. Sheatsley and Sudman (1983) state that the rule of thumb is to test the survey on at least 12 to 50 people prior to pilot testing or full-scale administration as it is a cost-, energy-, and time-efficient number of people. This pilot test had been conducted in the month of January until February before the real process of the data collection. The purpose of conducting the pilot test is to test the questionnaire using a smaller sample compared to the planned sample size.

3.6.2 Procedures for Distributing Questionnaire

The questionnaire was used in this study in order to get the data from the respondent. Survey is not suitable in this study as it is hard to reach at an enormous sample of backpackers with fluctuating levels of experience as backpackers. The researchers use Google Form as it is easier to reach the respondents all over Malaysia. Due to the rapid growth of social media, the researchers could share the Google Form and get the respondents from whole Malaysia. The self-administered online questionnaire created using Google Form included 31 motivational items obtained from previous studies on motivation of backpacking. The link to the online survey was spread to respondents through a few electronic channels, WhatsApp group, Facebook pages and Instagram pages. In the WhatsApp group, the researchers mentioned interest from the individuals who have been travel as a backpacker. The researchers further mentioned that the link be snowballed to their companions. On Facebook and Instagram, the researchers posted the request for participation and the questionnaire link on several Facebook pages and Instagram pages.

3.7 RESEARCH INSTRUMENT

Research instrument are measurement tool has been used in this study motivation factors that influence tourists to travel as backpacker to collect the required data is using questionnaire. The questionnaire is generally designed to collect large data or number of quantitative data. According to Saul McLeod (2018) a questionnaire is one of research instrument that consists of questions for the purpose of gathering information and answer a few questions from respondents in this study.

For questionnaire must according and suitable with research objectives and research questions of a topic. Next, for designing questionnaire researcher must provide easy questions for the respondents to respond. The researcher should define target population for answer the questionnaire. The questionnaire also provides by using Google form to collect data information from respondent.

The questionnaire for this study is separated into three sections which is section A, section B and section C. Section A in this study is separate into two part which is Section A (I) for demographic segmentation of respondents and Section A (II) about their travelling pattern. For demographic segmentation would discuss about gender, age, race, education, occupation, income and which state they are staying. The travelling pattern is included in this questionnaire because researcher want to know the preferences pattern of the traveler and get the detail information about the respondent when they travel as backpackers. This information can help researcher to analyze the data for discussion part. Next, for section B the question is relate with independent variable which is push and pull factors that influence tourists to travel as backpackers meanwhile for section C related with dependent variable in this study that is motivation factors to be a backpackers traveler in Malaysia.

Furthermore, to answer the questionnaire is depends on each section given such as section A the respondents use nominal scale to get the information and for section B and section C would be use Likert scale. For Likert scale in this study are consists of 5 Likert scale for respondents answer the questionnaire. This is because easy for respondent to respond the question.

1= Strongly disagree

2= Disagree

3= Neutral

4= Agree

5= Strongly agree

3.8 DATA ANALYSIS

In the end of the studies, the researchers use Statistical Package for the Social Sciences (SPSS) to analyse the collected data. Statistical Package for the Social Sciences (SPSS) is software, which is designed for interactive, or batched, statistical analysis. This software is one of the most famous statistical systems which could highly present difficult data manipulation and testing with simple procedure. Meanwhile, it is user friendly software. Statistical Package for the Social Sciences (SPSS) could collect almost any kind of folder to create tabulated reports including charts and plots of distribution.

Reliability test is used as an indicator of measure's internal consistency which internal consistency represents a measure's homogeneity or the extent to which every pointer of an idea merge on some basic meaning (Zikmund et al.,2013). At the other words, reliability test is to check whether all things in every think about the questionnaire are reliable or highly related. Cronbach's alpha is a convenient test used to estimate the reliability. The general rule of thumb is that a Cronbach's alpha of .70 and above is good, .80 and above is better, and .90 and above is best (*Cronbach's Alpha - Statistics Solutions*, 2018).

Descriptive statistics are the statistics that summarize and describe the data information in a basic and justifiable way (Zikmund et al.,2013). Consequently, in this research, descriptive statistics have estimated on the mediator (behavioural intention), dependent variable (motivation factors to be backpackers) and independent variables (push factors, pull factors and the most influence factors).

Pearson Correlation Coefficient analysis was used to analyse the collected data. Pearson Correlation Coefficient analysis is one of the important analyses which can measure the strength of the linear relationship between the independent variables (IV) and dependent variable (DV). This analysis is to identify if the correlations exist between the independent variables (IV), which are push factors, pull factors and the most influence factors and dependent variable (DV) which is the motivation factors to be a backpacker traveller. If the correlation is existed, the researchers must decide the strength and direction of association between the independent variables (IV) and dependent variable (DV). Qualities for the Pearson relationship coefficient can go from +1 to −1, with 0 demonstrating that no connection between's the factors exist. The nearer the coefficient is to +1 or −1, the more grounded the relationship, while the sign demonstrates if the relationship is positive or negative. (Learn About Pearson's Correlation Coefficient in SPSS With Data from the Global Health Observatory Data (2012) Learn About Pearson's Correlation Coefficient in SPSS With Data from the Global Health Observatory Data (2012) Student Guide, n.d.)

TABLE 3.2: Table of Analysis for the study

ANALYSIS	OBJECTIVES
• Reliability Analysis Cronbach's Alpha	• To determine the reliability of the questionnaire (item)
• Descriptive Analysis	• Demographic profile of respondant
• Pearson Correlation Coefficient	• To examine the relationship between push factor [host-site involvement

	(HI), self-actualization (SA), escape (E), recognition (R), volunteering/creating friendship (VF), stimulation (S), and autonomy (A)] with motivation to be backpacker's traveller among tourist in Malaysia.
	• To examine the relationship between pull factor [gastronomic experience (GE), nature (N), low-budget travel (LB), famous sites and attractions (FA) and destination attributes (DA)] with motivation to be backpacker's traveller among tourist in Malaysia.
	• To determine the most factors that influence motivation tourist to be a backpacker's traveller in Malaysia

3.9 CHAPTER SUMMARY

As a conclusion for this chapter is the researcher, conclude the research design, target population, sample size, data collection, research instrument and data analysis for this study motivation factors that influence tourists to travel as backpacker. In this chapter, the researcher also explained how to collect data by using questionnaire from respondents

and applied for this study. In addition, using questionnaire also for easy for respondent to answer quickly, the answer easier to analyse on computer and clear to respond it. Other than that, the target population also based on topic. Lastly, this study also collects data and information by using quantitative method and might help researcher for future study in this topic.

CHAPTER 4

RESULTS AND DISCUSSIONS

4.1   INTRODUCTION

This chapter describes the result from the analysis of the data collected from the survey administration on 218 random respondents. The results of the survey are discussed in this chapter. The result that discusses in this chapter is the result of the descriptive analysis, reliability test that consist of pilot test and reliability analysis, inferential analysis and the discussion on the research question.

4.2   RESULT OF DESCRIPTIVE ANALYSIS

The descriptive analysis was conducted on the data of section A for the purposes of summarising the background information on demographic profile of the involved respondent in this study.

4.2.1   Summary of Demographic profile

The survey has been conducted with 218 random respondents and the result of the demographic profile is collected and has been summarized. The demographic profile that has been asked in the questionnaire is the gender, age, race, education, occupation, income (MYR), and states. The summary of demographic profile is shown in table 4.1 below.

Table 4.1: Summary of Demographic Profile

Demographic	Categories	Frequency (N)	Percentage (%)
Gender	Male	88	40.4
	Female	130	59.6
Age	< 20	10	4.6
	21-25	131	60.1
	26-30	53	24.3

	31-35	10	4.6
	36-40	5	2.3
	41-45	4	1.8
	46-50	3	1.4
	50 +	2	0.9
Race	Malay	164	75.2
	Chinese	14	6.4
	Indian	16	7.3
	Others	24	11.0
Education	Primary School	5	2.3
	Secondary School	12	5.5
	Certificate/Diploma	37	17.0
	Bachelor's Degree	94	43.1
	Master's Degree	8	3.7
	No Formal Education	62	28.4
Occupation	Government Servant	62	28.4
	Private Worker	59	27.1
	Self-Employment	13	6.0
	Student	82	37.6

	Others	2	0.9
Income (MYR)	<1500	76	34.9
	1501-3000	47	21.6
	3001-4500	14	6.4
	4501-6000	7	3.2
	6001-7000	9	4.1
	>7000	3	1.4
	No Income	62	28.4
States	Northern Region	36	16.5
	East Coast Region	31	14.2
	Central Region	36	16.5
	Southern Region	68	31.2
	East Region	47	21.6

4.2.1.1 Gender

Based on result from table 4.1, the table shows the gender distribution of the respondents. The total respondent is 218 respondents. In this study, the female

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respondents were higher with 59.6% (N=130) respondents as compared to 40.4% (N=88) for male respondent.

4.2.1.2 Age

Table 4.1 shows the age distribution. The respondents were allocated into nine age group. The highest number of respondents were from the group age of 21-25 with 60.1% (N=131) respondents and then followed by group age of 26-30 with 24.3% (N=53) respondents. The third highest group and is < 20 and 31-35 with the same amount of each that is 4.6% (N=10) respondents and then followed by group age 36-40 with 2.3% (N=5) respondent, group age 41-45 with 1.8% (N=4) respondents, group age 46-50 with 1.4% (N=3) respondents and lastly is group age of 50 + with 0.9% (N=2) respondents.

4.2.1.3 Race

Table 4.1 shows the race distribution among the respondents. The highest number of race group that involved in the study is Malay with 75.2% (N=164) respondent, then followed by others races such as Melanau, Iban, Kadazan and some more with 11% (N=24) respondents. The third highest group race are Indian with 7.3% (N=16) respondent and last group race is Chinese with 6.4% (N=14) respondents.

4.2.1.4 Education

Table 4.1 shows the education level among the respondents. Most of the respondent is on a bachelor's degree level of education with 43.1% (N=94) respondents. The second highest level of education of the respondent is no formal education with 28.4% (N=62) of the respondents and then followed by certificate/diploma with 17% (N=37) respondents. The three lowest level of education is secondary school with 5.5% (N=12) respondents, master's degree with 3.7% (N=8) respondents and the lowest is primary school with 2.3% (N=5) respondents. There was no respondent with PhD education.

4.2.1.5 Occupation

Table 4.1 shows the percentage of the occupation of the respondent. The highest number of the occupation among respondent is student with 37.6% (N=82), then followed by government servant with 28.4% (N=62) number of respondents. The third highest number of occupations is private worker with 27.1% (N=59) respondents. Two lowest number of the respondent occupation is self-employed with 6% (N=13) and others with 0.9% (N=2) of the respondent.

4.2.1.6 Income (MYR)

Table 4.1 shows the percentage of the income (MYR) of the respondent. The highest number of the income is <1500 with 34.9% (N=76) respondent. Second highest number is no income with 28.4% (N=62) respondent, then followed by 1501-3000 with 21.6% (N=47) respondent, 3001-4500 with 6.4% (N=14) respondent, 6001-7000 with 4.1% (N=9) respondent, 4501-6000 with 3.2% (N=7) respondent and the lowest number is >7000 with 1.4% (N=4) respondent.

4.2.1.7 States

Table 4.1 shows the percentage of the states by region of the respondent. Majority of the respondent is from Southern Region (Johor, Malacca and Negeri Sembilan) with 31.2% (N=68) of the respondent and then followed by East Malaysia (Sabah and Sarawak) with 21.6% (N=47) respondent. Northern Region (Perlis, Kedah, Pulai Pinang and Perak) and Central Region (Selangor) have the same number of percentages that is both with 16.5% (N=36) respondent. The lowest number of respondents is from East Coast Region with 14.2% (N=31) respondent.

4.2.2   Travel Preferences

The second part of the questionnaire is travel preferences and 218 respondent's answer is been summarized. The question of travel preferences that has been asked in the questionnaire is travel experience, people travelling with, travel companion, month of travel, accommodation, travel purpose and destination. The summary of the travel preferences result is shown in table 4.2 below.

Table 4.2: Summary of Travel Preferences

Travel Preferences	Categories	Frequency (N)	Percentage (%)
Travel Experience	First-time	77	35.3
	Repeat	113	51.8
	Serial	28	12.8
People Travelling With	1	18	8.3
	2	33	15.1
	3	23	10.6
	4	44	20.2
	5	36	16.5
	>6	64	29.4

Travel Companion	Alone	17	7.8
	Spouse	12	5.5
	Family	73	33.5
	Friend	114	52.3
	Other	2	0.9
Month of Travel	First Quarter	25	11.5
	Second Quarter	14	6.4
	Third Quarter	15	6.9
	Fourth Quarter	164	75.2
Accommodation	Motels	8	3.7
	Hotels	92	42.2
	Hostel	10	4.6
	Homestays	30	13.8
	Camping	9	4.1
	Apartment	8	3.7
	Airbnb	60	27.5
	Other	1	0.5
Travel Purpose	Challenging Yourself	5	2.3
	Learning	7	3.2

	Expending Your Perspective	5	2.3
	Getting Touch with Yourself	5	2.3
	Appreciating Your Life	13	6.0
	Building and Strengthening Relationship	27	12.4
	Having an Adventure	24	11.0
	Escaping	13	6.0
	Relaxing and Rejuvenating	110	50.5
	Celebrating	7	3.2
	Other	2	0.9
Destination	Domestic	132	60.6
	Asia	77	35.3
	Europe	7	3.2
	Other	2	0.1

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4.2.2.1 Travel Experience

Table 4.2 shows the percentage of the travel experience of the respondent. The first-time travel experience means that the respondent only has one time travel experience, repeated means that the respondent having repeated different travelling experience in their life and serial means that the respondent travel repeated with the same travelling experience. Majority of the travel experience is repeated with 51.8% (N=113) respondent, then followed by first-timer with 35.3% (N=77) respondent and serial travelling experience with 12.8% (N=28) respondent.

4.2.2.2 People Travelling With

Table 4.2 percentage of the people travelling with for the respondent. Most of the respondent travel with >6 person with 29.4% (N=64) respondent. Second highest number of people travelling with is 4 persons with 20.2% (N=44) respondent then followed by 5 persons with 16.5% (N=36) respondent, 2 persons with 15.1% (N=33) respondent, 3 persons with 10.6% (N=23) respondent and the lowest is 1 person with 8.3% (N=18) respondent.

4.2.2.3 Travel Companion

Table 4.2 shows the travel companion of the respondent. Majority of the respondent travel with friend with 52.3% (N=114) of the respondent. The second highest travel companion that respondent travel with is family with 33.5% (N=73) of the respondent, then followed by travel alone with 7.8% (N=17) respondent, travel with spouse with 5.5% (N=12) respondent and 0.9% (N=2) respondent choose other.

4.2.2.4 Month of Travel

Table 4.2 shows the percentage of the month of travel. Majority of the respondent choose fourth quarter (October, November and December) of the year to travel with 75.2% (N=164) of the respondent. Then followed by first quarter (January, February and March) of the year with 11.5% (N=25) respondent, third quarter (July, August and September) of the year with 6.9% (N=15) respondent and the lowest choice is the second quarter (April, May and June) of the year with 6.4% (N=14) respondent.

4.2.2.5 Accommodation

Table 4.2 shows the percentage of the accommodation that respondent choose. Majority of the respondent choose hotels for their accommodation with 42.2% (N=92) respondents. The second highest accommodation percentage is Airbnb with 27% (N=60)

of the respondent, then followed by homestays with 13.8% (N=30) respondent, hostel with 4.6% (N=10) respondent and camping with 4.1% (N=9) respondent. For motels and apartment has the same percentage that is both with 3.7% (N=8) respondent. Other is the lowest percentage of the accommodation with 0.5% (N=1) respondent.

4.2.2.6 Travel Purposes

Table 4.2 shows the percentage of the travel purposes of the respondent. The highest number of travel purpose is relaxing and rejuvenating with 50.5% (N=110) respondents. The second highest of the travel purpose is building and strengthening relationship with 12.4% (N=27) respondent and then followed by having an adventure with 11% (N=24) respondent, escaping with 6% (N=13) respondent, celebrating with 3.2% (N=7) respondent, learning with 3.2% (N=7) respondent, challenging yourself with 2.3% (N=5) respondent, expending your perspective also with 2.3% (N=5) respondent and getting touch with yourself also with 2.3% (N=5) respondent. The lowest travel purpose is others with 0.9% (N=2) respondent.

4.2.2.7 Destination

Table 4.2 shows the percentage of the destination that the respondent chooses. Majority of the respondent choose domestic as their travel destination with 60.6% (N=132), then followed by Asia with 53.3% (N=77) respondent, Europe with 5.2% (N=7)

respondent and the lowest choice is others with 0.1% (N=2) respondent. There was no respondent choose Africa and America.

4.3 RESULT OF RELIABILITY TEST

Reliability test was conducted on the data for the purposes of getting the result of the pilot study and reliability test of the collected data. The reliability test evaluated by Cronbach's alpha coefficient value. From the result, researchers can determine and define if the was valid, reliable and understand by the respondent. Table 4.3 show Cronbach's alpha coefficient value according to the rule of thumb.

Table 4.3: Cronbach's Alpha Coefficient Value

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

From the table 4.3, it can be observed that the higher and the closer the Cronbach's alpha value, internal consistency considered as excellent and it means that the item is reliable for survey. Survey is observed as good if the value is more or same than 0.8,

acceptable if the value is more or same than 0.7, questionable id the value is more or same

than 0.6, poor if the value is more or same than 0.5 and unacceptable if the value less than

0.5.

4.3.1 Pilot Test Result

The pilot test has been conducted and the questionnaire answered by 30 random

respondents before the real data collection continue with 218 respondents. Table 4.3 show

the pilot test result of the survey.

Table 4.4: Pilot Test Result

No.	Construct	Cronbach's Alpha	No of Item	N
1.	Push Factor	0.889	7	30
2.	Pull Factor	0.844	5	30
3.	Motivation Factors	0.829	6	30
4.	All Variables	0.935	18	30

The sub-item in the questionnaire has been combine or computed to summarize a

phenomenon of interest and the item has been created for the related construct which is

push factor [host-site involvement (HI), self-actualization (SA), escape (E), recognition

(R), volunteering/creating friendship (VF), stimulation (S) and autonomy (A)] and pull

factors [(gastronomic experience (GE), nature (N), low-budget travel (LB), famous sites

and attraction (FA) and destination attributes (DA)].

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The reliability of all the construct is between 0.829 to 0.935. The result shown means that the coefficient of all the construct is good and excellent. The result shown also above 0.7 which means that the questionnaire can be spread and the survey can continue. The highest value of the construct is push factor with the result of reliability test 0.889 (good), then followed by pull factor with the result of reliability test 0.844 (good) and for reliability test result for motivation factors is 0.829 (good).

4.3.2 Reliability Test

Table 4.5: Reliability Analysis Result

No.	Construct	Cronbach's Alpha	No of Item	N
1.	Push Factor	0.870	7	218
2.	Pull Factor	0.862	5	218
3.	Motivation Factors	0.832	6	218
4.	All Variables	0.936	18	218

The reliability test has been conducted with the result of the survey. The survey has been answered by 218 random respondents.

Table 4.5 shown the reliability analysis result of the survey. The reliability of all the construct is between 0.832 to 0.936. The result of all the construct shows that the coefficient is good and excellent. The result value is above 0.7 and it means that the questionnaire can physically conducted by the rule of thumb (Kline, 1999). The highest value of the construct is push factor with the value of 0.870 (good), then followed by pull

factor with 0.862 (good) and then motivation factors with 0.832 (good). A high level for alpha may mean that the items in the test are highly correlated (Glen,2021).

4.4 Results of Inferential Analysis

Inferential analysis used to examine the relationship between independent variable (push factor [host-site involvement (HI), self-actualization (SA), escape (E), recognition (R), volunteering/creating friendship (VF), stimulation (S), and autonomy (A)] and pull factor [gastronomic experience (GE), nature (N), low-budget travel (LB), famous sites and attractions (FA) and destination attributes (DA)]) and dependent variable (motivation factors to be a backpackers traveller). Pearson correlation used to measure the strength of relationship between independent variable and dependent variable by depending on its correlation size (Piaw, 2006). The table below shows a guideline coefficient correlations and strength of relationship used by the researchers.

Table 4.6: Coefficient Correlation and Strength of Relationship

Correlation Coefficient(r)	Strength of Relationship
(.91 to 1.00) or (-.91 to 1.00)	Very Strong
(.71 to .90) or (-.71 to .90)	Strong
(.51 to .70) or (-.51 to -.70)	Medium
(.31 to .50) or (-.31 to -.50)	Weak
(.01 to .30) or (-.01 to -.30)	Very Weak
.00	No correlation

Hypothesis 1

H1: There are relationship between push factors [host-site involvement (HI), self-actualization (SA), escape (E), recognition (R), volunteering/creating friendship (VF), stimulation (S), and autonomy (A)] with respect to motivation to be backpacker's travellers among tourist in Malaysia.

Table 4.7: Relationship between push factors with respect to motivation to be

backpacker's travellers among tourist in Malaysia.

Correlations

		Push Factors	Motivation Factors (Section C)
Push Factors	Pearson Correlation	1	.743**
	Sig. (2-tailed)		.000
	N	218	218
Motivation Factors (Section C)	Pearson Correlation	.743**	1
	Sig. (2-tailed)	.000	
	N	218	218

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

Table 4.7 indicates the relationship between push factors with respect to motivation to be backpacker's travellers among tourist in Malaysia is moderate positive

with correlation coefficient of .743. This implies that relationship between push factors is positive and moderately related to the motivation to be backpacker's travellers among tourist in Malaysia. The p value of push factors is .000 which is less than the highly significant level .001. Therefore, there is a relationship between push factors with respect to motivation to be backpacker's travellers among tourist in Malaysia.

Hypothesis 2

H2: There are relationship between pull factors [gastronomic experience (GE), nature (N), low-budget travel (LB), famous sites and attractions (FA) and destination attributes (DA)] with respect to motivation to be backpacker's travellers among tourist in Malaysia.

Table 4.8: Relationship between pull factors with respect to motivation to be backpacker's travellers among tourist in Malaysia.

Correlations

		Pull Factors	Motivation Factors (Section C)
Pull Factors	Pearson Correlation	1	.750**
	Sig. (2-tailed)		.000
	N	218	218
Motivation Factors (Section C)	Pearson Correlation	.750**	1
	Sig. (2-tailed)	.000	

| | N | 218 | 218 |

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

Table 4.8 indicates the relationship between pull factors with respect to motivation to be backpacker's travellers among tourist in Malaysia is moderate positive with correlation coefficient of .750. This implies that relationship between pull factors is positive and moderately related to the motivation to be backpacker's travellers among tourist in Malaysia. The p value of push factors is .000 which is less than the highly significant level .001. Therefore, there is a relationship between pull factors with respect to motivation to be backpacker's travellers among tourist in Malaysia.

Hypothesis 3

H3: There are relationship to determine the most factors that influence motivation tourist to be a backpacker's traveller in Malaysia

Table 4.9: Relationship to determine the most factors that influence motivation tourist to be a backpacker's traveller in Malaysia

Correlations

		Push Factors	Pull Factors	Motivation Factors (Section C)
Push Factors	Pearson Correlation	1	.764**	.743**
	Sig. (2-tailed)		.000	.000

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	N	218	218	218
Pull Factors	Pearson Correlation	.764**	1	.750**
	Sig. (2-tailed)	.000		.000
	N	218	218	218
Motivation Factors (Section C)	Pearson Correlation	.743**	.750**	1
	Sig. (2-tailed)	.000	.000	
	N	218	218	218

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

Table 4.9 shows the relationship between dependent variable motivation factors to be a backpackers traveller and independent variable which are (push factor [host-site involvement (HI), self-actualization (SA), escape (E), recognition (R), volunteering/creating friendship (VF), stimulation (S), and autonomy (A)] and pull factor [gastronomic experience (GE), nature (N), low-budget travel (LB), famous sites and attractions (FA) and destination attributes (DA)]). It shows push factors is positive and moderately relate to motivation to be backpacker's travellers among tourist in Malaysia with correlation coefficient of .743. While pull factors is also moderate positively relate to motivation to be backpacker's travellers among tourist in Malaysia with correlation coefficient of .750. The p- value of the push factors and pull factors is less than .000 which is less than the highly significant level .0001.

Therefore, there is a relationship between (push factor [host-site involvement (HI), self-actualization (SA), escape (E), recognition (R), volunteering/creating friendship (VF), stimulation (S), and autonomy (A)] and pull factor [gastronomic

experience (GE), nature (N), low-budget travel (LB), famous sites and attractions (FA) and destination attributes (DA)]) (independent variable) and motivation factors to be a backpackers traveller (dependent variable).

4.5 DISCUSSION BASED ON RESEARCH OBJECTIVES

This analysis of the literature on determinant factors that influence tourist to travel as backpackers in Malaysia. The findings of this study showed that to examine the relationship between push factor [host-site involvement (HI), self-actualization (SA), escape (E), recognition (R), volunteering/creating friendship (VF), stimulation (S), and autonomy (A)] with motivation to be backpacker's traveller among tourist in Malaysia, to examine the relationship between pull factor [gastronomic experience (GE), nature (N), low-budget travel (LB), famous sites and attractions (FA) and destination attributes (DA)] with motivation to be backpacker's traveller among tourist in Malaysia and to determine the most factors that influence motivation tourist to be a backpacker's traveller in Malaysia.

Table 4.10 Shows the summary for hypothesis testing in this study.

Hypothesis	Pearson's correlation results
H1: There are relationship between push factors [host-site involvement (HI), self-actualization (SA), escape (E), recognition (R), volunteering/creating friendship (VF),	$r = 0.743$, $p < 0.01$ Strong

stimulation (S), and autonomy (A)] with respect to motivation to be backpacker's travellers among tourist in Malaysia.		
H2: There are relationship between pull factors [gastronomic experience (GE), nature (N), low-budget travel (LB), famous sites and attractions (FA) and destination attributes (DA)] with respect to motivation to be backpacker's travellers among tourist in Malaysia.	r = 0.750, p < 0.01	Strong
H3: There are relationship to determine the most factors that influence motivation tourist to be a backpacker's traveller in Malaysia	r = 0.764, p < 0.01	Strong

Based on table 4.10, Pearson's correlation analysis was used in testing the relationship between hypothesis on push factors and pull factors with respect to motivation to be backpacker's travellers among tourist in Malaysia. The result shown all hypothesis stated were accepted at 0.01 significant level.

According to Chen, Bao, and Huang (2014) which on previous study, the push factors that motivated tourists to travel, such as escape and self-actualization. Push factor with strong relationship with r = 0.870 and 0.825. In this study, the push factors that motivated to be a backpacker's traveller are [self-actualization (SA), volunteering/creating friendship (VF) and stimulation (S)] with medium relationship r = 0.561.

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According to Chen, Bao, and Huang (2014) which on previous study, the pull factors that attract tourists towards a specific destination and historical sites. Pull factor with strong relationship with r = 0.757 and 0.758. In this study, the pull factors that motivated to be a backpacker's traveller are [nature (N), famous sites and attractions (FA) and destination attributes (DA)])] with strong relationship r = 0.750.

4.6 CHAPTER SUMMARY

The data collected in this study focuses on the determinant factors that influence tourist to travel as backpackers in Malaysia. There were 218 respondents complicated in this study. The result shows that female respondents were higher compared male respondents. The age of respondents was between below 20 till after 51 plus years. Most of respondents were Muslims which there were 75.5% respondents of them, 7.3% respondents were Indian, 6.4% respondents were Chinese, and 10.8% respondents were from other religions. As reported by the result, this study's respondent was from 14 states of Malaysian and most of the respondents were from Johor with 28.2 respondents. In Chapter 5, it would deal with the discussion of the findings, suggestions and recommendations based on this study.

CHAPTER 5

CONCLUSION

5.1   INTRODUCTION

This chapter is about discussion and conclusion. It would start with introduction of the chapter then followed by recapitulation of the study findings, limitations, recommendations and summary. In this chapter discusses about the result shown in Chapter 4. Besides, in this chapter also explain about the recommendation that can be used for this study in the future. At the end of this chapter the researchers would make conclusion about this study.

5.2   RECAPITULATION OF THE FINDINGS

This research will discuss about recapitulation of the findings from previous chapter 4 (Result and Discussion) which based on research objectives, research questions and hypothesis for this study. This research conducted to examine a relationship between push factor [host-site involvement (HI), self-actualization (SA), escape (E), recognition (R), volunteering/creating friendship (VF), stimulation (S), and autonomy (A)], the relationship between pull factor [gastronomic experience (GE), nature (N), low-budget travel (LB), famous sites and attractions (FA) and destination attributes (DA)] and to determine the most factors that influence motivation tourist to be a backpacker's motivate traveller in Malaysia. The results shown in the Chapter 4 is based on the questionnaire which is included all the section. Apart from that, section A that divided on two parts so

first part focused on the demographic profile of the respondents which are gender, age, race, education, occupation, income and place of origin. For section A part two is travelling pattern that focused on the numbers of people you are travelling with, travel companion, which month you usually travel, type of preferred accommodation when travelling, main purpose of your travel, destination and type of preferred transportation when travelling. Section B is about determinant factors that influence tourists in Malaysia to be backpacker's travellers while for section C more about motivation factors to be a backpacker's traveller in Malaysia. The total number of respondents who had answered the questionnaire through Google form was 218 respondents.

5.2.1 Relationship between push factor [host-site involvement (HI), self-actualization (SA), escape (E), recognition (R), volunteering/creating friendship (VF), stimulation (S), and autonomy (A)] with motivation to be backpacker's traveller among tourist in Malaysia.

Research question 1 of this study asked any relationship between push factor [host-site involvement (HI), self-actualization (SA), escape (E), recognition (R), volunteering/creating friendship (VF), stimulation (S), and autonomy (A)] with motivation to be backpacker's traveller among tourist in Malaysia. This is also to answer the first objectives and hypothesis.

Research Objectives (RO)	Research Question (RQ)

To examine the relationship between push factor [host-site involvement (HI), self-actualization (SA), escape (E), recognition (R), volunteering/creating friendship (VF), stimulation (S), and autonomy (A)] with motivation to be backpacker's traveller among tourist in Malaysia.	Is there any relationship between push factor [host-site involvement (HI), self-actualization (SA), escape (E), recognition (R), volunteering/creating friendship (VF), stimulation (S), and autonomy (A)] with motivation to be backpacker's traveller among tourist in Malaysia?
H1: There are relationship between push factors [host-site involvement (HI), self- actualization (SA), escape (E), recognition (R), volunteering/creating friendship (VF), stimulation (S), and autonomy (A)] with respect to motivation to be backpacker's travellers among tourist in Malaysia.	

Table 5.2.1 Research Objective 1 & Research Question 1

The result of hypothesis H1 in previous chapter reviewed to answer research question1. Apart from that H1 stated that there is relationship between push factors [host-site involvement (HI), self- actualization (SA), escape (E), recognition (R), volunteering/creating friendship (VF), stimulation (S), and autonomy (A)] with respect to motivation to be backpacker's travellers among tourist in Malaysia. From the findings, it shows that push factors are positive and moderately relate to motivation to be backpacker's travellers among tourists in Malaysia with correlation coefficient of .743. The p value of push factor is .000 which is less than the highly significant level .0001. In addition, there is a relationship between push factors with respect to motivation to be backpacker's travellers among tourist in Malaysia. Therefore, H1 accepted.

5.2.2 Relationship between pull factor [gastronomic experience (GE), nature (N), low-budget travel (LB), famous sites and attractions (FA) and destination attributes (DA)] with motivation to be backpacker's traveller among tourist in Malaysia.

Research question 2 of this study asked any relationship between pull factor [gastronomic experience (GE), nature (N), low-budget travel (LB), famous sites and attractions (FA) and destination attributes (DA)] with motivation to be backpacker's traveller among tourist in Malaysia. This is also to answer the second objectives and hypothesis.

Research Objectives (RO)	Research Question (RQ)
To examine the relationship between pull factor [gastronomic experience (GE), nature (N), low-budget travel (LB), famous sites and attractions (FA) and destination attributes (DA)] with motivation to be backpacker's traveller among tourist in Malaysia.	Is there any relationship between pull factor [gastronomic experience (GE), nature (N), low-budget travel (LB), famous sites and attractions (FA) and destination attributes (DA)] with motivation to be backpacker's traveller among tourist in Malaysia?
H2: There are relationship between pull factors [gastronomic experience (GE), nature (N), low-budget travel (LB), famous sites and attractions (FA) and destinations attributes (DA)] with respect to motivation to be backpacker's travellers among tourist in Malaysia.	

Table 5.2.2 Research Objective 2 & Research Question 2

The result of hypothesis H2 in chapter 4 reviewed to answer research question 2. Besides, H2 stated that there is relationship between pull factors [gastronomic experience (GE), nature (N), low-budget travel (LB), famous sites and attractions (FA) and destinations attributes (DA)] with respect to motivation to be backpacker's travellers among tourist in Malaysia. From the findings, it shows that pull factors is moderate positively relate to motivation to be backpacker's travellers among tourists in Malaysia with correlation coefficient of .750. The p value of the push factors and pull factors is less than .000 and less than the highly significant level .0001. Therefore, H2 accepted.

5.2.3 The most factors that influence motivation tourist to be a backpacker's traveller in Malaysia.

Research question 3 of this study asked which is the most factors that influence motivate tourists to be a backpacker's traveller in Malaysia. This is also to answer the third objectives and hypothesis.

Research Objectives (RO)	Research Question (RQ)
To determine the most factors that influence motivation tourist to be a backpacker's motivate traveller in Malaysia.	Which are the most factors that influence motivate tourists to be backpacker traveller in Malaysia?

H3: There are relationship to determine the most factors that influence motivation tourist to be a backpacker's traveller in Malaysia	

Table 5.2.3 Research Objective 3 & Research Question 3

The result of hypothesis H3 in previous chapter reviewed to answer research question 3. Besides, H3 stated that which are the most factors that influence motivate tourists to be backpacker traveller in Malaysia? From the findings, it shows that push factors are positive and moderately relate to motivation to be backpacker's travellers among tourists in Malaysia with correlation coefficient of .743. Next, for pull factors is moderate positively relate to motivation to be backpacker's travellers among tourists in Malaysia with correlation coefficient of .750. The p value of the push factors and pull factors is less than .000 and less than the highly significant level .0001. Therefore, H3 accepted.

5.3   LIMITATIONS

Through the entire research, a valuable and significant process to complete the research has been experienced. In spite of that, there are a few limitations that cannot be prevented from letting the research run as expected. There are several limitations of the

current study that need to be acknowledged. The first limitation of this study is that no exact population of backpackers in Malaysia. The researcher tries to find the exact number population of backpackers in Malaysia but unable to get the exact data about the population of backpackers in Malaysia from tourism agencies and stakeholders' sources like MOTAC, Tourism Malaysia, and others. This can affect the researcher to select the sample size for this study. Next, the researcher only gets the total population of backpackers in Malaysia from the Facebook pages on backpacking such as Backpackers Buddies Malaysia and Malaysia Backpackers and in Instagram pages such as Backpackers Malaysia as a target population.

Apart from that, the limitation of the study is that the samples are skewed toward females than males. The result of the respondent shows that the females are 60% compared to males that represent only 40%. Thus, the outcome of the research would be biased as gender can influence the choices. Gender bias in research influences both the selection of participants in research and perceptions about individuals' capacity to do quality research (Upchurch, 2020). Furthermore, the respondent's reluctance to cooperate in answering the online questionnaire. Due to the covid-19 virus that has plagued our country and other countries in the world, the tourism industry has been severely affected as a result of this pandemic. It is difficult for the researcher to find backpackers to do face to face survey and all data has to get through online because of the Malaysian movement control order. The online questionnaires that have been distributed through Facebook and Instagram pages only received a small response. The researcher had to submit repeatedly and appealed to them to fill this survey to get participation from the respondents.

5.4   RECOMMENDATION

5.4.1 Recommendation for Tourism Stakeholders

In the future, the tourism stakeholders and agencies should provide and share the data about the number of backpackers that are in Malaysia to ease future studies about backpackers to be conducted. This is because there are no specific data related to the backpackers such as how many backpackers visiting Malaysia in a year, the total number of backpackers that move in Malaysia, and an active number of backpackers in Malaysia. The only data that recorded is only related to the tourist generally and not specific to another type of tourists such as backpackers, eco-tourists, youth tourists, and many more.

Next, the tourism stakeholders should commission major independent research on backpackers for more to be conducted. This can influence Malaysia's fast-growing tourism industry because backpackers are hugely important for a country's economy. Backpackers tend to stay for longer than average tourists and the majority of the money they spend stays in the local economy.

5.4.2 Recommendation for future Studies

The recommendation for future studies could lead to a few qualitative approaches to generating more comprehensive variables as suggested by Chen, Bao, and Huang (2014). Along these lines, it allows a more thorough understanding of Malaysian backpackers' travel motivations. Other than that, it is hoped that future studies should try

to balance the number of males and females in the samples to avoid gender bias in the result.

5.5 CONCLUSION

In a conclusion, this research has been carried out to explore determinant factors that influence tourists to travel as backpackers in Malaysia. Backpacker has also known as an independent traveller, low cost and budget travel. Apart from that, a backpacker is quite different from other leisure travel. Next, a backpacker is an individual also who is passionate people in discovering a new tourism horizon. The main purpose of this research is to examine the relationship between push factor [host-site involvement (HI), self-actualization (SA), escape (E), recognition (R), volunteering/creating friendship (VF), stimulation (S), and autonomy (A)] with motivation to be backpacker's traveller among tourist in Malaysia as the first objective, to examine the relationship between pull factor [gastronomic experience (GE), nature (N), low-budget travel (LB), famous sites and attractions (FA) and destination attributes (DA)] with motivation to be backpacker's traveller among tourist in Malaysia as the second objective for this research as the last objective is to determine the most factors that influence motivation tourist to be a backpacker's traveller in Malaysia. By using Google Form with 218 respondents were administrated among random respondents with backpackers traveling experience answer these questionnaires.

This research also examines determinant factors that influence tourists to travel as backpackers in Malaysia. Two factors motivate tourists to be a backpacker which is push factors and pull factors. Other than that, to show between push factors and pull factors

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which one is most influenced factor that motivates tourist to be a backpacker. Next, people also can be motivated with a different type of motivation either push factor or pull factor. This research also used "Travel Career Patterns" as one of the motivation theories and important for theoretical frameworks that had been used for Maslow's hierarchy of needs. The researcher also collects all data and information by using the quantitative method. Moreover, the researcher also uses Google Form as a medium to reach the respondents all over Malaysia. This is because by using this Google form easier for respondents to answer all questionnaire and help the researcher to save time and save costs.

In the findings of the result from the questionnaires survey that analyses by using several analyses such as descriptive and inferential analysis. Next, the results that have been obtained in the previous chapter and all the data from the questionnaire also have been evaluated by a software program which is Statistical Package for the Social Science (SPSS). The researchers used this software program because easy to find out the results such as the result of descriptive analysis and the result of reliability test. Lastly, more to summarization and conclude of final result based on data analysis. For this research, all the hypotheses which are (H1, H2, and H3) stated are accepted. Besides, limitation and recommendation also were carried out for this research and hope can be used for further studies. Thus, it is also hoped that all the information provided throughout this research would help the next researcher.

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APPENDIXES

QUESTIONNAIRE

MOTIVATION FACTORS THAT INFLUENCE TOURISTS TO TRAVEL AS BACKPACKERS

Dear Respondents, We are undergraduate students of Universiti Malaysia Kelantan, in Bachelor of Entrepreneurship (Tourism) with Honours. We are currently doing a research about "Motivation Factors That Influence Tourists To Travel As Backpackers". The objective of this research is to identify the relationship between push and pull factor with motivation to be backpackers traveller and determine the most factors that influence tourist to be a backpackers traveller in Malaysia. We would thankful for your commitment for giving response to answer the questionnaire that would take about 10 minutes. Your participation is needed for completing this questionnaire to complete our research.

All the information given only meant for research purpose and treated as confidential.Thank you very much for spending your time and completing this survey.

Researchers:

MUHAMMAD HAIKAL BIN MOHAMAD FAHIMI (H18A0259)

ADLINA BINTI SHARUDDIN (H18A0006)

ABDUL RUSMAN BIN HASSANUL BASRI (H18A0002)

NESHA A/P MANIVANNAN (H18A0290)

Section A (I) : Demographic Profile

1. Gender *

( ) Male

( ) Female

2. Age *

( ) < 20

( ) 21-25

( ) 26-30

( ) 31-35

( ) 36-40

( ) 41-45

( ) 46-50

( ) 51+

3. Race *

( ) Malay

( ) Chinese

( ) Indian

Other: _____

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4. Education *

( ) Primary School

( ) Secondary School

( ) Certificate/Diploma

( ) Bachelor's Degree

( ) Master's Degree

( ) Ph. D

( ) No formal education

5. Occupation *

( ) Government servant

( ) Private worker

( ) Self-Employment

( ) Student

Other: _____

6. Income (MYR) *

( ) <1500

( ) 1501-3000

( ) 3001-4500

( ) 4501-6000

( ) 6001-7000

( ) >7001

( ) No Income

7. Place of origin *

( ) Perlis

( ) Kedah

( ) Pulau Pinang

( ) Perak

( ) Kelantan

( ) Terengganu

( ) Pahang

( ) Selangor

( ) Johor

( ) Melaka

( ) Negeri Sembilan

( ) Sarawak

( ) Sabah

Section A (II) :Travelling Pattern

1. Numbers of people you are travelling with *

( ) 1

( ) 2

( ) 3

( ) 4

( ) 5

( ) >6

2. Travel Companion * (can tick more than one)

( ) Alone

( ) Spouse

( ) Family

( ) Friend

( ) Other: _____

3. Which month you usually travel * (can tick more than one)

( ) January

( ) February

( ) March

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( ) April

( ) May

( ) June

( ) July

( ) August

( ) September

( ) October

( ) November

( ) December

4. Type of preferred accommodation when travelling *(can tick more than one)

( ) Motels

( ) Hotels

( ) Hostel

( ) Homestays

( ) Camping

( ) Apartments

( ) Airbnb

Other: _____

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5. Main purpose of your travel *(can tick more than one)

( ) Challenging yourself

( ) Learning

( ) Expanding your perspective

( ) Getting in touch with yourself

( ) Appreciating your life

( ) Building and strengthening relationships

( ) Having an adventure

( ) Escaping

( ) Relaxing and rejuvenating

( ) Celebrating

Other: _____

6. Destination * (can tick more than one)

( ) Domestic

( ) Asia

( ) Europe

( ) Africa

( ) America

Other: _____

7. Type of preferred transportation when travelling *(can tick more than one)

( ) Airlines

( ) Public transportation

( ) Car/ Personal transportation

( ) Motorcycle/ Convoi team

( ) Taxi/Uber/Grab

( ) Walking

Other: _____

Section B : Determinant Factors that Influence Tourist in Malaysia to be Backpacker's Travellers

INSTRUCTION: Please indicate your level agreement to the respective statements by tick (√) only one answer for each statement.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

NO	STATEMENTS	LEVEL OF AGREEMENT				
		1	2	3	4	5
1.	I learn about other cultures when travel as backpacker					
2.	I get authentic and genuine experiences when travel as a backpacker					
3.	I interact with the local people when travel as a backpacker					
4.	I understand more about myself when travel as a backpacker					
5.	I challenge myself mentally when travel as a backpacker					
6.	I get away from everyday duties when travel as a backpacker					
7.	I temporarily not worrying about future when travel as a backpacker					
8.	I want to be recognized for having traveled as a backpacker					
9.	I want to get experiences that are worth telling others about when travel as a backpacker					

10.	I want to have the opportunity to perform charity work when travel as a backpacker					
11.	I want to create new friendships when travel as a backpacker					
12.	I want to have once in a lifetime experiences travelling as a backpacker					
13.	I want to have fun travelling as a backpacker					
14.	I want to plan my own trip when travelling as a backpacker travelling as a backpacker					
15.	I want to be independent when travelling as a backpacker					

16.	I want to experience different food cultures when travelling as a backpacker					
17.	I want to taste food prepared in other cultures when travelling as a backpacker					
18.	I want to have nature experiences when travelling as a backpacker					
19.	I want to view beautiful nature sceneries by travelling as a backpacker					

20.	I use cheap way to travel by travelling as a backpacker					
21.	I get many travel experiences for a modest budget by travelling as a backpacker					
22.	I want to visit famous sites and attractions by travelling as a backpacker					
23.	I want to visit cultural and historical sites by travelling as a backpacker *					
24.	I want to experience a well preserved area by travelling as a backpacker					
25.	I want to visit different "ecology zone" (climate, land-forms and land-covers) by travelling as a backpacker					

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Section C: Motivation factors to be a backpackers traveller in Malaysia

NO	STATEMENTS	LEVEL OF AGREEMENT				
		1	2	3	4	5
1.	I want to contribute something to the places I visit by travelling as a backpacker					
2.	I want to gain experiences to share with friends and family by travelling as a backpacker					
3.	I want to be in a calm atmosphere by travelling as a backpacker					
4.	I want to explore other cultures and increase my knowledge by travelling as a backpacker					
5.	I want to travel on a low budget by travelling as a backpacker					
6.	I want to be free, independent, and open-minded by travelling as a backpacker					

End of questionnaires
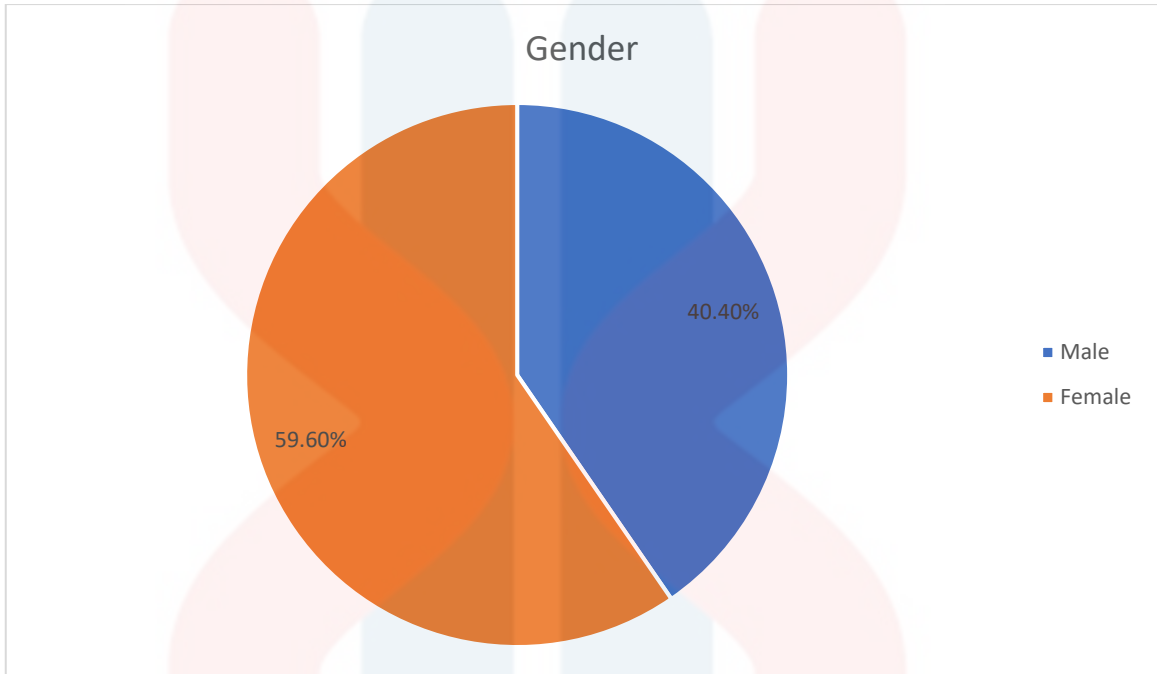
Figure 4.1: The Percentage of the Gender
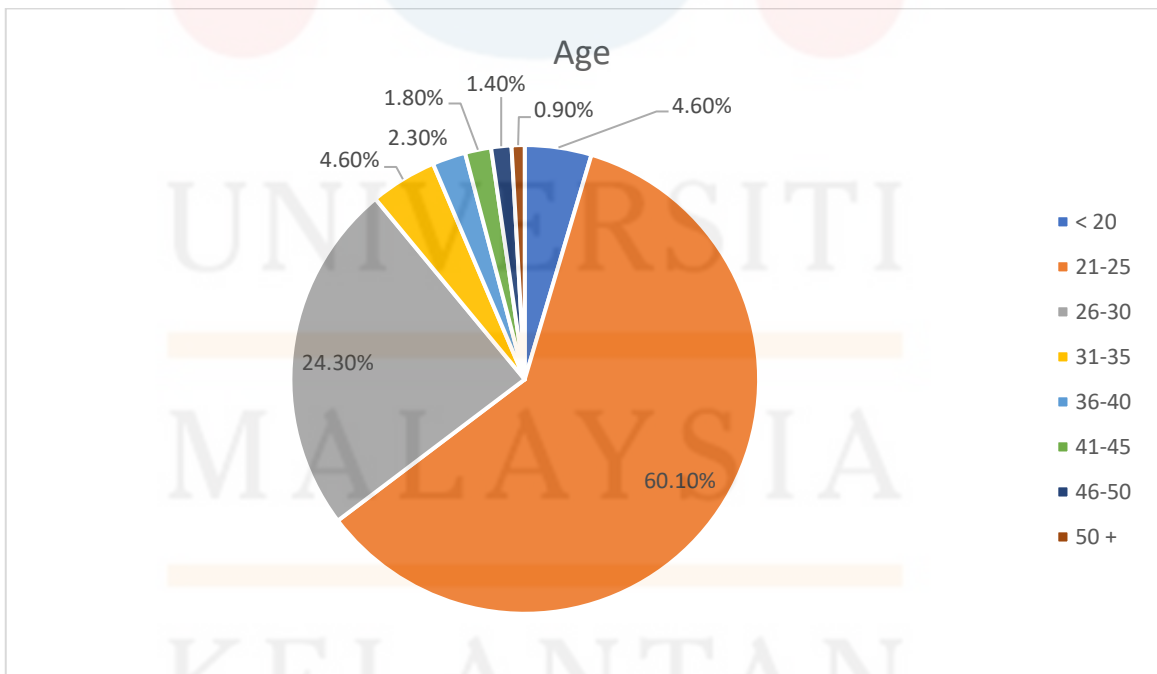
Figure 4.2: The Percentage of the Age
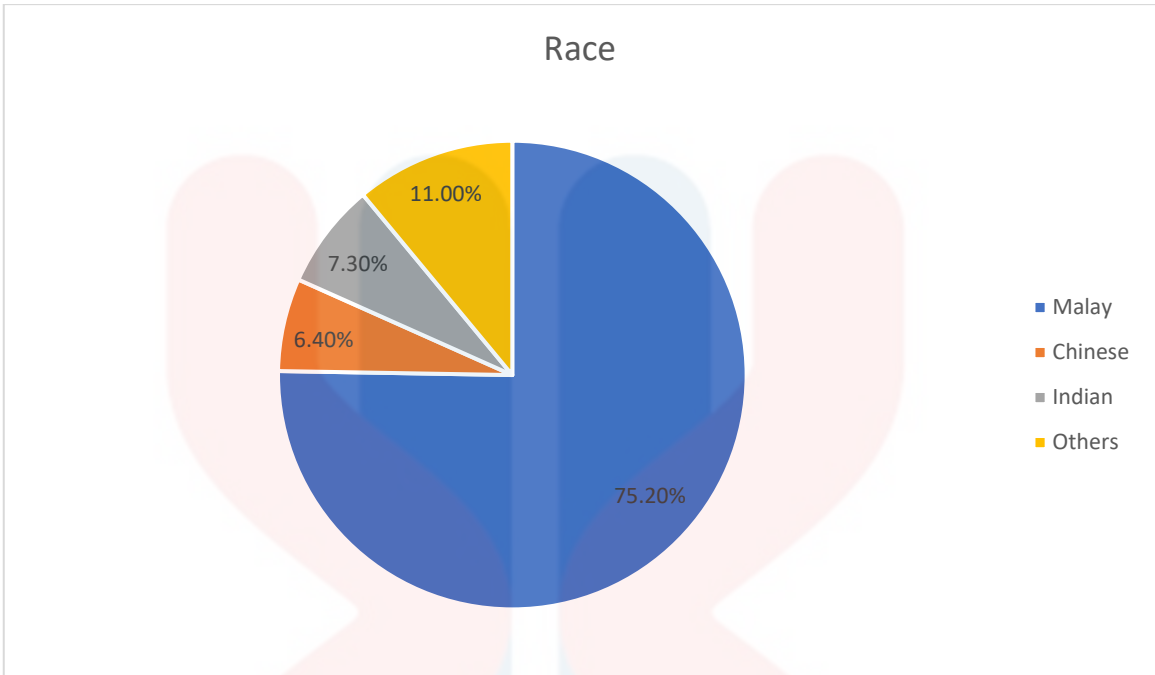
Figure 4.3: The Percentage of the Race
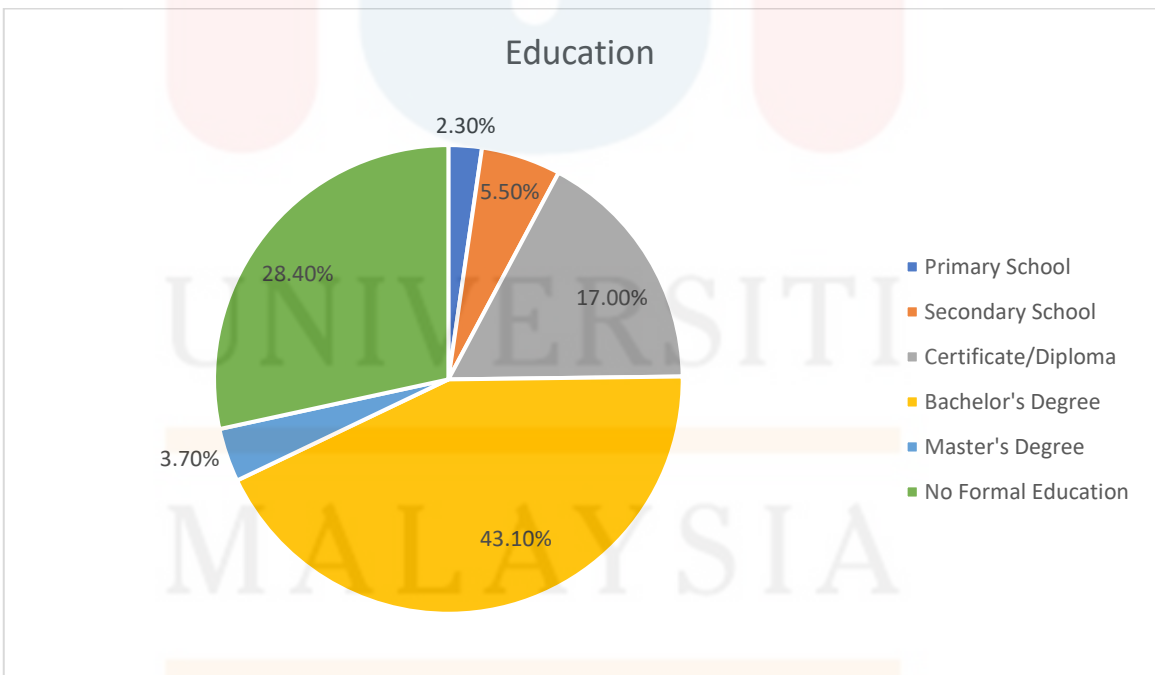
Figure 4.4: Percentage of the Education
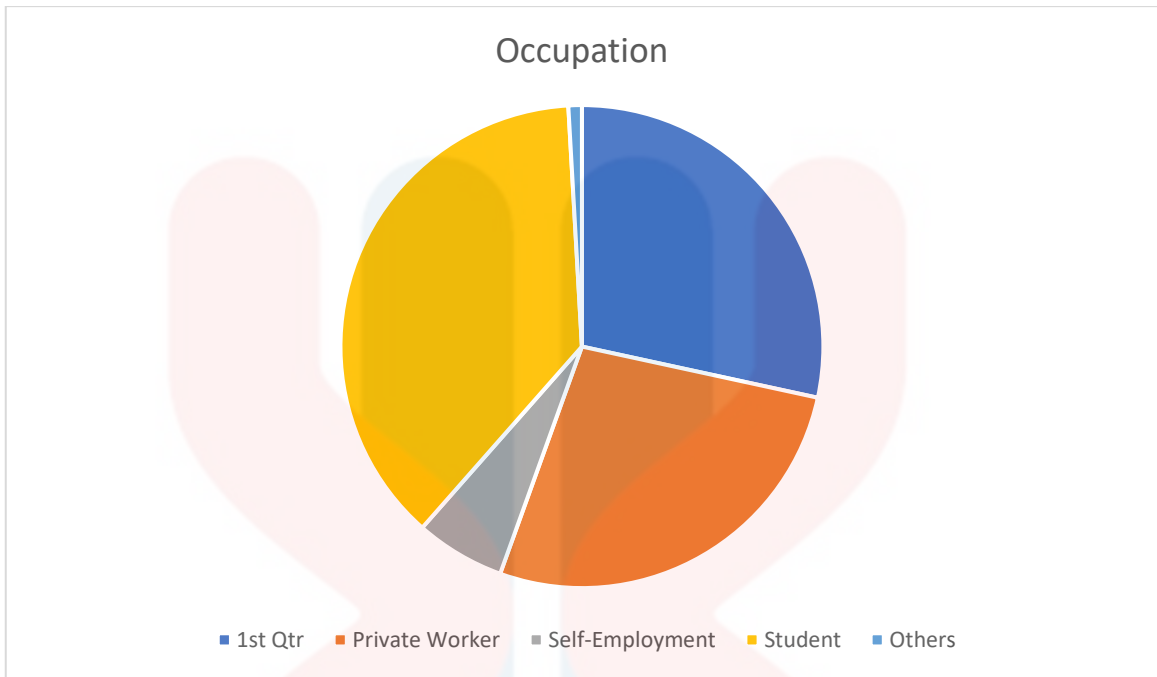
Figure 4.5: Percentage of the Occupation
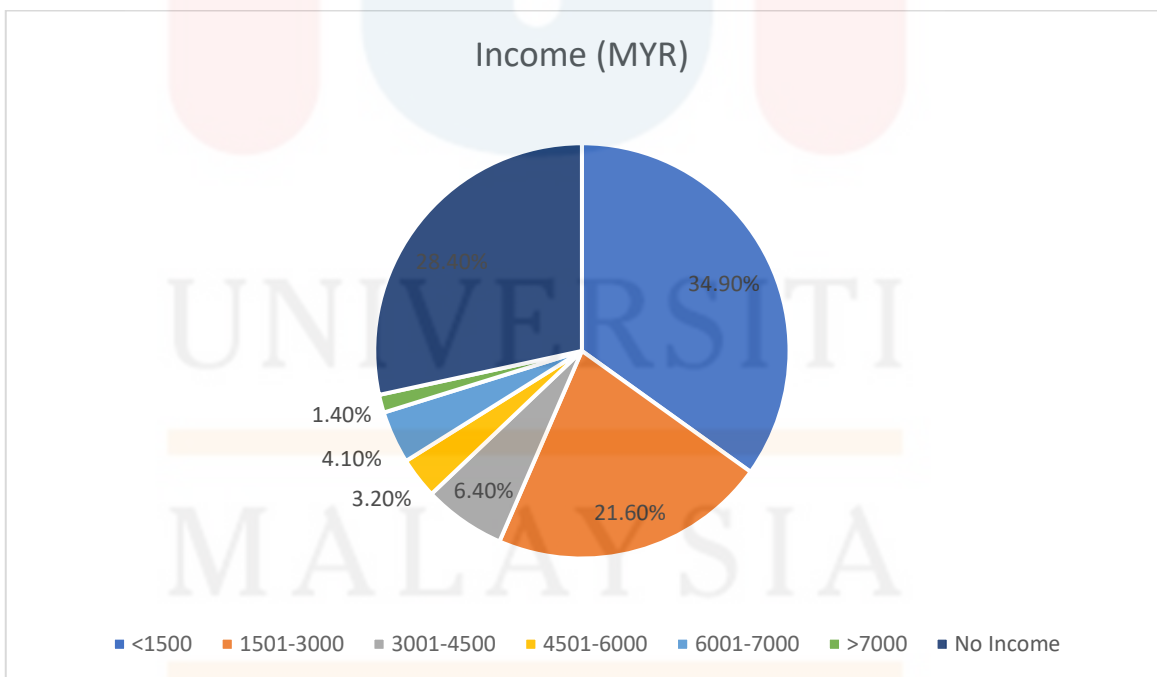
Figure 4.6: Percentage of the Income (MYR)
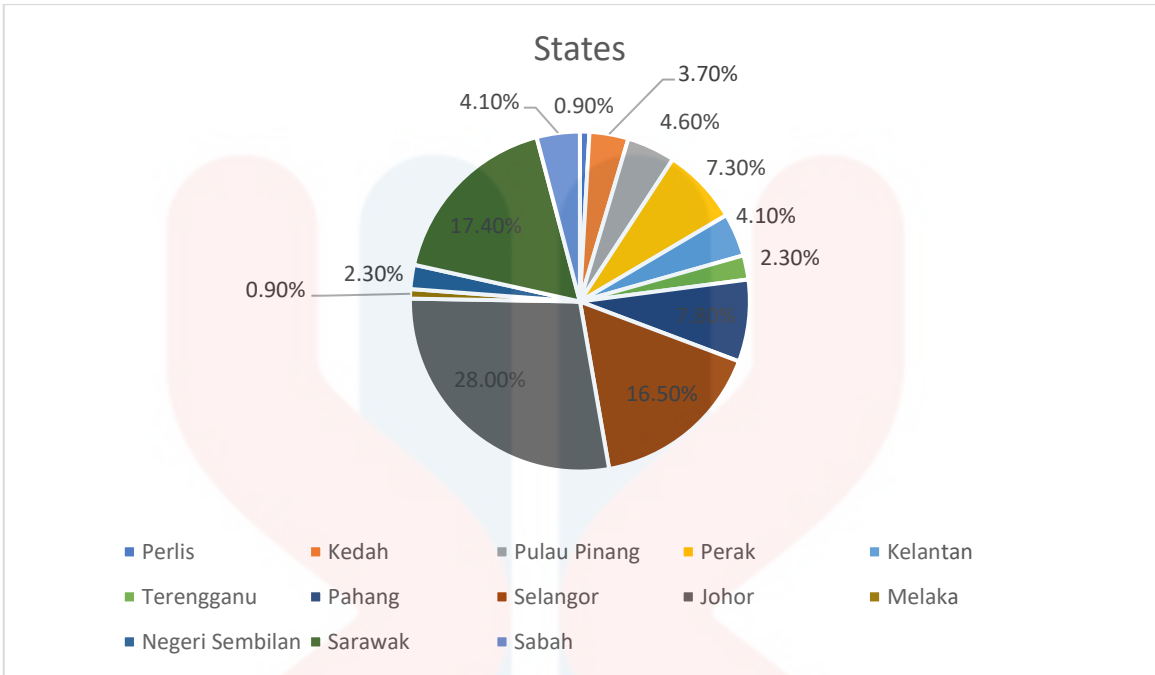
States

Figure 4.7: Percentage of the States
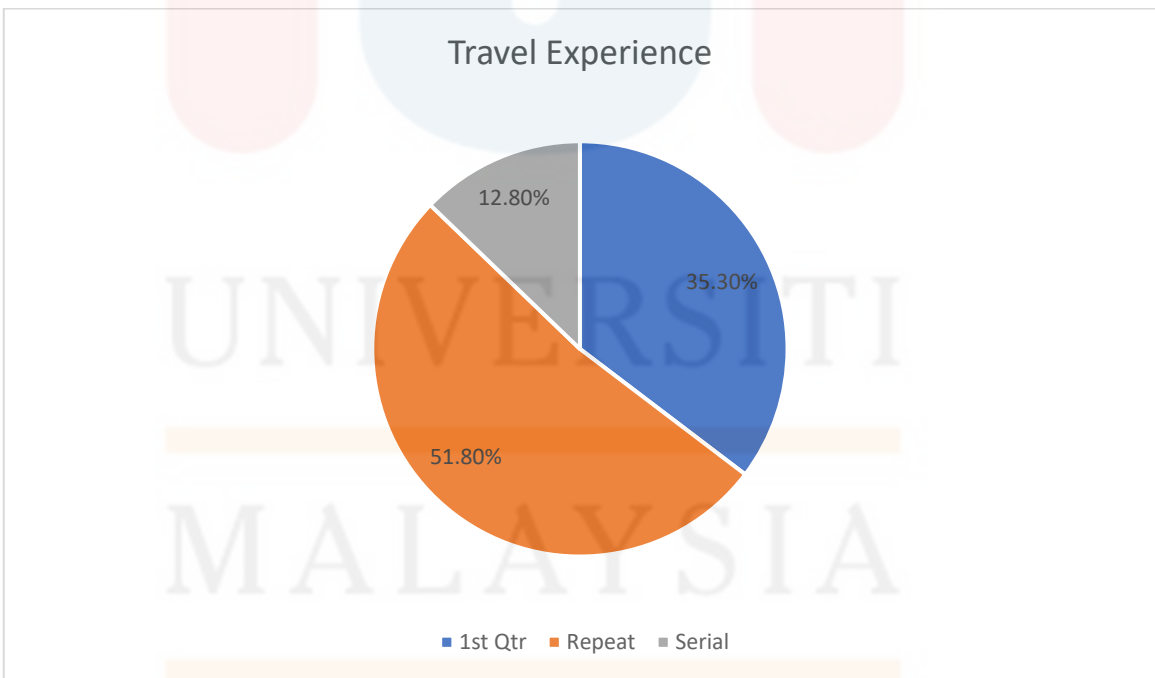
Travel Experience

Figure 4.8: Percentage of the Travel Experience
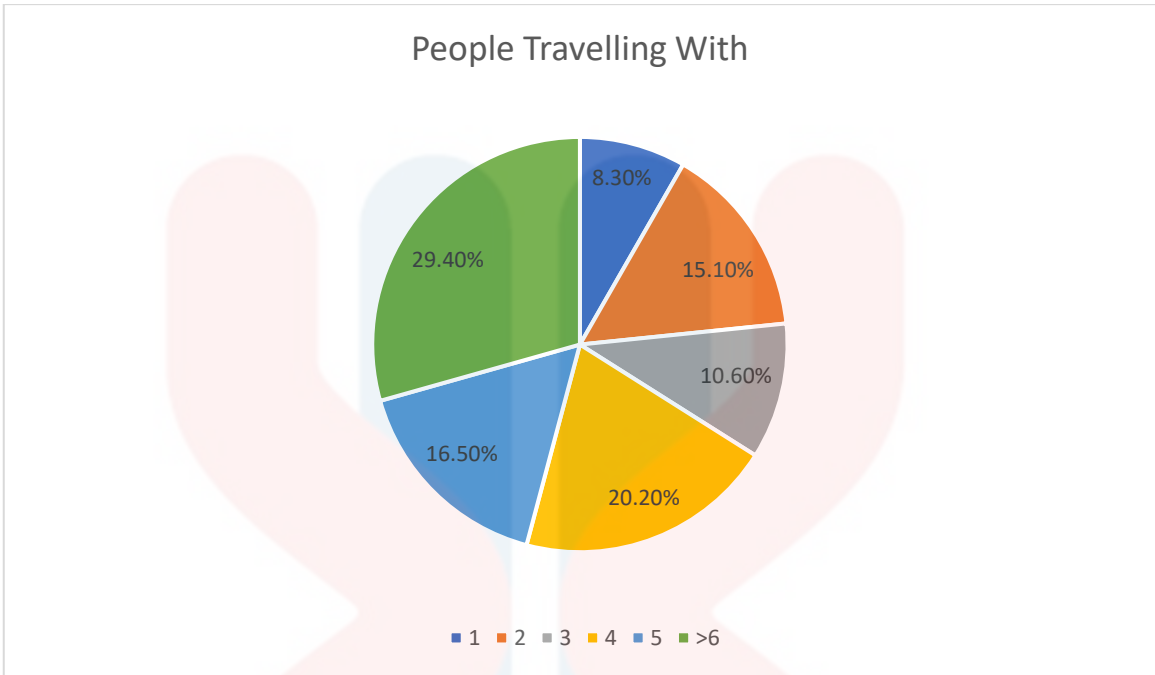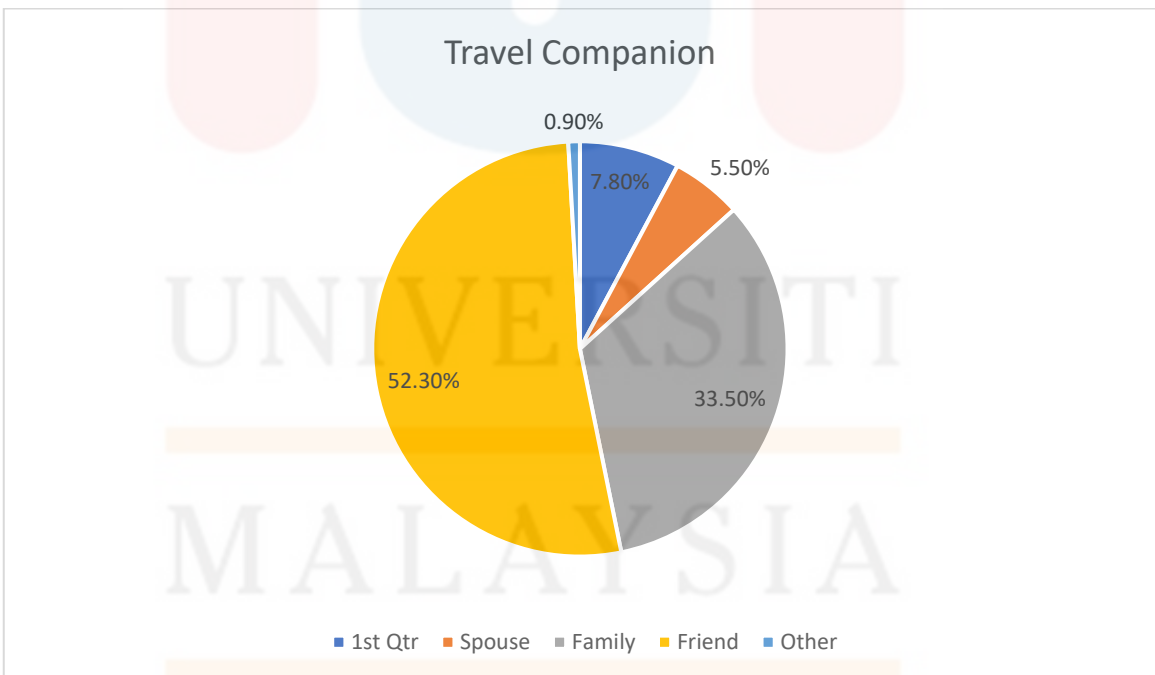
Figure 4.9: Percentage of the People Travelling With
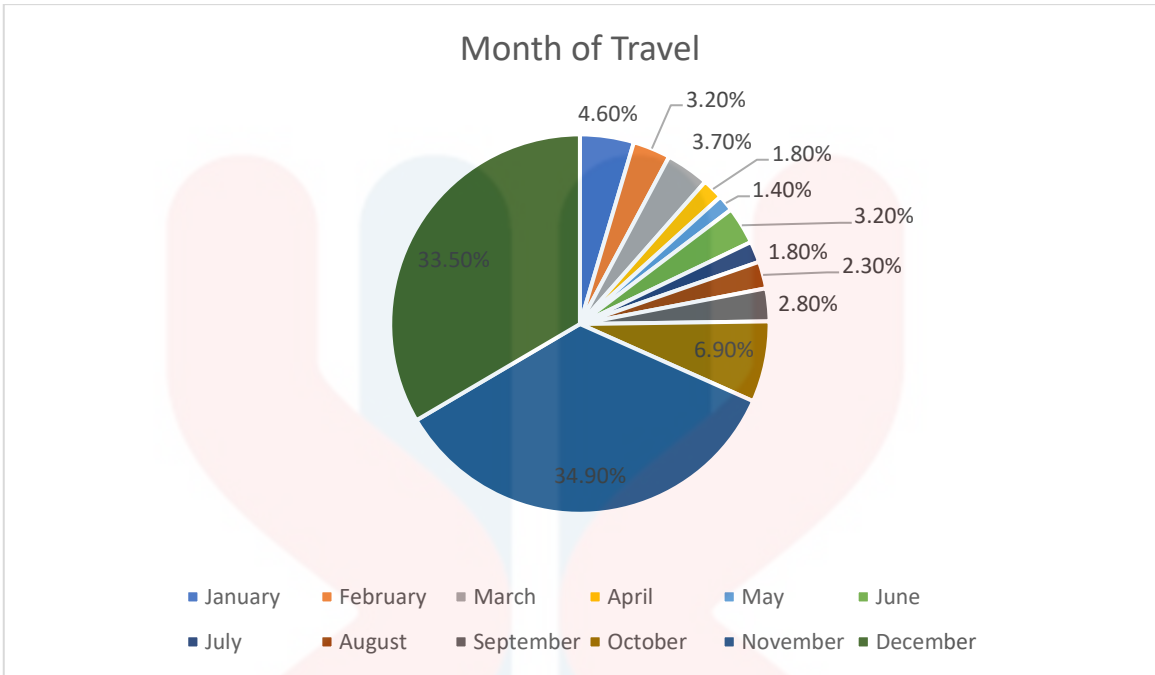

Figure 4.10: Percentage of the Travel Companion

Figure 4.11: Percentage of the Month of Travel
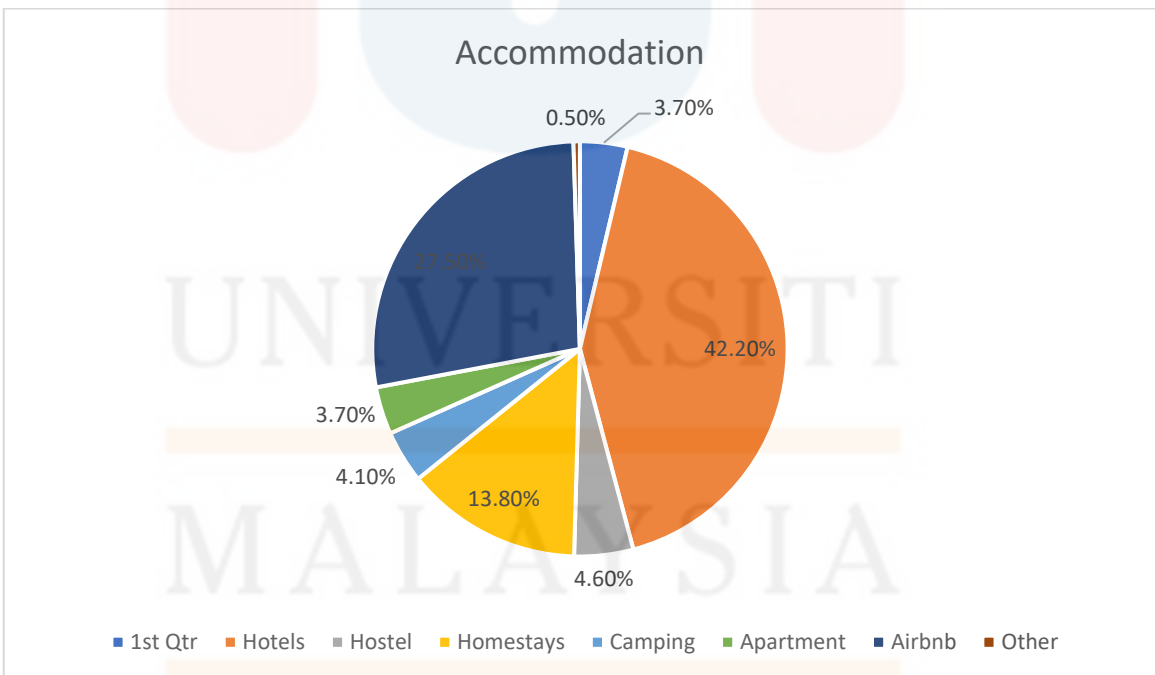
Figure 4.12: Percentage of the Accommodation
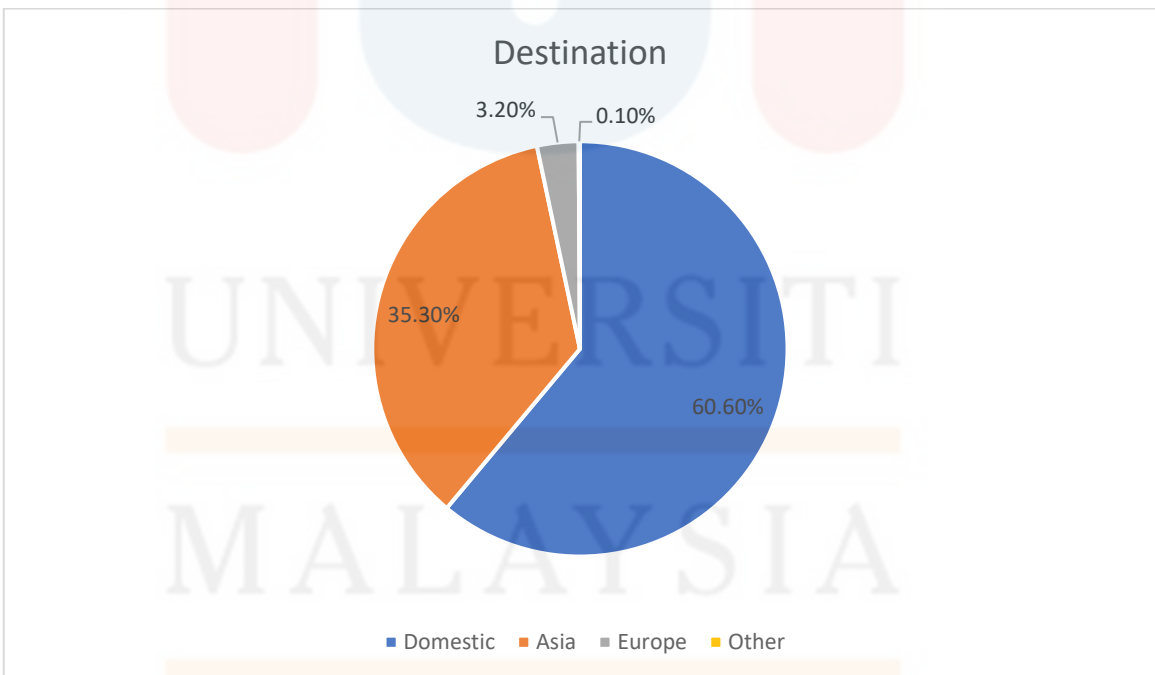
94
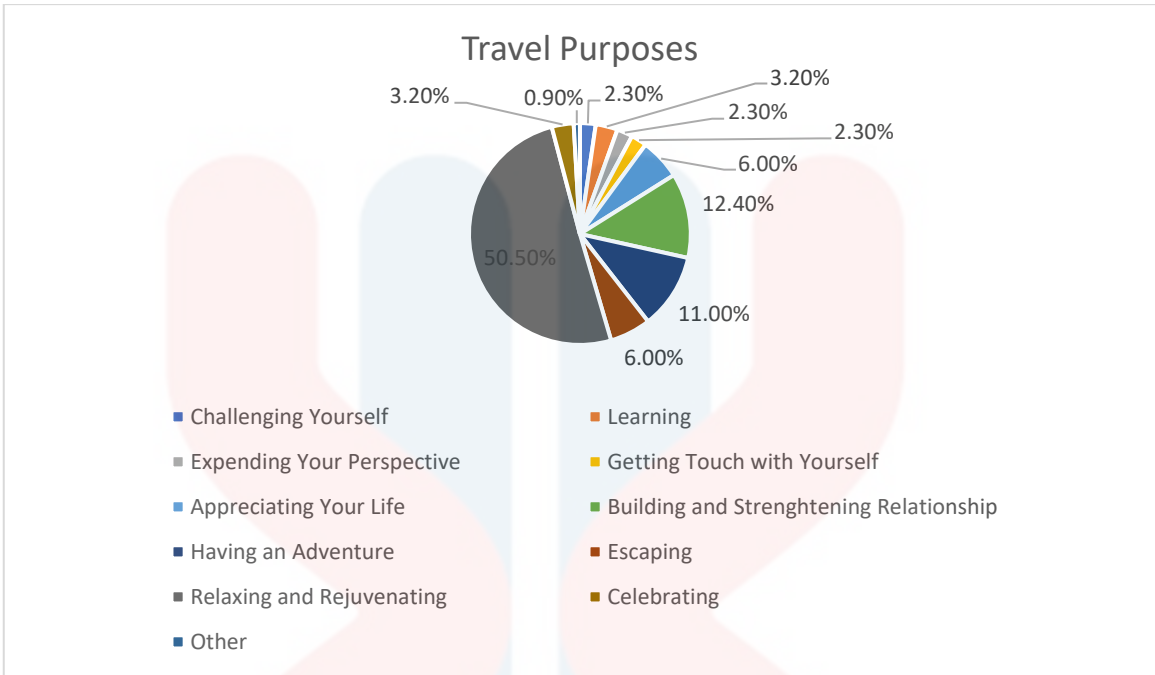
Figure 4.13: Percentage of the Travel Purpose

Figure 4.14: Percentage of the Destination

GROUP 12 - PPTA 2

21%	17%	3%	13%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	irep.iium.edu.my Internet Source	4%
2	Submitted to Chungnam National University Student Paper	1%
3	Submitted to Universiti Teknologi MARA Student Paper	1%
4	Submitted to Universiti Malaysia Kelantan Student Paper	1%
5	www.researchgate.net Internet Source	1%
6	iises.net Internet Source	1%
7	Submitted to Sogang University Student Paper	1%
8	hdl.handle.net Internet Source	1%
9	eprints.utar.edu.my Internet Source	<1%