TOURIST BEHAVIOUR AMONG MALAYSIANS DURING COVID-19 PANDEMIC

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Abbreviations

WHO	World Health Organization
COVID-19	Coronavirus disease 2019
MCO	Movement Control Order
SOP	Standard Operating Procedure
MOTAC	Ministry of Tourism, Arts and Culture
CMCO	Conditional Movement Control Order
DM	Disaster Management
RMCO	Recovery Movement Control Order
UMK	University Malaysia Kelantan
KKM	Malaysia Ministry of Health

ABSTRACT

The Covid-19 pandemic has severely impacted the Malaysian tourism industry. As a result, there are variety of behavioural changes in regards to travelling. This study examines tourist behaviour through three main influences, namely the movement control order (MCO), perceived risk, and travel intention. These influences may shape the future of travel behaviour. To meet the objective of the study, 260 students from University Malaysia Kelantan were chosen as the respondents in this study. A quantitative study using survey questionnaire was used to collect the primary data in this study. The study revealed that tourists' perceived risk was main factor for them to plan for travelling. MCO was also one of the contributors where tourists refuse to plan for travelling, which may affect future travel intention. This study has several implications to Malaysian tourism, agencies, and departments to formulate appropriate measures to restart tourism activities in the country.

Keyword: Tourist behaviour, perceived risk, movement control order, travel intention, UMK.

ABSTRAK

Pandemik Covid-19 telah memberi kesan buruk kepada industri pelancongan Malaysia. Akibatnya, mungkin ada berbagai perubahan tingkah laku yang berkaitan dengan aktiviti pelancongan. Kajian ini mengkaji tingkah laku pelancong melalui tiga pengaruh utama, iaitu perintah kawalan pergerakan (pPKP), risiko yang dirasakan, dan niat melancong. Pengaruh ini dapat membentuk tingkah laku perjalanan pada masa depan. Untuk memenuhi objektif kajian, 260 pelajar dari Universiti Malaysia Kelantan dipilih sebagai responden kajian. Kajian kuantitatif dan soal selidik tinjauan digunakan untuk mengumpulkan data dalam kajian ini. Kajian ini menunjukkan bahawa risiko yang dirasakan oleh pelancong adalah faktor utama bagi mereka untuk merancang perjalanan. MCO juga merupakan salah satu penyumbang di mana pelancong enggan melancong, sehingga mempengaruhi niat melancong pada masa depan. Kajian ini mempunyai beberapa implikasi kepada pelancongan, agensi, dan jabatan Malaysia dengan langkah-langkah yang sesuai untuk memulakan semula aktiviti pelancongan di negara ini.

Kata kunci: Tingkah laku pelancong, risiko yang dirasakan, perintah kawalan pergerakan, niat melancong, UMK.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter will discuss about the background of study, problem statement, research objectives, research questions, research hypothesis, significance of study, limitation of study and closed by the summary of this chapter.

1.2 BACKGROUND OF THE STUDY

Coronavirus disease 2019 (COVID-19) is described as a disease caused by a new coronavirus, now called serious acute respiratory syndrome coronavirus 2 (2020), according to the World Health Organization (WHO) (2020) (SARS-CoV-2; formerly called 2019-nCoV). This is a newly discovered COVID-19 in China at the end of 2019. The World Health Organization (WHO) declared in January 2020 that the COVID-19 epidemic is a global pandemic that is continuing spreading rapidly in worldwide. The word pandemic is described, according to the World Health Organization (WHO) (2020), as "an epidemic that occurs worldwide or over a very wide area, crosses international borders and usually affects large numbers of people."

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Malaysia has reported its first positive case of COVID-19 on 25th January 2020 (Ministry of Health, 2020). On 18th March 2020, Government of Malaysia has announced a Movement Control Order (MCO) and provide Standard Operating Procedure (SOP) to control the spread of COVID-19. The aims of MCO and SOP implemented are to reduce the infection of novel coronavirus in Malaysia. Both government and private sectors, other than essential services, are closed during this phase. According to this MCO, Malaysian travellers are not allowed to travel at overseas or local places. Most of the countries' leaders have imposed strict restrictions on border including travel bans to curb the spread of Covid-19. According to Ministry of Tourism, Arts and Culture (MOTAC), (2020), tourism has become the most affected sector due to COVID-19 outbreak, starting from January to July 2020, and the total estimated loss incurred is RM45 Billion.

This COVID-19 pandemic may change the travel behaviour among Malaysian. Travel behaviour is a decision-making process for travellers during travel, regarding travel mode decision, route decision, take off time decision, destination decision and so on (Meng, 2018). The COVID-19 pandemic has prompted many to re-examine their behaviours and goals, thereby bringing about drastic improvements in how people conduct their daily tasks (Shamshiripour, 2020). It is speculated that during the pandemic situation, travel behaviour and mode choice was drastically different if compared to usual circumstances, largely due to the restrictions imposed by authorities and fear of individual infection (Abdullah, 2020). Tourist in Malaysia become extra careful and particular and abide the SOP when travelling to prevent infection of COVID-19. According to Berita Harian Online on 31st October 2020, there are approximately 800,000 individuals lost their jobs since COVID-19 hit. Unemployment would be a factor that can change travel behaviour in Malaysia due to the financial issue.

This study has used quantitative method to collect the data and information from respondents. Data are collected through questionnaire in google form and have been analysed with the person correlation. The research questions were mainly focus in travel behaviour in Malaysia resulting by COVID-19. This research explored the behavioural in tourism sector in Malaysia after COVID-19 hit and we try to analyse the data to find the solution about this problem. We hope that future research may target on tourists in every state in Malaysia to get the proper data and easier to find the best solution about this problem.

1.3 PROBLEM STATEMENT

As of 17th June 2021, the KKM has recorded 5,738 new cases which bring the country's cumulative total number of cases to 678,764 cases. Initially, to control and slow down the spread of the virus, MCO has been implemented and launched by Malaysia on 18th March 2020 and was extended until 9th June 2020 and thereafter, the Conditional Movement Control Order (CMCO) has then been implemented since 14th October 2020. Malaysia have decided to full lockdown again since 1st June 2021 and have then been extended till 28th June 2021 as the cases have keep on increasing.

Figure 1.1: Positive Cases by Country on 17th June 2021

Source: Ministry of Health Malaysia's, 2020
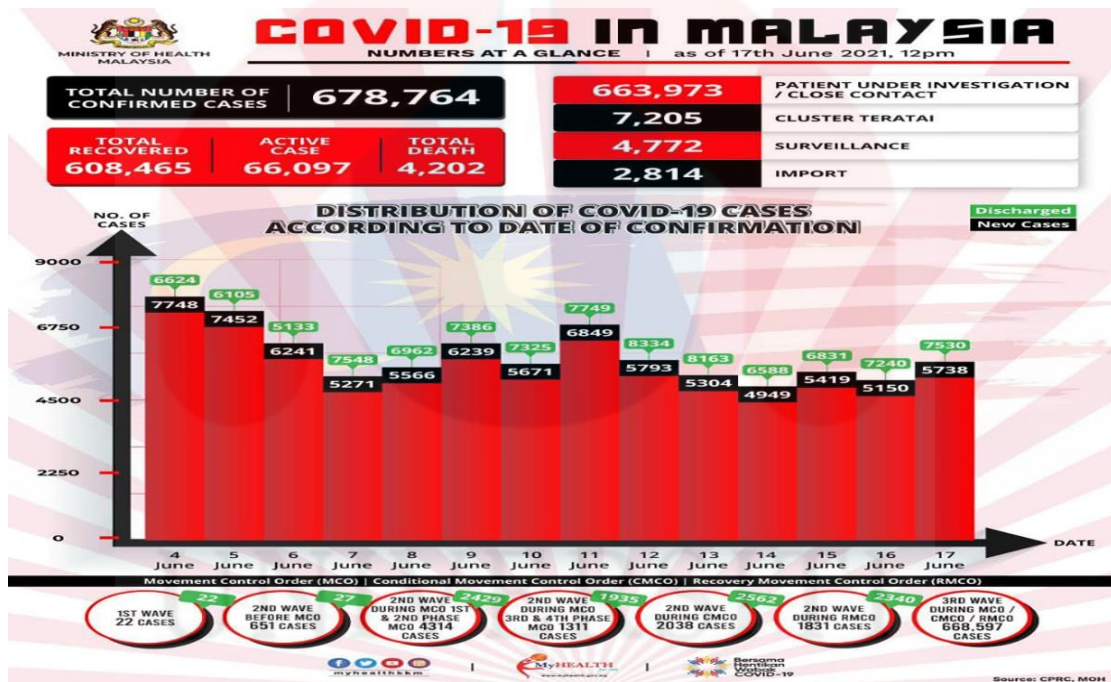
Figure 1.2: COVID-19 Cases in Malaysia since 4th June until 17th June

Source: Ministry of Health Malaysia, 2020

World Health Organization (WHO) has since regarded it as a pandemic (Langton, 2020). On 23rd January 2020, China was the first country to implement the lockdown in an attempt to curb the spread of coronavirus around the world. People were permitted to leave their homes at the start of the blockade, but the restrictions were soon tightened. In

certain places, only one person from a family is allowed to leave house to buy essential things. Others forbid residents from leaving house, requiring them to order foods and other products online.

The COVID-19 outbreak revealed a major challenge to the Visit Malaysia 2020 (VM2020) initiative, with 50 percent of Malaysian visitors coming from Singapore and China. Rising cases of COVID-19 in both countries have resulted in several tours being cancelled, which has also contributed to a significant drop in the number of tourists from Malaysia. In order to fully curb the virus, the Prime Minister of Malaysia has declared 4 stages of the Movement Control Order (MCO), predicting that the number of cases of COVID-19 will continue to increase (Prime Minister's Office). The bans would further limit the tourism industry in Malaysia during the MCO and, as a consequence, successful policies are imperative to assist industry players.

The residual impact of the post-COVID-19 pandemic on travel and tourism in the form of perceived travel and tourism-related threats is of particular concern for the future of the global tourism industry. Although there may be a probable relation within the current post-COVID-19 tourism market in Malaysia between perceived risk and tourist travel intentions, it is understandable that this link has yet to be identified. Moreover, post-health crises in tourism behaviour are generally under-researched (Matiza, 2020). Thus, there is no empirical evidence to model the behaviour of travellers following deleterious global events such as a pandemic. In an effort to close this gap, this paper, as a primer for further empirical studies, offers a critical evaluation of the possible effect of strengthened post-crisis risk perceptions on future travel intentions.

Tourism is highly vulnerable to national, regional or global hazards, such as political unrest, wars, terrorism, disease outbreaks and natural hazards (Ismail & Islam, 2017). Often the effect of risk events is so high that coordinated action is required on

destinations that are being impacted by a significant decrease of tourist activity by administrations, local authorities, tourist businesses and associations. In the development of destination recovery strategies, understanding individual travel plans is a key factor in the sense of risk.

1.4 RESEARCH QUESTIONS

In order to discover the matters that related to the COVID-19 which include the Movement Control Order (MCO), perceived risk and travel intention to the change of the tourist behaviour, questions were raised about the findings and directions of the research. Several questions were raised in this study are as follows:

1. What is the relationship between the Movement Control Order (MCO) of COVID-19 and tourist behaviour during the COVID-19 pandemic?
2. What is the relationship between the perceived risk of COVID-19 and tourist behaviour during the COVID-19 pandemic?
3. What is the relationship between the travel intention and tourist behaviour during the COVID-19 pandemic?

1.5 RESEARCH OBJECTIVES

Specially, this research aims to achieve the following objectives:

1. To identify the relationship between Movement Control Order (MCO) of COVID-19 and tourist behaviour during the COVID-19 pandemic.

2. To evaluate the relationship between the perceived risk of COVID-19 and tourist behaviour during the COVID-19 pandemic.

3. To examine the relationship between the travel intention and tourist behaviour during the COVID-19 pandemic.

1.6. RESEARCH HYPOTHESIS

In order to discover the matters that related to the COVID-19 which include the Movement Control Order (MCO), perceived risk and travel intention to the change of the tourist behaviour, questions were raised about the findings and directions of the research. The hypothesis of the objectives and questions are as follow:

1. There is a relationship between the Movement Control Order (MCO) of COVID-19 and tourist behaviour during the COVID-19 pandemic.

2. There is a relationship between the perceived risk of COVID-19 and tourist behaviour during the COVID-19 pandemic.

3. There is a relationship between the travel intention and tourist behaviour during the COVID-19 pandemic.

1.7 SIGNIFICANCE OF STUDY

The results of this research can benefit all parties in identifying the tourism behaviour during the COVID-19 pandemic. This study is expected to contribute to the department which relates to the tourism industry in regards to the matters related with COVID-19 and the change of tourism behaviour. So, the department can forecast and management before the situations become more serious. The study of travel behaviour among Malaysian during COVID-19 pandemic also brings advantage to the academicians. They can use this study as a reference to guide them for their further research as well. The COVID-19 pandemic is the latest infectious disease in the world, and its duration and scope are unclear. This research can be used as one of the academic resources to obtain more information about the tourism behaviour, perceived risk and disaster management. Besides that, the finding of this research will be beneficial to the entrepreneurs to forecast their market plan and avoid the same matters from happening again. Entrepreneurs can find more solutions to protect their market while protecting the safety of guests and employees. Lastly, the travel agency also can know more information about the travel behaviour among Malaysian during COVID-19 pandemic and change their plan or solution to overcome this crisis.

1.8 LIMITATION OF STUDY

The respondent of this research only includes the student of University Malaysia Kelantan can be a limitation in this study. However, the students are the potential customers in the future. Through this study we intend to prevent the same situation from happening again and provide an insight on how tourism will recover quickly in the future or in new normal conditions after this pandemic ends.

1.9 SUMMARY

The findings of this chapter have discussed the background of the study, problem statement, research questions, research objectives, research hypothesis, significance of study, limitation of study which are important.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter will discuss about the Movement Control Order (MCO) of COVID-19, perceived risk of COVID-19 and the travel intention as the independent variables while the tourist behavior during the COVID-19 pandemic as the dependent variables, relation between every independent and dependent variable, past studies, research frame work and closed with the summary of this chapter.

2.2 CONCEPTUAL DEFINITION

2.2.1 TOURIST BEHAVIOR

Tourist behavior can be defined as the behavioral context of consumers in the process of purchasing, accepting and abandoning travel services (Juvan et al., 2017). For the growth of tourism business, tourism behavior is essential that addresses the choice of tourism destination, the assessment of tourism destination and the intention of future

tourism behavior. As Lau and McKercher (2006) mentioned, human factors (motivation and travel gatherings) and physical factors (destination geomorphology) will affect the route choice of tourists, and give reasons to support changing the shaping of sports. According to the Wachyuni and Kusumaningrum (2020), The tourist behavior can be divided into certain phases, which are 1) the tourist recognizes the need for tourism; 2) the tourist collects tourism information; 3) the tourist decides the tourist's decision, and then the tour; 4) the travel itinerary has been carried out in the final selection.

To predict the sustainability of its sector, the tourism industry must understand the actions of tourists. The behavior of tourists in determining a tourist destination is affected by many factors (Seyidov & Adomaitiene, 2016). For example, their age, gender, marital status, education and level of income, lifestyle, desire and motivation are the specific factors for tourists to make choices. Therefore, the specific variables of alternative tourist destinations, such as the characteristics of the tourist destination, including attractions, accommodation, services and activities. In addition, the third factor is situational factors including the weather, cultural and political of the selection destinations.

Due to pandemics and uncontrollable situation, behaviour will change accordingly. Therefore, this study will explain the changes in travel behaviour during the pandemic based on three different independent variables, namely movement control order (MCO), perceived risk and travel intention.

2.2.2 DISASTER MANAGEMENT (DM)

Tourism is highly vulnerable to a number of factors, including natural disasters, pandemics, terrorism, revolts, etc (Yeh, 2020). Tourism-related organizations must therefore be fully prepared for reaction and recovery strategies. The organization and management of resources and responsibilities to respond to all or any humanitarian aspects of an emergency, in particular preparedness, response and recovery to reduce the impact of disasters, are often defined as disaster management (IFRC, ed). In Malaysia, the emergency management (EM) organization and decision-making process during disasters can be divided into 3 different levels, which are Level I, Level II and Level III (Baharin, Shibghatullah and Othman, 2009).

Table 2.1: Disaster Level in Malaysia

Disaster Level	Description
Level I	Localized emergency : where local resources are adequate to manage the disaster response (DDMRC)
Level II	Emergency affected more than 2 areas and require aid and support from outside. (SDMRC)
Level III	Disaster is complex in nature and affect areas spanning over other states. (NDMRC)

Source: adapted from Baharin, Shibghatullah & Othman, 2009: Page 717
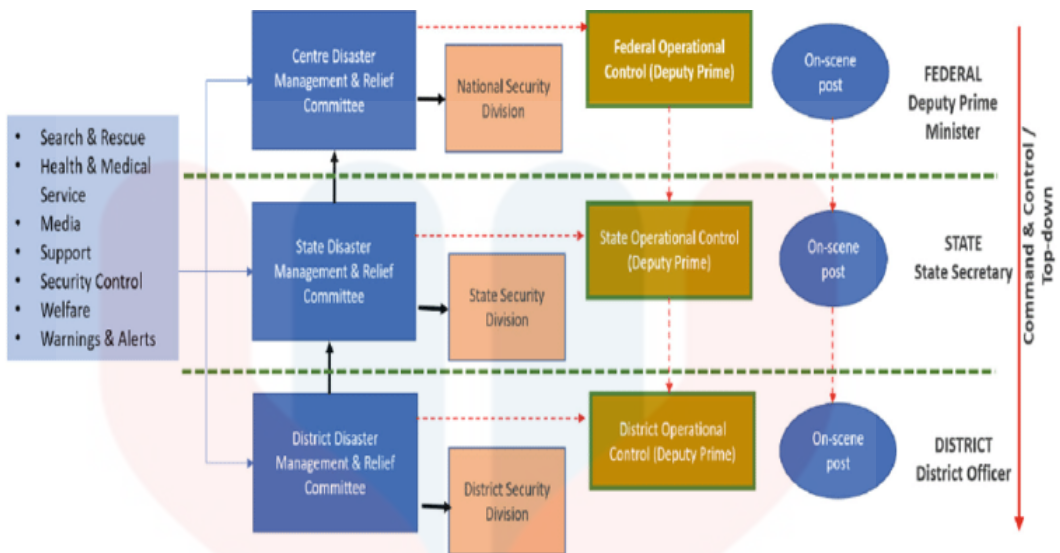
Figure 2.1: Disaster Management in Malaysia

Source: adapted from Che Hamid et al., 2019: page 4

According to the figure, there have seven service themes been established under the Malaysia DM structure (Che Hamid et al., 2019). The seven themes of services, including search and rescue, health and medical services, media, support, welfare, alerts and warnings, and security control. Due to the difficulty of organizing recovery work, a country's disaster management is very important to control and restore the country's situation. DM can help control the problems faced and better prepare for future possibilities.

To control the pandemic, the government reviews the measures implemented from time to time, based on the current situation, which is MCO. According to the National Economic Recovery Plan, Malaysia is currently in the 4th phase of the 6th economic recovery plan (6R) designated by PENJANA. At present, in compliance with strict standard operating procedures, most business departments can resume operations as usual (SOP). From time to time, any amendments to the SOP or regulations will be announced. On 28th August 2020, Malaysian Premier Tan Sri Muhyiddin Yassin announced the

extension of the Recovery Movement Control Order (RMCO) to 31st December 2020. On November 7, 2020, the Malaysian government announced that the Conditional Movement Control Order will be implemented for most states except Pahang, Perlis, Kelantan and Sarawak from 9th November 2020 to 6th December 2020.

The Malaysian government has implemented various levels of Movement Control Orders (MCO) in areas where COVID-19 cases exist, depending on the number of active cases in the area, in order to effectively control the current COVID-19 situation.
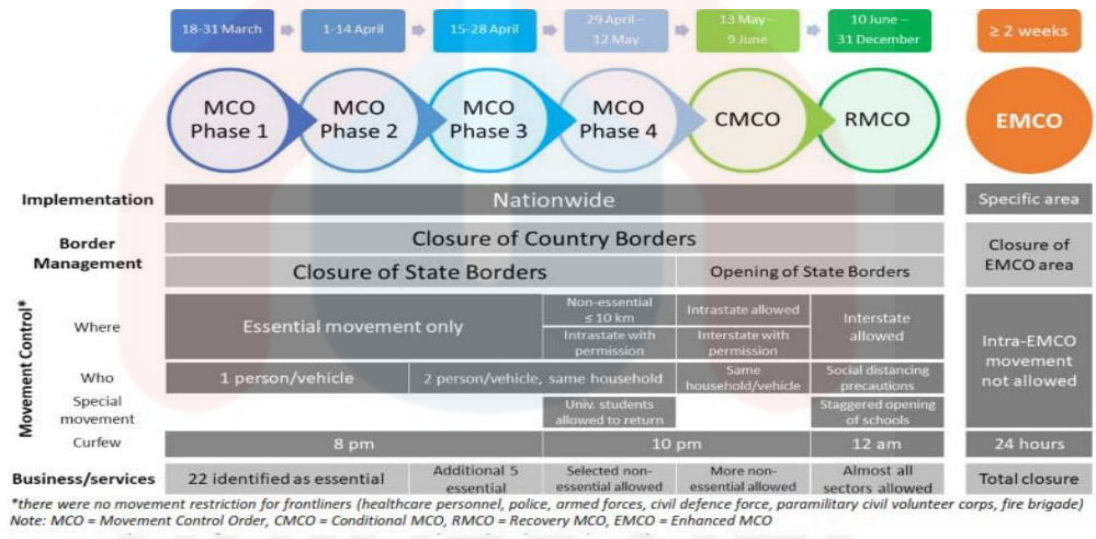
Figure 2.2: Phases of MCO and Corresponding Restrictions.

Source: adapted from WHO Malaysia, 2020: page 5

The MCO for phase 1 starts from 18th to 31st March 2020. The MCO is scheduled for phase 2 from 1st to 14th April 2020. The third MCO phase began on 15th April and ended on 28th April 2020. Phase 4 of the MCO will begin from 29th April 2020 to 3rd May 2020. MCO became the Conditional Movement Control Order (CMCO) from 4th to 12th May 2020 in Phase 5. From 13th May 2020 to 9th June 2020, Phase 6 is CMCO. From 10th June until 31st August 2020, CMCO switched to RMCO and began phase 7. From 1st

September until 31st December 2020, Phase 8 is the RMCO for all States. CMCO from 14th October to 20th December 2020 in Selangor and Kuala Lumpur. CMCO began on 9th November 2020 until 20th December 2020 in Kedah (Kulim), Penang (Mukim 12 & 13), Perak (Kinta, Mukim Changkat Jong, Hilir Perak), Negeri Sembilan (Seremban & Port Dickson), Johor (Johor Bharu, Kota Tinggi, Batu Pahat & Kulai) and Kelantan (Kota Bharu, Machang, Tanah Merah & Pasir Mas). CMCO in Sabah from 13th October to December 20th, 2020.

The Malaysian Government has introduced the Conditional Movement Control Order (CMCO) in areas with COVID-19 incidents, in order to efficiently control the existing COVID-19 situation. The Movement Control Order (EMCO) has been strengthened in areas with a large number of COVID-19 cases; goals have been enhanced. The Movement Control Order (TEMCO) is put in a small space with a large number of COVID-19 cases, such as residential areas or office buildings. Also applicable to specific high-risk areas is the Administrative Enhanced Movement Control Order (AEMCO), but the scope of restrictions is small.

2.2.3 MOVEMENT CONTROL ORDER (MCO) AND COVID-19 PANDEMIC

The Movement Control Order can be defined as the Prevention and Control of Infectious Diseases (Declaration of Infected Local Areas) Order 2020 ("PCID Order") issued by the Prime Minister of Malaysia, Tan Sri Muhyiddin Yassin (Fan, 2020). COVID-19 is a recently identified coronavirus-induced infectious disease. When an infected person coughs or sneezes, the coronavirus spreads mainly by droplets of saliva

or discharge from the nose and it is important to exercise respiratory hygiene. COVID-19 have brought a very serious crisis to the country, and its duration and scope are still unknown when it occurs again. MCO was implemented in accordance with the "Prevention and Control of Infectious Diseases Act 1988" ("PCID Act") and the "Police Act 1967". The Minister of Health released the 'Prevention and Control of Infectious Diseases (Declaration of Infected Areas) Order 2020' on 17th March 2020, pursuant to Section 11(1) of the PCID Act, declaring all Malaysian states and federal territories as infected areas of the disease COVID-19. This is the action to be taken to prevent or monitor the spread of infectious diseases in or from contaminated regions.

During the MCO period, government and private offices will be closed, except for those offices involved in basic services. Movements and gatherings will be completely restricted. In addition, to tighten restrictions, places of worship and business premises will be closed, except for markets and shops that sell essential goods. Malaysians traveling abroad, foreign tourists and tourists will be completely restricted. Malaysians returning home will also be required to undergo a 14-day health check and voluntary self-quarantine. All educational institutions will be closed. All of this show that the movement of all the people have been control and it will affect the tourist behaviour. Therefore, the hypothesis is formulated as below: -

H1: There is a relationship between the Movement Control Order (MCO) of COVID-19 and tourist behaviour during the COVID-19 pandemic.

2.2.4 PERCEIVED RISK OF COVID-19

Perceived risk can be defined as an individual's subjective assessment of their risk of illness or adverse results, usually related to performing certain dangerous behaviours (Gidron, 2013). According to Gray and Schroeder (2013), international tourist safety understanding indicates that there are seven kinds of perceived risks associated with visitors, including violence, illness, personal life, failure of facilities, weather, cultural barriers, and political crises. There are more perceived risk studies compared to real risk, so it is almost difficult to assess the actual scale and extent of risk (Bentley et al., 2001). On the contrary, it is very important to explore the risk perception of tourists, since their current and future travel decisions can be affected by how tourists view danger (Yüksel & Yüksel, 2007).

Security risks will also increase, and it is difficult to predict where and when. Nowadays, the coronavirus has spread rapidly and the death record is increasing. The rising unemployment rate caused by COVID-19 may also lead to robbery and increase the safety risks for tourists. Due to the global panic attack on the coronavirus, the tourism industry is in a serious crisis, the duration and scope of which are still unknown. The economic impact will cause tourists to cancel their trips, and they may bear financial risks, such as being unable to obtain refunds for cancelled trips, hotel reservations, air tickets, etc.

In addition, tourists may be detained in countries infected with the disease. This may put tourists not only at financial risk, but also at health risks when they are detained in the country and unable to return to their own country. When the country has infected the disease, the economy of the country not stable and cause the price for the

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accommodation tickets continuously rising when the demand of the tourist increases. There had a case of Coronavirus (COVID-19) infected in London which is causes the price of flight in $246 during the summer months which is increase to $1000. This situation makes the tourists need to spend double or triple price of money to purchase the new air ticket to go back their countries.

This pandemic has brought a lot of risks to the business and the tourist. Thus, this study will explain the effect of perceived risk bring to the change of tourist behaviour. Therefore, the hypothesis can be formulated as below: -

H2: There is a relationship between the perceived risk of COVID-19 and tourist behaviour during the COVID-19 pandemic.

2.2.5 TRAVEL INTENTION

Travel intention may be described as a customer's due to individual of doing or not taking specific activities linked to travel services (Hennessey et al., 2016). COVID-19 has been a worldwide disease and has forced population movements to halt in all nations. In this situation, the most affected industry is tourism. The tourism industry will restart in the future or under new normal conditions after the epidemic is over, depending on the intent of the tourists. Intentions for travel related to visitors' wishes or intentions. Individuals and information outlets are the major drivers of willingness to fly. The purpose of travellers and their knowledge of safety often affects the intention of travel. Risk factors may make potential tourists feel nervous about what could occur during the trip. Thinking about tourism is an important thing that the tourism industry must realize.

The new epidemic has dealt the industry a heavy blow. Human behaviour is affected by intent based on three fundamental factors, namely attitude towards behaviour, subjective norms and control behaviour (Ajzen, 2005).

It is possible to describe the attitude towards behaviour as the attitude seen from the outcomes of positive or negative behavioural appraisal. Trust in this action relies on the subjective evaluation of the person's surroundings and environment. Attitudes about activities and expectations about behaviours to be carried out are subjective standards. The reflection factors of social impact or subjective norms are the product of personal views gained from the perspectives of others, and these viewpoints are directed at objects of attitude related to individuals (normative beliefs). Perceived behavioural control refers to behavioural control, resistance to impulse or behaviour. Personal understanding of how simple anything is to do. The deeper the confidence of an individual in the availability of opportunities and possibilities, the greater the sense of regulation of behaviour.

In the future, travel intention may have changes according to the knowledge of tourist. Travel intention will affect the tourist behaviour to determine their travel plan and destinations at the same time. Therefore, the hypothesis is formulated as below: -
H3: There is a relationship between the travel intention of COVID-19 and tourist behaviour during the COVID-19 pandemic.

2.3 THEORETICAL FRAMEWORK

Motivation is a state of mind filled with energy and excitement that drives a person to work to accomplish the desired purpose in a certain way. Motivation is one of the

factors contributing to achievement. Motivation is characterized as the desire to achieve a goal or a certain level of success that leads to action that is goal-directed. When we say someone is driven, we mean that the person is trying to achieve something. Motivation translates into human behavior. Theories of motivation are also classified according to the field of human effort to which they apply. There are some theories about motivating employees, among which motivation and need occupy the central position. Other theories apply to sports and performance psychology, where emotion is considered a more prominent driver of human behavior. Some of these theories also apply to education and learning. It is essential to ensure the motivation of any member of the team in the organization.

A major area of research is motivation. There are several motivation models, such as the hierarchy of needs of Maslow, the two-factor theory of Hertzberg, Mc Clelland's theory of needs, Mc Geregor's theory X and theory Y, and so on. In this research, Maslow's hierarchy of needs is the suitable to analysis the relationship, concept and theory of Movement Control Order (MCO) of COVID-19, perceived risk of COVID-19 and the travel intention and the tourist behavior.

Figure 2.3: Motivation Theory by Maslow (1943)

Source: adapted from Parikh, 2019

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As 50 per cent of visitors to Malaysia come from Singapore and China, the COVID-19 outbreak has revealed major risks to the Visit Malaysia 2020 (VM2020) campaign. Rising cases of COVID-19 have led to the cancellation of several tourist programmers in both countries, leading to a drastic decrease in the number of tourists to MalaysiaThe Malaysian Prime Minister declared a four-phase Movement Control Order (MCO) to completely contain the virus, which they believe will continue to increase cases of COVID-19 (Prime Minister's Office, 2020). During the MCO, the prohibitions would further contract Malaysia's tourism industry, so successful policies are important to assist industry participants.

Borders have been closed, economic activity has come to a standstill, and all academic institutions have been closed. The MCO enforcement has left thousands of students stranded in their university accommodation. The uncertainty of separation and impending reunions with family members is a major source of stress and anxiety for students. Despite the timely implementation of stringent measures that have helped control the outbreak, there is serious concern about the impact of the disease and the measures taken to address the social, psychological and mental health of the population. In Maslow's hierarchy of needs, safety and security are related to the Standard Operating Procedure (SOP) during the MCO. It is because related the personal safety or personal security such as limit the number of people in the elevators, ensure that social distancing of at least 1 meter between people, place hand sanitizers near entry and exit points to customers or employees and so on. That is can reduce your exposure to others and reduce disease outbreak.

Next, belongingness and love also related because travel can improve the relationship with our family or friends. For example, attractive packages offered by travel

agencies can attract the families, group of friends, and company employees. Therefore, many tourists don't want to travel everywhere. Nowadays, business will close down because small number of tourists came to the tourist attractions. According to Malaysia Truly Asia (November, 2020), Senior Minister (Security Cluster) Datuk Seri Ismail Sabri Yaakob announced that all MAB Kargo employees at the Kuala Lumpur International Airport (KLIA) will be quarantined beginning 26th November to 9th December 2020. That is become the business will close down. Then, The National Security Council (NSC) has decided to terminate the CMCO in Malacca, Terengganu, Kedah (except Kulim district) and Johor (except Kota Tinggi and Mersing district) with effect from 21st November, and the outbreak is under control. However, CMCO was in Kelantan for two weeks, from 21st November to 6th December 2020, after a surge in cases. (Malaysia Truly Asia, November, 2020).

2.4 PAST STUDIES

The most likely recent outbreak of the pandemic was at the end of 2019 in Wuhan, China. There is an obscure origin of the novel coronavirus, later named COVID-19. There are several suspicions and conspiracy theories regarding the origins of the virus (Aljazeera News, 2020; Bryner, 2020). While this is not the moment to blame, rumors have contributed to a certain degree of animosity between nations and their people (Devakumar et al., 2020). There are also national dust-ups concerning the ownership of a range of supplies required to fight COVID-19 (Şimşek, 2020). Harsh words in both accounts have been exchanged, sowing seeds for future conflicts. These are only a few of

the relatively minor problems that COVID-19 causes. In the meantime, in at least one year, the virus has spread like a wildfire with the nearest vaccine alternative (Harper, 2020).

The results of COVID-19 have gone beyond a medical concern. With the spread of the virus, many social, political and economic issues arise. A number of areas of study are also needed for COVID-19, such as the discovery of the virus' origin (Andersen et al., 2020), trends and dynamics of virus transmission (Chen et al., 2020; Kucharski et al., 2020), clinical trials (Cortegianiet al., 2020) and mortality (Zhouet al., 2020). Much remains unclear with respect to the pandemic and details on its effects, and is eventually revealed. This paper is one of the attempts to concentrate on TCDM.

In the background of early stages of the COVID-19 pandemic, a research notes analyses both intra-pandemic perceived occurrences and post-pandemic expected comportments among Chinese residents. To that end, the Planned Behaviour's Hypothesis (Ajzen, 1991) is introduced to investigate planned improvements in pandemic travel behaviour. In order to investigate their relations with expected travel activities after the pandemic, in particular with regard to attitude and post-pandemic travel intentions, the pandemic perceptions for tourism destinations will be added. It contributes in a new way to existing knowledge by promptly understanding the pandemic in real-time, particularly the effect of interpandemic perceptions on travel behaviour after epidemics.

2.5 RESEARCH FRAMEWORK

In this research, conceptual framework used by researcher to finish this study. A conceptual structure is a construct that the researcher claims can better describe the natural evolution of the phenomenon to be studied (Camp, 2001).

2.5.1 MOVEMENT CONTROL ORDER (MCO)

Movement Control Order (MCO) are implemented under The Prevention and Control of Infectious Diseases Act 1988 and The Police Act 1967, (Prime Minister Office of Malaysia Official Website, 2020). Malaysia is among the earlier country that implement Movement Control Order (MCO) in South East Asia Region due to COVID-19 outbreak (Vincent, 2020). According to Ministry of Health (MOH), Malaysia already have eight phrases of Movement Control Order (MCO), first phrase of Movement Control Order (MCO) from 18th March 2020 until 31st March 2020, second phrase from 1st April 2020 until 14th April 2020, third phrase from 15th April 2020 until 28th April 2020, fourth phrase from 29th April until 3rd May 2020, fifth phrase is Conditional Movement Control Order (CMCO) from 4th May 2020 until 11th May 2020, sixth phrase from 12th May 2020 until 9th June 2020, seventh phrase Recovery Movement Control Order (RMCO) from 10th June 2020 until 31st August 2020, and eighth phrase from 1st September 2020 until 31st December 2020.

2.5.2 PERCEIVED RISK OF COVID-19

In this COVID-19 pandemic, perceived risk become one of critical aspect in decision-making process for tourists and increased tourist health risk potential and might change the travel behaviour (Huanga, 2020). Tourists that travel outside of their places, may increase the risk for infection to COVID-19, and could causing the spread of virus to others when they returned to their home community (Adam, 2015). With the increased number of cased it may become a factor influence tourist behaviour in Malaysia. The ways to prevent Perceived risk of COVID-19 is to follow the Standard Operation Procedure (SOP) that provided by Government of Malaysia such as maintain at least one-meter distancing with other, wear face mask in public, wash hand and use sanitizer regularly (Ministry of Health, 2020).

2.5.3 TRAVEL INTENTION

Travel intention may link between perceived risk of tourists in post pandemic COVID-19 (Matiza, 2020). However, major changes in consumption patterns have occurred, with individuals preferring to avoid physical interaction in order to avoid potential contamination, leading to a pressing need for a global transition to resolve this new climate (Sheth, 2020). In this COVID-19 pandemic, travelers may re-scheduled their plans to travel, re-evaluate choices for a tourism destination or had to cancel their travel

intention (Osland, 2017). For the tourism context, the critical of decision-making process for tourists is health risk in this COVID-19 pandemic (Huanga, 2020). In addition, besides health risk factor, psychological risk and social risk also affecting decision-making process to travel (Adam, 2015).
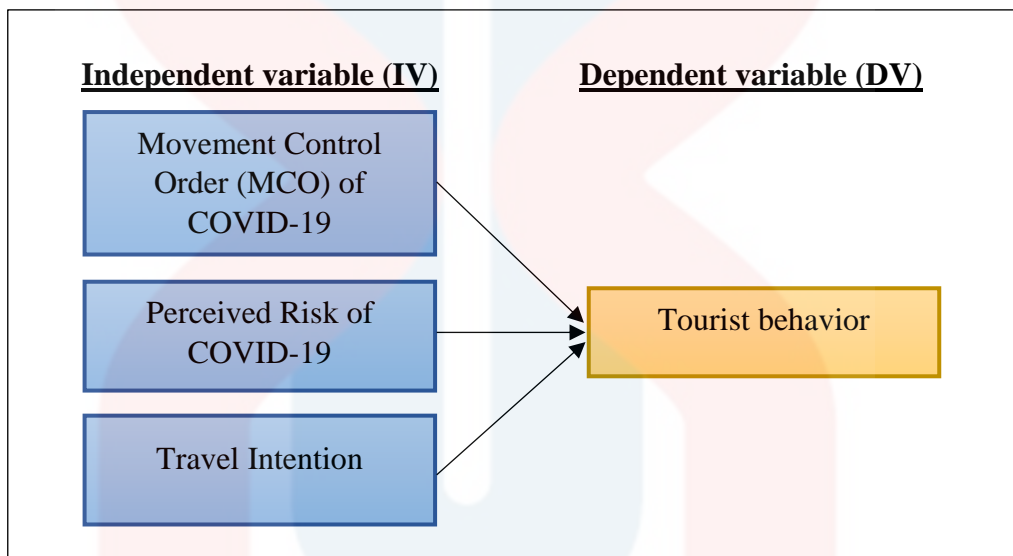
Figure 2.4: Conceptual Framework

Source: Author's own, 2020

Figure 2.1 shows the relationship between the independent variable (IV) and dependent variable (DV) of the research. The independent variables are Movement Control Order (MCO) of COVID-19, perceived risk of COVID-19 and the travel intention. The dependent variable (DV) is tourist behavior during the COVID-19 pandemic.

2.6 SUMMARY

This chapter has discussed about the Movement Control Order (MCO) of COVID-19, perceived risk of COVID-19 and the travel intention as the independent variables while the tourist behavior during the COVID-19 pandemic as the dependent variables, relation between every independent and dependent variable, past studies and the research frame work.

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CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter will discuss the research design, population and sample, sampling procedure, instrument, data analysis which includes descriptive statistics, reliability test, Pearson correlation, and lastly summary to make conclude of this chapter.

3.2 RESEARCH DESIGN

According to McDaniel and Gates (1999), the research design is essentially the plan for a study that defines researchers' methods, aims to achieve their research goals or test the hypothesis created for their studies. Good research design ensures that data-generated evidence helps to respond more effectively, confidently and convincingly to the research question (Vaus, 2001). In social science research, the acquisition of evidence relevant to the research problem usually involves specifying the type of evidence necessary to test a theory, evaluate a program or describe a phenomenon accurately (Gimblett & Barbara, 2006). Two styles of research are available, including qualitative research design and quantitative research design.

Qualitative research design is a research tool that scientists and researchers used extensively to investigate and understand human actions, beliefs, themes and motives (Shuttleworth & Wilson, 2008). Depending on the approach used, which includes participant impressions, in-depth interviews and focus groups, qualitative study design varies. The relationship between one thing (independent variable) and another (dependent variable) in a population is defined by quantitative research design (Hopkins, 2000). It is focused on numeric data, unchanging data, and convergent reasoning. The main types of quantitative research design consist of descriptive research, exploratory research, and experimental research. Both research tools have their own pro and cons.

This research will be applied descriptive research from a quantitative research design. As stated by McCombes (2019), descriptive analysis aims at identifying populations, situations or events reliably and systematically. What, when, where, when and how these populations, conditions or phenomena are used to answer questions, not why they are answered. It aims to identify characteristics, frequencies, trends, and categories. The data is collected just once and it enables the researcher to answer the research question. Hence, the researchers want to define either the tourist behaviour will affect by the Movement Control Order (MCO), perceived risk and the travel intention due to the COVID-19 among the students in University Malaysia Kelantan (UMK).

3.3 PILOT STUDY

Refer to Zailinawati (2006), pilot study is often defined mutually of the important stages during a research. This can contribute to the identification of possible problem

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areas and shortcomings within the research tools and protocol prior to implementation during the complete analysis. The aim of pre-testing questionnaire can make sure the wording is correct to convey the identical intending to the respondents before the particular questionnaire is finished. During this research, 30 respondents are needed for typical baseline survey. The feedback is going to be gathering for improve the clarity of question to form sure the respondent can easily understand the statement.

3.4 POPULATION AND SAMPLE

Populations can be defined by any number of characteristics and it can be small or large in size, though these groups are typically defined specifically (Taylor, 2019). The target population of this research is students in University Malaysia Kelantan (UMK). This study is made up of all nations in Malaysia as Malay, Chinese, Indian and others. However, the number of students was around 2000 peoples in University Malaysia Kelantan (UMK) and the questionnaire will only distribute to 800 students to answer. The reason that chooses the student to conduct the research is because the trend before MCO is that most of the students will travel either in Malaysia or even oversea during school holidays or semester break. Students are also one of the famous categories of tourist because the students have more available time if compare to other categories. Due to the available time, students may plan their trip with most cost effective. Therefore, student is the most potential customer for tourism industry in the near future.

A sample is a smaller and more manageable version of a larger group, a subset of a larger group's characteristics (Kenton,2019). The sample size is defined as the number of

observations (n) obtained from the population, through which statistical inferences can be made on the entire population (Daniel, 2016). The sample of this research is the student in University Malaysia Kelantan (UMK). Based on the table of sample sizes by Krejcie & Morgan (1970), the population size (n) is 800 students so the sample size will be 260 students. These 260 respondents will be chosen from the population randomly and provide adequate information to this study.

N	S	N	S	N	S
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	1000000	384

Note.—N is population size.   S is sample size.
Source: Krejcie & Morgan, 1970

Figure 3.1: Table for Determining Sample Size from a Given Population

Source 3.1: Krejcie & Morgan, 1970: page 2

3.5 SAMPLING PROCEDURE

Sampling is defined as the process of selecting a sample for research purposes from a certain class of individuals. It is very convenient for researchers to gather data with the

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collection of intensive and exhaustive data. The sampling techniques include sampling for probability and sampling for non-probability. Researchers use one of non-probability sampling which is convenience sampling in this study because it is easily applied, saves time and cost. Convenience sampling is a special form of non-probability sampling that relies on the collection of data by population participants who can participate easily in the analysis (Saunders, Lewis & Thornhill, 2012). Respondents are selected in the student in University Malaysia Kelantan (UMK) by using the Google Forms. It is to ensure the data can be collected in this particular case and short duration of time.

3.6 RESEARCH INSTRUMENT

The research instrument is the general term for measuring device used by researchers such as surveys, tests, questionnaires, and so on. As mentioned by McLeod (2018), the questionnaire is a study method consisting of a collection of questions aimed at collecting data from respondents. As a way of getting a lot of information from a large number of respondents, researchers use questionnaires because it is a relatively cheap, quick and efficient way.

The questionnaire contains three parts, which are Section A, Section B, and Section C. Section A discussed respondent's demographic information which involves gender, age, race, marital status, and income level. While section B focused on all three independent variables which are provided by researchers such as Movement Control Order (MCO), perceived risk and the travel intention due to the COVID-19. Section C focused on the dependent variable which is tourist behaviour.

In this study, researchers use the simple measurement technique, which is a Likert scale, since individuals are not required to express their opinions, but rather to be impartial and it is easy to draw conclusions, studies, results, and graphs from the questionnaire. The Likert scale is a four-point scale used to help people express how much the respondent agrees with the argument or disagrees with it (McLeod, 2019). The researchers distributed the questionnaire among the student in UMK which allows respondents to choose from 1 to 4 which is from strongly disagree to strongly agree. These options can help the respondent with a clear-cut answer and meanwhile able to obtain reliable and valid number to support the research.

The draft questionnaire was drawn out based on the previous studies and literature review that related to the research. According to the past studies by Bratic et al, 2021 which stated that the perceived risk was increased the travel anxiety and causing the tourist have to change their travel behaviour as a referrer, some of the statements in questionnaire were successfully predetermine. This questionnaire also has been sent to two experts in tourism and hospitality fields for the internal validation.

3.7 DATA COLLECTION METHODS

Data collection refers to the method for study data collection, calculation and analysis using standard validated techniques consisting of primary data and secondary data. The primary data is data obtained by researchers through interviews or surveys. It also comes from the source from which the data originally came. Quantitative data collection techniques include questionnaires with closed-ended questions, correlation and

regression methods, and other methods (Dudovskiy, 2018). The questionnaire was distributed to the respondents who consider as the students in University Malaysia Kelantan (UMK) by using Google Forms to ensure that the respondent can easier to answer the questionnaire. Therefore, researchers took around two weeks to collect the data from the respondents. Although secondary information is a type of data published in books, magazines, newspapers, web portals and newspapers (Dudovskiy, 2018). The data and information are collected from online sources such as Medical News Today, National Geographic, Travel Health Journal, and so on.

3.8 DATA ANALYSIS TECHNIQUE

Data analysis is defined as a data cleaning, transforming, and modelling process to detect useful information. The objective of this research is to identify the relationship between Movement Control Order (MCO) of COVID-19, perceived risk of COVID-19, the travel intention and the tourist behaviour during the COVID-19 pandemic. Therefore, in this report, two separate forms of data analysis will be used, descriptive analysis and inferential analysis, to ensure that the data collected is right and reliable.

3.8.1 DESCRIPTIVE STATISTICS

Descriptive statistics are specific techniques that are essentially used in a meaningful, conscious and effective way to calculate, describe and aggregate collected information (Vetter, 2017). Descriptive analysis can help researchers understand the detailed data of the experiment or send, and inform all necessary details, which helps to better understand the data. In this part, the researcher will analyse the respondent's gender, age, race, income level and married status in the form of table and percentage. In independent and dependent variables, descriptive analysis has also been used to define the mean and average mean of each statement. To determine the degree of consent of the respondents to the statement, the mean and average means are used. Mean can be defined as a mathematical term that describes the average of the sample. Average mean refers to the average of the mean.

3.8.2 RELIABILITY TEST

Reliability analysis is an indication of the stability and consistency without bias and helped assessed the "goodness" of the measure (Sekaran, 2003). Reliability analysis is evaluated using Cronbach's alpha coefficient value. It is a measure of the internal consistency of the study, expressed as a number between 0 and 1. When the value of alpha is increase, it means the terms in a survey is more reliable to each other. (Tavakol & Dennick, 2011).

3.8.3 PEARSON CORRELATION

Pearson correlation used to measure the strength of relationship between independent variable and dependent variable by depending on its correlation size (Piaw, 2006). The analysis aims to determine whether there is a correlation between the independent and dependent variables. The relationship can be measured from -1 to +1 which is perfect negative and perfect positive. The coefficient can be close to zero when the variables have no relationship. When the value is ±0.90 to ±1 show that a very strong positive or negative relationship between two variables while the relationship between two variables is very weak when the value is ±0.00 to ±0.20. ±0.40 to ±0.70 show the relationship is moderate.

Table 3.1: Rule of Thumb (Pearson Correlation Coefficient)

Correlation Coefficient	Strength Description
±0.81 - ±1.00	Strongest
±0.61 - ±0.80	Strong
±0.41 - ±0.60	Moderate
±0.21 - ±0.40	Weak
±0.00 - ±0.20	Weak to No Relationship

Source: adapted from Ka et al., 2014: page 35

Hypothesis 1: Movement Control Order (MCO)

H_0: There is a relationship between the Movement Control Order (MCO) of COVID-19 and tourist behaviour during the COVID-19 pandemic.

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H_a: There is no relationship between the Movement Control Order (MCO) of COVID-19 and tourist behaviour during the COVID-19 pandemic.

Hypothesis 2: Perceived risk of COVID-19

H_0: There is a relationship between the perceived risk of COVID-19 and tourist behaviour during the COVID-19 pandemic.

H_a: There is no relationship between the perceived risk of COVID-19 and tourist behaviour during the COVID-19 pandemic.

Hypothesis 3: Travel Intention

H_0: There is a relationship between the travel intention and tourist behaviour during the COVID-19 pandemic.

H_a: There is no relationship between the travel intention and tourist behaviour during the COVID-19 pandemic.

3.9 SUMMARY

This chapter has discussed research design that being used to carry out this study, target population, sample size, sampling procedure, instrument, data collection and data analysis. This chapter has also discussed on results and findings draws from the analysis which conducted on the data collected from the questionnaires which are reliability test, descriptive analysis and Pearson Correlation.

CHAPTER 4

RESULTS & DISCUSSION

4.1 INTRODUCTION

This chapter will discuss about the reliability analysis, demographic characteristic of respondents, descriptive analysis and Pearson's coefficient analysis. The results of the research data were obtained from 260 respondents. In this study, researchers tend to use IBM SPSS statistics 26 to analyze the data after data collection.

4.2 DEMOGRAPHICS CHARACTERISTICS OF RESPONDENT

Frequency analysis is used in this section of the research. Section A of the questionnaire contains questions regarding the respondent's gender, age, race, marital status, and income level, among several other demographic variables. Tables and pie charts will be used to show the frequency analysis of the respondents' demographic data.

4.2.1 GENDER

Table 4.1: Number of Respondents by Gender

Gender	Frequency	Percentage (%)	Cumulative Percentage (%)
Male	88	33.8	33.8
Female	172	66.2	100.0
Total	260	100	

Source: Research data 2021

Table 4.1 showed the respondents by gender. The total number of respondents for male is 88 respondents while the number of females was 172 respondents. Out of 260 respondents, 33.8 per cent of total respondents were male and the remaining of 66.2 per cent were female respondents who involved in this study.

4.2.2 AGE

Table 4.2: Number of Respondents by Age

Age	Frequency	Percentage (%)	Cumulative Percentage (%)
Below 20 years old	14	5.4	5.4
21-25 years old	234	90	95.4
26-30 years old	12	4.6	100
Total	260	100	

Source: Research data 2021

Table 4.2 showed the total respondents by age. There were 260 respondents which were consisted of below 20 years old (14 respondents / 5.4 per cent), 21-25 years old (234 respondents / 90 per cent) and 26-30 years old (12 respondents / 4.6 per cent) had responded to the questionnaire.

4.2.3 RACE

Table 4.3: Number of Respondents by Race

Race	Frequency	Percentage (%)	Cumulative Percentage (%)
Malay	138	53.1	53.1
Indian	40	15.4	68.5
Chinese	68	26.2	94.6
Others	14	5.4	100
Total	260	100	

Source: Research data 2021

Table 4.3 showed the total respondents by races. There were 260 respondents which were consisted of Malay (138 respondents / 53.1 per cent), Chinese (68 respondents / 26.2 per cent), Indian (40 respondents / 15.4 per cent), while other races (14 respondents / 5.3 per cent) had responded to the questionnaire

4.2.4 MARITAL STATUS

Table 4.4: Number of Respondents by Marital Status

Marital Status	Frequency	Percentage (%)	Cumulative Percentage (%)
Single	251	96.5	96.5
Married	9	3.5	100
Total	260	100	

Source: Research data 2021

Table 4.4 showed the total of respondents by marital status. There were 260 respondents who consist of single (251 respondent / 96.5 per cent) and married (9 respondents / 3.5 per cent) had responded to the questionnaire.

4.2.5 INCOME LEVEL

Table 4.5: Number of Respondents by Income Level

Income Level	Frequency	Percentage (%)	Cumulative Percentage (%)
Below RM 1000	216	83.1	83.1
RM 1001-2000	38	14.6	97.7
RM 2001-3000	5	1.9	99.6
RM 3001 and above	1	0.4	100
Total	260	100	

Source: Research data 2021

Table 4.5 showed the total of respondents by income level. There were 384 respondents which consist of Below RM 1000 (216 respondents / 83.1 per cent), RM 1001-2000 (38 respondents / 14.6 per cent), RM 2001-3000 (5 respondents / 1.9 per cent) and RM 3001 and above (1 respondents / 0.4 per cent) had responded to the questionnaire

4.3 DESCRIPTIVE ANALYSIS

The independent variable and dependent variable were measured in descriptive analysis. For every question, it showed the mean and standard deviation in determining the travel behaviour among tourist during Covid-19 pandemic.

4.3.1 MOVEMENT CONTROL ORDER (MCO)

Table 4.6: Descriptive Statistic of Movement Control Order (MCO)

No.	Item Description	N	Mean	Standard Deviation
1	During the MCO, I did not travel at all.	260	3.45	0.63
2	During the MCO, I am not interested in travelling.	260	3.15	0.82
3	During the MCO, I need to cancel my travelling plan.	260	3.52	0.63
4	During the MCO, I am afraid to travel around.	260	3.55	0.60
5	During the MCO, my travel activities are limited.	260	3.56	0.56
6	During the MCO, I miss being on trip.	260	3.71	0.50

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7	If given the opportunity to travel during the MCO, I will travel as soon as I can.	260	3.55	0.69
8	I wish MCO ends soon so that I can travel again.	260	3.42	0.57
9	I am planning for my trip already so that I can travel as soon once MCO is ended.	260	3.50	0.64
10	I will travel as much as I can once the MCO is over.	260	3.43	0.64

Source: Research data 2021

From Table 4.6, the descriptive statistic of Movement Control Order (MCO) showed the element that during MCO they miss being on a trip is the highest mean which is 3.71 and the standard deviation is 0.50. This is because movement has been controlled and they cannot go travelling for a long time. The lowest mean value which was 3.15 and the standard deviation was 0.82 was they are not interested on travelling just because of the pandemic that can bring death to a life and they are so afraid to go to travelling during Covid-19 pandemic. On 30th November 2020 there are 65,697 cases and KKM reported that 157 deaths from those cases in Malaysia. In between, elements 4 and 7 were the same mean while the standard deviation was 0.60 for element 4 and 0.69 for element 7. It is because they already awareness of covid-19 is dangerous and once they already vaccinated and when the borders are open most of people always wanted to travelling.

4.3.2 PERCEIVED RISK

Table 4.7: Descriptive Statistic of Perceived Risk

No.	Item Description	N	Mean	Sd
1	I did not travel because fear of infection of COVID-19.	260	3.66	0.54

2	I will only travel to areas with low risk of infection.	260	3.52	0.57
3	Quality and services can control and reduce risk of destination.	260	3.40	0.52
4	The safety of the destination is my main consideration during travelling.	260	3.66	0.51
5	I will only travel to green zone as indicated by government.	260	3.46	0.51
6	I prefer areas with small number of tourists.	260	3.67	0.48
7	When I travel, I will follow the Standard of Procedures provided.	260	3.55	0.56
8	I will always use hand sanitizer when travelling	260	3.47	0.55
9	I will not travel or travel less to reduce risk.	260	3.43	0.55
10	I have been concerned about the current situation of COVID-19 in tourist destinations.	260	3.68	0.50

Source: Research data 2021

From Table 4.7, the descriptive statistic of perceived risk showed the element that they have been concerned about the current situation of COVID-19 in tourist destinations is the highest mean which is 3.68 and standard deviation is 0.50. This is because the KKM always updated the news of how many cases every day on MySejahtera app and on the KKM website. The low mean which is quality and services can control and reduce risk of destination was 3.40 and a standard deviation of 0.52. This point was totally agreed with the most of our respondents. In every place they need to use standard operating procedure (SOP) even they on workplace. Items 1 and 4 are sharing the same means which is 3.66 while for the standard deviation is 0.54 and 0.51, respectively.

4.3.3 TRAVEL INTENTION

Table 4.8: Descriptive Statistic of Travel Intention

No.	Item Description	N	Mean	Standard Deviation
1	Once the MCO is over, I would like to visit those places that I have plan earlier.	260	3.50	0.57
2	Once the MCO is lifted, I intend to travel to new place for leisure with my friends and family.	260	3.48	0.57
3	Once the MCO is lifted, my savings are enough to travel.	260	3.36	0.61
4	Once the MCO is lifted, I will be well prepared in my schedule to go on with my holiday plan in Malaysia.	260	3.44	0.63
5	Once the MCO is lifted, I am confident that, if I want, I can travel to everywhere.	260	3.63	0.58
6	After the MCO is lifted, I will make plan to travel.	260	3.36	0.58
7	After the MCO is lifted, I will make an effort to travel.	260	3.47	0.59
8	After the MCO is lifted, I will travel to everywhere.	260	3.47	0.62
9	The COVID-19 pandemic made me hesitate to travel.	260	3.59	0.55
10	I need time to adapt to the COVID-19 pandemic situation to travel again.	260	3.51	0.56

Source: Research data 2021

From Table 4.8, the descriptive statistic of travel intention showed the element that once the MCO is lifted, they are confident that, they can travel to everywhere which is the highest mean 3.63 and the standard deviation is 0.58. From the Stars Online, Tan Sri Muhyiddin Yassin says that Malaysians receiving two doses of Covid-19 may travel between states and districts free of charge. In recent international research on the

vaccine the Prime Minister said that the two-dose and one-certificate people could travel anywhere. The least mean is elements 3 and 6 which sharing the same mean, 3.36 and the standard deviation were 0.61 and 0.58 but they do still be accepted because they all are agreed about this statement.

4.3.4 TOURIST BEHAVIOUR

Table 4.9: Descriptive Statistic of Travel Behaviour

No.	Item Description	N	Mean	Standard Deviation
1	I miss to travel again.	260	3.55	0.54
2	I pray that COVID-19 can disappear or end soon.	260	3.59	0.50
3	I am more comfortable traveling when COVID-19 ends.	260	3.63	0.50
4	I am ready to travel after the COVID-19 ends.	260	3.46	0.51
5	I will travel by adopting new norms.	260	3.56	0.51
6	I have never travelled since outbreak of COVID-19.	260	3.62	0.59
7	I am concerned about my health when traveling during COVID-19.	260	3.43	0.55
8	I only choose to travel within low-risk areas of COVID-19 infection.	260	3.52	0.58
9	I have register to accept vaccination so that I can travel safely.	260	3.54	0.56
10	I will get the vaccine as the vaccination will keep me from getting COVID-19 while traveling.	260	3.46	0.56

Source: Research data 2021

From Table 4.9, the descriptive statistic of travel behaviour showed the element that they are more comfortable traveling when COVID-19 pandemic ends were the highest means which 3.63 and the standard deviation 0.50. During this pandemic no one was gone to travelling just because they felt they unprotective and feel unsafe plus uncomfortable. They also need to follow the MCO and if they need to travel, they need to get permissions from the Police Station one day before they go for travelling. The least mean is element 7 which mean is 3.43 and the standard deviation is 0.55. There are 136 respondents that they are only agree about the statements and totally agree 120 respondents. Everyone was concerned about their health during Covid-19. If they have some symptoms or have a closed contact with the people who had been infected by the viruses, they need to go to doctor and do the swab test as soon as possible.

4.4 RELIABILITY ANALYSIS

Reliability analysis refers to the idea that a scale should consistently reflect the structure it measures. There are times and situations where it can be useful. Reliability analysis was used during the data collection process to measure the reliability of the questionnaires. Reliability analysis calculates many commonly used measurement reliability scales and also provides information on the relationships between the various items in the scale. The data were examined using Cronbach's Alpha analysis to ensure internal consistency based on correlations between average items. The table below shows Cronbach's rule of thumb based on the Alpha coefficient of Hair et al. (2007).

Table 4.10: Rules of Thumb of Cronbach's Alpha coefficient size

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

Source: Hair et al. (2007)

Table 4.10 used as a reference for the dependent variable and independent variable to estimate the strength of association within variables. Total of respondents in tourist behaviour for 260 tourists and collected by online surveys.

4.4.1 MOVEMENT CONTROL ORDER (MCO)

Table 4.11: Reliability Analysis for MCO

Reliability Statistics	
Cronbach's Alpha	**N of Items**
.843	10

Source: Research data 2021

Reliability analysis for MCO is shown in Table 4.11. The alpha coefficient of Cronbach shows a value of 0.843, which is indicated as good. Therefore, the questionnaire's items are accurate and can be used for the study.

4.4.2 PERCEIVE RISK

Table 4.12: Reliability Analysis for Perceive Risk

Reliability Statistics	
Cronbach's Alpha	N of Items
.897	10

Source: Research data 2021

Reliability analysis for Perceive Risk is shown in Table 4.12. The alpha coefficient of Cronbach shows a value of 0.897, which is indicated as good. Therefore, the survey factor of tourists' perceived risk is reliable.

4.4.3 TRAVEL INTENTION

Table 4.13: Reliability Analysis for Travel Intention

Reliability Statistics	
Cronbach's Alpha	N of Items
.932	10

Source: Research data 2021

Reliability analysis for Travel Intention is shown in Table 4.13. The alpha coefficient of Cronbach shows a value of 0.932, which is indicated as excellent. Therefore,

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in the questionnaire, the variable of intention to travel is accurate and can be used for research.

4.4.4 TOURIST BEHAVIOUR

Table 4.14: Reliability Analysis for Tourist Behaviour

Reliability Statistics	
Cronbach's Alpha	N of Items
.905	10

Source: Research data 2021

Reliability analysis for Tourist Behaviour is shown in Table 4.14. The alpha coefficient of Cronbach shows a value of 0.905, which is indicated as excellent. Therefore, the questionnaire is reliable and can be used for reporting.

4.5 PEARSON CORRELATION COEFFICIENT

Pearson correlation analysis was important in this research to measure the relationship between independent variable and dependent variable. The objective of this analysis is to determine whether the correlation is significant and to identify whether the hypothesis is accepted or rejected. The independent variable is Movement Control Order

(MCO), perceive risk of COVID-19, travel intention and dependent variable is tourist behaviour.

Table 4.15: Strength Interval of Correlation Coefficient

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

Source: Abgunbiade and Ogunyika, (2013)

Hypothesis 1: Movement Control Order (MCO)

H1: The relationship between Movement Control Order (MCO) of COVID-19 and tourist behaviour during the COVID-19 pandemic.

Table 4.16: Correlation Coefficient for Movement Control Order and Tourist Behaviour among Malaysian

Correlations

		Movement Control Order	Tourist Behavior
Movement Control Order	Pearson Correlation	1	.713[**]
	Sig. (2-tailed)		.000
	N	260	260
Tourist Behavior	Pearson Correlation	.713[**]	1

	Sig. (2-tailed)	.000	
	N	260	260

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

Source: Research data 2021

Table 4.16 showed the relationship between movement control order and tourist behaviour among Malaysian. The p-value was 0.000 which was less than significant level of 0.01. The correlation is 0.713, indicating that there was a high positive relationship between movement control order and tourist behaviour among Malaysian (Abgunbiade and Ogunyika, 2013).

Hypothesis 2: Perceive risk of COVID-19

H2: The relationship between perceive risk of COVID-19 and tourist behaviour during the COVID-19 pandemic.

Table 4.17: Correlation Coefficient for Perceive Risk and Tourist Behaviour among

Malaysian

Correlations

		Perceive Risk	Tourist Behavior
Perceive Risk	Pearson Correlation	1	.837**
	Sig. (2-tailed)		.000
	N	260	260
Tourist Behavior	Pearson Correlation	.837**	1

	Sig. (2-tailed)	.000	
	N	260	260

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

Source: Research data 2021

Table 4.17 showed the relationship between perceive risk and tourist behaviour among Malaysian. The p-value was 0.000, which was less than significant level of 0.01. The correlation coefficient is 0.837, indicating the was high positive relationship between perceive risk and tourist behaviour among Malaysian (Abgunbiade and Ogunyika, 2013).

Hypothesis 3: Travel intention

H3: The relationship between travel intention and tourist behaviour during the COVID-19 pandemic.

Table 4.18: Correlation Coefficient for Travel Intention and Tourist Behaviour among Malaysian

Correlations

		Travel Intention	Tourist Behavior
Travel Intention	Pearson Correlation	1	.691**
	Sig. (2-tailed)		.000
	N	260	260
Tourist Behavior	Pearson Correlation	.691**	1

	Sig. (2-tailed)	.000	
	N	260	260

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

Source: Research data 2021

Table 4.18 showed the relationship between travel intention and tourist behaviour among Malaysian. The p-value was 0.000, which was less than significant level of 0.01. The correlation coefficient is 0.691, indicating that there was a moderate positive relationship between travel intention and tourist behaviour among Malaysian (Abgunbiade and Ogunyika, 2013).

4.6 SUMMARY

As a result, all of the findings of this analysis were analysed, and the conclusions were presented previously. The findings of this analysis showed all independent variable have different correlation with the dependent value which is 0.837 for perceived risk, 0.713 for Movement Control Order and 0.691 for travel intention. To summarise, there is a positive correlation between all of the elements and tourist behaviour.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

The relationship between movement control order, perceive risk, and the travel intention that influenced tourist behaviour among Malaysian will be discussed in this chapter. The result, limitation and the recommendation of the study will also be discussed and summarized here.

5.2 RESULTS AND DISCUSSION OF THE STUDY

The study is carried out to determine the relationship between movement control order (MCO), perceive risk, as well as the travel intention that influenced tourist behaviour among Malaysian. Basically, there are independent and dependent variables in determining the relationship as aforesaid. The independent variables shall be the movement control order (MCO), perceive risk, and travel intention whereas the dependent variable shall be the tourist behaviour during the COVID-19 pandemic. Furthermore, the data sources used in this study include primary data and secondary data. This is because the researchers use a combination of these data, whereby the primary data

are collected from the questionnaire which have been distributed to 260 UMK students via Google Form and the secondary data are collected from online sources which includes the Medical News Today, National Geographic, Travel Health Journal, and others.

The 2019 coronavirus pandemic was declared by the World Health Organization (WHO) in March 2020 and now has affected to almost all areas of human life. An individual's control mechanisms may be external such as by government regulations or internal such as risk perception and travel intention. While external risks, such as border closures, change all types of travel behaviour, this study shows that internal factors only affect some forms of vacation behaviour. During the COVID-19 pandemic, a more specific behavioural approaches are needed to restore traveller certainty to encourage different forms of vacation behaviour.

Data analysis which shall include the reliability analysis, descriptive analysis, and Pearson correlation coefficient analysis is then referred. Reliability refers to the accuracy, stability, and reproducibility of the results. The results shall be most accurate. Descriptive analysis or descriptive statistics is the process of using statistical techniques to describe or summarize a set of data. Descriptive analysis is popular for its ability to generate accessible insights from otherwise uninterpreted data. On the other hand, Pearson correlation coefficient is a test statistic that measures the statistical relationship or association between two continuous variables. As it is based on covariance, it may be the best way to measure the correlation between the related variables. It also provides information about the size or relevance of the association, as well as the direction of the relationship.

5.2.1 Research Question 1: What is the relationship between the movement control order and tourist behaviour during the COVID-19 pandemic?

In this study, the result shows that the relationship between the movement control order and tourist behaviour during the COVID-19 pandemic is a high positive correlation (r=0.713, n=260, p<0.01) between these variables. This finding shows that the responders miss being on the trip as their movement has been long controlled and they can't go travelling for a long period. Malaysia is currently being extra concern of this pandemic disease and the government has imposed all kinds of Movement Control Order (MCO) to prevent the spread of this disease. The ongoing Visit Malaysia 2020 campaign has been cancelled and all the guests who are currently staying in Malaysia have been told to remain in their room during the MCO. (Ahasanul Haque, April 2020) During the MCO period, many places of worship and business premises have been instructed to remain closed, except for those markets and shops that sell essential goods. Chan (2020) stated that restrictions have been imposed to entry into Malaysia for all tourists and foreign visitors. In fact, many tourists are afraid to go travelling during this COVID-19 pandemic since death may occurred. In contrary, some stubborn tourists do not want to follow the rules so they just keep travelling and this is dangerous because this disease is infectious and the government can lift a hefty fine or could be jailed depending on the case.

5.2.2 Research Question 2: What is the relationship between the perceive risk and tourist behaviour during the COVID-19 pandemic?

In this study, the result shows that the relationship between the perceive risk and tourist behaviour during the COVID-19 pandemic is a high positive correlation (r=0.837, n=260, p<0.01) between these variables. This finding shows that many tourists always follow up about the daily rate of increasement of cases in each place through social media. By discussing previous research in the context of the ongoing COVID-19, it is possible to predict the impact that the perceived risk associated with the pandemic may have on the post-crisis behaviour of visitors. Within the contemporary travel and tourism context, the perceived health risk is one of the most critical to the decision-making process of tourists (Huanga et al., 2020). As mentioned by Fuchs & Reichel (2006), In the field of tourism, there are some different types of risks worth mentioning on physical or health risks such as food safety, epidemics, accidents, equipment risks, psychological risk, financial risk, social risks and time risks. As mentioned by Chinazzi (2020), although these cases may all be directly related to the consequences of COVID-19, in recent years, travellers' concerns about their own health risks or the possibility of contracting infectious diseases have been influencing their behaviour and choice of travel destinations.

5.2.3 Research Question 3: What is the relationship between the travel intention and tourist behaviour during the COVID-19 pandemic?

In this study, the result shows that the relationship between the travel intention and tourist behaviour during the COVID-19 pandemic is a moderate positive correlation ($r=0.691$, $n=260$, $p<0.01$) between these variables. This finding shows that many tourists want to travel but due to this pandemic many tourists are forbidden to travel because of the covid-19 virus is very contagious and it endangers the lives of everyone. Depending on the intention of the visitors, the tourism industry will restart in the future or under new normal conditions after the epidemic is over. One of the key factors influencing tourists' holiday planning and implementation is increased travel anxiety due to the COVID-19 pandemic risk. Travel anxiety increases when travel-related risks are present. In high-risk situations, tourists adjust their vacation plans and destination behaviours. (Jürgen Schmude, 23 March 2021).

The researchers carried out the correlation analysis in order to calculate the linear association between the two variables defined as the purposes of this report. A review of Correlation Analysis was given in Table 5.1 indicating that the linkage between the Movement Control Order (MCO), Perceive Risk of Covid-19 and Travel intention and tourist behaviour was high positive and moderate positive.

Table 5.1: Summary of correlation analysis

Hypothesis	Significant value	Correlation	Conclusion
1	0.000	0.713	High positive correlation

2	0.000	0.837	High positive correlation
3	0.000	0.691	Moderate positive correlation

Source: Research data 2021

5.2.4 FRAMEWORK ANALYSIS
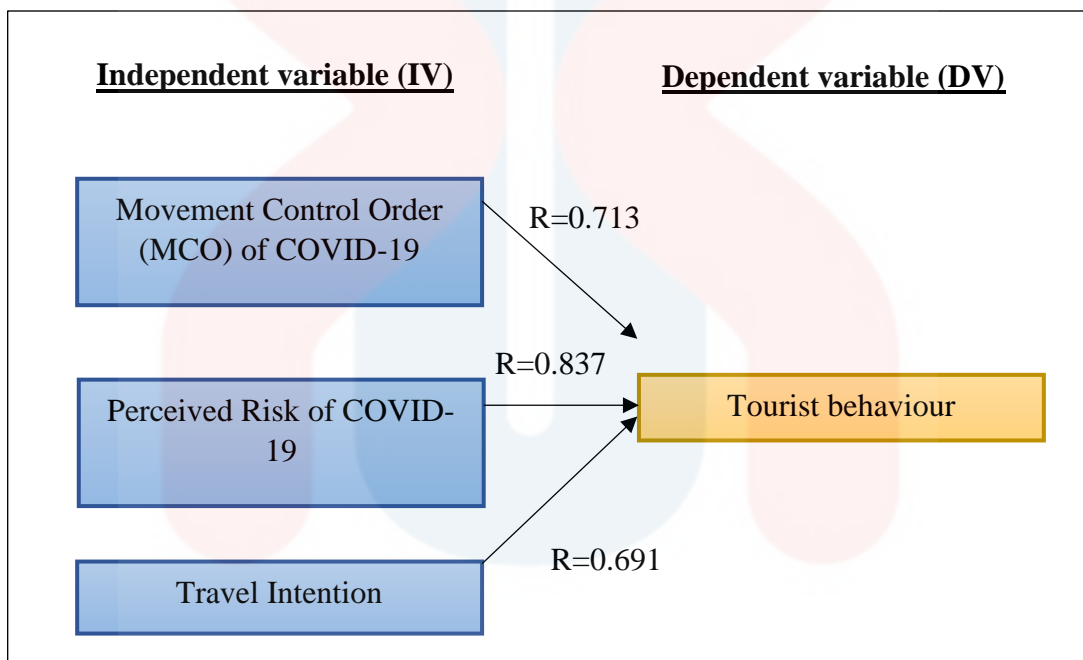
Figure 5.1: Correlation between Movement Control Order, Perceive Risk, Travel

Intention and Tourist Behaviour

Source: Research data 2021

The Figure 5.1 showed the framework with the data value of the independent variables to the dependent variables. There have three independent variables which is Movement Control Order (MCO), perceived risk and travel intention had a significant relationship to the dependent variable which is tourist behaviour. The highest correlation value is 0.837 which is between perceived risk and tourist behaviour. Meanwhile the

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lowest correlation value is 0.691 which is travel intention and tourist behaviour. The correlation value between movement control order and tourist behaviour is 0.713. Therefore, there were only three independent variables included movement control order, perceive risk and travel intention that had a significant relationship to the tourist behaviour among Malaysian.

5.3 LIMITATIONS

A worthwhile and practical process to complete a study has been experienced during the entire research. Nonetheless, there are a few limitations that cannot be avoided in order for the analysis project to run smoothly.

5.3.1 SAMPLE

The sample is the first limitation of this analysis. As discussed earlier, the researchers have used a sample of 260 students from the University of Kelantan in Malaysia. However, rather than collecting data in person, the data have been gathered through online surveys by using free platform which is the Google Forms. Researchers often have a tough time in determining whether the respondents have gone through and answer all the questions properly, whether the same respondent has submitted the questionnaire more than once and whether the demographic response has been correctly

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submitted. As the population that had accessed the questionnaire is limited, the researchers cannot generalize the findings and the result therefore may mislead.

5.3.2 TIME CONSTRAINTS

The second limitation is time constraints. The study was conducted in a short period of time, and the time was not more than 9 months, which made it difficult for researchers to obtain complete data from the respondents. Researchers also need to attend courses and complete other tasks at the same time. Due to time constraints, researchers do not have enough time to conduct more research on previous studies by other professors or researchers. The time to collect data is also very limited, which results in researchers not having time to request any other data and research.

5.3.3 METHOD OF DATA COLLECTION

Aside from that, the method of data collection is the third limitation. The methods researchers used to distribute questionnaires were severely restricted during COVID-19 due to the movement control order. Researchers were unable to distribute out questionnaires face to face, so have to rely on online tools like Google Form to gather data. However, researchers face a significant challenge because not everyone will open and complete the questionnaire after obtaining the link.

5.3.4 RESPONDENT

The respondent is the fourth limitation. Not all respondents have completed the survey questionnaire. Few respondents had technical difficulties when filling out the survey, such as a weak Internet connection. This could lead to them submitting their responses to the researchers repeatedly. Some respondents did not respond to the questions according to the instructions, making it difficult for researchers to determine whether the interviewee's criteria are compatible with the specified requirements, and the findings might not be useable.

5.4 RECOMMENDATION

5.4.1 RECOMMENDATION FOR COMMUNITY AND GOVERNMENT

As a leader of a country, the government plays an important role in leading the country to fight against Covid-19. A stricter MCO should be implemented by the government. Awareness shall be created among the citizen to practise proper social distancing and quarantine procedure. Special funds shall be set up by the Government to channel the monetary aid to patients and to those who have directly impacted by the Covid-19. More efforts to speed up the vaccination process shall be taken by the relevant authority too. Besides, media and influencers shall encourage the public to continue stay

at home and avoid any gatherings. The media shall ensure all the important information on Covid-19 be conveyed to all levels of the society. Meanwhile, all individuals shall be more alert with the new normal situation. By continuing wearing protective masks in public, washing hands frequently, avoiding any mass gatherings and be prepared to get vaccination, Malaysians shall be able to battle against Covid-19 in real soon, and travelling will be soon applicable.

5.4.2 RECOMMENDATION FOR UNIVERSITY

Higher education institutions have a duty to ensure their daily lessons and activities can be conducted despite of the restrictions imposed due to the Covid-19. As one shall not encourage all the students to be present in classroom again which may amount to mass gathering, university need to act fast in introducing new learning system to an online system, to train and support the lecturers with no experience in online education, to ensure all students can access to the online distance learning and to ensure the quality of the courses are well-maintained. Flexibility is very important at this stage. Lecturers may concentrate more in giving the research and assignment topic in relation to Covid-19 so that more parties may involve in redirect their research towards combating the Covid-19 and thereafter, provide research results to the relevant authorities for their necessary action.

5.4.3 RECOMMENDATION FOR FUTURE STUDIES

The methods researchers used to distribute questionnaires were severely restricted during Covid-19 due to the Movement Control Order. Researchers cannot distribute the questionnaires face to face, so must rely on online tools like Google Form to gather data. The study is better changing a method to collect data such as phone call or interview. So, this can reduce the problem faced by the respondents and increase the willingness for answer the question. The respondents also can clearly understand the instructions and question. If the respondents faced any problem also can directly ask the researcher and solve on the spot. Few respondents that had technical difficulties also can be solved by answer the question through the phone call. For further study, researchers can also increase the population and sample of their research. They also can wider the range of respondents such as different classes, states, occupation and also can be different country. For the future research, the researchers also can expand their time constraint to conduct more research on previous studies by other professors or researchers and collect more respond from different range of respondents.

5.5 SUMMARY

This study examines the relationship between independent variable which is movement control order, perceive risk and travel intention that influenced tourist

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behaviour among Malaysian. This research fulfilled all the objectives to analyse the relationship between independent variable and dependent variable.

Next, this study confirms that perceive risk is the highest significant which is 0.837 that influences tourist behaviour among Malaysian and lowest one is travel intention, (0.691) that influences tourist behaviour among Malaysian. However, only 260 respondents who participated in this research, if more respondents join this research the result might changes.

In addition, to evaluate the relationship between independent variable and dependent variable, researchers using SPSS version 26 to analyse on Descriptive analysis, Reliability test and Pearson's correlation coefficient. In conclusion, all variables demonstrated a positive relationship with highly significant outcomes. Hence, in this study, all the objectives were successfully achieved.

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APPENDICES

Faculty of Hospitality, Tourism and Wellness

TOURIST BEHAVIOUR AMONG MALAYSIANS AFTER COVID-19 PANDEMIC

Dear Respondent,

We are students of Bachelor of Entrepreneurship (Tourism) with Honour, University Malaysia Kelantan and we are currently conducting research that related to the COVID-19 which include the Movement Control Order (MCO), perceived risk and travel intention to the change of the tourist behaviour.

You are cordially invited to complete the questionnaire, which is expected to take around 10 to 15 minutes only. All information will be kept confidential and used for academic purposes only. Thank you for your participation and commitment.

Responden yang dikasihi,

Kami adalah pelajar Ijazah Sarjana Muda Keusahawanan (Pelancongan) dengan Kepujian, Universiti Malaysia Kelantan dan kami sedang menjalankan satu kajian yang berkaitan dengan COVID-19 yang merangkumi Perintah Kawalan Pergerakan (MCO), risiko yang dirasakan dan niat perjalanan terhadap perubahan tingkah laku pelancong.

Anda dijemput untuk melengkapkan soal selidik, yang dijangka akan mengambil masa 10 hingga 15 minit sahaja. Semua maklumat akan dirahsiakan dan digunakan untuk akademik sahaja. Terima kasih atas penyertaan dan komitmen anda.

LIM CARMEN	*H18A0191*
TCHEY GUAT NEE	*H18A0641*
MUHAMMAD ADAM BIN MOHD SHAFFE'E	*H18A0241*
MUHAMMAD BIN MUSTAFFA	*H18A0255*

Specifically, this research aims to achieve the following objectives:

1. To identify the relationship between Movement Control Order (MCO) of COVID-19 and tourist behaviour during the COVID-19 pandemic.
2. To evaluate the relationship between the perceived risk of COVID-19 and tourist behaviour during the COVID-19 pandemic.
3. To examine the relationship between travel intention and tourist behaviour during the COVID-19 pandemic.

For that, our research based on three hypothesis which include the Movement Control Order (MCO), perceived risk and travel intention to the change of the tourist behaviour.

Hypothesis 1: Movement Control Order (MCO)

H_0: There is a relationship between the Movement Control Order (MCO) of COVID-19 and tourist behaviour during the COVID-19 pandemic.

H_a: There is no relationship between the Movement Control Order (MCO) of COVID-19 and tourist behaviour during the COVID-19 pandemic.

Hypothesis 2: Perceived risk

H_0: There is a relationship between the perceived risk of COVID-19 and tourist behaviour during the COVID-19 pandemic.

H_a: There is no relationship between the perceived risk of COVID-19 and tourist behaviour during the COVID-19 pandemic.

Hypothesis 3: Travel Intention

H_0: There is a relationship between travel intention and tourist behaviour during the COVID-19 pandemic.

H_a: There is no relationship between travel intention and tourist behaviour during the COVID-19 pandemic.

SECTION A : RESPONDENT'S DEMOGRAPHIC INFORMATION

BAHAGIAN A : MAKLUMAT DEMOGRAPHIC RESPONDEN

Please specify your answer by tick (√) on the relevant answer provided.

Sila nyatakan jawapan anda dengan menandakan (√) pada jawapan yang telah disediakan

1. Gender */ Jantina*

☐ Male */ Lelaki*

☐ Female */ Perempuan*

2. Age */ Umur*

☐ Below 20 years old / *Under 20 tahun*

☐ 21-25 years old */ 21- 25 tahun*

☐ 26-30 years old */ 26-30 tahun*

3. Race */ Bangsa*

☐ Malay */ Melayu*

☐ Indian */ India*

☐ Chinese */ Cina*

☐ Others */ Lain-lain*

4. Marital status / Status perkahwinan

☐ Single */ Bujang*

☐ Married */ Kahwin*

☐ Divorced */ Bercerai*

5. Income Level */ Tahap Pendapatan*

☐ Below RM1 000 */ Bawah RM1 000*

☐ RM1 001 - RM2 000

☐ RM2 001 - RM3 000

☐ RM3 001 and above */ RM3 001 dan ke atas*

Section B: Independent variable

Bahagian B: Pembolehubah tidak bersandar

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

Sila nyatakan tahap kebersetujuan anda dengan pernyataan masing-masing dengan tanda (√) hanya satu jawapan untuk setiap pernyataan.

Strongly Disagree *Sangat Tidak Setuju*	Disagree *Tidak Setuju*	Agree *Setuju*	Strongly Agree *Sangat Setuju*
1	2	3	4

Movement Control Order (MCO) / *Perintah kawalan pergerakan*

NO	STATEMENT / KENYATAAN	LEVEL OF AGREEMENT			
		1	2	3	4
1.	During the MCO I did not travel at all. *Semasa MCO, saya langsung tidak pergi melancong.*				
2.	During the MCO, I'm not interested in travel. *Semasa MCO, saya tidak berminat untuk melancong.*				
3.	During the MCO, I need to cancel my intention to travel. *Semasa MCO, saya perlu untuk batalkan niat saya untuk melancong.*				
4.	I will travel when the MCO is over. *Saya akan melancong apabila MCO tamat.*				
5.	I always follow the SOP while traveling. *Saya akan sentiasa mematuhi SOP ketika melancong.*				
6.	MCO cause me to rearrange my travel schedule. *MCO menyebabkan saya menyusun semula jadual perjalanan saya.*				
7.	My travel activities are confine due to MCO. *Aktiviti perlancongan saya terhad kerana MCO.*				
8.	I cannot wait for the end of MCO so I can travel. *Saya tidak sabar menunggu MCO tamat supaya saya boleh melancong.*				
9.	I already planned my trip after the end of MCO. *Saya sudah merancang perjalanan saya selepas MCO tamat.*				
10.	I will travel as much as I want after the MCO is over *Saya akan melancong sebanyak mungkin selepas MCO tamat.*				

Perceived risk / *Risiko yang dirasakan*

NO	STATEMENT / KENYATAAN	LEVEL OF AGREEMENT			
		1	2	3	4
1.	I did not travel because fear of infection of COVID-19. *Saya tidak pergi melancong kerana risau dijangkiti COVID-19.*				
2.	I will only travel to areas with low risk of infection. *Saya hanya melancong ke kawasan yang rendah risiko jangkitan.*				
3.	Increased number of COVID-19 cases make me anxious to travel. *Peningkatan jumlah kes COVID-19 menyebabkan saya risau untuk melancong.*				
4.	It is quite risky to travel during the COVID-19 pandemic season. *Berisiko tinggi untuk melancong pada musim pandemic COVID-19.*				
5.	Green areas are my main aspect to travel. *Kawasan hijau menjadi aspek utama saya untuk melancong.*				
6.	I prefer areas with small number of tourists. *Saya lebih suka kawasan yang mempunyai jumlah pelancong yang sedikit.*				
7.	When I travel, I will follow the SOP provided. *Apabila saya melancong, saya akan mengikuti SOP yang disediakan.*				
8.	I always use hand sanitizer when I travel. *Saya sentiasa memakai pembersih tangan ketika saya melancong.*				
9.	I prefer hygiene areas and safe to travel. *Saya lebih suka kawasan yang bersih dan selamat untuk melancong.*				
10.	I have been concerned about the current situation of COVID-19 in tourist destinations. *Saya mengambil berat tentang keadaan COVID-19 di destinasi pelancongan.*				

Travel intention */ Niat perjalanan*

NO	STATEMENT / KENYATAAN	LEVEL OF AGREEMENT			
		1	**2**	**3**	**4**
1.	Once the MCO is over, I would be excited about visiting place straightaway as I have planned. *Setelah MCO berakhir, saya akan teruja untuk mengunjungi tempat tersebut seperti yang telah saya rancangkan.*				
2.	Once the MCO is lifted, I intend to travel to other place for leisure with my friends and family. *Setelah MCO berakhir, saya berhasrat untuk pergi ke tempat lain untuk bersantai bersama rakan dan keluarga saya.*				
3.	Once the MCO is lifted, my family and friends intended to travel. *Setelah MCO berakhir, keluarga dan rakan saya berhasrat untuk melancong.*				
4.	Once the MCO is lifted, I will have the availability in my schedule to go on with my holiday plan in Malaysia. *Setelah MCO berakhir, saya akan mempunyai ketersediaan dalam jadual saya untuk meneruskan rancangan percutian saya di Malaysia.*				
5.	Once the MCO is lifted, I am confident that, if I want, I can travel to everywhere. *etelah MCO berakhir, saya yakin bahawa, jika saya mahu, saya boleh pergi ke mana-mana sahaja.*				
6.	After the MCO is lifted, I will make plan to travel. *Setelah MCO berakhir, saya akan membuat rancangan melancong.*				
7.	After the MCO is lifted, I will make an effort to travel. *Setelah MCO berakhir, saya akan berusaha untuk melakukan melancong.*				
8.	After the MCO is lifted, I will travel to everywhere. *Selepas MCO berakhir, saya akan pergi ke mana-mana.*				
9.	During the MCO, I will stay at home and did not travel anywhere. *Semasa MCO, saya akan tinggal di rumah dan tidak melakukan melancong ke mana-mana.*				
10.	During the MCO, I need protect my safety so I need take the hand sanitizer and mask. *Semasa MCO, saya perlu melindungi keselamatan saya jadi saya perlu mengambil pembersih tangan dan mask.*				

Section C: Dependent variable

Bahagian B: Pembolehubah bersandar

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

Sila nyatakan tahap kebersetujuan anda dengan pernyataan masing-masing dengan tanda (√) hanya satu jawapan untuk setiap pernyataan.

Strongly Disagree	Disagree	Agree	Strongly Agree
Sangat Tidak Setuju	*Tidak Setuju*	*Setuju*	*Sangat Setuju*
1	**2**	**3**	**4**

Tourist behavior / *Kelakuan Pelancong*

NO	STATEMENT / KENYATAAN	LEVEL OF AGREEMENT			
		1	**2**	**3**	**4**
1.	I miss to travel again. *Saya rindu untuk melancong semula.*				
2.	I pray COVID-19 disappear soon. *Saya berdoa agar COVID-19 hilang dimasa akan dating.*				
3.	I am more comfortable traveling when COVID-19 disappears. *Saya lebih selesa melancong apabila COVID-19 hilang.*				
4.	I am ready to travel after the COVID-19 disappears. *Saya bersedia untuk melancong apabila COVID-19 hilang.*				
5.	I will not travel during COVID-19 pandemic. *Saya tidak akan melancong semasa pandemic COVID-19.*				
6.	I have never travelled since COVID-19. *Saya tidak melancong semenjak hadirnya COVID-19.*				
7.	I will only choose green areas to travel. *Saya hanya memilih kawasan hijau untuk melancong.*				
8.	I will wear a face mask while traveling. *Saya sentiasa memakai pelitup muka semasa melancong.*				
9.	I always sanitize my hand after touching an object. *Saya sentiasa sanitasi tangan saya setelah menyentuh sesuatu objek.*				
10.	COVID-19 caused me to rearrange my travel schedule. *COVID-19 menyebabkan saya menyusun semula jadual perlancongan saya*				

BORANG PENILAIAN PAKAR
(SOAL SELIDIK)

Setelah menyemak dan menilai soal selidik yang telah dibina, dengan ini saya mengesahkan bahawa :

NAMA PENGKAJI : DR. SHATHEES BASKARAN

NO. MATRIK   : NIL

FAKULTI   : UTM

TAJUK KAJIAN   : TOURIST BEHAVIOUR AMONG MALAYSIAN AFTER
COVID-19 PANDEMIC

Soal selidik yang dibina adalah SESUAI / TIDAK SESUAI untuk digunakan dalam kajian tersebut.

Ulasan secara keseluruhan:

Soal Selidik ini tidak sesuai untuk digunakan untuk mengkaji skop kajian. Ia memerlukan

perubahan seperti yang disarankan di soal selidik yang dilampirkan. Pastikan soal selidik yang

sesuai diguna.

Tandatangan Panel Pakar   : *Shathees Baskaran*

Tarikh   : 10/12/2020

Cop Jawatan   : Pensyarah Kanan

TOURIST BEHAVIOUR AMONG MALAYSIANS DURING COVID-19 PANDEMIC

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