



FACTORS INFLUENCING THE SELECTION OF TOURISM DESTINATIONS AMONG STUDENTS

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LIST OF SYMBOLS AND ABBREVIATIONS

Abbreviations

WTO	World Tourism Organizations
DMOs	Destination Management Organizations
IV	Independent Variable
DV	Dependent Variable
SPSS	Statistical Package for social science
ROR	Rate of Return
DIE	Destination image
DL	Destination Loyalty
PF	Personal Factors
STD	Influencing the selection of tourism destinations among students

ABSTRACT

Malaysia is the ninth place step in the world for the arrival of tourism. In 2017 Tourism Competitiveness Report ranked Malaysia 25th out of 141 countries in total which is the fifth-best in Asia. Tourism became the largest source of exchange in Malaysia and 7% of the Malaysian economy in 2005. Malaysia has many places of interest that can be visited such as highland resorts, waterfall recreation parks, historical relics, theme parks, islands that beautiful, and many more. This study was conducted using the example of destination study and the factors that influence the selection of destination image among students. Next, identify the destination loyalty is the factor influencing the selection of tourism destinations among students, and finally, identify the personal factors that selecting a tourist destination among students. Data collection for this study uses data instruments, questionnaire design, pilot test, and online survey for the factors that select the tourism destination among students. For this study, the researcher choose the convenience sampling technique which is the non-probability sampling method. The target population is the population among students. Questionnaires are planned and questionnaires will be shared through social media. The intended questions will be distributed in 3 months through the method that has been selected. The findings of this investigation are to discover the various factors influencing the selection of tourism destinations among students. To more specific, this research to determine a significant relationship between destination image, destination loyalty, personal factors influencing the selection of tourism destinations among students. 384 students have been randomly involving as respondents to answer the questionnaire conducted by the researcher. Pearson correlation was used to determine the link of independent variables towards factors influencing the selection of tourism destinations among students. The results indicate that there is a significant relationship between all three factors. The researcher findings on the survey conducted by 384 respondents highly respond for destination image because the students travel because the various facilities shown in the picture caught their eye. Supporting facilities such as facilities that are proportioned as a complement to the main facility so that tourists will feel more comfortable. The findings of the data are essential to improve the lifestyle of students by traveling to tourist destinations.

Keywords: *Pictures of destinations, tourism destinations, destination image, destination loyalty, personal factors*

ABSTRAK

Malaysia adalah tempat kesembilan di dunia untuk kedatangan pelancongan. Malaysia menduduki tempat ke-25 daripada 141 negara secara keseluruhan yang merupakan yang kelima terbaik di Asia dalam Laporan Daya Saing Pelancongan dan Pelancongan 2017. Pelancongan menjadi sumber pertukaran terbesar di Malaysia dan 7% ekonomi Malaysia pada tahun 2005. Malaysia terkenal dengan pelbagai tempat menarik yang boleh dilawati dan dikunjungi seperti tempat peranginan tanah tinggi, taman rekreasi air terjun, peninggalan sejarah, taman tema, pulau dan pandai yang indah, dan banyak lagi lebih banyak lagi. Kajian ini dilakukan dengan menggunakan contoh kajian tujuan dan faktor-faktor yang mempengaruhi pemilihan persekitaran gambar destinasi di kalangan pelajar. Seterusnya, mengenal pasti kesetiaan destinasi adalah faktor yang mempengaruhi pemilihan destinasi pelancongan di kalangan pelajar, dan akhirnya, mengenal pasti faktor peribadi yang memilih destinasi pelancongan di kalangan pelajar. Pengumpulan data untuk kajian ini menggunakan instrumen data, reka bentuk soal selidik, ujian rintis, dan tinjauan dalam talian untuk faktor-faktor yang memilih destinasi pelancongan di kalangan pelajar. Untuk kajian ini, penyelidik memilih teknik persampelan kemudahan iaitu kaedah persampelan bukan kebarangkalian. Populasi sasaran adalah populasi di kalangan pelajar. Soal selidik dirancang dan soal selidik akan dikongsi melalui media sosial. Soalan yang dimaksudkan akan diedarkan dalam 3 bulan melalui kaedah yang telah dipilih. Dapatan kajian ini adalah untuk mengetahui pelbagai faktor yang mempengaruhi pemilihan destinasi pelancongan di kalangan pelajar. Lebih khusus lagi, penyelidikan ini untuk menentukan hubungan yang signifikan antara persekitaran gambar destinasi, kesetiaan destinasi, faktor peribadi yang mempengaruhi pemilihan destinasi pelancongan di kalangan pelajar. 384 orang pelajar telah terlibat secara rawak sebagai responden untuk menjawab soal selidik yang dilakukan oleh pengkaji. Korelasi Pearson digunakan untuk menentukan kaitan pemboleh ubah bebas terhadap faktor yang mempengaruhi pemilihan destinasi pelancongan di kalangan pelajar. Ketiga-tiga faktor tersebut hasil kajian yang menunjukkan bahawa terdapat hubungan yang signifikan. Penemuan penyelidik mengenai tinjauan yang dilakukan oleh 384 responden sangat memberi respon atas persekitaran gambar destinasi kerana para pelajar bergerak kerana pelbagai kemudahan yang ditunjukkan dalam gambar menarik perhatian mereka. Kemudahan sokongan seperti kemudahan yang dikadar sebagai pelengkap kepada kemudahan utama sehingga pelancong akan merasa lebih selesa. Penemuan data penting untuk meningkatkan gaya hidup pelajar dengan melakukan perjalanan ke destinasi pelancongan.

Kata kunci: *Gambar destinasi, destinasi pelancongan, persekitaran gambar destinasi, kesetiaan destinasi, faktor peribadi*

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Chapter 1 consists of the study background, problem statement, purpose of research, research questions, study significance, the definition of terms, and overview. The study's context includes the theories, concepts, and ideas of a subject or a problem. The problem statement refers to a simple and brief statement explaining the signs of an exact problem investigated by the researchers (Munday, 2016). The research goals apply to the intended statements of intent or behavior that state in the form of actions to address the questions asked. The key broad issues are the study questions and could be complemented by exploratory questions (Garousi & Küçük, 2018). Besides, the significance of the research can be defined as the extent of the researchers' contribution to changing a concept, improving understanding, or proposing a new hypothesis in a certain field of study (Riungu, Peterson, Beeco, & Brown, 2018). A short portrayal of the independent variables and dependent variables is remembered for the word definition.

1.2 BACKGROUND OF THE STUDY

Tourism may be done internationally, or within a tourist country (Hall & Page, 2014). Tourism additionally alludes to support exercises to tourists just as tourism hypothesis and practice, the matter of drawing in, obliging, and engaging tourists, and the matter of tourism activities. It characterizes as traveler most explicitly, as far as "surpassing the overall view of tourism as confined to occasion exercises" simply because of individuals "travel and stay for close to one back to back year for recreation time, business or different purposes in conditions outside the ordinary climate. Tourism might be public or worldwide, and global ramifications for the record of the nation's exchange and out and. Today, tourism is a significant kind of revenue for some nations, and it influences the economies of both source and host nations, now and again getting vital (World Tourism Organization).



Figure 1.1: One of the foreign tourists took a picture in the middle of the city

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Figure 1.2: One of the famous tourist areas in Malaysia, Langkawi Island, Kedah

Tourism destination is basically portrayed as the psychological, complete impressions or insights held by destination-related guests, such implications are semi hypothetical in presence and made by roughly the demonstrative definition. Methods are generally frail in the consistency of these definitions, and the most recent definition proposition in this investigation better catches the idea of tourism destination and co-destination (Lai & Li, 2016).

An assortment of promoting strategies are utilized by Destination Management Organizations (DMOs) (Bornhorst, Ritchie, & Sheehan, 2010). The use of many approaches to advertise a travel destination is also referred to as the promotional mix (Belch & Belch, 2003) and uses the following techniques to achieve the communication target of an organization: advertising, direct marketing, promotion of purchases, advertising or public relations, and personal sales. As a way of trying to build visibility, enhance the picture and/or inspire viewers to visit their destination (Rozier-Rich & Santos, 2011).

Tourism destination is by understanding the connections between future conduct and its determinants, destination tourism directors will better see how to fabricate an alluring picture and upgrade their showcasing endeavors to amplify their asset use" (Ermawati & Prihandono, 2018). Tourism alludes to heading out to generally undisturbed or uncontaminated regular regions, with an accentuation on contemplating, appreciating, and getting a charge out of the environment and its wild verdure, just as other social and authentic perspectives that happen. (Begum et al., 2018).

In a few nations, like Malaysia, Thailand, Egypt, Spain, Greece, and others, the travel industry is perceived as an arising industry because of its tremendous commitment to unfamiliar trade compensation and open positions (Bhuyan, Mohammad, Islam, & Al Noman, 2018). Tourism contributes significantly to economic development, personal income, savings and investments, and business activities. The travel industry has become a fundamental help industry in Malaysia, producing incomes that support country's monetary turn of events (Rahman, 2014).

Tourism is a large and complicated business relationship for visitors relating to lodging, travel, food, and entertainment. In terms of experience, the advantages gained from visiting a new location and new atmosphere for a temporary period and being free from the burden of work and routine everyday life are what is said to be tourism (Zhang, Huang, Green, & Qiu, 2018). The objective has regularly characterized to give a perceptual feeling of the objective tourists will objective decipher dependent on their movement agenda, social foundation and visit reason, level of schooling, and experience (Mohamad, Abdullah, & Mokhlis, 2012).

In the economies of numerous nations, tourism is one of the quickest developing industries. This sector of the economy is an information-intensive sector where electronic commerce has a very important role to play (Abd Aziz, Musa, & Sulaiman, 2010). A survey of the writing shows a wealth of studies on destination image, tourist satisfaction, and destination loyalty have not been widely inspected with regards to travel and the travel industry (Oppermann, 2000). To enhance utility from a utilization experience, tourists are reasonable leaders who assign their pay between various labor and products, including travel. Scientists have explored vacationer dynamic inside the setting of buyer inclination measures for quite a few years (Sönmez & Graefe, 1998).

In the tourism area, the utilization of a tourism destination brand is getting well known as of late (Hudson & Ritchie, 2009). The possibility of objective brands exhibits that guests can decipher a positive feeling of a critical travel insight for a particular objective, which can prompt continuous outings to similar objective to recollect great recollections of the objective experience (Oliveira & Panyik, 2015). The worldview of brand love has drawn in much consideration from administration showcasing analysts, approving multi-thing scales, including full of feeling factors of energy, fondness, and self-idea, given the worth of objective marking (Carroll & Ahuvia, 2006). In such manner, proposed three components of lodging brand love dependent on the build of brand love, specifically energetic love, passionate association, and self-brand combination, which can improve and support tourism destination (Horng, Hsu, & Tsai, 2018).

1.3 PROBLEM STATEMENT

Universally, the students voyaged consistently in one area and never remained long. Information from their movement logs show that a normal of 1.72 nations and 2.4 urban areas consistently were visited. This suggests that in every one of the towns the person in question visited, the normal understudy spent just marginally more than one day. It was generally the French or Italian Riviera resort regions (sea shores) and Interlaken, Switzerland (mountains and experience the travel industry) that stayed longer. Because of numerous factors, their city-a-day way to deal with movement was. During their short time frame abroad, many chose to see as quite a bit of Europe as possible since they didn't know when they would return, if at any point. Nonetheless, students generally ventured out around evening time to save the expense of convenience and to leave their days open for touring. However, going around evening time additionally implied that they didn't get sufficient rest and were drained and gotten back to grounds. In the first place, taking a gander at what one gathering of American students did while voyaging abroad, they found that they went in gatherings, voyaged frequently, never remained for over a little while in any one area, for the most part settled on choices on where to go next spontaneously, and had no association with the nearby individuals or culture. The regular timetables of the students shifted yet normally remembered venturing out for gatherings to see the known vacation spots, shopping, evening rests, and hanging out in bars or bars to drink late. Be that as it may, over the long haul, their movement propensities moved, students eased back down, turned out to be less portable, gone around in marginally more modest gatherings, did less shopping, and turned out to be more inspired by recreation instead of visiting well known spots. It was seen that the movement of the students added to their self-improvement, in spite of their insignificant inundation in

the way of life they visited. Students have gotten more confident, independent, and versatile (Gmelch, 1997).

In Malaysia, students were trying to balance assignments with prep time. The life of a student is the most challenging. Assignments, tests, and lectures weary them. Physical and mental exhaustion have an impact on their personal and social lives. Even for the things they enjoy the most, it is difficult to carve out time. Traveling, on the other hand, takes time and leaves you physically fatigued. It is critical that they acquire the skill of time management in order to achieve a happy equilibrium. Continuously, Compatibility of work and education. Working at a young age is not necessarily something we want to do. Sometimes we find ourselves in situations where we must work to support our families while also finishing our education. A conventional college course may offer an issue if a student chooses to relocate or spend a substantial amount of time outside of their hometown.

Loss and self-actualization as intertwined, and if a student risks approaching a life change, the problem faced by students is stress (Giddens, 1991). It is generally accepted that most students experience difficulties in adapting to a new cultural environment when traveling among these problems may be confusion of identity and depression induced by racial and religious discrimination (S. Kim, 2015).

The problem while traveling is not speaking the language. Students that are unable to connect with the people around them can contribute to all sorts of feelings, such as depression, frustration, and rage. The next issue is that the hotel of their dreams does not quite fit the online photos. Stain-covered rugs, a grime-shrouded kitchen, and four cockroaches that creep excessively near your unbalanced bed. It

might be disturbing and withdrawing for understudies who become debilitated far away from the empathy of their friends and family in a country where induction to clinical consideration can be restricted or incomprehensible. Also, if students try not to have the language capacities to portray their indications to medical administrations specialists, it can frequently even be hazardous to become ill abroad. Particularly students going it single-handedly feel lost and befuddled out and about, however it's a movement issue that can at times feel overwhelming and have reexamining every one of their arrangements. Regardless of in case understudies are baffled at being not able to discover different voyagers, or it's only harder to speak with individuals than their suspected, feeling forlorn or achy to go home can transform a fantasy stumble into a total bad dream, whether it's unfamiliar traditions that demonstrate excessively. Meanwhile, in this field, there is still a study gap. This research is, therefore, still a warrant for further investigation (Giddens, 1991).

1.4 RESEARCH OBJECTIVES

In specific, this research aims to achieve the objectives below:

1. To examine the relationship between destination image with destination selection among students;
2. To examine the relationship between destination loyalty with destination selection among students; and
3. To examine the relationship between personal factors with destination selection among students.

1.5 RESEARCH QUESTIONS

Some important questions need to be asked towards findings and directions in researching to find out about the destination image, destination loyalty, and personal factors that affect the selection of tourism destinations among students. The questions asked in this research are as follow:

1. Is there any relationship between destination images with destination selection among students?
2. Is there any relationship between destination loyalty with destination selection among students?
3. Is there relationship between personal factors with destination selection among students?

1.6 SIGNIFICANCE OF THE STUDY

This study will add to the improvement in the travel industry area and industry among students. This research will provide advantages and provide opportunities for students to make this research as a reference material for them to choose a destination or place to travel at their destination to be chosen. They can also use this study as a reference to guide them to research this as well. Next, the tourism industry will also be able to make a profit if many students select to travel to their place of choice. Besides, the Malaysian market can also expand its market in the tourism sector. This study can also help travel agents and tourist guides generate income. They can also create a variety of packages and activities suitable for students to travel to tourism destinations.

1.7 DEFINITIONS OF TERMS

1.7.1 DESTINATION IMAGE

The destination image is characterized as the amount of convictions, thoughts, and impressions of an individual or gathering toward a specific destination (Barich & Kotler, 1991). It is like manner would objective have the option to picture is portrayed as "an assertion of data, impressions, inclinations, minds and excited thoughts an individual has of a specific spot" (Lawson & Baud-Bovy, 1977).

1.7.2 DESTINATION LOYALTY

A destination, in essence, is a place that a person chooses to visit for at least one night in order to experience some feature or attribute that is seen as gratifying a leisure time experience (Leiper 1990, 1995). A visitor can visit different parts of the region; however, if the visit includes an overnight stay in a separate location, a new destination region is created. As a result, two significant points about the physical constraints of destination places emerge. Destination region boundaries are determined by travel patterns and characteristics. Loyalty characterized as "buyers' expectations or genuine conduct to over and again buy certain items or administrations" (Hawkins, Best, & Coney, 1995). (Oliver Richard, 1997) which means of loyalty highlights the two exceptional pieces of loyalty the direct and attitudinal idea "a significantly held commitment to re-buy or re-stigmatize a supported thing or organization dependably later on, in this way causing horrid same-brand or same brand-set purchasing, despite situational impacts and advancing undertakings having the ability to cause trading conduct".

1.7.3 PERSONAL FACTORS

Personal factors are referred to likewise as mental factors or individual explicative factors and respect straightforwardly the travel industry shopper. The traveler's personality is shaped by every one of the qualities, convictions, feelings, propensities which address a rational and stable reaction of the individual at the improvement from the outside climate and which recognize him from others. The limited time materials of a firm will be altered by the personality of the customers to which they address, with the end goal of ending up in those materials (Fratu, 2011).

1.7.4 TOURISM DESTINATION

Perhaps the most persuasive meanings of a tourism destination is the one given by in their overall perceived reading material, which expresses that "tourism destination is a particular geographic locale inside which the visitor likes various types of development experiences" (Ritchie, Goeldner, & McIntosh, 2003). Various definitions which communicates that "tourism destination is a geological locale, which contains scene and social ascribes and which is in the circumstance to offer a tourism thing, which infers a wide inundation of workplaces in transport–accommodation – food and at any rate one uncommon development or experience (Framke, 2001).

1.8 SUMMARY

This chapter defines to study about identifying the factor influencing the selection of tourism destinations among students. The background of the study in this exploration region centers on examining a deciding factor influencing the selection of tourism destinations among students. This research found that the factors that are influencing the selection of tourism destination are the destination image factor among students. Then, the other factors also including the tourism destination which are destination loyalty and personal factors. This study has identified the problem statement in the previous research. The examination of this research found that there are a few investigations that have revealed the highest factors influencing selecting tourism destinations. This chapter also involved the relationship between tourism destination and research variable among students. The objective of the study to investigate the determining variables influencing the selection of tourism destinations among student.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The analysis of relevant literature and studies related to the factors influencing the selection of tourism destinations among students will be addressed in chapter 2. This research provides an overview of previous research on knowledge sharing and analysis among students on the variables influencing the selection of tourism destinations. It describes the structure of the analysis, which is the main objective of the researchers mentioned in this outline. The primary objective of the writing survey work was to further expand the writing on the factors of the selection of tourism destinations among students. This segment still more examine a subject and variable that remains at the target of the analysis. The reasonable design followed by the conversation of different ideas that go about as the premise of the examination from a calculated perspective is likewise remembered for this section. From that point forward, this part covers the hypothesis that distinguishes the connection between the independent variable (IV) towards influencing the selection of tourism destinations among students.

2.2 TOURISM DESTINATION

The objections are topographically all around depicted and comprehended by vacationers as explicit elements and have numerous principle arrangements. Availability, attractions, unit occasions, and valuable administrations are these prerequisites. An objective is an exceptional area, as per the World Tourism Organization (WTO), where a guest goes through at any rate one-evening showing tourism things, like attractions, support administrations, and tourism devices, complete with set up administration, physical and authoritative limits, and a notable picture. Over two thirds of travelers are relied upon to visit the ten key vacationer locations, while 30% offer different locations. In this way, it is emblematic of the degree of rivalry among those that are less successful (Britton, 1991).

The tourist destination is basically characterized as the psychological, complete impressions, discernments held by destination-related guests, such definitions are semi hypothetical in type and made by the indicative definition procedure around, the consistency of these definitions is for the most part low, and the new definition proposed in this examination better catches the substance of the travel industry destination in characterizing a center meaning of the travel industry, this investigation has significant ramifications for propelling examinations on the travel industry destinations and all the more thoroughly characterizing the travel industry ideas (Lai & Li, 2016).

Destinations are giving a combination of traveler things and organizations consumed under the brand name of the area. Scientist contends that 'they are obvious topographical regions, perceived as explicit substances by vacationers with a center

of six key arrangements, like attractions, availability, exercises accessible for bundles and auxiliary administrations. An objective has as of late been characterized by the World Tourism Organization as "an actual space where guests go through in any event one evening and is comprised of tourism items, for example, support administrations and attractions, and tourism assets with physical and managerial limits that characterize its administration, market intensity pictures or insights" (Vengesai, 2003).

2.3 TOURISM DESTINATION AMONG STUDENTS

Today, most students have very limited travel opportunities, largely due to the poor economic condition in the entire region. This is most often the primary factor that determines their preference when selecting their travel destination. Visiting most various destinations or participating in city break visits does not, notwithstanding, need as much cash as some different spots. Specifically, this applies to ocean side occasions and occasions, destinations with a more extended time of stay, more noteworthy distance to travel, or costly transportation costs because of helpless associations via train or plane (Kim, Kim, & Han, 2007). Given that most traveler destinations are very much connected via train and minimal expense trips with students, city visits are getting progressively available and well known among students. Many railroad firms, lodgings, inns, and other related organizations are likewise in huge urban communities, offices give understudy limits or modest convenience administrations, making this type of occasion significantly more mainstream and moderate students. Since this kind of occasion doesn't require as much cash today as a portion of the occasion structures recorded, other significant variables can have a huge impact. On the choice of objective for a space food and beverages, nightlife, neighborhood accommodation, admittance to objective data or great shopping areas can be connected to these factors. This paper discusses these and other variables and considerations their impact among students on city destination selection (Sirakaya, Sonmez, & Choi, 2001).

In 1994, the United Nations distinguished three types of the travel industry in its proposition on the travel industry Insights. Domestic tourism involves residents of certain countries who travel only within the country. Inland tourism, which involves non-residents traveling to a particular country (Mason, 2020). Overseas tourism, which involves residents traveling to other countries. At times, the words tourism and travel are used interchangeably. The terms the travel industry and vacationers are at times utilized derogatorily, to demonstrate a shallow revenue in the way of life or area visited. On the other hand, those who walk are often used as a sign of difference. The terms the travel industry and vacationers are at times utilized derogatorily, to demonstrate a shallow revenue in the way of life or area visited. (Mason, 2020).

2.4 DESTINATION IMAGE

The image of a destination also can be characterized as "the general tourist's" a destination 'impression'. Destination image demonstrated that the image of a destination can be constructed as a collection of experiences that a tourist perceives about a specific location. In this area of research, have stated that the global tourist impression is based on the fundamental qualities of destinations (Springborn & Barford, 2013). So typically, the variable is used to describe the notion and existence of a view of destinations. Notice that it is important to take into consideration the fact that during the tourist's visit, the image can change gradually, depending on the length of stay or as long as possible. Tourists are increasingly acquiring more knowledge of a destination, building up more from the course of past visits. The number of tourists visiting destinations will increase (Campo-Martínez, Garau-Vadell, & Martínez-Ruiz, 2010). There, here today, there is an agreement with

regards to the significance of the pretended by the picture in the dynamic cycle, and, likewise, inclination (Jeyaraj et al., 2013).

Most studies have investigate the relationship between the destination image and the factors that influence travel. Essentially, most of the study refers to the notion that travelers are more likely to choose destinations with clear and positive images, particularly if they have minimal knowledge of a destination and have not visited it before. Overall, relative to behavioral and socio-demographic variables, the destination image is thought to have a greater effect on selecting the destination. Destination images environment are significant due to the part they play later on vacationer's dynamic cycle. Destination images environment are applicable as they permit planned vacationers to make a bunch of assumptions regarding a destination before really visiting it and these assumptions choose the destination's potential for fulfillment. However, while some destinations have a selection of attractions, they do not fulfill their potential because they do not efficiently plan their promotion by taking into account the images possessed by potential customers. It is necessary to remember that a positive image influence students to select a tourism destination. It's increasingly seek new experiences and thus, therefore, search for new and different destinations (Greaves & Skinner, 2010).

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2.5 DESTINATION LOYALTY

As a significant benchmark for the creation of useful business strategies, destination loyalty has gained considerable attention from academics and professionals. Scholars have paid attention to the distinctness of various destination loyalty principles, the methods of their calculation, and the effect on the outcome. Understanding the loyalty history helps destination operators to reflect on variables that contribute to the retention of visitors over time (Masiero, Qian, Fong, & Law, 2018).

(Newman & Werbel, 1973) described "customer loyalty as those who buy a product again, take into consideration only that brand and do not seek brand-related data." (Rajesh, 2013) defined loyal customers in behavioral terms as the frequency of repeated purchases or the relative volume of same-brand purchases." Loyalty was described as "consumer intentions or actual behavior" by (Heiens & Pleshko, 1996). To buy such goods or services twice. (Oliver, 1999) definition of loyalty highlights the two distinct elements of the behavioral and attitudinal concept of loyalty: "a profoundly held obligation to reliably re-purchase or re-disparage a favored item or administration with regards to the favored item or administration". Future, in this manner setting off rehashed acquisition of a similar brand or same brand set, regardless of situational impacts and showcasing efforts having a similar brand or brand set Potential to trigger activities to turn. Loyalty described at a higher level, which he called "ultimate loyalty," as there will be no other customers who "fervently want to re-buy a product or service, and will pursue it." Against all chances and at all costs, this challenge (Rajesh, 2013).

2.6 PERSONAL FACTORS

Personal qualities, or inner variables, of an individual, frequently note, convictions about the attributes of an objective are made by individuals who are presented to outer boosts, however the quintessence of those is affected by the production of objective the travel industry. Contingent upon the inside factors of individuals, perspectives may vary. The apparent objective the travel industry will subsequently be molded through the image projected by the objective and the necessities, inspirations, earlier information, interests, and other personal qualities of the person. Along these lines, individuals make their psychological picture of the spot, which creates its very own apparent pictures thusly. Personal variables allude to the point of view of buyer conduct all in all, the socio-segment attributes of people (sexual orientation, age, level of schooling, family) depend on inward determinants. Just as those of a lifecycle, societal position, spot of home, and those of nature in brain science (inspirations, qualities, personality, and way of life). These personal factors impact the intellectual association of one's encounters, the perspectives on the world, and the climate are consequently additionally influenced (Beerli & Martin, 2004).

2.7 INFLUENCING THE SELECTION OF TOURISM DESTINATIONS

AMONG STUDENTS

A couple of things influence the determination of travel destinations. These things join the appraisal of the goal from perspectives like culture, money related and political conditions, climate and accessibility of attractions (social events, milestones, and festivities), similarly as from the point of view of the customers, their age and sex, family and monetary status, the size of the home region, their financial and genuine success (Vukic, Kuzmanovic, & Kostic Stankovic, 2015).

The reports of the World Tourism Organization (WTO) consist of information that propose that the existence of understudies as clients in the tourism area has expanded. The quantity of outings has extended from 136 to 187 million somewhere in the range of 2000 and 2010 and represents somebody fifth of every single worldwide explorer. Consumptions for such excursions added up to the US \$165 million of every 2010. It has additionally been noticed that age Y can be described by highest tourism movement than their archetypes (Vukic et al., 2015).

Without a doubt, the developing number of understudies is a prevailing component in this proceeded with development of the young driven travel market (Wang, 2016). As per U.S. Registration (Mowforth and Munt, 2015), there were about 20.2 million students took on American colleges in 2015, which addresses a huge wellspring of expected present and future income in the travel industry. Specifically, College students are most exceptionally energetic to go for Spring Break excursion than some other get-away and they address intriguing travel examples and spending conduct. With a normal travel use of \$1,200 per individual during spring break, in excess of 2,000,000 American understudies travel for each

season, which is more than what most different guests spend on comparable outings (Bai, Hu, Elsworth, & Countryman, 2005). It is important to research the travel behavior of University students because of the potential of the University student travel market. For an effective marketing campaign, the ability to assess the actions and travel needs of University students is very critical. When these inclinations are recognized, the various partners like government, destination management organization (DMOs), and business partners can set up a more productive and fitting promoting system to improve their destination's seriousness. Clearly, during these specific and effectively unsurprising periods, the business accepts that most College understudies will fly. Accordingly, prior to spring break, school dividers are ordinarily decorated with flyers advancing destinations, occasions, travels, and visit tour packages (Rajesh, 2013).

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2.8 CONCEPTUAL FRAMEWORK

Based on the past literature review, the researchers have proposed a framework that adopted from (Rajesh, 2013) / (Beerli, & Martin, 2004) to study the factors influencing the selection of tourism destinations among students. Hence, the framework is shown below.

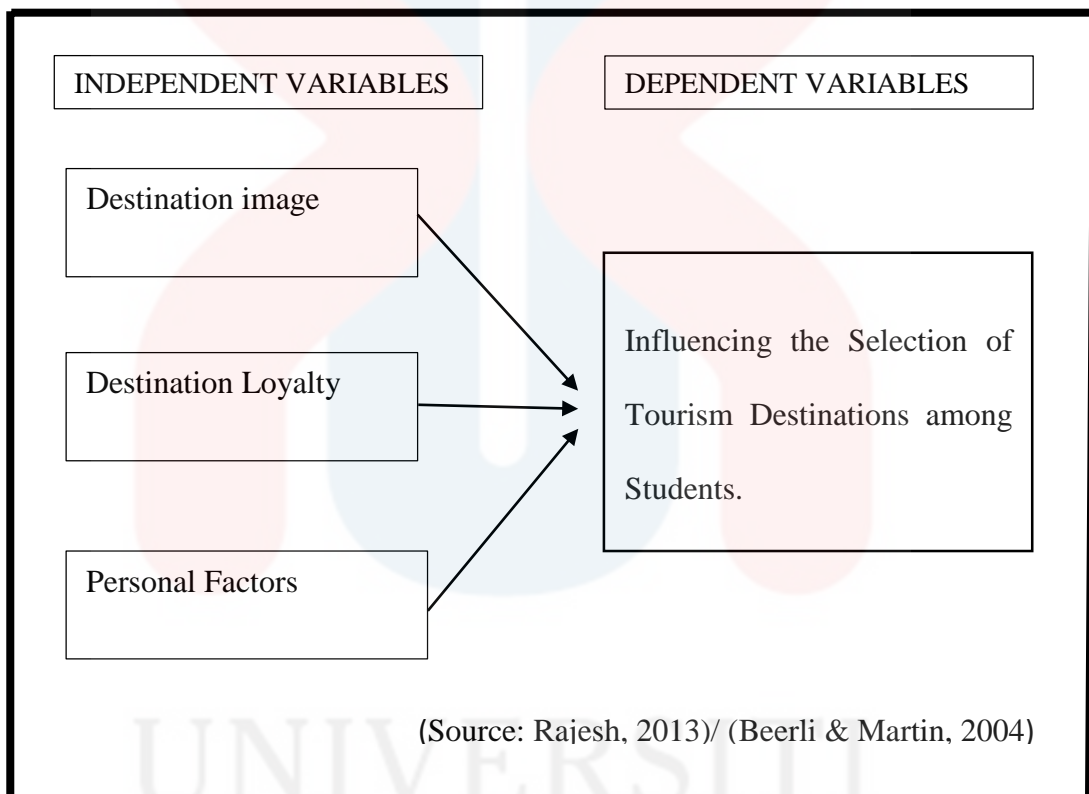


FIGURE 2.1: CONCEPTUAL FRAMEWORK

The independent variable is complementary to the dependent variable. These two terms are used mainly in their statistical context, meaning that in reaction to that of an independent variable, the value of dependent variable changes. Independent variables in research design are those that can be manipulated by a researcher,

while dependent variables are the responses to the effects of independent variables. One hopes to trigger an answer in the dependent variable by deliberately manipulating the value of an independent variable. As such, depending on how the relationship between the independent and the dependent variable is defined, independent variables may bear different names in different research fields. Explanatory variables, regulated variables, input variables, predictor variables, causes, treatments, situations, or other names may be named (Kumar, Talib, & Ramayah, 2013).

The consequence of the behavior of one or more independent variables is a dependent variable, also called an outcome variable. It can also be defined as any outcome variable, such as a survey, associated with any measure. The dependent variable is the variable in an experiment that is being evaluated and measured, and it depends on the independent variable (Van der Eijk, Van der Brug, Kroh, & Franklin, 2006).

The independent variables (IV) and the dependent variable (DV) of this study are shown in figure 2.1. The independent variables are the variables that could be selected by students for tourism destinations. On the other hand, the dependent variable (DV) is the influence of students on the selection of tourist destinations. In this analysis, three independent variables (IV) were identified, which are destination image, destination loyalty, and personal factor. This figure shows the relationship between the destination image, destination loyalty, and the personal factor, and the influencing the selection of tourism destinations among students.

The destination image can be constructed as a collection of perceptions of a

particular place viewed by students. In this area of research, some authors like (Pike, 2002) proposed that the global impression of students is based on the basic characteristics of destinations, so this variable is generally used to describe the concept and essence of the image of a destination (Campo-Martínez et al., 2010). An image, however, is a dynamic term that changes during a destination is visited by the students. The target of this study is to analyze the effect of the picture that students generate during their time. Holidays that affect their intentions of returning or not, in turn. Notice that it is important to take into consideration the fact that during the students visit, the image can change gradually, depending on the length of stay or as long as possible students progressively gain more experience of a destination, build up from the course of past visits (Pike, 2002).

Tourist destination factors will be used as an indicator of loyalty to destinations. Proponents of the mentality or composite measure will contend that what demeanor an individual has about an objective is significant and that those with an uplifting perspective towards an objective would have positive informal exchange regardless of whether they probably won't visit it once more. Albeit the last can't be challenged, understudies who need to get back to similar locations will probably give more great verbal exchange essentially in light of the fact that it is the spot they stay at on their last get-away and not an objective they visited 5, 8, or 15 years prior (Pritchard, Howard, & Havitz, 1992).

The greater part of the tourist destination choice interaction models (Beerli and Martin, 2004) show the inward sources of info that influence the impression of spots are close to home attributes, like sex, age, occupation, training, and economic wellbeing. Based on socio- demographic characteristics, a variety of analytical works have attempted to classify variations in the perceived tourist destination and such studies have shown contrasting differences. Implications find certain variations in the tourist destination depending on the tourist destination (Beerli, & Martin, 2004). Gender, age, educational level, occupation, earnings, marital status, and country of birth, while work found no these disparities are expressed in the cases of gender, level of education, and sales. Different authors note that motives affect the process of establishing a tourist destination and the selection of destination indicates that its affective aspect is directly affected by motives. To the degree that effective images relate to the emotions stimulated by a location, students with different motivations will evaluate a destination in similar ways if their experience matches their needs. In the end, the affective aspect is the importance that people attach to destinations based on personal factors, as Gartner points out. Besides, because the affective component affects the overall picture, motives may also affect the overall tourist destination, either directly or indirectly (Baloglu, 1997).

2.9 HYPOTHESIS

The hypothesis of the research is made based on the factors such as destination image, destination loyalty, and personal factors which affect the influencing the selection of tourism destinations among students. Based on the study, the hypotheses had been created and to be tested:

H₁- Destination image has a relationship towards selection of tourism destinations among students.

H₂- Destination loyalty has a relationship towards selection of tourism destinations among students.

H₃- Personal factors has a relationship towards selection of tourism destinations among students.

2.10 SUMMARY

In conclusion, a variable is an attribute or feature expressed in a specific or applicable way. Variables are things that can be measured, controlled, or manipulated in something research. The point, in this case, is the variable 'grade point average', which is likely to be used as a measure of student academic achievement. In short, variables including independent variables (IV) and dependent variables (DV) are key in the research. To determine the independent variables (IV) and dependent variables (DV), the researchers found that the study had factors influencing the selection of tourism destinations among students. All variables are relevant because any of these variables can affect the impact on the selection of tourist destinations among students.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

In chapter 3 the strategy and methods that we used in this analysis will be discussed clearly. Other than that, the components involved in population research, population structure, and sampling techniques were also listed in chapter 3. To illustrate it in this chapter, all the steps from data collection were used to process the data. The main objective of this study is to factors in the selection of tourism destinations among students.

This chapter describes the research methodology. It will describe more clearly the research methods that will be used to complete the research. The researchers will explain how the data and information will be collected based on what the researcher needed to deal with the research objectives and research questions collected, presented, and analyzed. In designing a research methodology, research methods refer to a large part that can include the target population and the difficulty of accessing it.

The decisions that will be taken from this study is one of the aspects that will influence this research method. There are main parts of this research methodology which are research methods, data collection methods, sampling plans, fieldwork plans, and analysis plans. All the main parts will be used in this research.

3.2 RESEARCH DESIGN

Research design is fundamentally the arrangement for an examination that gives the determination of systems to follow by researchers to achieve research objective or test the theory formed for their investigations. It very well may be extensively grouped into qualitative and quantitative research design.

This study research type will be used in this study is a quantitative study. Quantitative research is used to measure problems by generating data or numerical data that can be converted into usable statistics. Quantitative research collects information from existing and potential customers using sampling method and sending out online survey and questionnaires. The results of which can be described in numerical form. We choosing a quantitative research design to easily get responses from students

Questionnaire is research instrument that comprises of a set of inquiries or different sorts of prompts that plans to gather data from a respondent. Questionnaire used in this survey also known as the primary data. The data generated from questionnaire. The questionnaire consisted of series questions. The purpose of the study is to find out the selection of tourism destinations among students. Moreover, the questionnaire will be pass-through via online Google form so students feel comfortable to answer the questionnaire.

3.3 TARGET POPULATION

Population alludes to the whole gathering of individuals, occasions or things of premium that explores wishes to investigate (Kumar et al., 2013). From the meaning, population can be stated as the targeted society or group of citizens which is implicated or chosen by the researchers for this research. In Malaysia, has variety of state students. They are Johor, Kelantan, Penang, Perak, Kedah, Melaka, Terengganu, Selangor, Sarawak, Sabah, Negeri Sembilan, Pahang and Perlis and 3 federal territories are Kuala Lumpur, Putrajaya and Labuan. The target population for this research is students. The aged range set by researchers is 18 years old to 27 years old, because many Malaysia students come from that age range.

Table 3.1: Number of Students Level by Gender (2019): Ministry of Higher Education

Number of Students' (Level By Gender 2019)			
Year	Male	Female	Total
2019	213, 654	339.048	552,702

3.4 SAMPLE SIZE

The sample size of this study is focusing on the students who are influencing the selection of tourism destinations among students. The sample size was used to estimate the population without a perfect sample size, according to (Krejcie & Morgan, 1970) data cannot be used and the inference is based on incorrect information. According to Statistic higher education 2019 Ministry of Higher Education 552,702 is students and the sample size for this study is 384 students according to (Krejcie & Morgan, 1970).

Table 3.2: Determining Sample Size (Krejcie & Morgan, 1970)

TABLE 1
Table for Determining Sample Size from a Given Population

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.—*N* is population size.
S is sample size.

Source: Adapted from (Krejcie & Morgan, 1970)

3.5 SAMPLING METHOD

Sampling is a process that is used in statistical analysis, for example, several observations that have been determined to be taken from a larger population and it is also a procedure to select a sufficient number of bases from the population.

Studies on evidence samples will be conducted by researchers to facilitate basic properties or characteristics in the population. In this sampling method, the researchers will select some population bases that will be used as the sample subjects.

Convenience sampling is also a form of non-probability sampling in this analysis, where individuals are easily delivered because researchers have "convenient" sources of data. The variable in the population has a known non-zero chance of being selected by the use of a random selection technique in non-probability sampling. The sample was taken from the target population which is the student population in Malaysia. It will give the same opportunity to each student and is known as the subject sample. This questionnaire is planned for using and this questionnaire will be shared through social media such as WhatsApp, Instagram, Twitter, Facebook, and others. By using and social media, researchers will be able to acquire respondents from students.

3.6 DATA COLLECTION

Data collection is the way toward gathering and estimating data dependent on designated factors in a current framework that permits addressing significant inquiries just as assessing potential outcomes. This demonstration is vital in the exploration of all types of study including physical and sociologies, humanities, and business sciences. It includes the cycle of where and how data is to be gathered, mentioning observable facts of something that is continuing, recording, gathering, choosing, detaching data, and understanding when it will be utilized. This cycle is covering, the specialist ought to consistently allude to the inquiries and targets of the examination. During the time spent gathering data, checking the activities or practices performed by the analyst is a higher priority than simply taking the data. The method of collecting data should be following the objectives of the study. Among the methods that can be used are observations, interviews, document data, questionnaires, scenario tests, journal entries.

The data collection used by the researcher is data instrument, questionnaire design, pilot test, and online survey for factors influencing the selection of tourism destinations among students. This is because the use of Google forms is easier to contact respondents to all students. Besides, we know that the number of students in the 2019 was 552,702 students, of this total 384 sample size students used can reduce the cost of paper use, can also make it easier for people to answer the questions provided for example respondents can answer this question by phone or other digital technology and it also makes it easier for people to answer the question in their home without having to leave the house.

3.6.1 STUDY SETTING

This research is based university students. This research is during on September semester of 2020/2021. The research is from around October until January time for conducting the survey. Next, this study aims to the better relationship between independent variables, factors (personal factors, destination image, and destination loyalty), and dependent variable (influencing the selection of tourism destination among the students). The purpose of this research to determine which factors are influencing the selection of tourism destinations among the students.

3.6.2 PILOT TEST

The term 'pilot tests' refers, according to (Van Teijlingen & Hundley, 2010) the mini version of a full-scale study called 'feasibility' studies, as well as the basic pre-testing of a specific research method such as a questionnaire or interview schedule. The basic element of successful research design is pilot studies. The conduct of a pilot study does not guarantee achievement in the main study, but it increases the chance. An assortment of significant jobs are satisfied by pilot examines which can give helpful exercises to different specialists. Researchers need to discuss more both the mechanism and the results of pilot studies.

A pilot study is a preliminary study performed before the planned study, according to (Manini et al., 2017). Normally, yet on a more limited size, pilot tests are completed true to form for the expected examination. While every single fundamental slip-up or unexpected issues can't be forestalled by a pilot study, it diminishes the danger of making a Sort I or Type II mix-up. The two types of mix-ups put forth the key examination a misuse of attempt, time, and assets. Pilot studies mirror a key advance of the exploration cycle, as indicated by (H. Kim, 2015). The goal of carrying out a pilot study is to test the viability of a method to be used in a larger-scale study.

In this report, the researcher is expected to circulate 30 sets of questionnaires to students. The pilot test will take approximately a week to collect all the input and details. The observations and feedback from the pilot test make it easier for researchers to perform analysis or study on a broad scale after the pilot test.

3.6.3. ONLINE SURVEY

In the research, we utilized an online survey to gather information about understudies from online. The most widely recognized information assortment hotspot for researchers is an online survey, where a bunch of survey questions is sent with a target sample and the inquiries can be replied by the respondents of this sample. To gather the data, this study used the "Google Form" tool. The "Google Form" approach is the platform where respondents are asked to collect more information that includes everything from basic demographic data, independent variables, and dependent variables. Apart from that, the questions are generated to find out how

students respond to it to construct a survey about a particular word. Via social media, respondents will receive the questions via email and connection pages. This online survey is intended to gain a deeper understanding of the views of the respondent for successful data collection. To collect data to make the correct decision for this analysis, the right survey question with the sample is required.

3.7 RESEARCH INSTRUMENT

Research instruments are estimation devices, like questionnaires, tests, or scales, intended to assist researchers with getting information from research subjects on the subject of importance. The research instrument requires subtleties, for example, the populace in question, the target of the instrument, and the determined factors, for instance. Different kinds of tests can be utilized by researchers for their examination, like studies, contextual analyses, or questionnaires, contingent upon the idea of this investigation carry out (Ekanem, Inyang, & Umoh, 2019).

Since there is the probability of different types of respondent who will answer the questionnaire, this questionnaire will be provided with two language which is English and Malay to make thing easy to the respondent.

The style of the rating scale was used in the questionnaire to form the questions, according to our study. The scale is used in a particular statement to measure the degree of approval or opposition of the respondent. To build our study, we use a Likert Scale questionnaire that consists of five points. The questionnaire structure in Section A uses the nominal and interval scales, while the Likert Scale is used in Section B and C. 1= strongly disagree, 2= disagree, 3= neutral, 4= agree, and 5= strongly agree with the calculation on the Likert Scale

Table 3.3: Scale of Measurement

SECTION	ITEMS	SCALE OF MEASUREMENT
A (Demographic)	5	
B (Independent Variable)	21	Strongly agree- 5
C (Dependent Variable)	10	Agree- 4
		Neutral- 3
		Disagree- 2
		Strongly disagree-1

The questionnaire is separated into three sections which are section A, section B, and section C. Section A discussed the demographic segmentation. The demographic profile is a market segment according to the respondent's gender, age, race, marital status and prefer the state to travel (Cheng, Teh, Ong, & Wong, 2018). Then, section B focused on all the independent variables which are destination image, destination loyalty, and personal factors. Finally, in the questionnaire section, C discussed the dependent variable which is influencing the selection of tourism destinations among students.

Table 3.4: Research Instrument

Section	Factors	Contents	Questions
A	Demographic profile	gender	<ul style="list-style-type: none"> • Male • Female
		age	<ul style="list-style-type: none"> • 18 to 20 years old • 21 to 23 years old • 24 to 26 years old • 27 and above years old
		race	<ul style="list-style-type: none"> • Malay • Chinese • Indian • Others
		Marital status	<ul style="list-style-type: none"> • single • married
		Prefer state to travel	<ol style="list-style-type: none"> 1. Johor 2. Perlis 3. Kelantan 4. Terengganu 5. Kedah 6. Pulau Pinang 7. Pahang 8. Kuala Lumpur 9. Selangor 10. Perak 11. Melaka 12. N.Sembilan 13. Sabah 14. Sarawak

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Section C	Factors	Contents	Questions
	Independent variable	Destination image	<ol style="list-style-type: none"> 1. Image of interesting destinations will influence me to go there. 2. By looking at the images, it can ensure that the area is the same as I expected before visiting there. 3. The activities shown in the picture make me want to experience it in real. 4. The various facilities shown in the picture caught my eye. 5. The cultural differences shown in the pictures made me want to know about it and visit it. 6. The technological advancement of the place in the picture made me want to feel a new experience 7. The uniqueness shown in the pictures made me want to go and explore the place.
			<ol style="list-style-type: none"> 1. I chose the destination as a stress-relieving and physical-and-mental fatigue-relieving goal. 2. I chose the destination because the natural world has beneficial effects on tourism destination selection. 3. I chose the destination because of the high quality of the universe, which seems to be a big attraction for visitors when choosing a vacation spot. 4. I choose loyalty to my own destination because it will guarantee more guaranteed safety and better quality of tourism. 5. I chose the destination because I was confident of the facilities available and the natural beauty that kept us calm while traveling. 6. I choose that destination often because it can help save on spending costs and we will be able to plan better so as not to waste. 7. The loyalty of destination influences by beautiful of historical buildings and culture values at that place that can attracted tourist's eyes.
			<ol style="list-style-type: none"> 1. I travel because want to release stress and tension. 2. I travel because want to gain new experience. 3. I travel because want to visit new place. 4. I travel because want to do activities at that place. 5. I travel because want to take photo as memories. 6. I travel because want to learn culture of that place. 7. I travel because attracted to historical places.

Section C	Factors	Contents	Questions
	Dependent variable	Influencing the selection of tourism destinations among students	<ol style="list-style-type: none"> 1. There are alot tourism places around Malaysia 2. The price of traveling is cheap for me 3. Weather is a factors that influencing the selection of tourism destination for me 4. Foods is one of the factors I prefer to travel. 5. Information form mouth-to- words influence to travel for me. 6. Promoting attraction me via social media such as Instagram, Twitter and WhatsApp. 7. Lectures offer to me travel around Malaysia attraction places. 8. I travel for having strong bonding with friends and others. 9. I prefer to use my time in good way like traveling. 10. Opportunities given by universities for me to travel around Malaysia

(Source: Cheng Si Yi, 2018)

The questions were contained in Table 3.4 of the questionnaire given to the respondents. As previously stated, the table was divided into three sections: Section A, Section B, and Section C. The demographic profile of the respondents, including gender, was presented in Section A. The genders employed in this study are male and female, as is customary. The following topic was age. The table above began with the age group of 18 to 20 years old and up. The race of the responders was the next aspect to consider. In this element of the questionnaire, the researchers identified Malay, Chinese, Indian, and other ethnic groups. Researchers are unable to list all of Malaysia's races due to the constraints. If the respondents are not Malay, Chinese, or Indian, the 'Others' section must be completed. Following the results of a questionnaire regarding which states students prefer to visit, it is clear that students enjoy visiting the majority of sites.

The independent variables (IV) that are destination image, destination loyalty, and personal factors were included in Section B. Seven issues were given to each variable, 21 of which related to the individual variables. The questions for the destination image setting are all about how much the destination image attracts students. Other than that, there is also an issue of promotion that influences students to travel selectively. There is also a question in the questionnaire about releasing stress and depression while moving to a chosen destination.

The second independent variable (IV) is destination loyalty. The second variable's questions are about dedication to the destination, which can be linked to the sample. The questions raised in the second variable are about destination loyalty to influence students to revisit the locations. The next question will be how students have the best feedback on the travel locations followed by loyalty to the destination element.

Personal factors are the last independent variable (IV). The questionnaire on personal factors deals more with their perception. Students tend to gain more experience while traveling and students travel to get inspiration themselves, for example. The query design like traveling is happy and memorable according to this independent variable. Awareness allows students to select the best place for researchers to go, so they know how far students are influenced by personal factors.

Section C was about influencing the selection of tourist destinations among students. Section C contains 10 questions for students answer the questionnaire. For Section C, the questions are as to why students influence the selection of tourism destinations. The researchers also mention in this section how the data gets students to travel to selective destinations.

3.8 DATA ANALYSIS

At the end of the studies, the researchers use Statistical Package for the Social Sciences (SPSS) to analyze the collected data. SPSS is a software used to analyze research data that has been administered and collected. Before we begin the process of data analysis using SPSS, it would be good if we briefly discuss how the data. This study to be analyzed is first designed. This is because the study design has implications for the data we will enter into this SPSS software. Data analysis can be broken down into more sections such as descriptive statistics, reliability tests, and Pearson correlation coefficients. It can be collected in almost all types of folders for making scheduled reports including charts and plot distribution. The data were analyzed using Pearson correlation coefficient analysis. One essential analysis that can quantify the strength of a linear relationship between independent variables (IV) and dependent variables (DV) is the Pearson correlation coefficient analysis. This study aims to see if there are any relationships between independent variables (IV), such as destination images, destination loyalty, and personal factors, and dependent variables (DV), which influence the selection of tourism destinations among students. If such a correlation exists, the researchers should decide the strength and direction of the relationship between independent variables (IV) and dependent variable (DV).

3.9 SUMMARY

In this chapter, the researchers will be clearer in conducting this study when the researcher decides the design in this research, target population, sample size, sampling method, data collection, and research instruments and data analysis.

From this study, the researcher will also be able to perceive how to use the study design in the thesis as well as other functions and segments that are the target population, sample size, sampling method, data collection, research instruments, and data analysis.

This chapter has also explained how the questionnaire will be conducted and how the questionnaire can be applied and used in this research. The researchers will also explain each of the contents of the question to be asked in the questionnaire and the usage used in each question.

At the end of this chapter, all the components of this study will hopefully be used in additional research. Besides, the researchers began planning a survey of the study by completing this chapter.

CHAPTER 4

RESULTS & DISCUSSION

4.1 INTRODUCTION

The results and findings of the analysis of the data obtained from the questionnaires will be discussed in this chapter. There were 384 questionnaires distributed to 384 respondents in total. Influencing the Selection of Tourism Destinations among Students. Descriptive and inferential analysis was used to analyse the data obtained from the questionnaires. The results of the questionnaire were analysed using a software program and a statistical package for social science (SPSS). Since conducting the actual questionnaire, a pilot test was conducted with a total of 30 respondents, and a reliability test was used to determine the variables' validity. In the questionnaire survey, the total respondents and sample size are around 384. The total number of respondents is 384 to our questionnaire. In conclusion, the rate of return for the questionnaire is 100% response for the factor influencing the selection of tourism destinations among students.

4.2 RELIABILITY TEST

Reliability refers to the degree to which a test score reflects unchanging individual differences in the test's general and group variables. (Stability and equivalence coefficients.) It can observe that Cronbach's alpha is closer to 1, internal consistency considered excellent meaning the more reliable of the items in a survey. If Cronbach's alpha is less than 0.5, it will be considered as unacceptable internal consistency. When Cronbach's alpha 0.7 and above was an acceptable and good reliability coefficient.

Table 4.1: The results of Reliability Coefficient Alpha

Variables	Number of items	Cronbach's Alpha
Destination image	7	0.940
Destination Loyalty	7	0.850
Personal Factors	7	0.945
Influencing the selection of tourism destinations among students.	10	0.779
Total	31	0.952

Table 4.1 shows the results of reliability coefficient alpha for independent variables and dependents variables in this study. According to table 4.2, all the variables were above the value of 0.7. Therefore, the questionnaire has been accepted.

There were 7 questions used in measuring the destination image that influencing the selection of tourism destinations among students. The Cronbach's Alpha result for this section's question was 0.940 results is excellent. Thus, the coefficients obtained for the questions in the destination image were reliable.

Then, to measure the destination loyalty that influencing the selection of tourism destinations among students. The Cronbach's Alpha result for this section's question was 0.850 results is good. Thus, the coefficients obtained for the questions in destination loyalty were reliable.

Next, to measure the personal factors that influencing the selection of tourism destinations among students. The Cronbach's Alpha result for this section's question was 0.945 results is excellent. Thus, the coefficients obtained for the questions in personal factors were reliable.

Lastly, to measure the influencing the selection of tourism destinations among students. The Cronbach's Alpha result for this section's question was 0.779 results is excellent. Thus, the coefficients obtained for influencing the selection of tourism destinations among students questioned were reliable.

4.3 DESCRIPTIVE ANALYSIS

4.3.1 DEMOGRAPHIC PROFILE

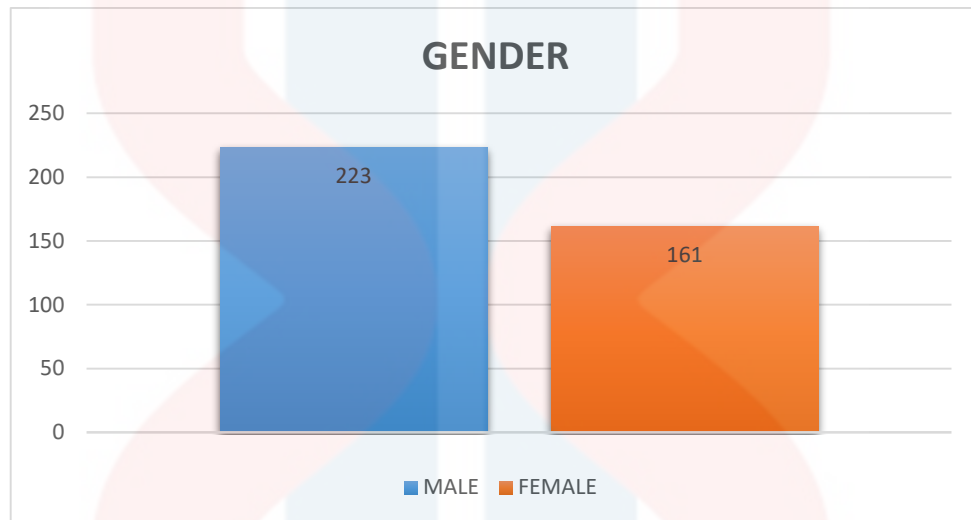


Figure 4.1: The genders of respondents

Figure 4.1 shows the respondent by gender. The total number of respondents is 384 respondents, the total for males is 223 respondents, and the total for females, 161 respondents. Out of 384 respondents, 58.1 percent of total respondents were male and the remaining 41.9 percent were female respondents who were involved in this study.

MALAYSIA

KELANTAN

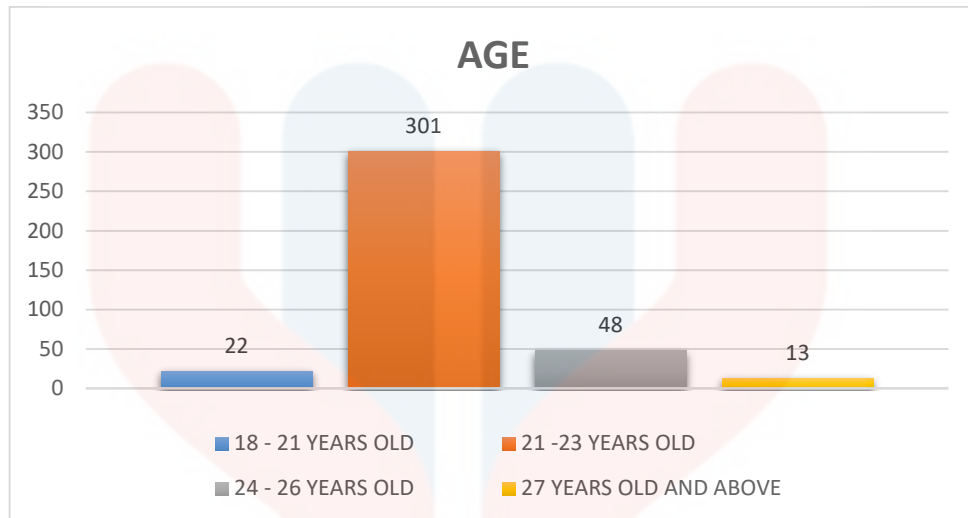


Figure 4.2: The genders of ages

Figure 4.2 shows the total number of respondents by age. There were 384 respondents which were consisted of 18 - 21 years old (21 respondents / 5.7 percent), 21 - 23 years old (301 respondents / 78.4 percent), 24 - 26 years old (48 respondents / 12.5 percent), and 27 and above years old (13 respondents / 3.4 percent) had responded to the questionnaire.

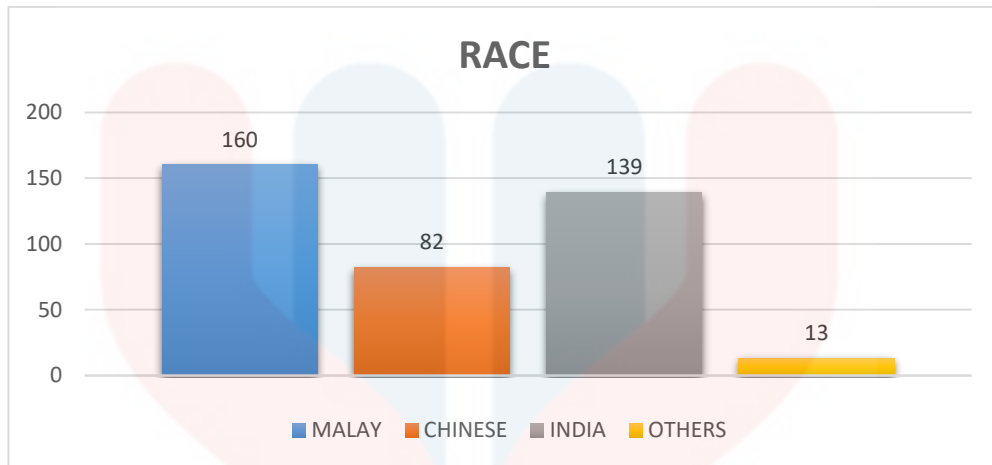


Figure 4.3: The race of respondents

Figure 4.3 shows the total number of respondents by race. There were 384 respondents which consisted of Malay (160 respondents /41.7 percent), Chinese (82 respondents /21.4 percent), Indian (139 respondents /36.2 percent), while other races (3 respondents / 0.8 percent) had responded to the questionnaire.

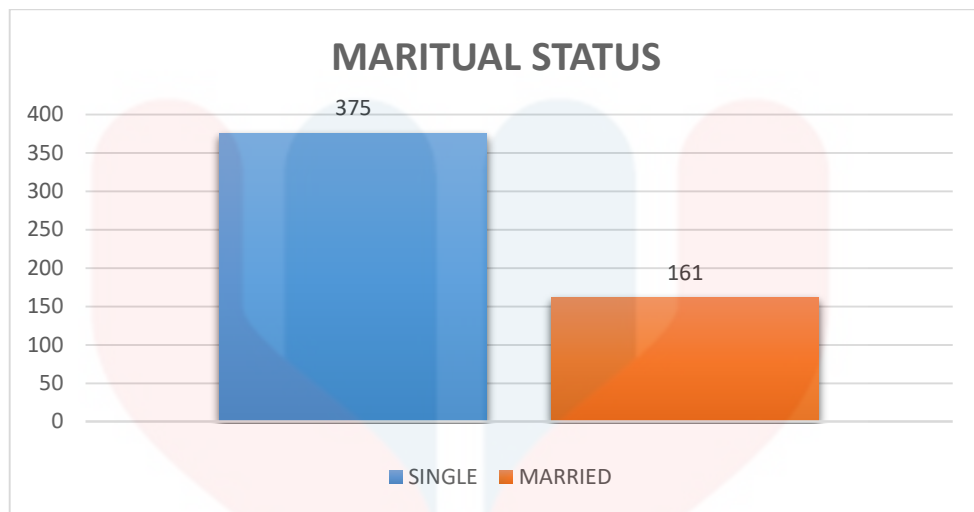


Figure 4.4: The marital status of respondents

Figure 4.4 shows the total of respondents by marital status. 384 respondents consisted of single (375 respondents / 97.7 percent) and married (9 respondents / 2.3 percent) have respondents to the questionnaire.

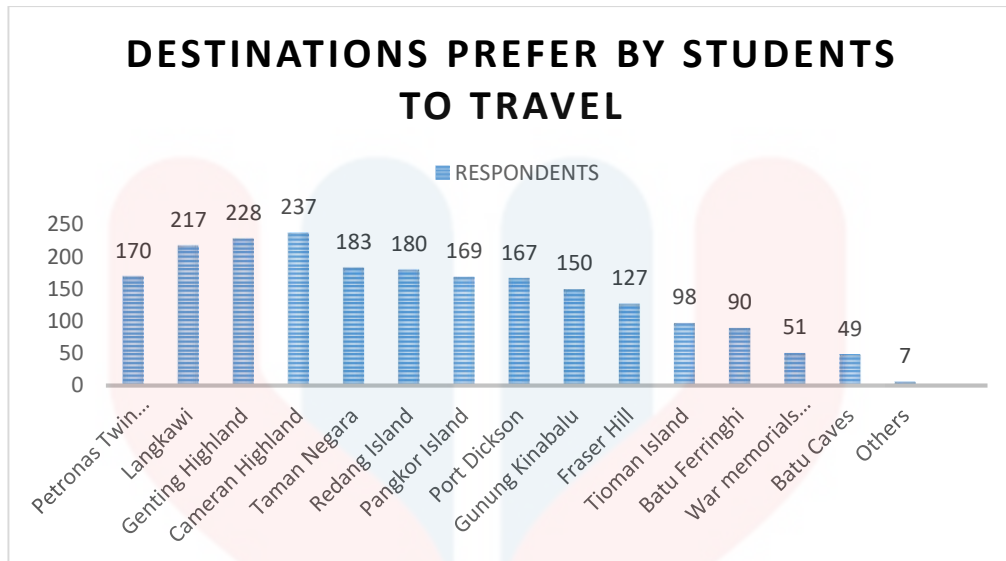


Figure 4.5: The destination prefers by students to travel

Figure 4.5 shows the destination preferred by students to travel in tourist places. The chart shows that most students prefer to travel to Cameron Highland. There were 237 respondents whose students preferred to travel. Their outcomes show that knowledge was a significant benefactor to travel choices as understudies needed to find out about the objective (Kim and Jogaratnam, 2003). Continuously, the next highest place traveled by students is Genting Highland. Thus, students prefer to travel to Genting during the Semester break period. 228 respondents preferred to travel over there. Genting tourist destination is a most precious place which has good climate conditions (Hashim et al., 2020). The third highest preference by students is Langkawi. There were 217 respondents around 384 respondents. The social angle alludes to the oddity of culture that gives new information and comprehension to sightseers. While visiting an objective, travelers experience new foods, social exercises, occasions, music, and ways of life in Langkawi (Park et al., 2019). Then, Taman Negara's fourthly highest respondents were 183 likely to travel to Pahang. Students like to travel to Taman Negara to meet new people, enjoy holidays with friends and relax when depressed and stressed (Samdin, 2008). Redang

Highland one of the most popular tourist places in Terengganu, where 180 respondents preferred to travel there, and Petronas Twin Tower tourist destination, one of the most visited places all over the world, where 170 respondents preferred to travel to Kuala Lumpur. Pulau Redang is one of the eco destinations whose students can enjoy natural beauty with friends and Petronas Twin Tower place which students often visit to explore the twin tower and enhance knowledge about the Kuala Lumpur Cultural destinations (Musa, Thirumoorthi, & Doshi, 2012). Besides that, Pangkor Island and Port Dickson tourism destinations students prefer to visit the beachside for mind relaxation. There were 169 respondents for Pangkor Island and 167 respondents for Port Dickson. Next, Fraser Hill is one of the ecotourism which students preferred to travel. 127 respondents selected Fraser Hill as a tourist destination. Fraser Hill is a nature tourism destination. Some students spend the time related to natural beauty instead of spending time on adventure and shopping tourism (Sulaiman & Rosli, 2010). After that, Tioman Island, Batu Ferringhi, War memorial Kundasang, and Batu caves were below 100 respondents who preferred to travel to tourist destinations. According to the questionnaire, for Tioman Island, 98 respondents, Batu Ferringhi for 90 respondents, War memorial Kundasang for 51, and Batu Caves were 49 respondents preferred to travel. Finally, some respondents were traveling to other tourist destinations apart from the questionnaire, which are Chemor, Perak, Kuala Selangor, Tambun, and others. It associates students with the past. Through visiting where history happened we discover our underlying foundations. History permits us to feel like we are essential for something a lot greater. It lowers us while mysteriously causing us to feel more grounded because we come from a long queue of survivors, and exceptional because we are essential for this tremendous chain of humankind (Morgan & Howlett, 2007).

4.3.2 DESTINATION IMAGE

Table 4.2: The descriptive analysis of destination image

Variables	Mean	Standard Deviation
1. Images of interesting destinations will influence me to go there.	3.87	0.87
2. By looking at the images, it can ensure that the area is the same as I expected before visiting there.	3.96	0.79
3. The activities shown in the picture make me want to experience it in real.	3.94	0.85
4. The various facilities shown in the picture caught my eye.	4.03	0.80
5. The cultural differences shown in the picture made me want to know about it and visit it	3.97	0.83
6. The technological advancement of the place in the picture made me want to feel a new experience.	4.02	0.82
7. The uniqueness shown in the pictures made me want me want to go and explore the place	3.98	0.83
Total	3.97	4.15

Table 4.2 shows the descriptive analysis of destination images that influencing the selection of tourism destinations among students. The total mean of destination image among students is 3.97. The total standard deviation is 4.15. The highest mean is 4.03 (standard deviation 0.80) which students travel because “the various facilities shown in the picture caught my eye”. 117 respondents strongly agree and 170 respondents agree with the statement. This statement is the highest because of the elements of tourist

facilities. Get-together of tourism offices is disconnected into three specifically: first, accommodation, that is all that which is given to resolve the issues of a person where tourists can rest, Stay, shower, eat and drink, and like the organizations of explorer organizations, for instance, entertainment offices Gave (Amir, Abd Ghapar, Jamal, and Ahmad, 2015). Furthermore, Supporting offices, for example, offices that are proportioned as a supplement to the primary office so travellers will feel more great (Amir et al., 2015). Thirdly, the tourism helper offices are the fundamental supplement with the goal that sightseers address their issues during visiting vacation spots (Cham, Lim, Sia, Cheah, and Chime, 2021). Traveler offices are a help administration that can be used by offering sightseers the quality and cost of the requirements of vacationers (Factory, 2002). Then, at that point, nature of traveler workplaces Three attributes 'quality and neatness at a place of interest, comfort, and eateries', 'cleanliness and upkeep of public convenience' and 'availability quality knickknacks' fell into the quadrants. It shows that travelers' places have moderately high significance of these highlights, yet their assumptions were not tended to. The subsequent continue to do magnificent 'openness of unwinding and wearing activities' and 'proper interpretation workplaces at spots of interest ' credits. 'Upkeep of vacation destinations and 'accessibility of equipped local escorts' figured in the third Low need quadrant, demonstrating the low significance of giving credits. The lone element 'uncrowded and pristine objective' is set in the Conceivable needless excess quadrant of low significance and superior.

The lowest mean was 3.87 (standard deviation is 0.87) which is students travel because "image interesting destinations will influence me to go there". 113 respondents strongly agree and 119 respondents agree with the statement. This assertion is the least in light of the fact that numerous investigations as often as possible utilize the term "destination image", however they tend not to conceptualize this term absolutely. The

latest investigations (Baloglu and Brinberg, 1997; Baloglu and McCleary, 1999a, 1999b; Gartner, 1993; Walmsley and Youthful, 1998) will in general broad consider the image as a thought outlined by the buyer's mulled over and energetic interpretation as the aftereffect of two immovably interrelated portions: knowing or mental appraisals insinuating the individual's own knowledge and feelings about the article (an appraisal of the clear characteristics of the thing), and enthusiastic assessments relating to an individual's estimations towards the item Next, different writers' express that inspirations impact the image shaping interaction and the decision of destination proposes that inspirations apply an immediate effect on its emotional part. To the extent that compelling images allude to the sentiments excited by a spot, individuals with various intentions may survey a destination likewise if its insight fulfills their necessities. Eventually, as (Gartner, 1993) brings up, the emotional part is the worth that people connect to destinations dependent on inspirations. In addition, since the full of feeling measurement impacts the general image, inspirations may likewise impact, either straightforwardly or in a roundabout way, that general image (Baloglu and Brinberg, 1997; Baloglu and McCleary, 1999a, 1999b; Gartner, 1993; Walmsley and Young, 1998).



4.3.3 DESTINATION LOYALTY

Table 4.3: The descriptive analysis of destination loyalty

Variables	Mean	Standard Deviation
I choose the destination as a stress-relieving and physical-and-mental fatigue-relieving goal	4.05	0.82
I choose the destination because the natural world has beneficial effects on tourism destination selection	3.98	0.82
I choose the destination because of the high quality of the universe, which seems to be a big attraction for visitors when choosing a vacation spot	3.99	0.81
I choose loyalty to my own destination because it will guarantee more guaranteed safety and better quality of tourism	3.95	0.80
I choose the destination because I was confident of the facilities available and the natural beauty that kept us calm while traveling	3.94	0.79
I choose that destination often because it can help save on spending costs and we will be able to plan better so as not to waste	3.90	0.80
The loyalty of destination influences by beautiful of historical buildings and culture values at that place that can attracted tourist's eyes	3.96	0.81
Total	3.97	4.07

Table 4.3 shows the descriptive analysis of destination loyalty that influencing the selection of tourism destinations among students. The total mean of destination loyalty among students is 3.97 meanwhile the standard deviation is 4.07. The highest mean is 4.5 (standard deviation 0.82) which is 'the destination as a stress-relieving and physical-and-mental fatigue-relieving goal' 130 respondents strongly agree and 152 respondents agree

with the statement. This statement has a higher meaning because we are aware that everyone has different pressure levels, but students are also not excluded from having stress and problems. This is also one of the therapies to release the existing pressure. Studies have demonstrated that voyaging is a decent strategy to deliver pressure, and it can improve your general wellbeing. What's more, it can improve your efficiency and response time at work. Besides, it's fun, and that is a little satisfaction that everybody needs to decrease their pressure (Achor, 2011).

The lowest mean is 3.90 (standard deviation 0.80) which is 'destination often because it can help save on spending costs and we will be able to plan better so as not to waste' 107 respondents strongly agree and 154 respondents just agree with this statement. We know that not everyone is able to manage their finances wisely, there is also the nature of being too extravagant and wasteful when spending without following the proper needs. But no less there are also people who are so meticulous with managing their own finances. There is no denying that traveling is a fun activity to do especially when with loved ones or friends, but wise money management must be emphasized when making decisions. Therefore, we are now provided with various packages offered by travel companies according to the appropriate budget. There are also travel companies that allow us to plan our own activities that we want according to our budget. So with wise financial management neither we as adults nor students, can make loyalty a destination at an affordable price for all.

4.3.4 PERSONAL FACTORS

Table 4.4: The descriptive analysis of personal factors

VARIABLES	MEAN	STANDARD DEVIATION
1. I travel because want to release stress and tension.	3.93	0.83
2. I travel because want to gain new experience.	4.10	0.78
3. I travel because want to visit new place.	3.98	0.81
4. I travel because want to do activities at that place.	4.02	0.77
5. I travel because want to take photo as memories.	4.01	0.85
6. I travel because want to learn culture of that place.	4.07	0.75
7. I travel because attracted to historical places.	4.01	0.82
Total	4.02	4.12

Table 4.4 shows the descriptive analysis of personal factors that influencing the selection of tourism destinations among students. The total mean of personal factors among students is 4.02 meanwhile the standard deviation is 4.12. The highest mean is 4.10 (Standard deviation 0.78) which is 'students travel because want to gain new experience.' 128 respondents strongly agree and 175 respondents agree with the 'students travel because want to gain new experience' statement. This statement means is highest because the information on the objective is regularly revelatory in nature and can be acquired by the vacationers dependent on their encounters with the location, encounters of their family/companions, and data access across different types of media, for example, magazine articles, papers, notices, and TV programming (Chen, Lai, Petrick, & Lin, 2016; Gursoy, 2003). Taking into account that experiences are intelligent and inalienably close to home, a few researchers contend that the movement experience lies "past" the fleeting measurement. For instance, Volo (2009) characterized travel experience as everything

among insight and sensation and is a sort of internal mental state. Urry (1990) proposed the idea of "traveler look," contending that the movement experience is diverse for each individual in light of the fact that the traveler emotionally generalizes and deciphers the spots he/she visits. All the more as of late, Uriely (2005) refined this perspective by recommending that the assorted qualities of the movement experience can be clarified by the variety of traveler's inspirations. Hence, Jennings and Weiler (2006) reasoned that movement is a sense-production measure in which travelers develop the movement experience by picking up, comprehension, and feeling the spots visited and the way of life implanted in these spots.

The lowest mean was 3.93 (standard deviation is 0.83) which is 'I travel because want to release stress and tension. 110 respondents strongly agree and 148 respondents agree that 'students travel because want to release stress and tension.' statement. travel pressure as the perceptual, enthusiastic, social, and actual reactions made by a person to the different issues looked at during at least one of the periods of movement. This article will zero in specifically on the negative responses that voyagers go through, as these are the ones that comprise a danger to chief working and authoritative performance.^ At the center of this pressure experience is a fast, over-animating, capricious way of life. The existences of chiefs and numerous others in the public arena are frantic, feverish, and quick-moving. For instance, understudies may go to a gathering. Tasks, in universities. These are for the most part models of travel pressure. Travel is regularly considered as captivating, instructive, and testing. Commonly that might be the situation, yet the models referred to and the encounters of numerous chief voyagers represent that movement is regularly distressing and negative. The potential for movement stress relies on upon an assortment of elements, including the circumstance, assumptions, and state of being of the individual.

4.3.5 INFLUENCING THE SELECTION OF TOURISM DESTINATIONS AMONG STUDENTS

Table 4.5: The descriptive analysis of influencing the selection of tourism destination among students

variables	Mean	Standard Deviation
1. There are a lot of tourism places around Malaysia.	4.08	0.79
2. The price of traveling is cheap for me.	3.88	0.84
3. Weather is a factors that influencing the selection of tourism destination for me.	3.99	0.82
4. Foods is one of the factors I prefer to travel	4.04	0.80
5. Information form mouth-to- words influence to travel for me	3.99	0.81
6. Promoting attraction me via social media such as Instagram, Twitter and WhatsApp.	4.01	0.79
7. Lectures offer to me travel around Malaysia attraction places.	3.90	0.84
8. I travel for having strong bonding with friends and others.	4.01	0.81
9. I prefer to use my time in good way like traveling.	4.03	0.82
10. Opportunities given by universities for me to travel around Malaysia.	3.88	0.86
Total	3.98	5.29

Table 4.5 shows the descriptive analysis of influencing the selection of tourism destinations among students. The total mean of influencing the selection of tourism

destinations among students is 3.98 meanwhile the standard deviation is 5.29. The highest mean is 4.08 (Standard deviation 0.79) which is 'There are a lot of tourism places around Malaysia'. 130 respondents strongly agree and 159 respondents agree with there are a lot of tourism places around Malaysia statement. According to Briedenhann & Wickens (2004), the tourism destination depends on the local area's disposition and their assessment of the climate, foundation, and occasions, and the level of contribution by the local area applies a solid impact on the traveler's experience. The respondents highest because of in the 2013 tourism industry factsheet given by Performance Management and Delivery Unit (PEMANDU), through the Tourism Public Key Monetary Territories (NKEA), collective endeavors between the Ministry of Tourism and Culture, other Government agencies, and the private area have been improved to help secure Malaysia's situation as the main traveler destination (Aruna, 2013). Travelers' view of the city can be dictated by the visual and actual experience of being in the spots. Regardless of endeavors to improve the actual characteristics of roads and open spaces inside the city, the walkability issues should be tended to in making places more helpful for the example of developments, necessities, and aims of the vacationers. Each outing starts and finishes with a type of person-on-foot action, so strolling is the most essential type of transportation and a significant encounter for travelers through their excursion. Investigations of how metropolitan structure may impact strolling propensities normally consolidate a proportion of availability of the walkways organization (Ewing, 1996; Leslie et al., 2005).

The lowest mean was 3.88 (standard deviation is 0.84) which is 'the price of traveling is cheap for me'. 101 respondents strongly agree and 150 respondents agree that 'the price of traveling is cheap' statement. In the questionnaire, the lowest mean was 3.88

(standard deviation is 0.86) for opportunities given by universities for me to travel around Malaysia. 97 respondents strongly agree and 166 respondents agree with the opportunities given by universities for students to travel around Malaysia's statement. There is in this manner a case for building up a tourism price seriousness record, which thinks about the prices in various nations of the labor and products that sightseers purchase. With information on itemized global price correlations currently opening up, it is feasible to develop a particular tourism price intensity list. Prices for the things that sightseers purchase, are acquired for various nations and are then joined utilizing loads got from their offers in vacationer spending plans. In this examination, we utilize the exceptionally definite and broad price correlations made by the Worldwide Examination Program (World Bank, 1993). 'Opportunities are given by universities for me to travel around Malaysia' statement which is the state's lowest mean in the questionnaire. Lecture presumed that family union was fortified through traveling as it "made recollections that would last, that would give significance later on, and that would turn into a reason for future life choices" (Shaw, Havitz & Delemere 2008). Lecture educated being perceived as a significant piece of the social tourism market and especially a significant space of revenue for provincial areas (Lobby and Mitchell, 2001; Hjalager and Richards, 2002) because neighborhood food sources or food items hold a lot of potentials to improve maintainability in tourism, add to the validness of the objective, reinforce the nearby economy, and accommodate a harmless to the ecosystem foundation (Handsuh, 2000).

4.4 INFERENTIAL ANALYSIS

Inferential analysis used to examine the relationship between independent variables (Destination image, Destination Loyalty, and Personal factors) and dependent variables influencing the selection of tourism destinations among students. Pearson correlation used to measure the strength of relationship between independent variable and dependent variable by depending on its correlation size (Piaw, 2006). The table below shows a guideline coefficient correlations and strength of relationship used by the researchers.

Table 4.6: Correlation Coefficient and strength of relationship

Correlation Coefficient	Strength of relationship
.90 to 1.00 (-.90 to -1.00)	very high positive(negative) correlation
.70 to .90 (-.70 to -.90)	high positive(negative) correlation
.50 to .70(-.50 to .70)	moderate positive(negative) correlation
.30 to .50 (-.30 to -.50)	low positive (negative) correlation
.00 to 0.30 (.00 to -0.30)	negligible correlation

Hypothesis 1

To identify the relationship between destination image and influencing the selection of tourism destinations among students.

Table 4.7: The relationship between destination image and influencing the selection of tourism destinations among students.

Correlation			
		Destination image (DIE)	Influencing the selection of tourism destinations among students (STD)
Destination image (DIE)	Pearson Correlation	1	.796**
	Sig. (2-tailed)		.000
	N	384	384
Influencing the selection of tourism destinations among students (STD)	Pearson Correlation	.796**	1
	Sig. (2-tailed)	.000	
	N	384	384
**Correlation is significant at the level 0.01 level (2-tailed)			

Table 4.7 indicates the relationship between destination image and influencing the selection of tourism destinations among students is highly positive with a correlation coefficient of .796. This implies that the relationship between the destination image is highly positive and influencing the selection of tourism destinations among students. The p-value of the destination image is .000 which is less than the highly significant level of .001. Therefore, there is a relationship between destination image and influencing the selection of tourism destinations among students.

Hypothesis 2

To identify the relationship between destination loyalty and influencing the selection of tourism destinations among students.

Table 4.8: The relationship between destination loyalty and influencing the selection of tourism destinations among students.

Correlation			
		Destination Loyalty (DL)	Influencing the selection of tourism destinations among students (STD)
Destination Loyalty (DL)	Pearson Correlation	1	.790**
	Sig. (2-tailed)		.000
	N	384	384
Influencing the selection of tourism destinations among students (STD)	Pearson Correlation	.790**	1
	Sig. (2-tailed)	.000	
	N	384	384
**Correlation is significant at the level 0.01 level (2-tailed)			

Table 4.8 indicates the relationship between destination loyalty and influencing the selection of tourism destinations among students is highly positive with a correlation coefficient of .790. This implies that the relationship between destination loyalty is highly positive and influencing the selection of tourism destinations among students. The p-value of destination loyalty is .000 which is less than the highly significant level .001. Therefore, there is a relationship between destination loyalty and influencing the selection of tourism destinations among students.

Hypothesis 3

To identify the relationship between personal factors and influencing the selection of tourism destinations among students

Table 4.9: The relationship between personal factors and influencing the selection of tourism destinations among students.

Correlation			
		Personal Factors (PF)	Influencing the selection of tourism destinations among students (STD)
Personal Factors(PF)	Pearson Correlation	1	.674**
	Sig. (2-tailed)		.000
	N	384	384
Influencing the selection of tourism destinations among students (STD)	Pearson Correlation	.674**	1
	Sig. (2-tailed)	.000	
	N	384	384
**Correlation is significant at the level 0.01 level (2-tailed)			

Table 4.9 indicates the relationship between personal factors and influencing the selection of tourism destinations among students is moderate positive with a correlation coefficient of .674. This implies that the relationship between destination loyalty is moderate positive and influencing the selection of tourism destinations among students. The p-value of destination loyalty is .000 which is less than the moderate significant level .001. Therefore, there is a relationship between destination loyalty and influencing the selection of tourism destinations among students.

Table 4.10: The overall of factors influencing the selection of tourism destinations among students.

		Correlation			
		STD	DIE	DL	PF
STD	Pearson correlation	1	.796**	.787**	.674**
	Sig. (2-tailed)		.000	.000	.000
	N	384	384	384	384
DIE	Pearson correlation	.796**	1	.790**	.717**
	Sig. (2-tailed)	.000		.000	.000
	N	384	384	384	384
DL	Pearson correlation	.674**	.717**	.748**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	384	384	384	384

Table 4.10 shows the relationship between dependent variables that are influencing the selection of the tourism destination among students and independent variables which are destination image, destination loyalty, and personal factors. The destination image and destination loyalty are highly positively related to influencing the selection of the tourism destination among students with correlation coefficients .796 and .787.

Next, the personal factors are positive and moderate related to the selection of tourism destinations with a correlation coefficient of .674. The p-value of the destination image, destination loyalty, and personal factors are less than .000 which is less than the highly significant level .0001. Therefore, there is a significant relationship between are destination image, destination loyalty, and personal factors (independent variable) and the influencing the selection of the tourism destination among students (dependent variable).

4.5 SUMMARY

The data collected in this study highlights the influencing of the selected destination among students. 384 respondents are involved in this study. The age ranges of the respondents are from 18 to 40 years old. According to the result, the majority of the respondents are Malay while the minority of the respondents are in the category of others.

According to the data analyzed, there is a higher mean score of 4.02 which is personal factors, among the other independent variables. The highest Pearson correlation value between influencing the selection of tourism destination among students is .796 (destination image), followed by .790 (destination loyalty) and lastly .674 (personal factors). Hence, the results show that the three independent variables (IV) have a highly positive correlation with the dependent variable (DV).

Finally, the strength of the linear relationship between two independent variables (IV) and dependent variables was being measured by the Pearson correlation. The result indicated that the destination image ($r= 0.796$, $n=384$, $p\text{-value}= 0.00$) recommended a highly defined relationship between destination image and influencing the selection of the tourism destination among students. Besides, there is a highly defined relationship between the destination image ($r=0.790$, $n=384$, $p\text{-value}=0.00$) suggested and the influencing the selection of the tourism destination among students.

CHAPTER 5

5.1 INTRODUCTION

This chapter discusses as the outcome that appeared in Chapter 4. Other than that, this chapter likewise clarifies the proposal that can be utilized about this examination later on, and toward the finish of this chapter, the scientists will close this investigation to the public.

5.2 RESEARCH FINDING

This research was conducted to examine Factors Influencing the Selection of Tourism Destinations among students. This study is focused more on the destination image, destination loyalty, personal factors, and factors influencing the selection of tourism destinations among students. Based on the relationship the researchers can know how the variable can be related to the factors influencing the selection of tourism destinations. The results shown in Chapter 4 are based on the questionnaires which were design by the researchers to the respondents. The questionnaire consisted of a total number of 36 questions which included all the section. Section A is focused on the demographic information of the respondents which are gender, age, race, and marital status. Section B focused on independent variables (IV) which are destination image, destination loyalty, and personal factors while section C focused on the dependent variables (DV) which are influencing the selection of tourism destinations among students.

The first independent variable (IV), which is destination images that influencing the selection of tourism destinations among students. The total mean of destination image among students is 3.97. The total standard deviation is 4.15. The highest mean is 4.03 (standard deviation 0.80) which students travel because “the various facilities shown in the picture caught my eye”. 117 respondents strongly agree and 170 respondents agree with the statement. This statement is the highest because of the elements of tourist facilities. The social occasion of the movement business workplaces is segregated into three specifically: first, accommodation that is all that which is given to resolve the issues of a person where travelers can rest, Stay, shower, eat and drink, and like the organizations of traveler organizations, for instance, entertainment workplaces gave. Second, Supporting workplaces, for instance, workplaces that are proportioned as an enhancement to the chief office so tourists will feel much improved. Thirdly, the travel industry helper offices are as a primary supplement so tourists are addressed his necessities during visiting vacation destinations. Vacationer offices are a help administration that can be used by offering tourists the quality and cost by the necessities of tourists. Then, at that point, nature of traveler workplaces Three credits 'quality and neatness at a traveler spot, comfort, and coffee shops', 'cleanliness and backing of public convenience' and 'availability quality mementos' fell into concentrate here quadrants. It shows that tourists' places have generally high significance of these highlights, yet their assumptions were not tended to. The second keep doing awesome 'accessibility of relaxation and sporting exercises' and 'appropriate translation offices at places of interest's credits. This recommends that tourists set a high worth on these qualities. 'Upkeep of vacation destinations and 'accessibility of able local area experts' figured in the third Low need quadrant, demonstrating the low significance of giving credits. The lone component

'uncrowded and pristine objective' is set in the Conceivable needless excess quadrant of low significance and superior.

Next, destination loyalty is the second independent variable. In this variable, the total mean of destination loyalty among students is 3.97 meanwhile the standard deviation is 4.07. The highest mean is 4.5 (standard deviation 0.82) which is 'the destination as a stress-relieving and physical-and-mental fatigue-relieving goal' 130 respondents strongly agree and 152 respondents agree with the statement. This statement has a higher meaning because we are aware that everyone has different pressure levels, but students are also not excluded from having stress and problems. This is also one of the therapies to release the existing pressure. Traveling has been shown in studies to be an effective way to relieve stress and improve overall health. It can also help you increase your productivity and reaction time at work. Plus, it's entertaining, which is just what everyone needs to de-stress.

Lastly for independent variables which is personal factors that influence the selection of tourism destinations among students. The total mean of personal factors among students is 4.02 meanwhile the standard deviation is 4.12. The highest mean is 4.10 (Standard deviation 0.78) which is '*students travel because want to gain new experience*'. 128 respondents strongly agree and 175 respondents agree with the '*students travel because want to gain new experience*' statement. this statement means is highest because the information on the objective is regularly revelatory and can be acquired by the vacationers dependent on their encounters with the location, encounters of their family/companions, and data access across different types of media, for example, magazine articles, papers, notices, and TV programming (Chen, Lai, Petrick, & Lin, 2016;

Gursoy, 2003). Taking into account that experiences are intelligent and inalienably close to home, a few researchers contend that the movement experience lies "past" the fleeting measurement. For instance, (Volo 2009) characterized travel experience as everything among insight and sensation and is a sort of internal mental state. (Urry 1990) proposed the idea of "traveler look," contending that the movement experience is diverse for each individual because the traveler emotionally generalizes and deciphers the spots he/she visits. All the more as of late, (Uriely, 2005) refined this perspective by recommending that the assorted qualities of the movement experience can be clarified by the variety of traveler's inspirations. Hence, (Jennings & Weiler, 2006) reasoned that movement is a sense-production measure in which travelers develop the movement experience by picking up, comprehension, and feeling the spots visited and the way of life implanted in these spots.

The dependent variable (DV), is influencing the selection of tourism destinations among students. The total mean of influencing the selection of tourism destinations among students is 3.98 meanwhile the standard deviation is 5.29. The highest mean is 4.08 (Standard deviation 0.79) which is 'There are a lot of tourism places around Malaysia'. 130 respondents strongly agree and 159 respondents agree with there are a lot of tourism places around Malaysia statement. According to (Briedenhann & Wickens, 2004), the tourism destination depends on the local area's disposition and their assessment of the climate, foundation, and occasions, and the level of contribution by the local area applies a solid impact on the traveler's experience. The respondents highest because of in the 2013 tourism industry factsheet given by Performance Management and Delivery Unit (PEMANDU), through the Tourism Public Key Monetary Territories (NKEA), collective endeavors between the Ministry of Tourism and Culture, other Government agencies, and

the private area have been improved to help secure Malaysia's situation as the main traveler destination (Aruna, 2013). Travelers' view of the city can be dictated by the visual and actual experience of being in the spots. Regardless of endeavors to improve the actual characteristics of roads and open spaces inside the city, the walkability issues should be tended to in making places more helpful for the example of developments, necessities, and aims of the vacationers. Each outing starts and finishes with a type of person-on-foot action, so strolling is the most essential type of transportation and a significant encounter for travelers through their excursion. Investigations of how metropolitan structure may impact strolling propensities normally consolidate a proportion of availability of the walkways organization (Ewing, 1996; Leslie et al., 2005).

5.3 LIMITATIONS

A worthwhile and significant process to complete a study has been experienced during the entire research. Nonetheless, several constraints must be overcome for the study process to proceed smoothly.

The first drawback was that some of the respondents were unfamiliar with the questionnaire, so the researchers had to explain it to them and how to fill it out. Because of the slow results, some respondents put off responding to the questionnaire.

Aside from that, some respondents did not want to fill out the questionnaire. This was due to their aversion to sharing their thoughts or data on the factors that influence travel. If the researchers shared their information with third parties, respondents were concerned. This was since there are currently so many scammers who can damage their business.

Last but not least, the researchers had difficulty traveling to their preferred destinations. The cause of the pandemic is the covid-19 infection. The disease has a significant impact on the world. The tourism spots were all closed after the movement of control (MCO) was implemented. As a result, students find it challenging to complete the questionnaire. Before MCO, the researchers used their previous data to answer the questionnaire.

5.4 RECOMMENDATIONS

The first recommendation in this study is the researchers must do the ways how to use qualitative method. It is because some respondents did not know how to answer the question or survey, so it might be difficult for them to understand the question or might take a long time to answer the question. Usually, they will difficult to answer the question that has a scale of 1 to 5.

The next recommendation is the researcher should need to do more research about the study which is the factor that influencing tourism destination among students. It is because most of the student will attract about this study because student like to holiday or go somewhere to release their stress or want to spend time after doing their assignment, so they need time for their self. Therefore, the student can have various types of destination according to their factor that can influence the destination. Besides that, the researcher also can make the student more open with the destination that they will choose.

Lastly, it is recommended for the need to study or the ways how to get enough respondents quickly to complete the study. It is because will come to the survey that the respondents to answer usually take some time to complete the task. If the researchers have the ways to complete the task quickly, it will give more advantage to the researcher, for

example, researchers can have extra time to do some research about the topic and they can get the result of the survey quick so researchers can do the next task to complete their study.

5.5 SUMMARY

To conclude the objectives of the research had been achieved and the research question has successfully answered. The research objectives, which is to examine the relationship between destination image, destination loyalty also personal factors in influencing the selection of tourism destinations, have moderate positive relationship. This research concludes that the independent variables is factors that influencing the selection of tourism destinations.

Based on the findings and discussions, we arrive conclusion to as the following first research objectives which is to examine the relationship between destination image with influencing the selection of tourism destination among students. The independent variable, destination image state high mean and standard deviation value which is 3.97 and 4.15. The p-value of destination image is .000 value. Destination image destination where influencing the selection of tourism destinations because of the various facilities shown in the picture caught my eye among students.

To achieve the hypotheses, the next research objective is to examine the relationship between destination loyalty with influencing the selection of tourism destinations among students. The independent variable, destination loyalty state high mean and standard deviation value which is 3.97 and 4.07. The p-value of destination loyalty is .000 value. Destination loyalty where influencing the selection of tourism

destinations because of the various facilities shown in the picture caught my eye among students.

The major factor that most influencing selection of tourism destinations has been identified which is personal factors with the results shown by the mean which is 4.02 and Standard deviation as 4.12 values. It is highest compared to other independent variable analysed. The p-value of personal factors is .000 value. This independent variable means is highest because the information on the objective is regularly revelatory in nature and can be acquired by the vacationers dependent on their encounters with the location, encounters of their family/companions, and data access across different types of media, for example, magazine articles, papers, notices, and TV programming

The hypothesis of the study which is destination image, destination loyalty and personal factors and influencing the selection of tourism destination are acceptable. The three independent variables of study p-value is less than the highly significant level .001. Thus, the significant relationship between destination image, destination loyalty and personal factors that influencing the selection of tourism destinations among students.

Data collections from questionnaire were distributed to 384 respondents among students. Based on the results chapter 4, the found that highest number of respondents by gender, which is 223 (58.1%); out of 384 students refers to male students. Among three respondent's variables, destination image is highly correlated with influencing the selection of tourism destinations. The results of all analysis was shown in tables in chapter 4. All the hypothesis in this study are accepted.

This research will help students, to identify the factors that influencing the selection of tourism destinations. Moreover, destination image is one of the factors that influencing

students to travel tourist destinations. Thus, enhance students to gain knowledge and explore more new things when traveling with family or friends. However, there are still some part to be improve in this research. Therefore, the researcher must continuously conduct the future research that will added to the new dimensions of factor influenced the selection of tourism destinations among students.



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APPENDICES



FACULTY OF HOSPITALITY, TOURISM AND WELLNESS

Bachelor of Entrepreneurship (Tourism Entrepreneurship) With Honours

FACTORS INFLUENCING THE SELECTION OF TOURISM DESTINATIONS AMONG STUDENTS

Survey Questionnaires

Dear Respondent:

We are students from Universiti Malaysia Kelantan (UMK), Faculty of Hospitality, Tourism and Wellness, pursuing Degree in Bachelor of Entrepreneurship (Tourism) with honours currently conducting on 'Factor influencing the selection of tourism destinations among students' for our final year project. The purpose of this questionnaires to find out the factor influencing the selection of tourism among students. The questionnaires will take about 5 to 10 minutes. We assure your answer will be completely confidential and used for academic purpose only. Your participant to this study is greatly appreciate.

Thank you for your participation.

Yours sincerely,

ANIS NAQIYAH BINTI AHMAD (H18A0050)
KEERTHANA A/P KALANGAN (H18A0164)
NURUL NAJWA BINTI ABD RANI (H18A0499)
SITI AISYAH BINTI SING (H18A0568)

This questionnaire divided into three section. There are Demographic profile, Independent variables and dependent variable.

The following questions related to demographic information. For each questions, please choose one answer that is the most appropriate for you except question 6 which you can select more than one answer. Please tick (✓) the answer below.

SECTION A (PART A)

DEMOGRAPHIC PROFILE

1. GENDER

- Male
- Female

2. AGE

- 18 to 20 years old
- 21 to 23 years old
- 24 to 26 years old
- 27 and above years old

3. RACE

- Malay
- Chinese
- Indian
- Others

4. MARITAL STATUS

- Single
- Married

5. PREFER DESTINATION TO TRAVEL

- 1. Petronas Twin Tower
- 2. Langkawi
- 3. Penang Hill
- 4. Genting Highland
- 5. Cameran Highland
- 6. Taman Negara
- 7. Redang island
- 8. Pangkor island
- 9. Port Dickson
- 10. Gunung Kinabalu
- 11. Fraser Hill
- 12. Tioman island
- 13. Batu ferringhi
- 14. War memorials kundasang
- 15. Batu caves temple
- 16. Others:



Direction: Please read each questions and answer carefully. Given each item ranking by circle the answer that is the most appropriate for you are according to the following scale that describes.

Five point likert scale:

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

PART B

DESTINATION IMAGE

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Image of interesting destinations will influence me to go there. / <i>Imej destinasi menarik akan mempengaruhi saya untuk pergi ke sana.</i>	1	2	3	4	5
2	By looking at the images, it can ensure that the area is the same as I expected before visiting there. / <i>Dengan melihat gambar, dapat memastikan kawasan itu sama seperti yang saya harapkan sebelum berkunjung ke sana.</i>	1	2	3	4	5
3	The activities shown in the picture make me want to experience it in real. / <i>Aktiviti yang ditunjukkan dalam gambar membuat saya ingin mengalaminya secara nyata.</i>	1	2	3	4	5
4	The various facilities shown in the picture caught my eye. / <i>Pelbagai kemudahan yang ditunjukkan dalam gambar menarik perhatian saya.</i>	1	2	3	4	5
5	The cultural differences shown in the pictures made me want to know about it and visit it. / <i>Perbezaan budaya yang ditunjukkan dalam gambar membuat saya ingin mengetahui tentangnya dan mengunjunginya.</i>	1	2	3	4	5
6	The technological advancement of the place in the picture made me want to feel a new experience. / <i>Kemajuan teknologi tempat dalam gambar membuat saya ingin merasakan pengalaman baru.</i>	1	2	3	4	5
7	The uniqueness shown in the pictures made me want to go and explore the place. / <i>Keunikan yang ditunjukkan dalam gambar membuatkan saya ingin pergi dan menjelajah tempat tersebut.</i>	1	2	3	4	5

Direction: Please read each questions and answer carefully. Given each item ranking by circle the answer that is the most appropriate for you are according to the following scale that describes

(SECTION B) PART B

DESTINATION LOYALTY

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1	I chose the destination as a stress-relieving and physical-and-mental fatigue-relieving goal/ <i>Saya memilih destinasi itu sebagai tujuan menghilangkan tekanan dan fizikal-dan-mental yang menghilangkan keletihan.</i>	1	2	3	4	5
2	I chose the destination because the natural world has beneficial effects on tourism destination selection/ <i>Saya memilih destinasi itu kerana dunia semula jadi mempunyai kesan yang baik terhadap pemilihan destinasi pelancongan.</i>	1	2	3	4	5
3	I chose the destination because of the high quality of the universe, which seems to be a big attraction for visitors when choosing a vacation spot / <i>Saya memilih destinasi itu kerana kualiti alam semesta yang tinggi, yang nampaknya menjadi tarikan besar pengunjung ketika memilih tempat percutian.</i>	1	2	3	4	5
4	I choose loyalty to my own destination because it will guarantee more guaranteed safety and better quality of tourism/ <i>Saya memilih kesetiaan destinasi saya sendiri kerana ia akan menjadi keselamatan yang lebih terjamin dan lebih baik yang dilancarkan yang lebih baik.</i>	1	2	3	4	5
5	I chose the destination because I was confident of the facilities available and the natural beauty that kept us calm while traveling/ <i>Saya memilih destinasi itu kerana yakin akan menggunakan fasiliti yang ada dan keindahan alam yang membuat kita tenang kompilasi melancong.</i>	1	2	3	4	5
6	I choose that destination often because it can help save on spending costs and we will be able to plan better so as not to waste/ <i>Saya memilih destinasi itu kerap kali kerana boleh membantu menjimatkan kos pembelanjaan yang dibelanjakan dan kita akan dapat menggunakan dengan lebih baik agar tidak membazir.</i>	1	2	3	4	5
7	The loyalty of destination influences by beautiful of historical buildings and culture values at that place that can attracted tourist's eyes/ <i>Kesetiaan destinasi dipengaruhi oleh bangunan bersejarah yang indah dan nilai kebudayaan di sesebuah tempat yang dapat menarik perhatian pelancong.</i>	1	2	3	4	5

Direction: Please read each questions and answer carefully. Given each item ranking by circle the answer that is the most appropriate for you are according to the following scale that describes.

PART B

PERSONAL FACTORS

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1	I travel because want to release stress and tension / <i>Pelajar berjalan kerana ingin melepaskan tekanan dan ketegangan</i>	1	2	3	4	5
2	I travel because want to gain new experience / <i>Pelajar berjalan kerana ingin menimba pengalaman yang baru</i>	1	2	3	4	5
3	I travel because want to visit new place / <i>Pelajar berjalan kerana ingin melawat ke tempat yang baru</i>	1	2	3	4	5
4	I travel because want to do activities at that place / <i>Pelajar berjalan kerana ingin melakukan aktiviti di tempat tersebut</i>	1	2	3	4	5
5	I travel because want to take photo as memories / <i>Pelajar berjalan kerana ingin mengambil gambar untuk dijadikan sebagai kenangan</i>	1	2	3	4	5
6	I travel because want to learn culture of that place / <i>Pelajar berjalan kerana ingin belajar tentang budaya di tempat tersebut</i>	1	2	3	4	5
7	I travel because attracted to historical places/ <i>Saya melancong kerana tertarik ke tempat-tempat bersejarah.</i>	1	2	3	4	5

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Direction: Please read each questions and answer carefully. Given each item ranking by circle the answer that is the most appropriate for you are according to the following scale that describes.

(SECTION C) PART C

INFLUENCING THE SELECTION OF TOURISM DESTINATIONS AMONG STUDENTS.

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1	There are alot tourism places around Malaysia./ <i>Terdapat lebih banyak tempat pelancongan di seluruh Malaysia.</i>	1	2	3	4	5
2	The price of traveling is cheap for me./ <i>Kos perjalanan murah untuk para- pelajar</i>	1	2	3	4	5
3	Weather is a factors that influencing the selection of tourism destination for me./ <i>Cuaca adalah faktor yang mempengaruhi pemilihan destinasi pelancongan di kalangan pelajar</i>	1	2	3	4	5
4	Foods is one of the factors I prefer to travel./ <i>Makanan adalah salah satu faktor yang pelajar gemar melancong.</i>	1	2	3	4	5
5	Information form mouth-to- words influence to travel for me./ <i>Maklumat dari mulut ke perkataan mempengaruhi perjalanan.</i>	1	2	3	4	5
6	Promoting attraction me via social media such as Instagram, Twitter and WhatsApp./ <i>Menggalakkan tarikan melalui media sosial seperti Instagram, Twitter dan WhatsApp.</i>	1	2	3	4	5
7	Lectures offer to me travel around Malaysia attraction places./ <i>Tawaran kuliah kepada pelajar berkeliling tempat-tempat tarikan di Malaysia.</i>	1	2	3	4	5
8	I travel for having strong bonding with friends and others./ <i>Pelajar melakukan perjalanan kerana mempunyai ikatan yang kuat dengan rakan dan orang lain.</i>	1	2	3	4	5
9	I prefer to use my time in good way like traveling./ <i>Pelajar lebih suka menggunakan masa mereka dengan cara yang baik seperti perjalanan.</i>	1	2	3	4	5
10	Opportunities given by universities for me to travel around Malaysia./ <i>Peluang yang diberikan universiti saya untuk pelajar berkeliling Malaysia.</i>	1	2	3	4	5

THANK YOU FOR THE RESPOND

FINAL REPORT PPTA II

ORIGINALITY REPORT

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4	Amir, Ahmad Fitri, Ammar Abd Ghapar, Salamiah A. Jamal, and Khairun Najiah Ahmad. "Sustainable Tourism Development: A Study on Community Resilience for Rural Tourism in Malaysia", Procedia - Social and Behavioral Sciences, 2015. Publication	<1%
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