UNIVERSITI
MALAYSIA
KELANTAN

THE FACTORS THAT INFLUENCE TRAVEL INTENTION AMONG YOUTH IN PENANG

By

AINUL HAYATI BINTI MOHD KHAIRI (H18A0033)

ELLY MAYA MASNIDA BINTI OTHMAN (H18A0104)

NUR IZYANI BINTI ABD RAHIM (H18A0390)

SITI NUR BALQIS BINTI CHE AZMAN (H18A0589)

A report submitted in partial fulfilment of the

requirements for the degree of

Bachelor of Entrepreneurship (Tourism) with Honours

Faculty of Hospitality, Tourism & Wellness

UNIVERSITI MALAYSIA KELANTAN

2021

THE FACTORS THAT INFLUENCE TRAVEL

INTENTION AMONG YOUTH IN PENANG

By

AINUL HAYATI BINTI MOHD KHAIRI (H18A0033)

ELLY MAYA MASNIDA BINTI OTHMAN (H18A0104)

NUR IZYANI BINTI ABD RAHIM (H18A0390)

SITI NUR BALQIS BINTI CHE AZMAN (H18A0589)

A report submitted in partial fulfilment of the

requirements for the degree of

Bachelor of Entrepreneurship (Tourism) with Honours

Faculty of Hospitality, Tourism & Wellness

UNIVERSITI MALAYSIA KELANTAN

2021

DECLARATION

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

✓	**OPEN ACCESS**	I agree that my report is to be made immediately available ashardcopy or on-line open access (full text)
☐	**CONFIDENTIAL**	(Contains confidential information under the Official Secret Act 1972) *
☐	**RESTRICTED**	(Contains restricted information as specified by the organization where research was done) *

I acknowledge that Universiti Malaysia Kelantan reserves the right as follow.

The report is the property of Universiti Malaysian Kelantan
The library of Universiti Malaysia Kelantan has the right to make copies for the purpose of research onlyThe library has the right to make copies of the report for academic exchange

Certified by

_____   _____
Signature   Signature of Supervisor

Group Representative: **NUR IZYANI BINTI ABD RAHIM**   Name: **DR. MARLISA BINTI ABDUL**

RAHIM

Date: **JUNE 20th, 2021**   Date: **JUNE 20th, 2021**

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

i

ACKNOWLEDGEMENT

ii

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF SYMBOLS AND ABBREVIATIONS

Abbreviations

DV	Dependent Variable
IV	Independent Variable
GVATI	Gross Value-Added Tourism Industry
GDP	Gross Domestic Product
MOTAC	Ministry of Tourism, Arts and Culture
TPB	Theory of Planned Behaviour
SPSS	Statistical Package for the Sciences
%	Percentage
SPM	Sijil Pelajaran Malaysia
STPM	Sijil Tinggi Persekolahan Malaysia
PHD	Doctor of Philosophy
n	Number of Respondents
Sig. (2-tailed)	Two-tailed Probability
p-value	Probability Value
R	Pearson Correlation Coefficient

ABSTRACT

The purpose of this research is to examine the relationship of education, culture, transportation and travel intention among youth in Penang. The main objective for this research is to investigate the factor that influence travel intention among youth in Penang. It is discovered that culture was the major factor of travel intention among youth in Penang. From 384 youth respondent from Penang were targeted respondent and a total of 303 respondents was successfully answered the investigated through questionnaire. Data collected was analyzed by using Statistical Package for Social Science (SPSS) version 26.0. SPSS Statistical addresses the entire statistical analysis process such as planning, data collection, analysis, reporting for better decision making and performance. Pearson correlation coefficient was used in this research to investigate the relationship between education, culture and transportation toward travel intention among youth. The result shows the strength of the relationship between culture factor and travel intention among youth, whereby transportation factors and travel intention among youth was at moderate level, followed by indicated the strength of education factor toward travel intention among youth in Penang is at moderate level. Through this study can understanding the travel intention among youth that had been visited in Penang.

Keywords: Travel Intention Among Youth, education, culture, transportation

ABSTRAK

Tujuan penyelidikan ini adalah untuk mengkaji hubungan pendidikan, budaya, pengangkutan dan niat perjalanan di kalangan belia di Pulau Pinang. Objektif utama penyelidikan ini adalah untuk mengkaji faktor yang mempengaruhi niat perjalanan dalam kalangan belia di Pulau Pinang. Diketahui bahawa budaya adalah faktor utama tujuan perjalanan di kalangan belia di Pulau Pinang. Dari 384 responden belia dari Pulau Pinang menjadi responden sasaran dan seramai 303 responden berjaya dijawab melalui soal selidik. Data yang dikumpulkan dianalisis dengan menggunakan Statistical Package for Social Science (SPSS) versi 26.0. Statistik SPSS membahas keseluruhan proses analisis statistik seperti perancangan, pengumpulan data, analisis, pelaporan untuk membuat keputusan dan prestasi yang lebih baik. Pekali korelasi Pearson digunakan dalam penyelidikan ini untuk mengkaji hubungan antara pendidikan, budaya dan pengangkutan terhadap tujuan perjalanan di kalangan belia. Hasilnya menunjukkan kekuatan hubungan antara faktor budaya dan niat perjalanan di kalangan belia, di mana faktor pengangkutan dan niat perjalanan di kalangan belia berada pada tahap sederhana, diikuti dengan menunjukkan kekuatan faktor pendidikan terhadap niat perjalanan di kalangan belia di Pulau Pinang berada pada tahap sederhana. Melalui kajian ini dapat mengetahui maksud perjalanan di kalangan belia yang pernah dikunjungi di Pulau Pinang.

Kata kunci: Niat Perjalanan Di Kalangan Belia, pendidikan, budaya, pengangkutan

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

The background of the study, statement of problems, research objectives, research questions and research importance indeed be discussed on this and the overview of this chapter will close the following chapter.

1.2 BACKGROUND OF THE STUDY

The tourism industry is among the most main indicators that have contributed significantly to the Government since centuries ago and is a main source of income, employment, and private sector development. The rising availability of income between many communities in industrial and development countries decreases the price elasticity of many tourists while attracting a higher proportion of highly demanding tourists from

1

winter sports, cruises, special interest and long-haul trips (UNWTO, 2017). The tourism industry comprises four main lodging, transport, sale and distribution structures as well as ancillary facilities, according to Camilleri (2017). Therefore, according to the Department of Statistics Malaysia, domestic tourism Malaysia achieved a higher record in number of visitors and tourism exponentiation.

The tourism sector is hard to describe, as far from the other industries, there is not one specific product. It integrates many sectors, including accommodation, transport, attractions, travel agencies, and more. Tourism is described in its broadest sense if people travel outside their ordinary surroundings for less than one year in a row for leisure, company, health or other reasons. (Lock, 2020). The tourism sector contributes so much to the country because of travel intentions. In terms of true preferences, travel intention captures consumers' mind sets more effectively than behavioural measures (Jang, Bai, Hu, & Wu, 2009). Within the current trend of various factors that attract tourists to travel to a place, especially among the young. While young travellers are limited by relatively low disposable incomes, discovering new destinations is generally of high interest and leisure time. This study also examines the link between travel intention, culture where seen as a structure, it involves a number of activities in practice. In addition, the value of culture in visiting a destination does not always segment visitors.

Education tourism can be described as tourism that is used as an excuse for educational learning on a trip or for learning a language ever more practiced each day (historical, cultural, social). Education is the smart, optimistic and respectful cultivation of the learning that everyone should have the opportunities to give in life (Smith, 2018). Education has used tourism to supplement schooling and to accumulate practical knowledge. This well-developed, coupled with modern technology is a great

2

opportunity in the primary, obligatory and higher education to introduce this form of cultural enrichment. Transportation is the most important method for transporting visitors, which means tourists to the actual tourist destination. Transport, carriage, facilities and new technologies are built in this sector and accelerate tourism growth.

However, the selection in attracting tourists especially among teenagers is inaccurate and has variety. In order to identify it for the empirical study, the youth in Malaysia has been selected as a respondent because they were the main contributor for Malaysia in terms of tourist arrivals in a local place and consequently revenue for Malaysia. Therefore, it is very important to know the characteristics and satisfactions that interest them in the choice of places to visit in Malaysia.

1.3 PROBLEM STATEMENT

Tourism is viewed as one of the crucial ventures around the world, which has the potential to strengthen economic development. (Hennessey, Yun, & MacDonald, 2016) Travel intention could be defined as the subjective possibility of a customer taking or not taking certain actions related to a tourist service. According to the (Domestic Tourism Survey, 2019), Domestic tourism performance improved with a 50.9 percent contribution to total tourism receipts. The tourism industry continues to maintain good development momentum for 2019. The Gross Value-Added Tourism Industry (GVATI) has recorded a contribution of 15.9 percent to Gross Domestic

Product (GDP) compared to 15.2 per cent in 2018, with a value of RM240.2 billion (2018: RM220 .4 billion). In 2019, NDKIP has grown at a rate of 9.0 percent (9.8%).

Therefore, according to Medrxiv, In Malaysia the COVID-19 outbreak began as a small wave of 22 cases by imported cases in January 2020. A bigger wave was followed mainly by local transmissions which resulted in 651 cases. Thus, according to reports from Tourism Malaysia, the arrival of tourism declined 36.8 percent to 4.23 million in the first quarter of 2020. It can say that visitors will reduce intention to visit the place that have pandemic.

According to the Penang Socio-Economic Report (2019), the number of domestic tourist arrivals in Penang recorded in 2019 was 15.41 million people with an increase of 6.7 percent compared to the previous year of 14.45 million people. Meanwhile, Kedah has 14.83 million domestic tourist arrivals in 2019 with a growth of 2.4 percent compared to the previous year of 14.48 million domestic tourists according to the Kedah Socio-Economic Report (2019). Next, Perlis received a total of 2.09 million domestic tourists 2019 with a decrease of 3.1 percent compared to the previous year was 2.16 according to the Perlis Socio-Economic Report (2019). After that, according to Perak Socio-Economic Report (2019), Perak received a total of 21.1 million domestic tourists in 2019 with a growth of 20.0 percent compared to the previous year of 17.55 million domestic tourists. This shows that domestic tourists prefer to go to Perak compared to other northern areas of Malaysia. The aim of the study was to explore into the elements that influence youthful people's travel intentions in Penang.

In Malaysia, The Ministry of Tourism, Arts and Culture (MOTAC) formulates various policies and strategies in collaboration with other agencies to encourage people

to travel within and outside the country, including youths, especially during the holiday season. Travelers have visited once a place and the place would potentially be viewed as better to restore later. In addition, there is a need to further investigate the intentions of visitors to Penang such as experience, satisfaction, and also learn the intention to travel to better understand customers in the tourism industry. Therefore, it is important to make continuous improvements in the tourism industry in order to continue to survive in this industry where the market is competitive by studying tourism intentions to Penang among youth.

The majority of the domestic visitors were from the age group of 25 to 39 years with a contribution of 37.8 percent. This was followed by domestic visitors aged 15 to 24 years (26.4%), 40 to 54 years (24.1%), and 55 years and above (11.7%) according to the Domestic Tourism Survey 2019. The Bill (RUU) of the Youth Organization and Youth Development (Amendment) Act 2019 (Act 668), among others lowering the age limit of youth from 40 years to 30 years was tabled for second reading in the Dewan Rakyat which was debated by the Minister of Youth and Sports, Syed Saddiq Syed Abdul Rahman. This proves that the youths love to travel.

The issue to be studied is what are the factors that attract youths to travel to Penang as a tourist destination that causes an increase in the growth rate of Penang domestic tourism. Therefore, are there factors of education, cultural diversity and availability of transportation or are there other factors that can attract youth travel intention. This gives a sign asking the parties directly and indirectly involved with tourism is related to the factors that attract youths travel intention among youth in Penang caught the attention of research. Thus, due to the importance of factors that influence travel intention among youth in Penang, this study is going to explore this topic among youth in Penang.

1.4 RESEARCH OBJECTIVES

   i.   To examine the relationship between education and travel intentions among youth in Penang.

  ii.   To examine the relationship between cultural and travel intentions among youth in Penang.

 iii.   To examine the relationship between transportation and travel intentions among youth in Penang.

1.5 RESEARCH QUESTION

   i.   What is the relationship between education and travel intentions among youth in Penang?

  ii.   What is the relationship between cultural and travel intentions among youth to travel in Penang?

 iii.   What is the relationship between transportation and travel intentions among youth in Penang?

1.6 SIGNIFICANCE OF STUDY

The findings of this study are expected to give benefits to the travel intention among the youth in Penang. Travel is the movement of people between geographically distant locations. It could be accomplished on foot, bicycle, vehicle, train, ship, bus, aircraft, ship, or some other means, even without luggage, and it can be one-way or round trip, whereas intention is a mental state that represents a commitment to take action or future actions. The purpose of the journey is linked to social relationships, opportunities to learn and grow, and also commitment. This provides an opportunity to really get involved in an activity and to develop new skills and find new cultures.

In addition, this study was also conducted to understand the travel intention among youths in Penang. Furthermore, findings in the research beneficial to the tourism industry in Penang, youth and future researchers. It assists the tourism industry by selecting the appropriate investment choices. This study is expected to contribute to the existing literature.

1.7 DEFINITION OF TERMS

1.7.1 TRAVEL INTENTION

A person's behavior and preference for a product or brand impact their travel intention. According to Wu (2015), rational and affective conditions influence tourism behaviour. In other words, psychological and functional factors frequently influence its behaviour toward a destination, resulting in travel intention.

1.7.2 CULTURE

Travellers are expected to obtain a greater understanding of the culture of such tourist destinations. It usually happens when groups interact with random people or when a group of tourists visits or stays connected in a specific cultural tourism destination for several days (Chen & Rahman, 2018).

1.7.3 EDUCATION

Mark K Smith (2015) investigates the definition of education and proposes that it is a process of inviting truth and possibility. Education is an intellectual, hopeful, respectable knowledge of cultivation that should base on the belief that every person should have the chance to take part in life.

8

1.7.4 TRANSPORTATION

As according by Dinu A (2018), transportation seems to be the key element and function which contributes to a destination's attractiveness.

1.8 SUMMARY

This chapter describes the study conducted by researchers related to travel intentions among youths in Penang. Youth tourism is one of the significant tourism sectors that flourished in recent decades. In line with that, the factors that attract youths to travel to Penang as a tourist destination that causes an increase in the growth rate of Penang domestic tourism, also are their factors of education, cultural diversity, and availability of transportation or are there other factors that can attract youth travel intention. Our objective is to distinguish the elements that impact youth inspiration to travel and to consider the variables that impact the decision of youth location in making a vocation.

At that point, the point of the excursion is connected to social relationships, occasions to learn and develop, and furthermore duty. This gives an occasion to truly engage in a movement and to grow new abilities and find new culture. What's more, this study was likewise led to comprehend the travel intention among young people in Penang. This study assists researchers to find out about the factors that influence the

intention of tourism travel for the youth in Penang. In conclusion, the researchers realize

what are the factors that cause travel intention among youth in Penang.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter consist of literature review for this study. It starts with describing theories of travel intention, independent variables, dependent variable, relationship between every independent variable with dependent variable, conceptual framework, hypothesis and closed by the summary of this chapter.

2.2 UNDERPINING THEORY

Tourist destinations are an essential asset as a source of revenue for a country which is able to attract many travellers and, in turn, can bring about significant changes in the national economy. To stay competitive, a country must have a unique tourist destination and distinctive in order to attract new tourists while maintaining the number of tourists existing (Alegre & Cladera, 2006). The influence of tourists wants to travel to the destination because of the destination itself. Tourists act through certain environments and they are influenced by their behaviour before, during and after the trip. For young people, travel is a way of learning, a way of visiting others, a way of

11

connecting with other cultures, a resource for career advancement, a way of self-development, an important part of daily life, a quick way out of life. They have such an important role to play in attracting new tourists to their destination. Young people are indeed brave and want to develop their own knowledge (Ghete, 2015).

Tourist behaviour can usually be predicted by the intention of the tourist. In this case, intention is sometimes considered more effective than behaviour to understand human reason. Thus, this study used the theory of consumer behaviour that is Theory of Planned Behavior (TPB). The Theory of Planned Behavior (TPB) by Ajzen (1991) has been used to investigate the travel intention of youth to travel to Penang. This theory shows that a person intends to behave influenced by attitudes, subjective norms, and perceived behavioural control (Ajzen, 1991). Individual actions can be interpreted on the Individual behaviour intention is influenced by the behaviors, subjective norms, and perceived behavioral of experiences. Attitude refers to the evaluation of an individual whether the implementation of behaviour is positive or negative. While, subjective norms refer to an individual's perception that the person is important for the individual to think it should or should not act behaviour in a particular context.

The TPB explains that the behavioural intent is decided by three factors: behavioural attitude, behavioural standard subjective, and behavioural influence perceived. The current formulation of theory offers incentive for conduct in a favourable attitude and a supporting subjective norm, but only if the perceived control of the action is effective is a concrete intention to do so. These principles are further described below.

12
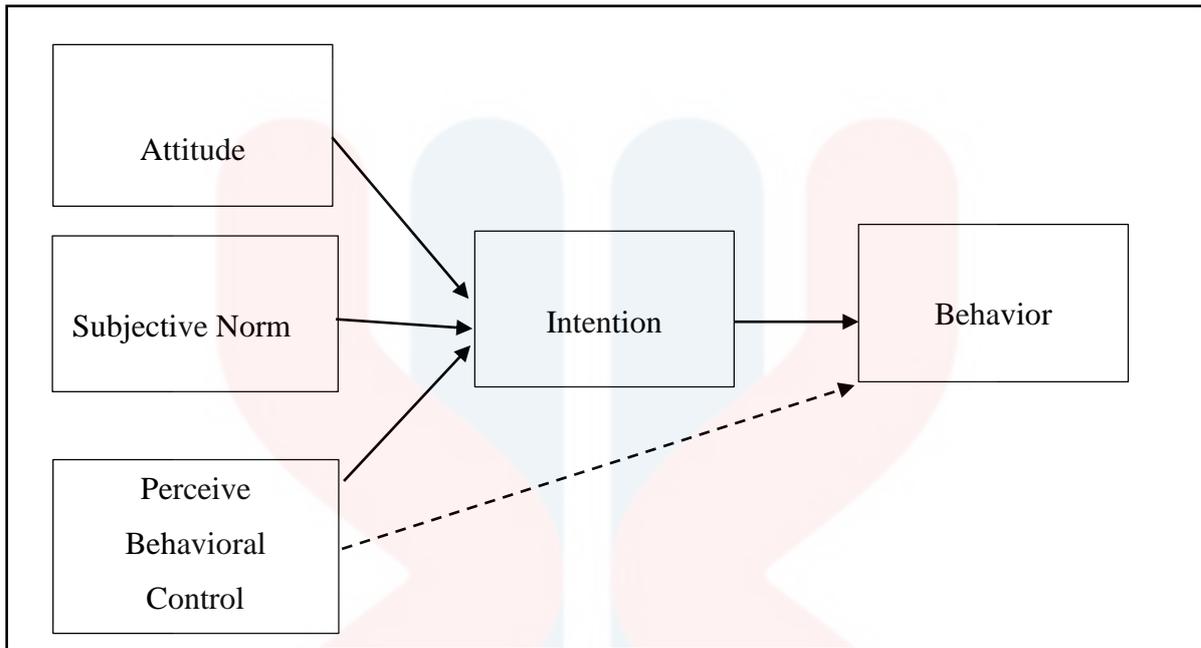
Figure 2.1: A schematic diagram of the conceptual framework

The model for investigation used in this analysis is based on TPB as shown in Figure 1. Before the actual purchase, the decision to move between expenditures by youth took place. The intent represents future actions. The attitude is expected to apply directly to the deliberate actions. There is also a clear relationship between the relation between subjective norms and behavioural regulation. Three hypotheses were developed to explore the relation between the independent variables (attitude, subjective norm, and perceived compartmental control) and the dependent variable (compliance in the intention to choose the places). In hypothesis the directionality is extracted from the previous studies performed on the basis of TPB. Thus, this research must establish if the relationship between attitude, subjective norm, perceived behavioural control and behavioural intent exists directly.

Attitude is the measurement of conduct with the object of attitude, such as the purchasing of the product (Marsden, 2001). The attitude refers to the degree to which a person has the conduct in question judged or assessed favourably or unfavourably. As a

13

general concept, the more conduct-oriented and subjective, and the greater the behavioural influence perceived, the stronger an individual's intention to execute the underlying behaviour. The relative meaning in the prediction of intention is supposed to differ from behaviours, from the subjective norm, from the assumed behavioural regulation (Ajzen, 1991). The behavioural attitude is defined by a complete collection of open behavioural belief connected with different outcomes and other attributes, in accordance with the expectation-value model. The TPB indicates that behavioural regulation moderates the impact of intention on behaviour: the greater the control of the actor on the behaviour, the more likely the target is for the purpose of x control interaction discussion.

2.3 TRAVEL INTENTION

Traveller's intentions are usually initially vague and have a dynamic and changing nature all the time in tourism episodes. It is necessary to investigate travel intentions and to understand their effect on tourism behaviour (Su & Huang, 2019). In terms of travel context, travel intentions or the intention of travel refers to the views of tourists the possibility of visiting a particular place within a certain period of time (Noh, 2007). This would be very significant because it has an impact on the choice of destination and also on the characteristics of tourists, such as the phase of life, age, the role of tourist and previous travel experience. These include travel decisions, location choices, and user behavior. Travel intentions before travel actions lead to results from

14

visiting. The behavior of tourism is often influenced by a rational and affective situation. (Wu, 2015)

Intention is very strong, before tourists can take action to plan a trip or brainstorm where they want to travel, intention is needed. It can act as a guideline to make the vacation feel like a vacation. The effect of travel intentions is affected by mental processes and changes in behavior between motivations (Jang, Bai and Hu, 2009). A study by Mohsin and Alsawafi (2011) identified that factors tourists intend to visit a destination is influenced by perceived destination attributes. The higher the positive image in destinations attributes the higher perception of the intention to travel. Tourists are willing to spend money and leave home to fulfil their desires. Apart from that, tourists are also driven by driving factors and destination factors tourism. The more intense the determination of individuals to visit travel destinations, the more likely they are to visit that place (Lu et al., 2016).

Travel intentions also are much related to consumer demand for the tourism industry (Jang, Bai & Hu 2009). Attraction is a key element in the field of tourism. Tourist's attractions can be influenced by an interesting place and often get visits from tourists. This aspect is the main driver for tourists to travel and become the core of tourism products. Without attractions, there will be no need for other tourism services. Attractions are also often associated with tourist satisfaction and loyalty. Travel intentions are also responsive to many aspects such as the availability of tourist time, tourist destination attractions, required budgets, and travel motivation. One research revealed that cognitive and affective images influence the travel intentions of young female tourists (Khan, Cheliah & Ahmed 2017).

2.4 EDUCATION

Education is the method to promote knowledge, or the procurement of abilities, expertise, values and attitudes. Teaching, instruction, storytelling, debate and driven study provide learning approaches. Education also is the process that invites truth and opportunity, encourages and gives time to discovery, as we understand it. Education is deliberate, understanding and judgement are developed and actions are made possible. Training allows us to get a more objective outlook on what we will decide in our lives (Johan & Harlan 2014). Thus, training gives us hygiene, sanitation and population reduction skills. It also increases our potential for production growth, environmental protection and the fulfilment of our social obligation as a society (Johan & Harlan, 2014).

According to UNESCO UIS, Institutionalized, deliberate and organized education by an education provider. The distinguishing characteristic education in terms of non-formal which is known as the method of lifelong learning of individuals requires alternatives and complementary education in form. In particular, non-formal training leads to qualifications which are not accepted by the national educational authorities concerned as formal qualification or which do not qualify at all. Non-formal education is based on materials of goals and tasks. These materials are structured and organized in an institutionalized framework and have optional properties that complement the school. This is done within youth organizations, leagues and student/student associations, clubs, arts and sports associations, etc. (Moldovan, 2015).

Often this method is called self-learning or self-learning. Examples involve parents and carers who show their students how to use a fork and spoon or ride a

16

bicycle. School teachers expose their students to the foreign language. These are all very significant ethical issues at the root of the whole method, which further appear throughout every aspect of the educational thesis (Dominika, 2019). According to Miller and Pasley (2012) education is fundamentally an area guided by activities in which technical experience prevails. Instead of experimental experiments or standardized tests to determine what works and extend this evidence through the educational system on a broad scale, some critics argued that we should respect special nature of education and accept the diverse subjectivities and agencies of students and teachers.

Higher education is also used in many research. For instance, Studies in Educational Evaluation. Real difficulty and weaknesses are expressed in simulation-driven teaching approaches, including practical conditions such as external distractions, stress and pressure (Aldrich, 2006; Beaubien & Baker, 2004; Herrington & Oliver, 2000). The richness and credibility of such learning environments was valued (Breckwoldt, Gruber, & Wittman, 2014; Chernikova et al., 2020; Duchatelet, Gijbels, Bursens, Donche, & Spooren, 2019). Role play simulations is a particular form of simulation in which participants in a predetermined scenario represent a certain actor, obey a set of rules and communicate with others (Lean, Moizer, Towler, & Abbey, 2006). The uncertainty of these education systems and the related challenge encountered by the field to capture the improvement that the simulations make for student learning in role spiel simulations suggest the strategic decision (Baranowski & Weir, 2015; Duchatelet, 2019). Even so, teachers using simulation have for some time encountered students who each time they participate in the same simulation process, typically producing different processes and simulation results, initiate different interactions and behaviors (Usherwood, 2015).

17

2.5 CULTURE

A culture that encompasses the language, religion, preparing meals, behavioural patterns, music, art, is the characteristics and knowledge of a specific people. The phrase "culture stems from the French term "colere," meaning to tend to the environment and to expand, or to cultivate and nutritionally. "It shares its etymology with a number of several other words related to actively stimulating trust," (De Rossi, 2017). Culture can be referring to the broad and diverse aspects of social life, most of which are intangible. Thus, according to sociologists, culture is made up of those values, beliefs, language systems, communication and practices which people share and can be used as collectives to define them (Cole, 2019). Material artifacts common to this category or community are usually included in the culture. Culture varies with social systems and economic aspects of society, but they are all related to them, and they are constantly told.

Therefore, culture also can define as consists of models, articulated and implied, of and for conduct obtained and transmitted by symbols that characterize distinguishing achievements of the human groups, including their manifestations in the objects of the groups. However, Geertz, (2000) referred to by (Johnson, 2013) as a collection of mechanisms of control" described it not only as complexes of concrete behaviour patterns, such as customs, uses, traditions, behaviours, plans, recipes, rules or instructions (what computer engineers call "programs"). The essence of culture consists of traditional ideas and in particular its attached values. The sum of the learning activity of a group of individuals that is commonly seen as the tradition and passed on from one generation to another. Culture is a symbolic system of the mind which classifies people

from groups or categorical groups. This culture is also used in one of the studies where, discussed conceptual advancement of management theories, examined key economic literature approaches, clarified phases in organizational behaviour and transition to corporate culture, analysed the corporate and corporate behaviour context, and concluded organizational performance quality.

2.6 TRANSPORTATION

Based on Truong and Shimizu (2017), transportation was a key factor in connecting tourism demand and supply (travelling to and from destinations), as well as an important factor in determining a destination's attractiveness, which affected demand. According to Britannica (2007), the movement of goods and people from one location to another, as well as the various means by which such movement is accomplished, is referred to as transportation. The ability and requirement to transport large amounts of goods or huge numbers of people over long distances at high speeds in safety and comfort has long been considered as an indicator of modernity and, in specific, technological advancement.

According to Carro Transportepro (2018), Transport is the process of delivery or transfer of goods from one point to another. This could include moving something from a manufacturer to a distributor or from a distributor to a customer. Transportation involves the movement of goods and raw materials. This includes the delivery of raw

materials to manufacturers and the delivery of finished products to customers. Transportation also includes moving the components to be installed in the installation area. The movement of people, goods, and animals from one place to another by air, train, road, sea, cable, space, or pipeline is called transportation. Transportation services are divided into three areas: infrastructure, vehicles, and operations.

Transportation is the way the movement of people from one location to another. The importance of transportation consists not only in the functions they play in the development of national socio-economic complexes, but also in the important role played during the strengthening of relations between countries. Transport through its role movement of goods and people, affect the other branches of the world economy, including international tourism. Without transportation there would be no tourism industry. Therefore, the development of transport linked to tourism development, if international tourism grew, international transport would also grow. To get to their destination, tourists could choose from four main modes of transportation, which vary based on a variety of factors.

2.7 RELATIONSHIP BETWEEN EDUCATION, CULTURE, TRANSPORTATION AND TRAVEL INTENTION AMONG YOUTH IN PENANG

2.7.1 The Relationship Between Education and The Travel Intention

The developments of education and tourism as an industry have a positive impact on economic and social aspects. According to Ritchie and Hudson (2006), educational tourism can be defined as an activity performed by tourists who are on holiday during the night and those who travel to education or learning as their primary or secondary purpose. It is interesting to note that education is one of those experiences visitors normally engage to increase their knowledge on the place (Gani et al., 2019). In addition, tourism education is a sector-based tourism attraction such as educational programs and training skills courses, study visits and others. These educational factors also influence a person's intention to travel.

2.7.2 The Relationship Between Culture and The Travel Intention

Culture is a major predictive of person's travel destinations, and differences in culture result in a change in tourist behaviour (Ng, Lee, & Soutar, 2007). Existing tourism literature on distance sees the culture of the destination country intended as an important reason to travel to this destination (McKercher & Cros, 2003). Although culture is recognized as a complex that encompasses knowledge, beliefs, arts, morals,

customs and other abilities and habits that human beings possess as part of society (Hawkins & Mothersbaugh, 2010). This shows that decisions about a person's travel intentions have been significantly influenced by the image of the destination as well as the culture held by certain tourist attractions (Tan, 2017).

2.7.3 The Relationship Between Transportation and The Travel Intention.

Each destination sought to attract attention that may be done through its major tourism products such as accommodation, entertainment packages, urban infrastructure, and services (Benur & Bramwell, 2015). Tourists usually interact with two types of services at the destination, namely enterprise services offered by tourism companies such as hotels, souvenir shops, restaurants, and more. While the public service such as public transport, public information, public security and other. For tourists, starting with the selection of mode of transport to reach their destination. According to Abdullah and Lui (2018), tourists were generally influenced with the ease of transportation due to current available infrastructure. It is often said that there is an interdependent relationship between transportation and tourism through the travel intentions experienced by the tourists themselves. In Malaysia, public transport is an important mode of transportation that connects people. This displays the intention of the behavior to use public transport. Attitudes to public transport is the dominant factor, and also affects the behavior of users to use public transportation.

2.8 CONCEPTUAL FRAMEWORK
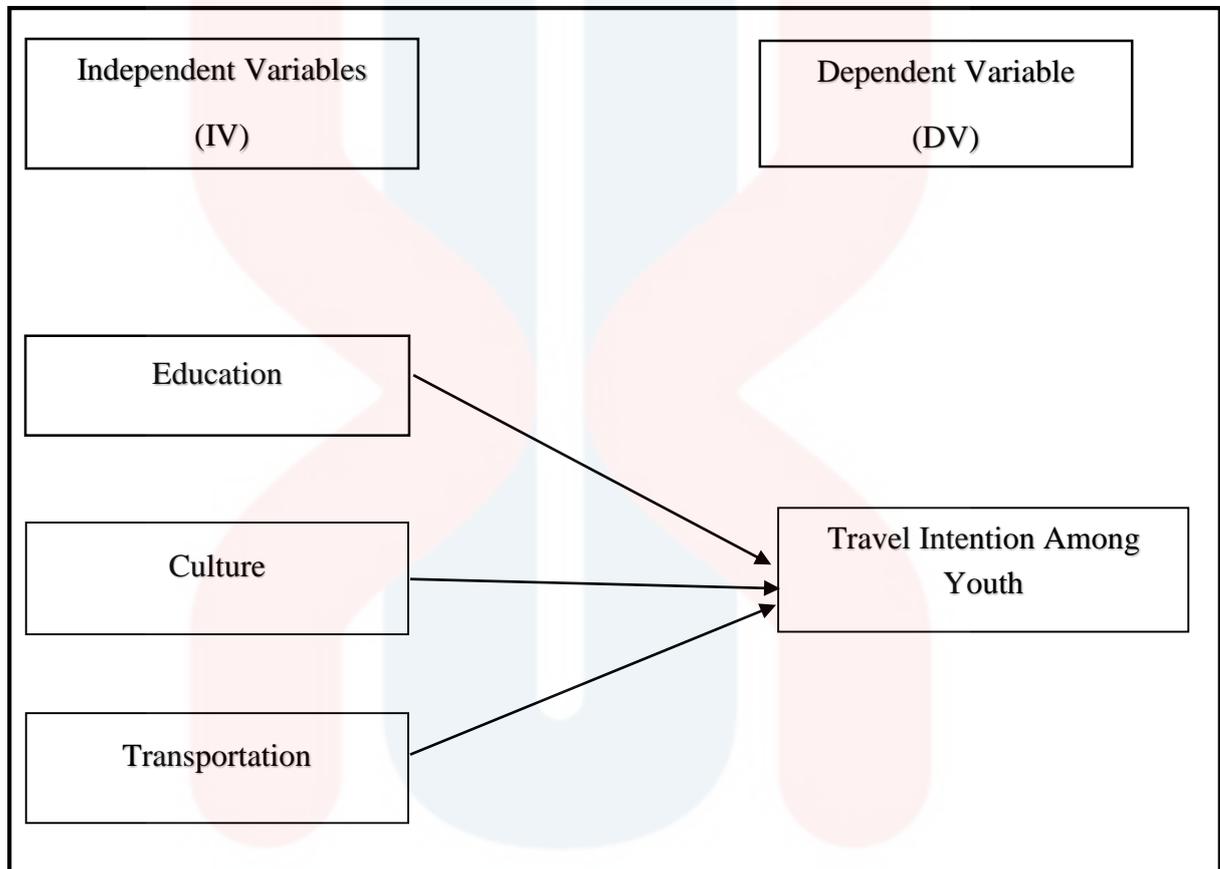
Figure 2.2: Conceptual Framework of Education, Culture and Transportation towards
the Travel Intention Among Youth in Penang

2.9 HYPOTHESIS

The literature review revealed that independent variables like influence on
education, influence on culture and influence on transportation affect travel intention
among youth in Penang. The hypothesis of this study has been represented in the

23

following manner based on the literature review that has been discussed and the research question.

H1

There is a significant relationship between education and travel intention among youth in Penang.

H2

There is a significant relationship between culture and travel intention among youth in Penang.

H3

There is a significant relationship between transportation and travel intention among youth in Penang.

2.10 SUMMARY

As conclusion, those predicted variables can be regarded as a conclusion to the TPB model, because education, culture and transport are factors that are intended to visit the place among young people as local tourists in Penang. Thus, TPB can be suggested for this study and useful for predicting human behavior. An actual study is

24

found to support theory well. Attitudes towards behaviour, subjective norm, and perceptive behavioural control can predict intentions of various kinds of behaviour, and along with expectations of behavioural control, these intentions reflect substantial difference in real behaviour. Attitudes, subjective expectations and perceived behavioural controls are shown to be connected to acceptable sets of highly influential behavioural, legislative, and regulation beliefs about behaviour. The reviewed theory has been used by various researchers. In short, variables including the independent variables and dependent variable are the main in researching. In this section also have been shown the relationship between education, culture, transport and travel intention.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

The methodology of research is the focus of this chapter. The research methods used to complete the study are clearly defined in this chapter. It goes over the research design, target population, sample size, sampling method, data collection, research instrument, data analysis, and conclude with a chapter summary.

3.2 RESEARCH DESIGN

A study design is a framework for conducting a research project and showing the details of the procedures required to obtain information that will solve the problem. The objective of the study design is for the validity of the study. Research measurable quantitative investigation of numerical information collected in the surveys reviewed for example, surveys using questionnaires. Using questionnaires to collect quantitative data that aid research to obtain usable and accurate information. The study purpose is to investigate the travel intention among youths in Penang. The right way is an expressive research design after assessing education, culture and transportation factors. A quantitative research approach will be used for this research.

3.3 TARGET POPULATION

Population refers to the entire community of people, activities or objects of interest to be examined by researchers (Kumar, 2011). The target population for this study included the youth in Penang. The numbers of youth in Penang were recorded 476.9 thousand in 2019 (Department of Statistic, Malaysia, 2020). Thus, the population

of youth is focused because youth behaviour on travelling is active. The sample of this study is selected by probability sampling which is simple random sampling process and technique.

3.4 SAMPLING METHOD

Sampling is a method used by a larger population in statistical research which involves a fixed number of observations. Depending on the type of study conducted, but the technique used for the sample from either a larger group may involve a simple random or systematic test. (Alicia Touvila, 2020). Since the number of youth in Penang is small, the sampling method used for this study is probability sampling.

According to Louren Thomas (2020) a random sample is a randomly selected population subset. Each element of the population has an exact equal opportunity to be selected in this sampling method. Quick random samples are a fundamental method of sampling and therefore can effectively be part of a more complicated sample method. The key feature of this method of sampling is that each sample has the same chance of being picked. To make statistical conclusions about the population, simple random samples will be used. The randomization is the best way to minimize the effects of possible confusion variables. This assures a strong internal validity. A single random sample often has a high external validity with a large enough measurement size: it reflects the features of the wider population.

The sample in this study was specific for youth in Penang. To obtain form young people among the Penang is difficult, therefore a random sample method is perfect for this study.

3.5 SAMPLE SIZE

The sample size is an important element of any scientific analysis in which a population is generally considered. If the target population is not reflected by a sample, this may lead to inaccurate results (Sarmah & Hazarika, 2012). According to Krejcie & Morgan (1970), sample size is illustrative of the respondents in Penang is thousands of youth. Hence, the total of 384 form would be spread to the target population.

Table 3.1 for Determining Sample Size of a Known Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

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

(Source: Krejcie and Morgan, 1970)

3.6 DATA COLLECTION

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, evaluate results and create conjecture regarding upcoming probabilities and trends.

In this study, questionnaires are distributed to respondents as a primary data collection tool. The questionnaire was chosen as a method because it is the quickest way to collect data from the respondents. Data has been developed based on variables in the proposed study framework. Questionnaire has been used as the data collection method with a simple random sample of 384 youth in Penang being selected as respondents in the study. The set of questionnaires consist of 2 parts, the answer has been recorded as for the research.

3.7 RESEARCH INSTRUMENT

Research instruments are methods used to collect data such as tests, surveys, questionnaires and others. This is a method used to measure variable data to get

accurate results. In this study, a questionnaire was distributed to collect data from respondents. Questionnaires are useful when collecting a small number of clear facts from a large number of people. This questionnaire consists of 2 parts. Part A is demographic and it is designed to gather the background information of the respondents. Part B is about travel intentions among youths in Penang. Using a 10-point Likert scale questionnaire. On a scale of 1 to 10, where 1 represents strongly disagree, and 10 strongly agree. Before the questionnaires are distributed, will be described briefly about how to answer the questionnaire. This is mainly to get accurate data. In addition, 5 to 10 minutes were given to the respondents who answered the questionnaire. After answering all the questions completely, the entire questionnaire was collected immediately.

Table 3.2: Table of Measurement of Likert Scale

1 Strongly Disagree	2	3	4	5	6	7 Strongly Agree
○	○	○	○	○	○	○

3.8 DATA ANALYSIS

Data analysis is defined as the process of cleaning, transforming, and modeling data to discover useful information for business decisions (Rungta, 2020). Firstly, it is important to clearly understand the aim of this research when conducting the analysis. Data from various sources is gathered, reviewed, and afterward separated to outline a finding or end type. The data gathered in this investigation examined by the Statistical Package for the Social Science (SPSS). (Aljandali, 2016) IBM SPSS Statistics can read data input files from a variety of external sources such as Excel and SPSS data files created on other operating system. This IBM SPSS is a through arrangement of statistical tools for preparing measurable information and production different yield to answer the objective study.

3.8.1 Descriptive Statistic

The descriptive analysis is the most regular technique utilized in a quantitative strategy and furthermore used to measure the focal propensity, for example, mode, middle, and mean. Based on research, descriptive statistics like a segment for information data gender, age, education level, marital status, and income were available in frequency and percentage. (Nick, 2007) descriptive statistics, or simply statistics, are often used on a sample to estimate characteristics of a population. Nonetheless, to make it simple, this research chooses Google form to make a sample and give it to the respondent to respond which that can get all the analysis data.

33

3.8.2 Reliability Test

Cronbach's alpha tests to check whether different inquiry Likert scale studies are dependable. These questions measure dormant factors covered up or imperceptible factors like an individual's conscientiousness, neurosis, or openness. (Robertson & Evans) Cronbach's alpha (α) indicates the degree to which items reflect the same construct in a single administration of a psychometric. (Shamsuddin, Mubin, Zain, Akil, & Aziz, 2015) Cronbach's alpha is the most common measure of internal consistency, reliability.

Table 3.8: Rule of Thumb Cronbach's Alpha (Hair, 2003).

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

3.8.3 Pearson Correlation Coefficient

In this study, (Zhou et al., 2016) The Pearson correlation coefficient quantifies the linear relationship between two random variables (real-valued vectors). The Pearson Correlation delivers a sample correlation coefficient, r, which measures the strength and course of direct connections between sets of a continuous variable. Likewise, the

34

Pearson Correlation assesses whether there is statistical evidence for a linear relationship among similar sets of factors in the population, represented by a population correlation coefficient, ρ ("rho"). The Pearson Correlation is a parametric measure.

That correlational is just demonstrating the presence of a correlation between two variables with neither clarification of the reason nor of the impact. To accomplish the purpose behind this research, the research utilized the reasonable technique specifically Pearson Correlation it is to decide the relationship between dependent variables which is travel intention, and independent variables, for example, education, culture, and transportation. For the Pearson correlation, a clear amount of 1 indicates an ideal linear relationship. A correlation on the brink of 0 indicates no linear relationship between the variable. If both variables tend to extend or decrease together, the coefficient is positive, and therefore the line that represent the correlation slopes upward.

3.9 SUMMARY

Through this chapter, the research decides the travel intention consumer fulfilment among youth in Penang. The researchers are clearer on the study as they decided the research design, target population, sample size, sampling method, data collection, research instrument, and data analysis. This chapter also explained how the questionnaire is being conducted and how the questionnaire can be applied in this

research. In the end of this chapter, hopefully, all the components in this research can be used in future research. In addition, the researchers started to plan on the survey regarding the study by completing this chapter.
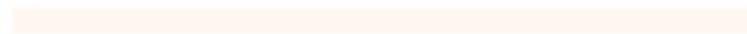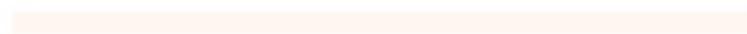
CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

The reliability analysis, demographic characteristics of respondents, descriptive analysis, and Pearson's coefficient analysis were all discussed in this chapter. 303 respondents participated in the research, and the results were obtained. After collecting the data for this research, it was analysed with IBM SPSS Statistics version 24.

4.2 RELIABILITY ANALYSIS

The questionnaire's reliability was assessed using reliability analysis. The data was tested using Cronbach's Alpha analysis to ensure the reliability and interior

reliability of the information. The table below showed the Rules of Thumb of Cronbach's Alpha coefficient size according to Hair et al (2007).

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

Alpha Coefficient Range	Strength Of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9	Excellent

Sources: Hair et al. (2017)

Table 4.1 illustrated the overall consistency for the dependent and independent variables (pilot test). The survey was piloted with 30 people before being delivered to 384 people via online survey method.

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

Variable	Number Of Item	Cronbach's Alpha Coefficient	Strength Of Association
Culture	5	0.853	Very Good
Education	5	0.930	Excellent
Transportation	5	0.828	Very Good
Travel Intention	5	0.903	Excellent
Overall Variable	20	3.52	Excellent

Table 4.2 showed the overall value of Cronbach's Alpha Coefficient in this survey's variables of the study. Based on the table, we can conclude all the variables were above the value of 0.80 and overall variables were 3.52.

Therefore, in this report, the outcome above showed is valid and therefore can be acknowledged. There were five questions were used in measuring the culture variable that influenced travel intention among youth in Penang. Cronbach's Alpha for this section's question was 0.853, which is considered extremely good, according to Table 4.2. As the result, the coefficients produced for the personal variable questions were reliable.

Next, there had five questions in measuring the education that influenced travel intention among youth in Penang. The result of Cronbach's Alpha coefficient that showed in this section is 0.930 which indicated as very excellent. Thus, the coefficient derived for the education questions were reliable and could be used in this study.

Furthermost, in measuring the transportation that influenced travel intention among the youth in Penang, five questions were used. Cronbach's Alpha result for this section's question was 0.828 which resulted as very good. As a result, the coefficient produced for the transportation variable questions were reliable.

Finally, five questions were utilized to the travel intention among youth in Penang, and the Cronbach's Alpha result for this section's question was 0.9038, indicating excellent. Therefore, the coefficient obtained for this question in measuring travel intention among youth in Penang were also reliable.

Since, the Cronbach's Alpha charge for the variables had exceeded 3.52, it shows that survey questions are extremely accurate and that the research will proceed. All in all,

the reliability has demonstrated that the respondents comprehended the questions well, implying also that questionnaire forms were approved for this research.

4.3 DEMOGRAPHICS CHARACTERISTICS OF RESPONDENT

The frequency analysis was part of the study basic analysis. The data from Section A of the questionnaire contained demographic questions about respondents' gender, age, status, races and education level. The demographic profiles of the respondents were given in a form of table and a pie chart.

4.3.1 Gender

Table 4.3: Number of Respondents by Gender

Gender	Frequency	Percentage (%)	Cumulative Percentage (%)
Male	95	15.2	15.2
Female	208	84.8	100.0
Total	303	100.0	

40

Gender

32%

68%

Male Female
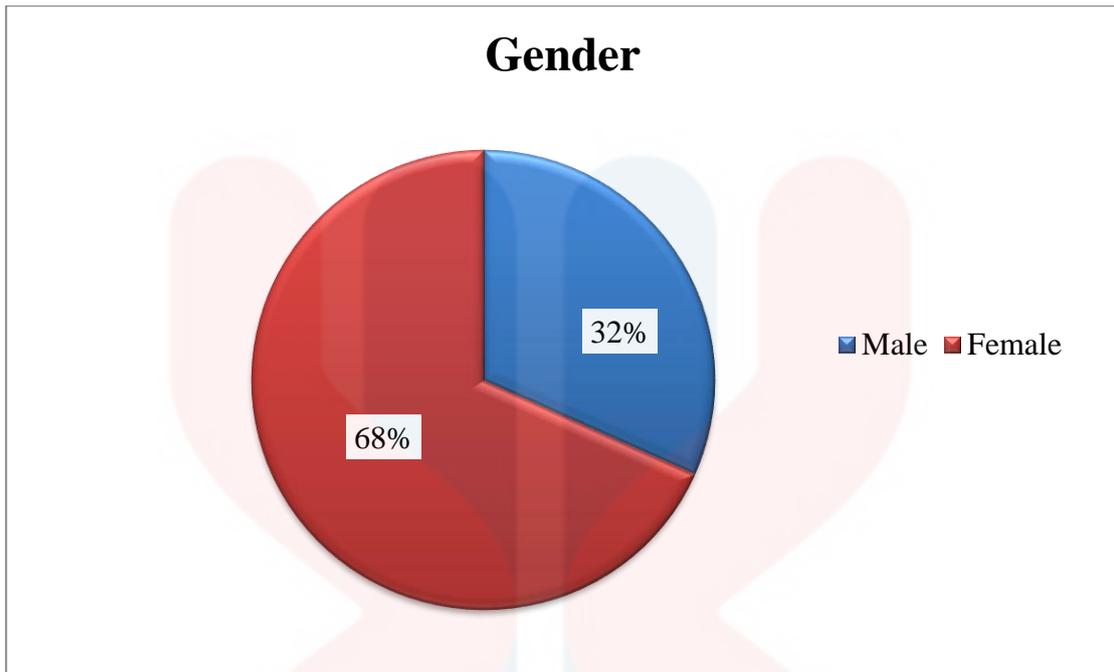
Figure 4.1: Percentage of Respondents by Gender

Table 4.3 and Figure 4.1 showed the gender of respondents. The total number of male respondents was 95 while the total number of female respondents was 208. Male respondents accounted for 15.2% of the total 303 respondents, while female respondents accounted for 84.8% of the total.

UNIVERSITI

MALAYSIA

KELANTAN

41

4.3.2 Age

Table 4.4: Number of Respondents by Age

Age	Frequency	Percentage (%)	Cumulative Percentage (%)
15-20	70	23.1	23.1
21-25	170	56.1	79.2
26-30	63	20.8	100.0
Total	303	100.0	
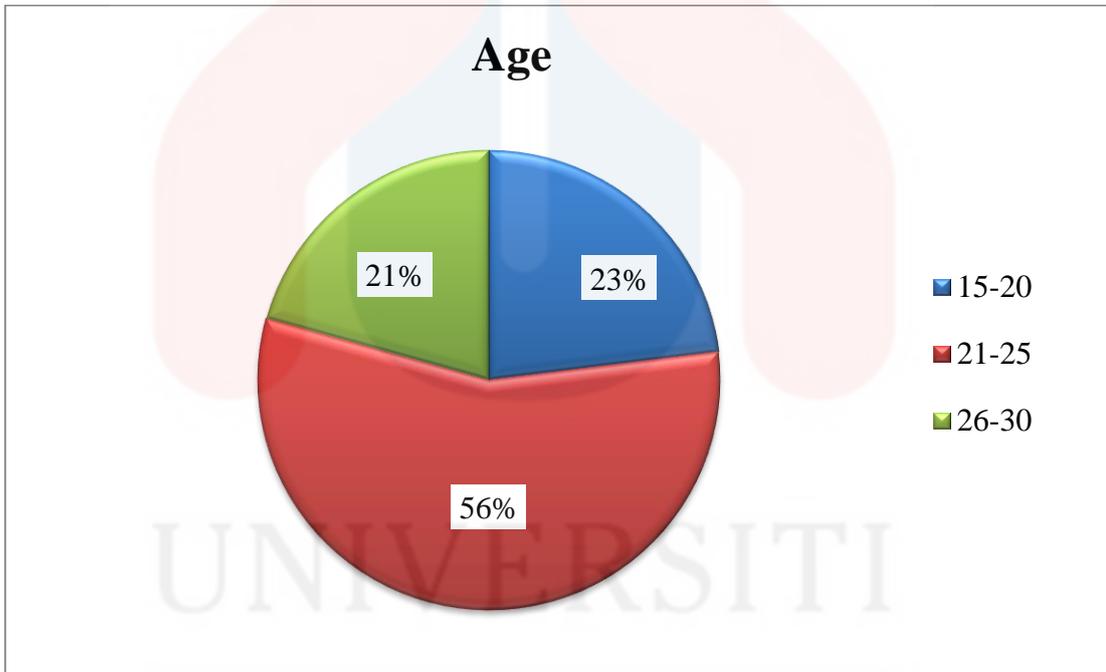
Figure 4.2: Percentage of Respondents by Age

Table 4.4 and Figure 4.2 showed the total respondents by age. There were 303 respondents who consist age from 15-20 (70 respondents), 21-24 (170 respondents), and 26-30 (63 respondents) had responded to the questionnaire. Figure 4.4 showed the highest percentage of respondents was respondents who have range of age from 21-25

(56.1%) and followed by 15-20 which was (23.1%), and the lowest percentage respondents was 26-30 (20.8%).

4.3.3 Status

Table 4.5: Number of Respondents by Status

Status	Frequency	Percentage (%)	Cumulative percentage (%)
Working	109	36.0	36.0
Study	194	64.0	100.0
Total	303	100.0	
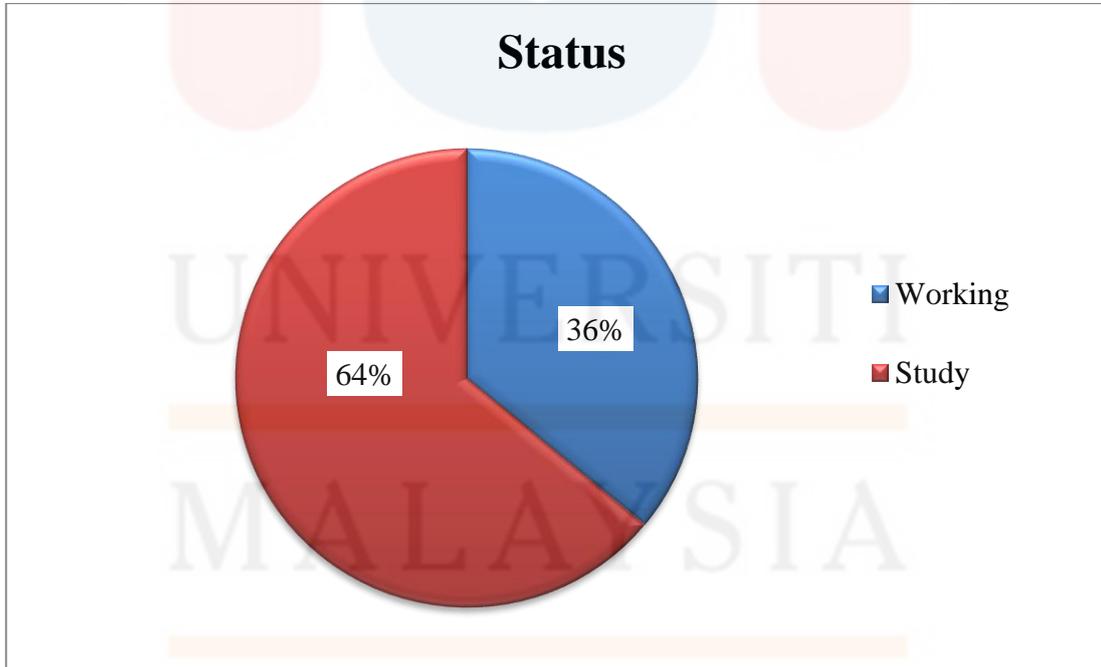
Figure 4.3: Percentage of Respondents by Status

Table 4.5 and Figure 4.3 showed the total respondents by status. The overall number of working respondents was 109, while the number of study was 194

respondents. 36% of the 303 respondents were study, while the remaining 64% were working.

4.3.4 Race

Table 4.6: Number of Respondents by Race

Race	Frequency	Percentage (%)	Cumulative Percentage (%)
Malay	274	90.4%	90.4
Chinese	7	2.3%	92.7
Indian	12	4.0%	96.7
Others	10	3.3%	100.0
Total	303	100.0	
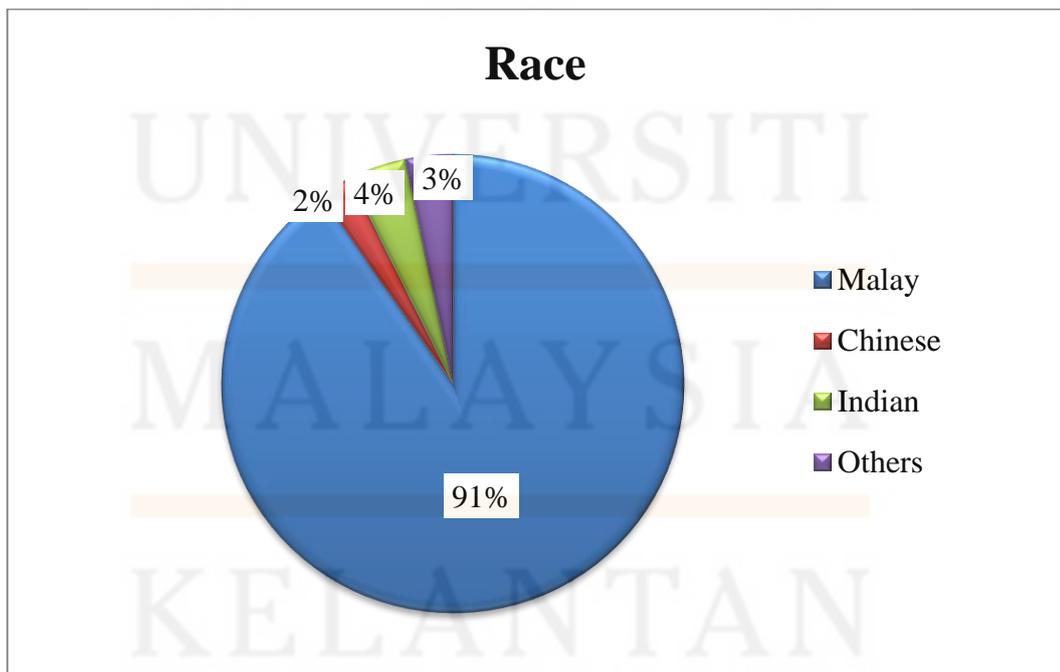
Figure 4.4: Percentage of Respondents by Race

Table 4.6 and Figure 4.4 showed the total respondents by race. There were 303 respondents who consists of Malay (274 respondents), Chinese (7 respondents), Indian (12 respondents), and others religion (10 respondents) had responded to the questionnaire. Figure 4.4 showed the highest percentage of respondents was Malay (90.4%) and followed by Indian which was (4.0%), next is following by others religion which was (3.3%) and the lowest percentage respondents was Chinese (2.3%).

4.3.5 Education level

Table 4.7: Number of Respondents by Education Level

Education level	Frequency	Percentage (%)	Cumulative Percentage (%)
SPM	69	22.8	22.8
STPM/DIPLOMA	103	34.0	56.8
DEGREE	128	42.2	99.0
MASTER	2	0.7	99.7
PHD	1	0.3	100.0
TOTAL	303		
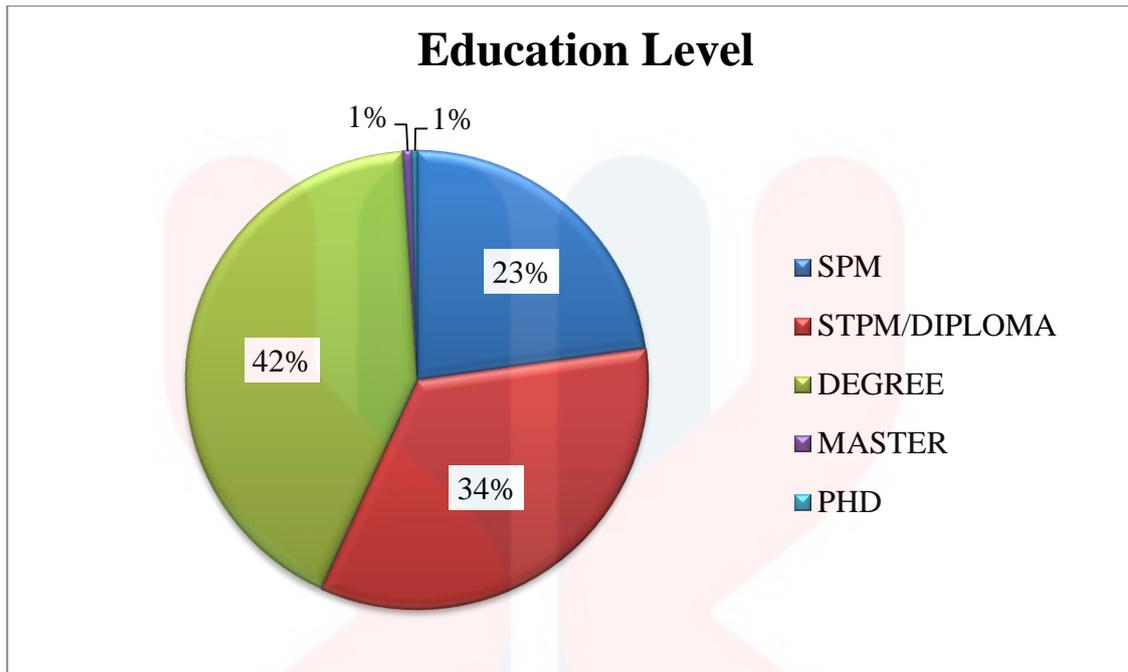
Figure 4.5: Percentage of Respondents by Education Level

The total responders from various education levels were shown in Table 4.7 and Figure 4.5. Majority of the respondents were education level of Degree 42.2% (128 respondents) and followed by STPM/Diploma 34.0% (103 respondents), SPM 22.8% (69 respondents), Master 0.7% (2 respondents) and PHD 0.3% (1 respondents) had responded to the questionnaire.

4.4 DESCRIPTIVE ANALYSIS

This study has analyses the mean and standard deviation for section B in the questionnaires.

4.4.1 Independent Variable and Dependent Variable

Table 4.9: Descriptive Statistics

Variables	n	Mean	Standard Deviation
Culture	303	6.018	1.109
Education	303	5.04	1.224
Transportation	303	5.84	1.233
Travel Intention	303	5.978	1.109

Table 4.9 showed the number of respondents, mean and standard deviation of independent variables and dependent variables. For the independent variables, the highest mean was culture which is 6.018 and followed by education which was 5.04 and transportation as 5.84. The mean for dependent variable was 5.978.

UNIVERSITI

MALAYSIA

KELANTAN

47

4.4.2 Culture

Table 4.10: Descriptive statistic of culture

No	Item Description	n	Mean	Standard Deviation
1	I enjoy learning about the history and culture of Penang while travelling	303	5.86	1.098
2	I was excited to see local art and craft during my visit to Penang	303	6.09	1.032
3	I like to see local culture when travelling In Penang	303	6.11	1.035
4	I like to hear the language spoken while travelling in Penang	303	5.86	1.290
5	I feel Penang is a fun place to visit cultural and historical places	303	6.17	1.035

Table 4.10 shows the analysis of mean and standard deviation on independent variables of a culture. The highest mean value is item 5 which is 6.17, where respondents agree that respondents feel Penang is a fun place to visit cultural and historical places. The lowest mean value is item 1 and 2 which is 5.86, where respondents slightly agree that respondents enjoy learning about the history and culture of Penang while traveling and the respondent like to hear the language spoken while

travelling in Penang. For the set data from 303 respondents with the standard deviation of most of the highest values of 1, this indicates a value close to the mean.

4.4.3 Education

Table 4.11: Descriptive statistic of education

No	Item Description	n	Mean	Standard Deviation
1	I agree Penang is the best city for education	303	5.47	1.257
2	I am satisfied with the educational infrastructure in Penang	303	5.52	1.184
3	The education system in Penang is at a good level	303	5.53	1.198
4	I will recommend the education system in Penang to my friend	303	5.46	1.239
5	I agreed that government educational are better than private educational institutions in Penang	303	5.54	1.247

Table 4.11 showed the mean and standard deviation analysis of respondents on the independent variable which was education. Item 5 score the highest mean value

which was 5.54, where the respondents agreed that government educational are better than private educational institutions in Penang. The lowest mean item 4, with the mean value of 5.46, where the respondent somewhat agreed that will recommend the education system in Penang to the friend. From data set from 303 respondents with standard deviations of most values higher than 1, this indicates a more distributed value.

4.4.4 Transportation

Table 4.12: Descriptive statistic of transportation

No	Item Description	n	Mean	Standard Deviation
1	Transportation is an ideal holiday facility	303	5.90	1.174
2	Good road system network is a tourist attraction in Penang	303	5.73	1.260
3	I will be concerned about transportation if I plan to go to Penang	303	5.80	1.281
4	Easy to access public transport in Penang	303	5.73	1.236
5	I prefer to travel to Penang with my own transportation	303	6.04	1.194

Table 4.12 showed the mean and standard deviation analysis of respondents on the independent variable which was transportation. Item 5 score the highest mean value which was 6.04, where the respondents agreed prefer to travel to Penang with my own transportation. The similar mean item 2 and 4, with the mean value of 5.73, where the respondent fell that good road system network is a tourist attraction in Penang and Penang is easy to access public transport. From the data set from 303 respondents with the standard deviation most of the value which more than 1, indicated the values close to mean while the standard deviation which greater than 1, it indicated the values were more dispersed.

4.4.5 Travel Invention

Table 4.13: Descriptive statistic of revisit travel intention

No	Item Description	n	Mean	Standard Deviation
1	I will probably try to find out more about the culture and service in Penang in the future	303	5.91	1.133
2	I will probably visit Penang in future	303	6.12	1.086
3	I will probably visit the same destination in Penang in the future	303	5.84	1.129
4	I may stay longer in Penang during my next visit	303	5.94	1.164

5	I will probably to find out more about culture and services in Penang in the future	333	6.08	1.009

Table 4.13 showed the mean and standard deviation analysis of respondents on the dependent variable which was revisit travel intention. Item 2 score the highest mean value which was 6.12, where the respondents agreed that they will probably visit Penang in future. The lowest mean item 3 with the mean value 5.84, where the respondent will probably visit the same destination in Penang in the future. From the data set from 303 respondents with the standard deviation most of the value which higher than 1, indicated the values close to mean while the standard deviation which greater than 1, it indicated the values were more dispersed.

4.5 PEARSON CORRELATION COEFFICIENT

One of the most important analyses that examined the linear relationship between the two variable was Pearson's correlation analysis. The objective of this analysis was to determine whether there are correlations between independent variables (education, culture and transportation factor) and the dependent variable (travel intention among youth). Researchers must assess whether the level of strength of the link is acceptable if the relationship is significant.

Table 4.14: Strength Interval of Correlation Coefficient

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

Source: Abgunbiade and Ogunyika, (2013)

Hypothesis 1: Education

H1: There is a significant relationship between education and travel intention among youth in Penang.

Table 4.15: Correlation coefficient for education factors and travel intention among youth in Penang.

		Travel intention among youth	Education
Travel intention among youth	Pearson correlation	1	0.621**
	Sig. (2-tailed)		0.000
	n	303	303
Education	Pearson correlation	0.621**	1
	Sig. (2-tailed)	0.000	
	n	303	303

53

Table 4.15 illustrated Pearson correlation coefficient, significant value and the number of cases which was 303. The p-value was 0.000, which was less than 0.01 level of significant. The correlation coefficient of 0.621 suggested a moderate positive correlation between education and travel intention among youth.

Hypothesis 2: Culture

H2: There is a significant relationship between culture and travel intention among youth in Penang.

Table 4.16: Correlation coefficient for culture factors and travel intention among youth in Penang.

		Travel intention among youth	Culture
Travel intention among youth	Pearson correlation	1	0.711**
	Sig. (2-tailed)		0.000
	n	303	303
Culture	Pearson correlation	0.711**	1
	Sig. (2-tailed)	0.000	
	n	303	303

Table 4.16 illustrated Pearson correlation coefficient, significant value and the number of cases which was 303. The p-value was 0.000, which was less than 0.01 level

54

of significant. The correlation coefficient of 0.711 suggested a high positive correlation between culture and travel intention among youth.

Hypothesis 3: Transportation

H3: There is a significant relationship between transportation and travel intention among youth in Penang.

Table 4.17: Correlation coefficient for transportation factors and travel intention among youth in Penang.

		Travel intention among youth	Transportation
Travel intention among youth	Pearson correlation	1	0.691**
	Sig. (2-tailed)		0.000
	n	303	303
Transportation	Pearson correlation	0.691**	1
	Sig. (2-tailed)	0.000	
	n	303	303

Table 4.17 illustrated Pearson correlation coefficient, significant value and the number of cases which was 303. The p-value was 0.000, which was less than significant level of 0.01. The correlation coefficient of 0.691 suggested a moderate positive correlation between transportation and travel intention among youth.

55

4.6 FRAMEWORK ANALYSIS
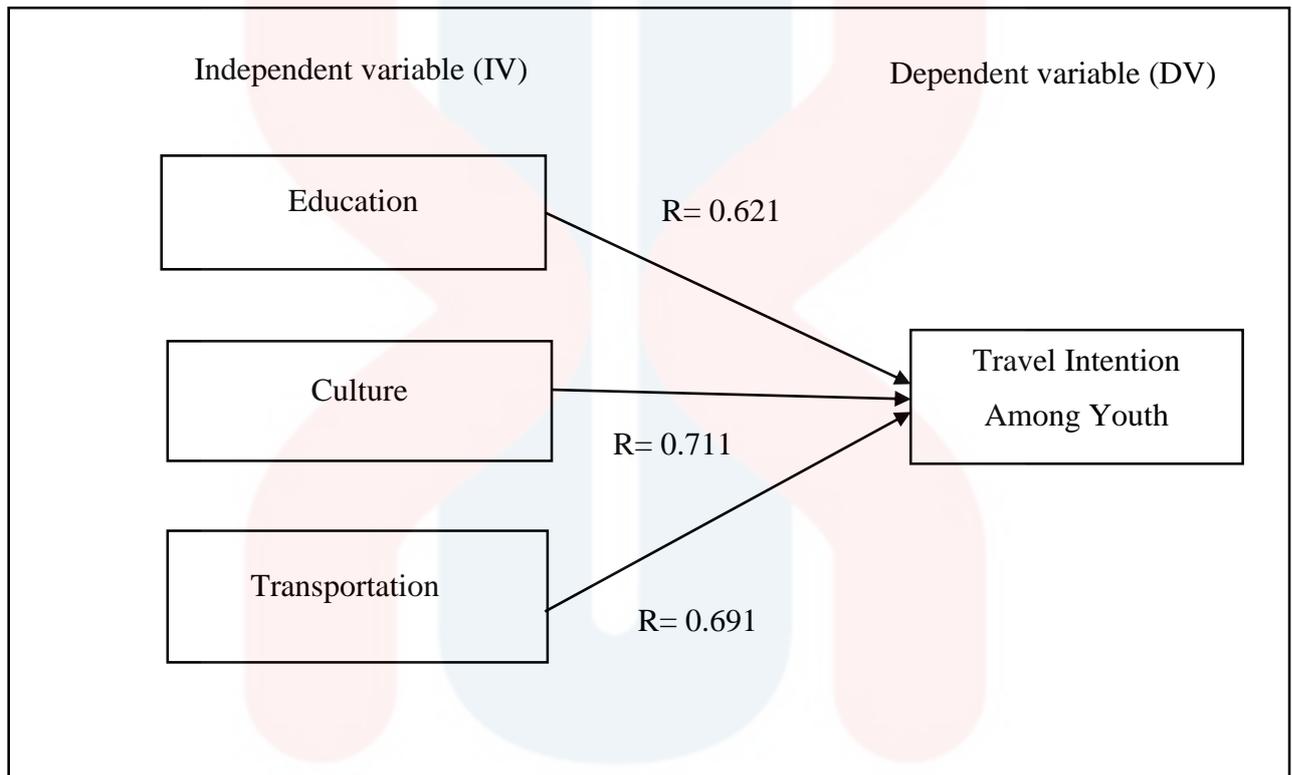
Figure 4.7: Correlation between Education, Culture, Transportation and Travel Intention Among Youth

The figure 4.7 showed of the framework with the data value for the significant independent variable to the dependent variable. There were three independent variables (education, culture and transportation) had the significant relationship to the dependent variable (travel intention among youth). The highest Pearson correlation value is between culture and travel intention among youth which is 0.711. Meanwhile, the lowest Pearson correlation value is education between travel intention among youth which is 0.621. The Pearson correlation for transportation with travel intention among

youth is 0.691. Therefore, there was only three independent variables include education, culture and transportation factor that had significant relationship to the travel intention among youth in Penang.

4.7 SUMMARY

In conclusion, the analysis discovered that the three hypotheses in this study are accepted based on all the relationship between the variable. The correlations coefficients for the independent variables with the dependent value are 0.711 for culture, 0.621 for education, and 0.691 for transpotation. It results showed a high positive correlation and moderate positive correlation between all the independent variable and dependent variable. It also answers the research question where there any relationship between culture and travel intention among youth, education and travel intention among youth and also transportation and travel intention among youth. To conclude it, there is a significant relationship between culture, education and transportation with the travel intention among youth in Penang.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This chapter discuss recapitulation of the study, finding and discussion about the relationship between education factors, culture factors, transportation factors and travel intention among youth in Penang. Furthermore, this chapter also deliberated the limitations of the study and suggested several recommendations for future study.

5.2 RECAPITULATION OF STUDY

The study was conducted to determine the relationship between education factor, culture factor, transportation factors and travel intention among youth in Penang. The focus of this study is to know the relationship between education factor, culture factor,

transportation factors and travel intention among youth in Penang. In this case, primary data was undertaken which a set of questionnaires were used to get feedback from respondents. The sample of respondent is 384 selected based on the table that was developed by Krejcie and Morgan (1970). This study also analysed the relationship between education factor, culture factor, transportation factors and travel intention among youth in Penang.

The dependent variable in this study were the travel intention among youth in Penang. Whereas, a set of intendents variables which consists of education factor, culture factor and transportation factors among youth in Penang. Education can define that young people are subjected to cultural expectations and messages about attractiveness through media, classrooms, and the healthcare industry, as well as within the home via parents and siblings (Naziev, 2017). Culture and tourist industry have always had a symbiotic relationship. Travel is fuelled by cultural sights, attractions, and events, and travel creates cultural heritage in and of itself. (Greg, 2018). Thus, according to Rajamani & Rizal, (2013) transportation activities still are important in the tourism sector because they enable visitors to travel or move from one location to another, allowing for the effective creation of new attractions.

The sampling frame of this study was among youth in Penang. The data was collected from east side (Kelantan, Terengganu, and Pahang), north side (Perlis, Kedah, Penang, and Perak), south side (Negeri Sembilan, Malacca, and Johor) and central region side (Selangor, federal territories of Kuala Lumpur and Putrajaya). A total of 384 questionnaires were sent and responses from 303 were usable and can be analysed. The reliability analysis, descriptive analysis, and Pearson's correlation coefficient were all used in this data study. The independent variable was subjected to a reliability test to ensure the measuring instrument's internal consistency. Cronbach's Alpha values for all

59

variables scaled ranged from 0.930 to 0.903. They were far beyond the 0.6 threshold for acceptable reliability, as stated by (Hair, 2017). The education factors considered the highly reliable with Cronbach's Alpha of 0.930. It's showed that the culture factor was the most influence and reasonable travel intention among youth. Culture factor and transportation factor were considered reliable with Cronbach's Alpha 0.853 and 0.828 concluded that variables were reliable and all variables were kept for further analysis.

The Pearson's correlation was used in this study to describe the relationship of two variables in term of direction and strength of the relationship. The result indicated that culture factor there strong, positive correlation between tourism intention among youth (r=0.711, n=303, p<0.01) and for transportation factor (r=0.691, n=303, p<0.01) suggested a moderated to good correlation between transportation factor and travel intention among youth in Penang. Not only that, for education factors (r=0.621, n=303, p<0.01) was also suggested a moderated positive correlation between education factor and travel intention among youth in Penang.

5.2.1 Research Question 1: What is the relationship between culture factor and travel intention among youth in Penang?

In this study, culture factor was featured as factor that contributes to the travel intention among youth in Penang. Culture is the attributes and knowledge of a specific community of people, involving language, faith, cuisine, social practices, music and arts (Zimmermann, 2017). Thus, according to Chen & Rahman (2018) cultural interaction encompasses both the "what" and "how" of culture, as it pertains towards both tourists' use of tourist destination tools and their individual activities in due to personal tourist

destinations. Based on the analysis done, it was found the strength of the relationship between culture factor and travel intention among youth is at highest level which is (r=0.711, n=303, p<0.01). The finding revealed there was a positive and significant relationship between culture factor and travel intention among youth in Penang. Therefore, it can be seen that culture factor is the factor that play and important roles in effecting the travel intention among youth. This finding seems close to a previous study which only the cognitive component of a personal factor is considered.

5.2.2 Research Question 2: What is the relationship between transportation and travel intention among youth in Penang?

In this study, the result indicated that the strength of the relationship between transportation factors and travel intention among youth in Penang is at moderate level (r=0.691, n=303, p<0.01). The findings implied that there was positive relationship between transportation factor and travel intention among youth. Based on Rob O'Byrne (2017) Transportation can describe as a method of sending things from one place to another. Transporting anything from a producer to a distributor, or through a distribution company to a consumer, is the one example. Thus, travellers' activities are supported by industrial transportation systems, which connects socioeconomic activities with urbanization and population growth (Wang, 2018).

5.2.3 Research Question 3: What is the relationship between education factor and travel intention among youth in Penang?

In this study, the result indicated that the strength of education factor toward travel intention among youth in Penang is at moderate level which is (r=0.621, n=303, p<0.01). The finding implies that there was a positive and significant relationship between education factor and travel intention among youth. Thus, according to Crispin (2001) throughout the last period, there has already been a lot of debate on how the education related with tourism industry and what it should include. Education is the generally structured and controlled method of a continuous transmission of collectively relevant knowledge from previous generations to succeeding generations. The most common way to obtain an education is to enrol in a program offered by a system of educational institutions (Naziev, 2017).

5.3 FINDING AND DISCUSSION

The reliability test was conducted to 30 respondents before it was distributed to actual respondents using the online survey method. It was tested by the Cronbach's Alpha Coefficient indicating the range from 0.828 to 0.930 and it showed that the result was very good and to excellent where education factor variable scored the highest Cronbach's Alpha value of 0.930, culture factor had the second highest Cronbach's

Alpha value which was 0.853, followed by transportation factor (0.828). Thus, all variables had met the minimum requirement of reliability, since all Cronbach's alpha coefficients of all variables were greater than 0.8.

In the descriptive analysis for the independent variables, the highest mean value was culture factor variable which was 6.018 and followed by transportation factor (5.84). The lowest mean value for the independent variables was education factor 5.04. The mean value for dependent variable was 5.978. It could conclude that culture factor was the most influence in travel intention among youth in Penang.

In order to measure the linear relationship between the two variables identified as the objectives of this study, the researchers carried out the Correlation Analysis. Table 5.1 showed the summary of Correlation Analysis, there were high positive and moderate positive relationship between education factor, culture factor, transportation factor and travel intention among youth in Penang.

Table 5.1: Summary of Correlation Analysis

Hypothesis	Significant Value	Conclusion	Correlation Value	Conclusion
1	0.000	Accepted	0.621	Moderate Positive Correlation
2	0.000	Accepted	0.711	High Positive Correlation
3	0.000	Accepted	0.691	Moderate Positive Correlation

5.4 LIMITATION

Throughout the whole research, a worthwhile and meaningful process to finish a research has been experienced. Even so, there are several limitations that cannot be prevented from letting the research process to run smoothly.

The first limitation was attitudes like a handful of respondents give little trouble to complete the study as soon as possible in order to prevent having to wait longer to collect information from respondents. This required the researchers to expend in almost a month to spread the questionnaire and collecting responses. Since this targeted respondent's behaviour or response cannot be assumed, the researchers must be really understanding and know how to interact with them.

Other than that, one of the study's limitation is the data collection method. The researchers employed an online survey as data collection methods in this study. This is due to the fact that the majority of the study's respondent are among youth. So, this was impossible for the researcher to collect the data through interview. The challenges of this method the researchers cannot be certain whether the information provided by respondents is accurate.

Furthermore, limitation of this study is variable. This study is only focus on the three independent variables which are culture factor, education factor, transportation factor and one dependent variable which is travel intention among youth. As in the tourism sector, there are many factors that influence travel intention among youth in Penang.

Last but not least, limitation of this study is this research is quantitative research. There is no growth of the research in this study because it solely focuses on quantitative research. When there is no more research on this study, particularly qualitative research, subsequent researchers are unable to learn more about the factors influences travel intention among youth in Penang. The other researcher is unable to have a deeper comprehension of this study.

5.5 RECOMMENDATION

This research suggests that further studies can be carried out on the factors influencing travel intentions among youth in Penang because this study concentrated on the local tourist to see if there are any correlations in the findings. As a result, some local tourists may also be capable of responding to this questionnaire.

In addition, the current study only focuses on three factors that influence travel intentions among youths in Penang. This study, however, may neglect significant elements that also play a role in affecting the intention to travel among Penang's youth. Therefore, for the future researchers can recommend other variables such as economic factors to carry out new findings in the study.

The study is also limited to 384 samples, which can be categorized as small markets. According to Krejcie & Morgan (1970), the amount would be sufficient and appropriate, and higher sample size might be utilized to systematize millions of

Malaysian tourists. As the result, future researchers should raise their sample size to improve the study's accuracy and reliability.

Finally, instead of respondents answering the scaling questionnaire online, you might conduct an interview with them or ask them some open-ended question. The researcher can get high response rate using the interview method, and ambiguity can be resolved and partial replies can be followed up on right away. As a matter of fact, this approach can help to eliminate misunderstandings and achieve better research results.

5.6 CONCLUSION

As the conclusion, this study has been carried out to explore the relationships among culture factor, education factor and transportation factor that influence travel intention among youth in Penang. The conceptual framework is created using the literature that has been reviewed. The researcher intended to look at the connections between these independent variables and the dependent variables.

A total of 303 respondents took part in this survey, which was conducted via an online questionnaire. SPSS software version 24 was used to collect and analyse the data, which was done using descriptive statistic, reliability analysis, and correlation analysis. From the result of the reliability analysis, the overall variables were 0.930. As the result, the result presented is reliable and can be accepted in this study.

The research is to know the relationship between culture, education and transportation that influence travel intention among youth in Penang. The result of the research objectives which is examine the relationship between culture, education and transportation that influence travel intentions among youth in Penang is accepted. Meanwhile, the results can be predicted about the factor of culture, education, and transportation factors that influence travel intention among youth in Penang.

REFERENCES

Abdullah, S. I. N. W., & Lui, E. (2018). Satisfaction Drivers and Revisit Intention Tourists in Malaysia. *Journal of Tourism, Hospitality and Environment Management, 3*(9), 1-13.

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, *50*(2), 179–211.

Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies*, *2(4),*314-324.

Alegre, J, & Cladera, M. (2006). Repeat visitation in mature sun and sand holiday destinations. *Jorunal of Travel Research, 44*(3), 288-297.

Alicia Touvila, J. M. (2020). *Sampling*. Retrieved on May 29, 2020 from Investopia: https://www.investopedia.com/terms/s/sampling.asp

Aljandali, A. (2016). Quantitative Analysis and IBM® SPSS® Statistics. Switzerland: Springer.

Ambak, K., Kasvar, K. K., Daniel, B. D., Prasetijo, J., & Abd Ghani, A. R. (2016). *Behavioral intention to use public transport based on theory of planned behavior.* Paper presented at the MATEC Web of Conferences.

Camilleri, M. (2017). *Travel Marketing, Tourism Economics and the Airline Product: An Introduction to Theory and Practice.* Milan: Springer,.

Chambliss, J. (2020). *Education.* Retrieved on November 9, 2020 from Britannica: https://www.britannica.com/topic/education

Chen, H., & Rahman, I. (2018). Cultural tourism: An ana- lysis of engagement, cultural contact, memorable tourism experience and destination loyalty. Tourism Management Perspectives, 26, 153–163. https://doi. org/10.1016/j.tmp.2017.10.006

Cole, N. L. (2019), *So What Is Culture, Exactly?* Retrieved from Though.Co : https://www.thoughtco.com/culture-definition-4135409

C., V. J. (2017). Rethinking Internal Consistency in Cronbach's Alpha. *Leisure Sciences.*

Dale, C. a. (2001). The theming of tourism education: a three-domain approach. *International Journal of Contemporary Hospitality Management,* , Vol. 13 No. 1, pp. 30-35.

Dinu A (2018) The importance of transportation to tourism development: *Acad. J. Econ. Study*. Retrieved from https://ideas.repec.org/a/khe/scajes/v4y2018i4p183-187.html

Dominika Kwasnicka, S. U. (2016). Theoretical explanations for maintenance of behaviour change: a systematic review of behaviour theories. *Health psychology review*, *(10)* 3, 277-296.

Department of Statistic Malaysia (2020). *Population and Demographic.* Retrieved on December 18, 2020, from https://www.dosm.gov.my/v1/index.php?r= column/ctwoByCat&parent_id=115&menu_id=L0pheU43NWJwRWVSZklWd zQ4TlhUUT09

Duchatelet, D., Gijbels, D., Bursens, P., Donche, V. & Spooren, P. (2019). Looking at role-play simulations of political decision-making in higher education through a contextual lens: A state-of-the-art. *Educational Research Review*, 27*(1),* 126-139

Domestic Tourism Survey 2019 . (2020). Retrieved on June 30, 2019 from Department of Statistic Malaysia Official Portal : https://www.dosm.gov.my/v1/index.php?r=column/cthemeByCat&cat=320&bul _id=YnJhLzlEKzJrWFZnb2pmWms4dnM4dz09&menu_id=b0pIV1E3RW40V WRTUkZocEhyZ1pLUT09

Dorothy Duchatelet, P. S. (2020). Explaining self-efficacy development in an authentic higher education learning context of role-play simulations. *Studies in Educational* Evaluation, (68), 2020,

Gani, A.A., Mahdzar, M. & Anuar, N.A.M. (2019). Visitor's experiential attributes and revisit intention to Islamic tourism attractions in Malaysia. *Jornal of Tourism, Hospitality & Culinary Arts, 11*(1), 1-13.

Gemar, G., Soler, I. P., & Villar, H. (2019). Analysis of the influence of cultural distance on the intention to visit Spain as a tourist destination. *Tourism & Management Studies*, *15*(2), 21–31.

Ghete, A. M. (2015). The Importance of Youth Tourism. *My IDEAS*, *1*(2), 688–694.

Glen, S. (2020). Cronbach's Alpha: Simple Definition, Use and Interpretation. Retrieved from Statistics How To : https://www.statisticshowto.com/cronbachs-alpha-spss/#:~:text=Rule%20of%20Thumb%20for%20Results&text=In%20general% 2C%20a%20score%20of,values%20of%200.90%20to%200.95.

Hassard, J. (2012). *Education is a Process of Living and Not a Preparation for Future Living.* Boulder: National Education Policy Center. Retrieved on November 20, 2012 from National Education Policy Centre: https://nepc.colorado.edu/blog/education-process-living-and-not-preparation-future-living

Hennessey, S. M., Yun, D., & MacDonald, R. (2016). Determinants of Travel Intention to a eighboring Destination *Travel and Tourism Research Association: Advancing Tourism Research Globally* 3. Retrieved from https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1588&context=ttra# :~:text=Travel%20intentions%20can%20be%20defined,related%20to%20a%20t ourist%20service.&text=In%20the%20travel%20and%20tourism,trip%20Page %204%20planning%20behaviour.

Herrington, J., & Oliver, R. (2000). An instructional design framework for authentic learning environments. *Educational technology research and development, 48*(3), 23-48.

Huang, W. J., Chen, C. C., & Lin, Y. H. (2013). Cultural proximity and intention to visit: Destination image of Taiwan as perceived by Mainland Chinese visitors. *Journal of Destination Marketing & Management*, *2*(3), 176-184.

Ibrahim, M. I. (2019). *Dewan Rakyat bahas RUU turunkan had umur belia kepada 30 tahun*. Retrieved on July 3, 2020 from Berita Harian online : https://www.bharian.com.my/berita/nasional/2019/07/580611/dewan-rakyat-bahas-ruu-turunkan-had-umur-belia-kepada-30-tahun

Iman Nur, N. I. (2019). An Overview of Public Transportation Services as an Attraction of Tourism Industry in Malaysia. *Conference: 6th International Conference on Management and Muamalah 2019 (ICoMM 2019).*

Jang, S.C., Bai, B., Hu, C. and Wu, C-M.E. (2009). Affect, Travel Motivation, and Travel Intention: A Senior Market. *Jorunal of Hospitality and Tourism Research, 33*(1), 51-73.

Jonathan Lean, J. M. (2006). Simulations and games: Use and barriers in higher education. *Active Learning in Higer Education, (7)* 3, 227-242.

Johnson, M. (2013). What Is Culture? What Does It Do? What Should It Do? *Evaluating Culture*, 97-119.

Kasim, A., & Wickens, E. (2018). Exploring youth awareness, intention and opinion on green travel: The case of Malaysia. *Tourism and Hospitality Research*, *20*(1), 41–55.

Khan, M. J., Chelliah, S., & Ahmed, S. (2017). Factors influencing destination image and visit intention among young women travellers: role of travel motivation, perceived risks, and travel constraints. *Asia Pacific Journal of Tourism Research*, *22*(11), 1139–1155.

Kumar, R. (2011). *Research Methodology: A step-by-step guide for beginner*. SAGE Publications. Retrieved on December 18, 2020, from http://www.sociology.kpi.ua/wp-content/uploads/2014/06/Ranjit_Kumar-Research_Methodology_A_Step-by-Step_G.pdf

Lock, S. (2020), *Travel, Tourism & Hospitality*. Retrieved on November 24, 2020 from Global tourism industry - statistics & facts: https://www.statista.com/topics/962/global-tourism/

Lu, J., Hung, K., Wang, L., Schuett, M.A., & Hu, Lu. (2016) do perceptions of time affect outbound –travel motivations and intentipn? An investigatetion among Chiniese seniors. *Tourism Management, 53*(1), 1-12.

Luqi Wang, X. X. (2018). The Impacts of Transportation Infrastructure on Sustainable Development: Emerging Trends and Challenges. *International Journal of Environmental Research and Public Health* , 15(6).

Marsden, D. (2001). Deconstructing consumer behaviour: theory and practice. *Journal of Consumer Behaviour: An International Research Review, 1*(1), 9-21.

MartinGreaves, L. D. (2013). Using The theory of planned behavior to explore environmental behavioral intentions in the workplace. *Journal of Environmental Psychology*, (34) ,109-120.

Miller, B., & Pasley, J. (2012). What do we know and how well do we know it? Identifying practice-based insights in education. *Evidence and Policy*, *8*(2), 193-212.

Mohammad Reza Jalilvand, N. S. (2012). Examining the structural relationships of electronic

Mohsin, A., & Alsawafi, A. M. (2011). Exploring attitudes of Omani students towards vacations. *Anatolia*, *22*(1), 35–46.

Moldovan, O., & Bocoş-Binţinţan, V. (2015). The necessity of reconsidering the concept of non-formal education. *Procedia-Social and Behavioral Sciences, 209*, 337-343.

Nakano, T. (2012). Charles Horton Cooley's theory of transportation: Towards An interactionist approach for transportation studies. JSCIP, 68(1), 30-42.

Naziev, A. (2017). What is an education? *Future of Education*, (7).

Ng, S. I., Lee, J. A., & Soutar, G. N. (2007). Tourists' intention to visit a country: The impact of cultural distance. Tourism Management, 28(6), 1497-1506

Nick, T. G. (2007). Descriptive statistics. In *Topics in biostatistics*. Switzerland: Springer.

Noh, J. H. (2007) Factors influencing American's intention to vacation in South Korea. *Korean Journal of Tourism Research, 22*(3), 163-182.

Nonthapot, S. (2018). Relationship Between Transportation And Tourism Development In The Greater Mekong Sub-Region: A Panel Data Analysis

Nick, T. G. (2007). *Descriptive statistics*. Switzerland Springer.

Rahman, H. C. (2018). Cultural tourism: An analysis of engagement, cultural contact, memorable tourism experience and destination loyalty. *Tourism Management Perspective*, 153-163 (26).

Rajamani, A. & Rizal, P., (2013). Role of Transportation in Tourism Industry in Sikkim State, India. *International Journal of Innovative Research & Development,* 2(6), pp.336-46

Richards, G. (2018). Cultural Tourism: A review of recent research and trends. *Journal of Hospitality and Tourism Management* .

Robertson, O., & Evans, M. S. (2020). Just how reliable is your internal reliability? An overview of Cronbach's alpha (α). *Also in this issue: Towards, 0*(115), 23. Retrieved from

71

https://www.researchgate.net/profile/Richard_Damelio/publication/343413692_Revisiting_the_Santa_Barbara_sense_of_direction_scale_mental_rotations_and_gender_differences_in_spatial_orientation/links/5f28b48fa6fdcccc43a88ca2/Revisiting-the-Santa-Barbara-sense-of-direction-scale-mental-rotations-and-gender-differences-in-spatial-orientation.pdf#page=24

Rungta, K. (2020,). What is Data Analysis Retrieved on December 9, 2020 from https://www.guru99.com/what-is-data-analysis.html

Sarmah, H. K. (2012, January). *Importance of the size of Sample and its determination in the context of data related to the schools of greater Guwahati*. Retrieved from Researchgate:https://www.researchgate.net/publication/306099484_Importance_of_the_size_of_Sample_and_its_determination_in_the_context_of_data_related_to_the_schools_of_greater_Guwahati

Sean M.Hennessey, D. Y. (2010). Determinants of Travel Intention to a eighboring Destination . *Travek and Tourism Research Association: Advancing Toruism Research Globally* , 3.

Shamsuddin, A., Mubin, N. A. B. A., Zain, N. A. B. M., Akil, N. A. B. M., & Aziz, N. A. B. A. (2016). Perception of Managers on The Effectiveness of The Internal Audit South East Asia Journal of Contemporary Business, Ecocomics and Law, 7(1), 34. Retrieved from https://www.researchgate.net/publication/299411728_PERCEPTION_OF_MANAGERS_ON_THE_EFFECTIVENESS_OF_THE_INTERNAL_AUDIT_FUNCTIONS_A_CASE_STUDY_IN_TNB#pf5

Simon Hudson, J. R. (2006). Promoting Destinations via Film Tourism: An Empirical Identification of Supporting Marketing Initiatives. *Journal of Travel Research* , 387-396.

Smith, M. K. (2019). *Developing Youth Work: Informal Education, Mutual Aid, And Popular Practice,* Milton,. Open University Press.

State Sosioeconomic Report 2019 . (2020). Retrieved on Agust 6, 2020 from Department of Statistic Malaysia, Official Portal : https://www.dosm.gov.my/v1/index.php?r=column/cthemeByCat&cat=102&bul_id=TExzYmVmRC83S1hBMEUrUDVzczdLUT09&menu_id=TE5CRUZCblh4ZTZMODZIbmk2aWRRQT09

Statistic Solution Advancement Through Clarity. (2020). Retrieved from Cronbach's Alpha: https://www.statisticssolutions.com/cronbachs-alpha/?__cf_chl_jschl_tk__=8a9721d80a6651e839dd9e5a2d8f9455d3d6dee2-1608306571-0-ARYTxAtKYfGTZjVnx7kuU6Dnm88cjuXsi9xHrvdxHv3JB4MZTTYRSQELStOEtVgge4hT7bwOEwV7EbfBExKxOnyFiGqxnMggD9acvq2xGxY3AktCGTXPcs7xProNRVcQ

Su, L. & Huang, Y. (2019). How does perceived destination social responsibility impact revisit intentions: The mediating roles of destination preference and relationship quality. *Sustainability, 11*(1), 133.

Taherdoost, H. (2017). *Determining Sample Size; How to Calculate Survey Sample Size*. Retrieved on Febuary, 2017 from Researchgate: https://www.researchgate.net/publication/322887480_Determining_Sample_Siz e_How_to_Calculate_Survey_Sample_Size

Thevamanohar, A. (2020), *Tourism Malaysia*. Retrieved on July 10, 2020 from The Edge Markets: https://www.theedgemarkets.com/article/tourism-malaysia-tourist-arrivals-fell-368-423m-1q-year-ago

Thomas, L. (2020), *An introduction to simple random sampling*. Retrieved on October 2, 2020 from Sribbr: https://www.scribbr.com/methodology/simple-random-sampling/#:~:text=Published%20on%20August%2028%2C%202020,equal%20 chance%20of%20being%20selected.

Tiffany Fishman, M. K. (2020), *Transportation trends 2020*. Retrieved on April 12, 2020 from What are the most transformational trends in mobility today?: https://www2.deloitte.com/us/en/insights/industry/public-sector/transportation-trends.html

Truong, N. V., & Shimizu, T. (2017). The effect of transportation on tourism promotion: Literature review on application of the Computable General Equilibrium (CGE) model. *Transportation Research Procedia*, 25, 3096-3110.

Urinov, B. (2020). Theoretical Aspect Of Organizational Behavior And Corporate Culture. *Economics and Innovative Technologies*, Vol. 2020 ,No. 2.

Whang, H., Yong, S., & Ko, E. (2016). Pop culture, destination images, and visit intentions: Theory and research on travel motivations of Chinese and Russian tourists. *Journal of business research, 69*(2), 631-641.

Wu, C. W. (2015). Foreign tourists' intentions in visiting leisure farms. *Journal of Business Research, 68*(4), 757-762.

Yusuf, M. (2011). The impact of self-efficacy, achievement motivation, and self-regulated learning strategies on students' academic achievement. *Procedia Social and Behavioral Sciences*, *(15),* 2623-2626.

Zailani, S., Iranmanesh, M., Masron, T. A., & Chan, T. H. (2016). Is the intention to use public transport for different travel purposes determined by different factors? *Transportation research part D: transport and environment*, *49*, 18-24.

Zhou, H., Deng, Z., Xia, Y., & Fu, M. (2016). A new sampling method in particle filter based on Pearson correlation coefficient. *Neurocomputing, 216*, 208-215.

Zimmermann, K. A. (2017). *Live Science*. Retrieved on July 13, 2017 from What Is Culture?: https://www.livescience.com/21478-what-is-culture-definition-of-culture.html

Zimmermann, y. K. (2017, July 13). *What Is Culture?* Retrieved from Live Science: https://www.livescience.com/21478-what-is-culture-definition-of-culture.html

APPENDIX A

QUESTIONNAIRE

UNIVERSITI
MALAYSIA
KELANTAN

Dear respondent,

We are doing an academic research entitled:

The Factors That Influence Travel Intention Among Youth in Penang.

We are students of Bachelor of Entrepreneurship (Tourism) with Honors in University Malaysia Kelantan. As part of our Final Year Project (FYP) we are currently conducting survey on the Factors That Influence Travel Intention among Youth in Penang. Financially, it will not cost you anything and you will not be paid anything. However, your participation can help us find out the Factors That Influence Travel Intention among Youth in Penang.

Your personal details will not be exposed to the public as it is strictly used for the research and academic purpose only.

Thank you for your assistance in completing this questionnaire.
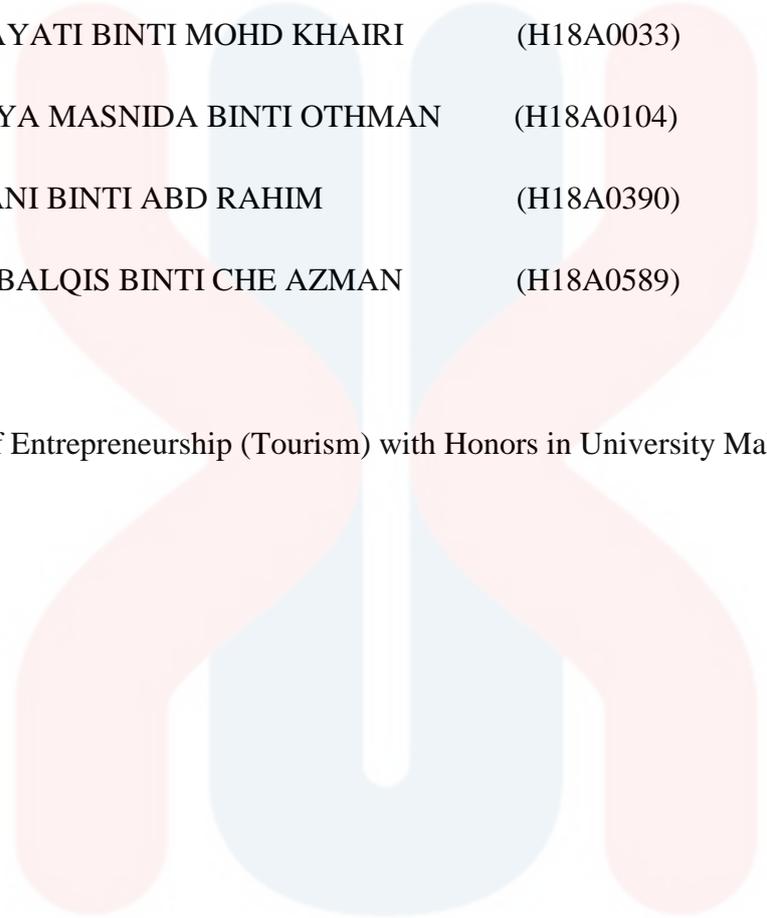
Prepared by,

AINUL HAYATI BINTI MOHD KHAIRI   (H18A0033)

ELLY MAYA MASNIDA BINTI OTHMAN   (H18A0104)

NUR IZYANI BINTI ABD RAHIM   (H18A0390)

SITI NUR BALQIS BINTI CHE AZMAN   (H18A0589)

Bachelor of Entrepreneurship (Tourism) with Honors in University Malaysia Kelantan.

PPTA GROUP 16

20%	11%	4%	14%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to Universiti Malaysia Kelantan Student Paper	3%
2	Submitted to Chungnam National University Student Paper	2%
3	eprints.utar.edu.my Internet Source	1%
4	www.dosm.gov.my Internet Source	1%
5	Submitted to Universiti Teknologi MARA Student Paper	1%
6	www.ukessays.com Internet Source	1%
7	Dorothy Duchatelet, Pieter Spooren, Peter Bursens, David Gijbels, Vincent Donche. "Explaining self-efficacy development in an authentic higher education learning context of role-play simulations", Studies in Educational Evaluation, 2021 Publication	1%

Responden yang dihormati,

Kami sedang membuat satu penyelidikan akademik yang bertajuk:

Faktor yang mempengaruhi niat perjalanan dalam kalangan belia di Pulau Pinang.

Kami adalah pelajar Sarjana Muda Keusahawanan (Pelancongan) dengan Kepujian dari Universiti Malaysia Kelantan. Sebagai sebahagian daripada Projek Penyelidikan Tahun Akhir (PPTA), kami sedang menjalankan satu tinjauan yang berkaitan Faktor yang mempengaruhi niat perjalanan dalam kalangan belia di Pulau Pinang. Dari segi kewangan, tinjauan ini tidak akan menyebabkan sebarang perbelanjaan daripada anda dan anda tidak akan dibayar dengan sebarang ganjaran. Walau bagaimanapun, penyertaan anda dapat membantu kami mengetahui akan faktor yang mempengaruhi niat perjalanan dalam kalangan belia di Pulau Pinang.

Maklumat peribadi anda tidak akan didedahkan secara awam dan ia hanya digunakan untuk penyelidikan ini sahaja.

Terima kasih atas bantuan anda dalam mengisi soalan penyelidikan ini.

Disediakan oleh,
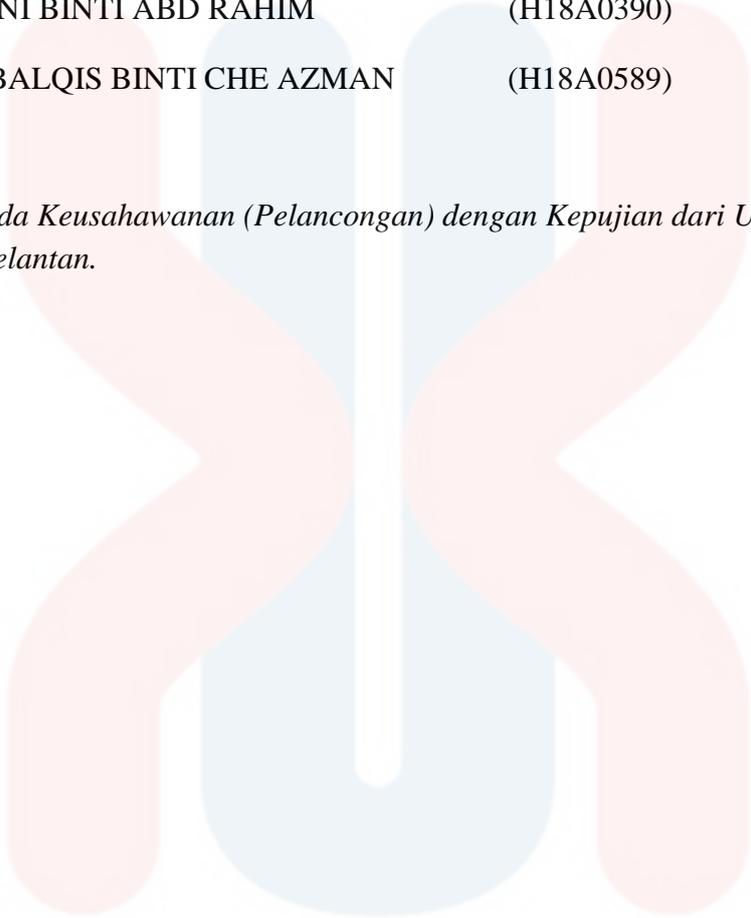
AINUL HAYATI BINTI MOHD KHAIRI   (H18A0033)

ELLY MAYA MASNIDA BINTI OTHMAN   (H18A0104)

NUR IZYANI BINTI ABD RAHIM   (H18A0390)

SITI NUR BALQIS BINTI CHE AZMAN   (H18A0589)

Sarjana Muda Keusahawanan (Pelancongan) dengan Kepujian dari Universiti Malaysia Kelantan.

The Factors That Influence Travel Intention Among Youth in Penang

This questionnaire aims to collect data regarding the Factors That Influence Travel Intention Among Youth in Penang. The personal data collected will be kept confidential. Please submit the completed questionnaire once you have answered all of the information required. / *Soal selidik ini bertujuan untuk mengumpulkan data mengenai Faktor-Faktor Yang Mempengaruhi Niat Perjalanan Di Kalangan Belia di Pulau Pinang. Data peribadi yang dikumpulkan akan dirahsiakan. Sila kemukakan borang soal selidik yang lengkap setelah anda menjawab semua maklumat yang diperlukan.*

Section A: Demographic

Instruction: Please tick (√) in the box with the answer of your choice. / *Arahan: Tandakan (√) di dalam kotak dengan jawapan pilihan anda.*

1. Gender / *Jantina*

Female	
Male	

2. Age / *Umur*

15-20	
21-25	
26-30	

3. Status

Working	
Study	

4. Race / *Bangsa*

Malay	
Chinese	
Indian	
Others	

5. Education level / *Tahap pendidikan*

SPM	
STPM / DIPLOMA	
DEGREE	
MASTER	
PHD	

Section B: Independent Variable

For each statement, show the extent to which you agree or disagree by selecting one number from the scale provided. (Please circle one number for each statement) / *Bagi setiap pernyataan, nyatakan sejauh mana anda bersetuju atau tidak setuju dengan memilih satu nombor dari skala yang disediakan. (Sila bulatkan satu nombor untuk setiap kenyataan)*

1	2	3	4	5	6	7
Very Strongly Disagree (VSD) / *Sangat Tidak Setuju*	Strongly Disagree (SD) / *Sangat Tidak Setuju*	Disagree (D) / *Tidak Setuju*	Neutral (N) / *Berkecuali*	Agree (A) / *Setuju*	Strongly Agree (SA) / *Sangat Bersetuju*	Very Strongly Agree (VSA) / *Sangat Setuju*

80

i)   Culture / *Kebudayaan*

NO	STATEMENT	VSD	SD	D	N	A	SA	VSA
1	I enjoy learning about the history and culture of Penang while traveling. *Saya seronok belajar tentang sejarah dan budaya Pulau Pinang semasa melancong.*	1	2	3	4	5	6	7
2	I was excited to see local arts and crafts during my visit to Penang. *Saya teruja melihat seni dan kraf tempatan semasa lawatan ke Pulau Pinang.*	1	2	3	4	5	6	7
3	I like to see local culture when traveling in Penang. *Saya suka melihat budaya tempatan yang asli ketika melancong di Pulau Pinang.*	1	2	3	4	5	6	7
4	I like to hear the language spoken while traveling in Penang. *Saya suka mendengar*	1	2	3	4	5	6	7

81

NO	STATEMENT	VSD	SD	D	N	A	SA	VSA
	bahasa yang dituturkan semasa melancong di Pulau Pinang.							
5	I feel Penang is a fun place to visit cultural and historical places. *Saya merasakan Pulau Pinang adalah tempat yang menyeronokkan untuk mengunjungi tempat-tempat budaya dan bersejarah.*	1	2	3	4	5	6	7

ii)   Education / *Pendidikan*

NO	STATEMENT	VSD	SD	D	N	A	SA	VSA
1	I agree Penang is the best city for education. *Saya bersetuju Pulau Pinang adalah bandar untuk pendidikan.*	1	2	3	4	5	6	7
2	I am satisfied with the educational infrastructure in Penang? *Saya berpuas hati dengan infrastruktur pendidikan di Pulau*	1	2	3	4	5	6	7

		1	2	3	4	5	6	7
	Pinang.							
3	The education system in Penang is at a good level. *Sistem pendidikan di Pulau Pinang pada tahap yang baik.*	1	2	3	4	5	6	7
4	I would recommend the education system in Penang to my friend. *Saya akan mengesyorkan sistem pendidikan di Pulau Pinang kepada rakan saya.*	1	2	3	4	5	6	7
5	I agree that government educational institutions are better than private educational institutions in Penang. *Saya bersetuju institusi pendidikan kerajaan lebih baik daripada institusi pendidikan swasta di*	1	2	3	4	5	6	7

83

	Pulau Pinang.	84					

iii)   Transportation / *Pengangkutan*

NO	STATEMENT	VSD	SD	D	N	A	SA	VSA
1	Transportation is an ideal holiday facility. *Pengangkutan adalah kemudahan yang sesuai untuk bercuti.*	1	2	3	4	5	6	7
2	Good road and transportation system network is a tourist attraction in Penang. *Jaringan sistem jalan raya dan pengangkutan yang baik merupakan tarikan pelancong di Pulau Pinang.*	1	2	3	4	5	6	7
3	I will be concerned about transportation if I plan to go to Penang. *Saya akan mengambil berat tentang*	1	2	3	4	5	6	7

	pengangkutan sekiranyan saya merancang untuk ke Pulau Pinang.							
4	Easy to access public transport in Penang *Mudah untuk mengakses pengangkutan awam di Pulau Pinang.*	1	2	3	4	5	6	7
5	I prefer to travel to Penang with my own transportation. *Saya lebih suka melancong di Pulau Pinang dengan pengangkutan sendiri.*	1	2	3	4	5	6	7

iv)   Travel intention / *Tujuan perjalanan*

NO	STATEMENT	VSD	SD	D	N	A	SA	VSA
1	I will probably try to find out more about the culture and services in Penang in the future. *Saya mungkin akan berusaha untuk mengetahui lebih*	1	2	3	4	5	6	7

	lanjut mengenai budaya dan perkhidmatan di Pulau Pinang pada masa akan datang.							
2	I will probably visit Penang in the future. *Saya mungkin akan mengunjungi Pulau Pinang pada masa hadapan.*	1	2	3	4	5	6	7
3	I will probably visit the same destination in Penang in the future. *Saya mungkin akan mengunjungi destinasi yang sama yang terdapat di Pulau Pinang pada masa akan datang.*	1	2	3	4	5	6	7
4	I may stay longer in Penang during my next visit. *Saya mungkin tinggal lebih lama di Pulau Pinang semasa lawatan seterusnya.*	1	2	3	4	5	6	7

5	I will probably try to find out more about culture and services in Penang in the future. *Saya mungkin akan berusaha untuk mengetahui lebih lanjut mengenai budaya dan perkhidmatan di Pulau Pinang pada masa akan datang.*	1	2	3	4	5	6	7

UNIVERSITI

MALAYSIA

KELANTAN