FACTORS AFFECTING TOURIST SATISFACTION TOWARDS TOURISM DESTINATION IN MALAYSIA

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Abbreviations

ASEAN	Association of Southeast Asian Nations
DV	Dependent Variable
EBRD	European Bank for Reconstruction and Development
GDP	Gross Domestic Product
IV	Independent Variable
MCT	Measure of Central Tendency
SPSS	Statistical Package for the Social Science
UNESCO	United Nations Educational, Scientific and Cultural Organization

ABSTRACT

The purpose of this study aims to examine variables in explaining the factors that affecting tourist destination satisfaction among local tourists in Malaysia. Thus, the objectives of this study include: 1) To examine the relationship between natural environment and tourist destination satisfaction. 2) To examine the relationship between cultural and historical environment and tourist destination satisfaction. 3) To examine the relationship between infrastructure and tourist destination satisfaction. The total of respondents were 275 that successfully responded among local tourists in Malaysia were questioned through the online survey. Data collected was analysed by using Statistical Package for Social Science (SPSS) version 26.0. SPSS Statistical addresses the entire statistical analysis process such as planning, data collection, analysis, reporting for better decision making and performance. Pearson correlation coefficient was used in this research to investigate the relationship between natural environment and tourist destination satisfaction, relationship between cultural and historical environment and tourist destination satisfaction, and relationship between infrastructure and tourist destination satisfaction. The result shows there were high positive relationship between natural environment factor and cultural and historical environment factor and tourist destination satisfaction while infrastructure factor was low positive correlation between the tourist destinations satisfaction. Through this study, can understand that the tourist destinations satisfaction affects local tourist in Malaysia.

Keywords: Natural environment, cultural and historical environment, infrastructure, factors affecting tourist satisfaction

ABSTRAK

Tujuan kajian ini adalah untuk mengkaji pemboleh ubah dalam menjelaskan faktor-faktor yang mempengaruhi kepuasan destinasi pelancongan di kalangan pelancong tempatan di Malaysia. Oleh itu, objektif kajian ini merangkumi: 1) Untuk mengkaji hubungan antara persekitaran semulajadi dan kepuasan destinasi pelancong. 2) Untuk mengkaji hubungan antara persekitaran budaya dan sejarah dengan kepuasan destinasi pelancong. 3) Untuk mengkaji hubungan antara infrastruktur dan kepuasan destinasi pelancong. Jumlah responden adalah 275 orang yang berjaya menjawab di kalangan pelancong tempatan di Malaysia yang disoal siasat melalui tinjauan dalam talian. Data yang dikumpulkan dianalisis dengan menggunakan Pakej Statistik untuk Sains Sosial (SPSS) versi 26.0. Statistik SPSS membahas keseluruhan proses analisis statistik seperti perancangan, pengumpulan data, analisis, pelaporan untuk membuat keputusan dan prestasi yang lebih baik. Pekali korelasi Pearson telah digunakan dalam penyelidikan ini untuk mengkaji hubungan antara persekitaran semulajadi dan kepuasan destinasi pelancong, hubungan antara persekitaran budaya dan sejarah dan kepuasan destinasi pelancong dan hubungan antara infrastruktur dan kepuasan destinasi pelancong. Hasil kajian menunjukkan terdapat hubungan positif tinggi antara faktor persekitaran semulajadi dan faktor persekitaran budaya dan sejarah dan kepuasan destinasi pelancong manakala faktor infrastruktur adalah korelasi positif rendah antara kepuasan destinasi pelancong. Melalui kajian ini, dapat memahami bahawa kepuasan destinasi pelancong mempengaruhi pelancong tempatan di Malaysia.

Kata Kunci: Persekitaran semulajadi, persekitaran budaya dan sejarah, infrastruktur, factor-faktor mempengaruhi kepuasan pelancong

CHAPTER 1

INTRODUCTION

1.1   INTRODUCTION

This chapter discuss the background of the study, problem statement, research objectives, research question, significance of the study, definition of terms then closed by summary in this chapter.

1.2   BACKGROUND OF THE STUDY

The world tourism organization describes tourism sectors precisely because the behaviors of people who travel outside their normal atmosphere and travel activity relate to the actions of visitors according to their attitudes before, after and after traveling (UNWTO, 2018). Information on travel behavior can help maximize the number of tourists to tourism products such as resorts in marketing and product design and development.

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In 1981, in terms of individual tasks picked and pursued outdoors, an association of global scientists in tourism calculated tourism. Tourist attractions are a key aspect that can not only profit the trade and tourism economies either. As several studies are being carried out in order to decide main tourist satisfaction, there are still relatively contradictory findings and are ineffective to properly laid satisfaction (Ng et al., 2017). Satisfaction is an important factor of customer to decide whether or not the purchase simply continues.

In addition, visitors have become more advanced, among other factors, and this makes it more difficult for drivers and their comfort to be assessed (Ballantyne et al., 2018).

In other words, visitor happiness is the most critical element affecting the revisiting intent of the clients. In order to please the consumer, it is important to influence the preferences and intentions relevant to the customer's repurchasing or revisiting decision. There was, however, a scarcity of theoretical and observational research illustrating the relationship between the antecedents of the desire of the customers to revisit tourism locations (Wu et al., 2018). This research would therefore concentrate on the satisfaction of tourism destinations impacting people in Malaysia.

1.3   PROBLEM STATEMENT

One of the world's biggest and fastest growing sectors is tourism. It contributes 10.3% to the world's Gross Domestic Product (GDP) and creates 234 million jobs or 8.2%

of total employment (Economic Report 2007-2008). In Malaysia, the tourism industry is also one of the significant contributing factors to the country's economic growth especially in terms of contribution to foreign exchange earnings and job creation. This increase occurs when Malaysia has received many visits from international tourists as well as domestics who have chosen Malaysia as a tourist destination (Puah et al., 2018).

This can be proven when Malaysia receives more than 26 million foreign tourists with the value of expenditure recorded to reach RM86.14 billion with an increase of one and 2.4 percent respectively in 2019 compared to 2018 (Malaysia Tourism Statistics 2019). Statistics for 2020 show that ASEAN countries remain the largest contributor of international tourists to Malaysia by welcoming a total of 4,576,636 tourists with a share of 7.8% equivalent to 2,868,359 tourists.

However, in 2020, Malaysia was shocked by the spread of the coronavirus (Covid-19) which not only hit Malaysia but the whole world. This has caused the tourism sector in Malaysia to suffer a loss of around RM45 billion in the first six months of this year due to the COVID-19 pandemic (Kawi, 2020). The epidemic also shocked the tourism sector to cope with declining tourist numbers, lack of product innovation, and reluctance to switch to digital operations. In fact, the Visit Malaysia 2020 Year campaign's goal of attracting 30 million international tourists has not been achieved. Therefore, the government has embarked on a mission to restore and revitalize the tourism sector.

Based on the statistics of tourist arrivals obtained, it can be used to further develop the tourism sector when the data taken can identify the satisfaction of foreign tourists choose Malaysia as a holiday destination. Satisfaction and desire of tourists for repurchase makes tourist satisfaction a major factor that leads to the desire to return to a destination. Moreover, the government also implemented a promotional campaign that

has successfully featured the uniqueness, harmony and diversity of the country to attract more foreign tourists and at the same time ensure that tourists are satisfied with their visit to a destination. This satisfaction factor is actually often an important consideration in business (Hill & Alexander, 2000). This is because satisfaction drive goods and services will continue to be demanded in the future.

Through the recorded data, it can realize the importance of tourist satisfaction in influencing the arrival as well as stimulating repeat visits. In addition, the attractions and beauties owned by a destination can also stimulate tourist satisfaction. Similarly, the best and comfortable facilities give maximum satisfaction to tourists to like the destination visited. Tourist satisfaction is important for efficient destination marketing, according to Kozak and Rimmington (2000), since it influences destination choice, use of products and services, and decision to return. Therefore, there are three main factors that affect the satisfaction of tourist towards tourism destination in Malaysia that among local tourist which are closely related to the natural environment, cultural and historical environment factors and the last is the infrastructure factor. Factors in terms of natural environment is one reason it affects the satisfaction of tourist towards tourism destination, for example there are tourists who really love nature and also the beauty found in it has prompted them to choose the destination.

Subsequently, cultural and historical environment tourism that involves heritage and social lifestyle at a destination can attract foreign tourists to see the cultural diversity and historical relics in this country so some potential heritage-based products are definitely sites that have been recognized by UNESCO as heritage sites world. Infrastructure factors, such as issues related to tourism satisfaction on the quality of tourism product services including facilities and tourist destinations in Malaysia cannot be excluded (Norlida et al., 2007). Attention to this issue is necessary because the

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satisfaction of tourists while in Malaysia influence them to return to travel here in the future. Hence, to identify the satisfaction of foreign tourists visiting Malaysia, this study was conducted to examine the factors affecting satisfaction of tourist towards tourism destination in Malaysia that among local tourists.

1.4 RESEARCH OBJECTIVES

1. To examine the relationship between natural environment and tourist destination satisfaction.
2. To examine the relationship between cultural and historical environment and tourist destination satisfaction.
3. To examine the relationship between infrastructure and tourist destination satisfaction.

1.5 RESEARCH QUESTIONS

1. What is the relationship between natural environment and tourist destination satisfaction?
2. What is the relationship between the cultural and historical environment and the satisfaction of tourist destination?

3. What is the relationship between infrastructure and the tourist destination satisfaction?

1.6   SIGNIFICANCE OF THE STUDY

The purpose of this research is to study the factors affecting tourist satisfaction towards tourism destination in Malaysia that among local tourist. This study may help to create customer loyalty to a particular destination for tourism industry in Malaysia. This research help extract lessons on research problems that have the potential to affect tourist satisfaction, both objectively and subjectively. As expected, the factors have a significant relationship with the satisfaction of tourist destinations. Therefore, further research should be done to build these findings and hopefully to improve understanding and meaning of the relationship.

It is important for conduct this study because tourist satisfaction is essential for effective destination marketing because it affects destination choices, product and service use, and return decisions. Tourist satisfaction with each destination factor must be identified and measured because satisfaction or dissatisfaction with one of those factors contributes to satisfaction or dissatisfaction with the whole destination. As researchers, they want to improve and enhance their basic knowledge on the tourist satisfaction with tourism destinations in Malaysia. The researcher find out the factors affecting tourist satisfaction towards tourism destination in Malaysia that among local tourist. Furthermore, this research topic gives benefit to researcher by give an idea to do their

research and complete the thesis course. Then, the researcher also can apply the theoretical knowledge that has been learnt throughout this semester.

In this study, tourist can compare their current destination with other factors or previous experiences. In this highly competitive market, they need to recognize the main elements of factors that affecting tourist destination. It is important for the tourist to have a deep understanding of the reasons that motivate tourists to make choices between different factors.

The outcome that comes out on this research help tourism managers gain a better understanding of the problem and improving their ability to develop and implement more effective tourist-attraction plans. Then, this study also helps tourism managers to improve their strategies and improve service so that tourists can satisfy more destinations. Present studies show that tourist satisfaction with a destination is a crucial factor in deciding on a destination, which means that if visitors enjoy their journey to the destination, they are more likely to return and recommend it to others.

1.7   DEFINITION OF TERMS

Satisfaction

At least two types of customer loyalty exist: transaction-specific satisfaction (transaction-specific) principles and total satisfaction (overall satisfaction) principles (transaction cumulative). Customer satisfaction is considered by the simple transaction as the calculation made after a single order. Happiness is also a post-choice evaluative

assessment of a given shopping situation. Whereas, both interactions and encounters over time are concerned with general satisfaction. The total buying and utilization overtime of a product/service rely on it (Anderson, Fornell, & Lehmann, 1994; Fornell, 1992; Yi, 1991 cited Rai, 2013; Eyiah-Botwe, 2015).

Natural Environment

The future effected of eco-tourism on locals may also have a toll on animals around them. Ironically, ecotourism aims to inform eco -tourists and drive the protection of natural ecosystems, but the increased human presence, for certain animals, be detrimental to their natural lifestyles by necessity. Increased foot traffic can also influence the consistency of the soil and plant life in general, destroying the overall ecology of the region (Dembia Woreda Finance & Economic Development Office 2017).

Cultural and Historical Environment

A cultural setting is a collection of beliefs, rituals, practices, and behaviors that are shared by all members of a community. The way any human being develops, shaping philosophy and identity, is influenced by the cultural context (Eagleton, 2016).

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Infrastructure

Tourism infrastructure is valuable because it can serve to enhance the efficiency of tourism production and distribution, as well as, in some cases, expand the availability of tourism facilities, such as to remote destinations (Evans & Adeola, 2019).

1.8   SUMMARY

The first section was described the background of the study. This statement of problem was the second section of this chapter. There were three objectives in this study, as illustrated in section four. Then, in section 5, there also three questions in this study. Section 6 described the significance of the study while section seven illustrated the definition of the terms used in the conceptual model of this chapter.

CHAPTER 2

LITERATURE REVIEW

2.1   INTRODUCTION

In this chapter, discuss about the literature review. It starts with describing theories of tourist satisfaction, tourist destination satisfaction as dependent variable while natural environment, cultural and historical environment and infrastructure as independent variables. Next, this chapter also describing the relationship between independent variables and dependent variable, conceptual framework, hypothesis and closed by the summary of this chapter.

2.2   TOURIST SATISFACTION

The consumer needs that can be increased by the criteria and expectations of tourists on the tourist package delivered are tourist satisfaction. A definition to be

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implemented by tourism organizations to assist them in their ongoing attempt to balance capability with demand and the quality of services provided to satisfy visitors (Kandampully, 2000). Tourist actions and quality judgment may describe a comprehensive community. The aim is also to catch the impact of culture and its importance on the conduct of tourism. Thus, the cultural effect on the preferences of both visitors and their impressions of the level of service offered for each of the six service components commonly used in tourism studies. Tourism service meetings taking place in the tourism culture have shaped the national or regional settings of the visitor and host areas. The numerous subcultures of visitors and the organizational culture of tourism businesses in the tourism field receive (Kandampully, 2000).

Main tourist satisfaction by mass tourism with the tourist, exposed to high season. Visitor satisfaction is very important to effective destination marketing because it influences destination selections, product use, and return decisions. Comparison of buyers' aspirations before and after purchase is fulfillment. The discrepancy between such guest expectations and the true value is tourist happiness. The delighted tourist should again visit the site and advise others to do so. The improvement in the levels of satisfaction decreases the number of tourists' grievances. Furthermore, without the impression of a visitor that the quality attained is greater than the cash expended, tourist satisfaction cannot be achieved (Suanmali, 2014).

The happy tourist who makes a positive picture of a tourist destination is a crucial element in developing tourist policies. The happiness of visitors is considered a principal weapon in the sense of globalization, to improve tourism's productivity. This is related to the attempts to provide a tourism supply that can fulfill tourism's requirements. Satisfied visitors can also be the perfect way to express meaningful words of mouth (Pavlic, Perucic & Portolan, 2011). In the tourism industry, happiness can be found in the pre- and post-

trip encounters that constitute emotional states after visits (Baker & Crompton, 2000).
Tourists' aspirations for the destination are based on a prior picture and review of their
results at the destination (Neal & Gursoy, 2008). Tourism study is related to long-term
satisfaction with destination accommodation, entertainment facilities, tourism and cruise
transportation, hotel and restaurant services, and the quality of tourism experiences
(Yuksel, 2001).

Satisfaction affects destination preference, service use, and return decision. The
improved reputation of tourism goods and facilities would be influenced by high visitor
satisfaction. Consequently, the brand name of the destination would raise (Anderson &
Fornel, 1994). Satisfaction can influence the intention to buy back and advertise words of
mouth in society (Berkman & Gilson, 1986). Furthermore, happy people are more likely
to educated others and exchange experiences about services. The good term for ads and
advice is that service providers should not charge any charges (Latiff & Imm, 2015).

Antecedents of tourist satisfaction

Accommodation is an aspect that may impact the dependent variables. Standard
of accommodation service refers to lodging which involves reactions to requests and
grievances by service personnel. Also, the viewpoint and resolutions should also lead to
fulfillment in the necessary and accurate way (Bitner, Booms & Tetrault, 1990). Rain is
the other element that can affect dependent variables. Each nation has various weather
patterns, including 4 seasons, dry and wet weather, hot and wet weather, and other climate
conditions. The hot and damp climate will impact tourists in other climates during the
year in Kuala Lumpur. Any sunbathing visitors might not be in the moist, high

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temperature, and sunshine state. This might affect their illustrative experience (Latiff & Imm, 2015). Last but not least, price and value are the variables that can affect the dependent variable. The currency exchange is smaller in Malaysia, relative to other nations, and the exchange rate is lower. This can be an opportunity for Malaysia to attract visitors to promote its commodity, as it can be seen as inexpensive. Tourist aspiration to obtain value in money. Prices and consistency are included (Narayan, Rajendran & Prakasah, 2008).

2.3   TOURIST DESTINATION SATISFACTION

The satisfaction of the tourist destination is the product of the review among wishes and meetings (Ibrahim & Gill, 2015). Satisfaction is considered a big business priority and the more visitors achieve, the more they are prepared to spend. The more they do. For this cause, certain businesses tend to note further inconsistencies of the customer even at higher levels of satisfaction. Considering these factors in the image of the target, perceived value, perceived quality and satisfaction are intermittent variables that can be used to clarify the tourist motivation and measure the scope of the purpose of visiting or reviewing the tourist site. This influences not only immediate repurchases but also prestige and morale.

Companies can boost their credibility and achieve greater market share and profitability by increased efficiency. In tourists' activity happiness was a significant

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factor. This has a huge effect on the option, use, and return of goods and services. For example, by looking at past photographs of a touristic destination and the places they see, feel, and enter they examined tourist satisfaction. Tourist satisfaction based on the aspirations of tourists from a destination based on pictures of previous destinations and further assessment of its area due to its participation (Gyimóthy, 2000).

On the one hand, this view of satisfaction reflects the emotional nature, and on the other, the affective nature (associated feelings). In the case of a tourism destination, tourists assess the degree to which their wants and desires for a wide range of facilities offered in the destination are met in a pleasurable manner. The emotional state of tourism is characterized by Baker and Crumpton (2000), which only affects happiness after traveling with high lightness. Tourism satisfaction, according to Chon (1989), is based on the similarity of tourists' experiences prior to visits to the destination and the outcomes of encounters at a comparable destination.

2.4   NATURAL ENVIRONMENT

All about general is in the real world. They're not built by humans. In the field of tourism, ecosystem weather, beach, lake, mountain, desert and others. Natural environment involved with senses in making it works to earn that soothing effect (Franco, Shanahan & Fuller, 2017). The relation of sight, sound, smell, taste and touch to the four

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aspects of nature world includes plants, animal, water, wind and lights. The effect may extend from aesthetic to joy, peacefulness, tranquillity and relaxation.

2.5   CULTURAL AND HISTORICAL ENVIRONMENT

It can be identified as "the art, traditions, and habits which mark a specific society or nation." Cultural and historic environments in the tourism market, unique pleasure, dialect borders, lodging and friendly ties with neighboring residents, celebrating or performing, faith, unforgettable historical places, customs and lifestyles, political and economic elements (Beerli & Martin, 2004). Tourists can inspire by the introduction of a process meeting neighbour artisans, listening to their stories, enjoying and discovering craft demonstrations about the cultural and historical significance of its specialization local environment.

2.6   INFRASTRUCTURE

Firstly, infrastructure has to be 'new' as far as possible - the definition of 'new' being that it incorporates new (digital) technology to the maximum possible extent. This

is necessary in order for the infrastructure to be economically efficient and to offer the highest technical result compared to other similar infrastructures (Katner, Trzmielak & Urbaniak, 2005). Secondly, infrastructure has to comprise a network, so that the advantages of network economies can be enjoyed. Thirdly, infrastructure has to be socially useful, economically efficient, and technically feasible. By socially useful we mean that it has the potential for good use if it is to make the money required for its construction over a logical period of time, and therefore there has to be a social consensus for its necessity, mode of use, etc. It must be economically efficient for the sake of its survival, if it is to be a non-state (non-public, private) infrastructure; but even in the case of a state infrastructure, the more economically efficient it is, the better for the economy (as it can direct resources elsewhere). Infrastructures must be technically feasible for the sake of their existence itself, meaning that for a non-experimental public infrastructure, the technology used must somehow be appropriate. Fourthly, infrastructure has to really assist other (superstructural) sectors and/or branches of production. This is related to the usefulness of the infrastructure, and to its function as an artery of the economic system. Fifthly, infrastructure has to be environmentally sound if the society in which it is applied is to survive. If the society survives, then the infrastructure itself will survive and will continue to be needed, whatever this might mean. Sixthly, infrastructure has to be (in most cases) networked, intra- and inter-sectorally, in order to achieve high operational efficiency and to enjoy network economies and/or economies of scale. Roads are useless without good telecommunications, or without an appropriate electricity network, and vice versa. Therefore, it is a question of a set of networks, where each one has to be efficient, efficacious, and competitive; in addition they have to inter-relate appropriately wherever this is required (e.g. transport telematics). Provided infrastructure fulfils most (the more the better) of the above conditions/prerequisites, it can serve

as a factor contributing to economic growth and to the competitiveness of the economy (i.e. of its sectors). But these conditions, though necessary, are not sufficient. Infrastructure has also, both as a whole and as separate sectors, to be competitive (Katner, Trzmielak & Urbaniak, 2005). The current economic regulation takes for granted that this should be achieved by the regulatory framework of liberalisation and privatisation (Lee, 2004). According to European Bank for Reconstruction and Development (EBRD), 2004, the key factors for good infrastructure performance are competition, regulation and private sector participation. But do these regulatory forms alone secure infrastructure competitiveness? In exploring these questions, this paper discusses the relation of infrastructure to growth and to the new forms of regulation (liberalisation and privatisation) in the context of economies seeking competition, using examples from theoretical discussions on the telecommunications sector. A brief overview of the theories of competitiveness. In a wider context, competition has been occupying lawmakers over the years but with a distinct terminology: 'international capital' (Reinert, 1994). As a term, it has a very long tradition of theories, including its more recent and nuanced elements, which led to the description of it. The classical economists who established four contributing factors: property, money, natural resources, and job are among those who have contributed decisively.

Infrastructure is a broad, embedded tool for the most obvious, temporary and spatial purpose for most people. Family systems including electrical grids, water, the Internet, and airlines. However, private investors may not want to invest in tourism facilities with good infrastructure at airports and on roads and access to affordable services such as power, sanitation, sewerage, electricity, telecom, and telecommunications which make tourism investments economically feasible. Tourism infrastructure makes it possible to promote tourism, so there must be both a strategic plan

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and good management so that each tourist destination can provide an effective maintenance to the supposed infrastructure, which will be tourist satisfactory and comfortable with facilities as required services (Jovanovic & Ilic, 2016).

2.7 RELATIONSHIP BETWEEN NATURAL ENVIRONMENT, CULTURAL AND HISTORICAL ENVIRONMENT, INFRASTRUCTURE, AND TOURIST DESTINATION SATISFACTION

Several studies have investigated the relationship between natural environment, cultural and historical environment, infrastructure, and tourist destination satisfaction. For those of the factor which is independent variable has significant impact and positive relationship with dependent variable which is tourist destination satisfaction among local tourist in Malaysia.

Environment generally was defined with multiple elements and was investigated in terms of relationship with satisfaction (Jarvisa, 2016). Tourist destination are mostly influenced by the quality of the natural environment which has always been a major tourist attraction. In fact, the environment has many positive effects on tourist satisfaction. So that, tourism managers should pay attention in maintaining the quality of the environment of tourist places that are increasingly willing to work together to protect the environment (Khuong, 2016). The natural environment in the tourism industry demonstrates that all tourism is directly dependent on the utilization of natural resources

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such as landscape, water features, topography, plants, and wildlife (Ma, Chow, Cheung, Lee, & Liu, 2018). Previous studies have shown that, tourists of all types become more vulnerable to polluted conditions in their various tourist destinations. Therefore, in some very popular areas in recent times, tourism is declining due to environmental problems (Nguyen, 2017). Studies have found that tourists need interesting natural environment concepts such as beaches and forests. Authorities will then take a more natural approach to developing the region for tourism and conservation. However, in this situation, the burden of maintenance and treatment of the environment is involved. As a result, the authorities can charge an admission fee to cover the costs (Shukor, 2017).

Quality of life such as habits and lifestyle; adaptable language; local friendliness; religion; historical sites; concerts or festivals are all factors in the tourism sector (McKay, 2018). In addition, the cultural environment selects several cultural attributes such as historic buildings, palaces, museum, theaters, galleries, festivals and events (Martin, 2017). Moreover, based on the previous results, those who wish to travel to improve their self-confidence and ability to quantify themselves have become the primary goal (Shukor, 2017). Language, culture, and the environment are among these elements. For every tourist, these considerations must be made. As Malaysia has its own language, culture, and environment, it is often chosen as a tourism destination by visitors from other continents. As a result, Malaysia has to run promotions across the country that have the ability to reveal the country's culture and environment in order to attract more tourists who like to look for a unique experience (Shukor, 2017).

Importantly, the strong connection between infrastructure and traveler satisfaction was mentioned by various studies (Khuong, 2020). According to Khuong (2017), both material and technological facilities developed by the state and tourism organizations to exploit the ability of tourism, including hotel and home systems, products, amusement

and leisure parks, transportation equipment, infrastructure works, and so on, are referred to as tourism infrastructure. Infrastructure was seen in terms of transportation networks, including road, rail, sea and air. Furthermore, destination accessibility includes infrastructure, operating factors and government regulations, equipment and found that the destination accessibility affects tourist satisfaction (Mallya, 2018).

The infrastructure aspect is an important element for tourism development because it promotes the comparative advantage and competitiveness of the destination. In addition, effective tourist destinations greatly influence the level of satisfaction with infrastructure (Nguyen, 2017). Previous studies have shown that infrastructure and ease of access work on expanding existing tourism destinations and developing new attractions. Furthermore, high-quality tourism facilities in tourist destinations are dependent on the provision of a sufficient amount of public infrastructure (ILIĆ, 2016). According to Nguyen (2017), many studies examine the relationship between infrastructure and tourism development. This research have examined the relationship between infrastructure, tourist spending, distance, prices and level of tourist satisfaction.

2.8   CONCEPTUAL OF FRAMEWORK

Based on the past literature review, the researchers have proposed a framework that adopted from (Who, 2016) to study the factors affecting the tourist satisfaction

towards tourism destination in Malaysia that among local tourist. Hence, the framework as shown below:
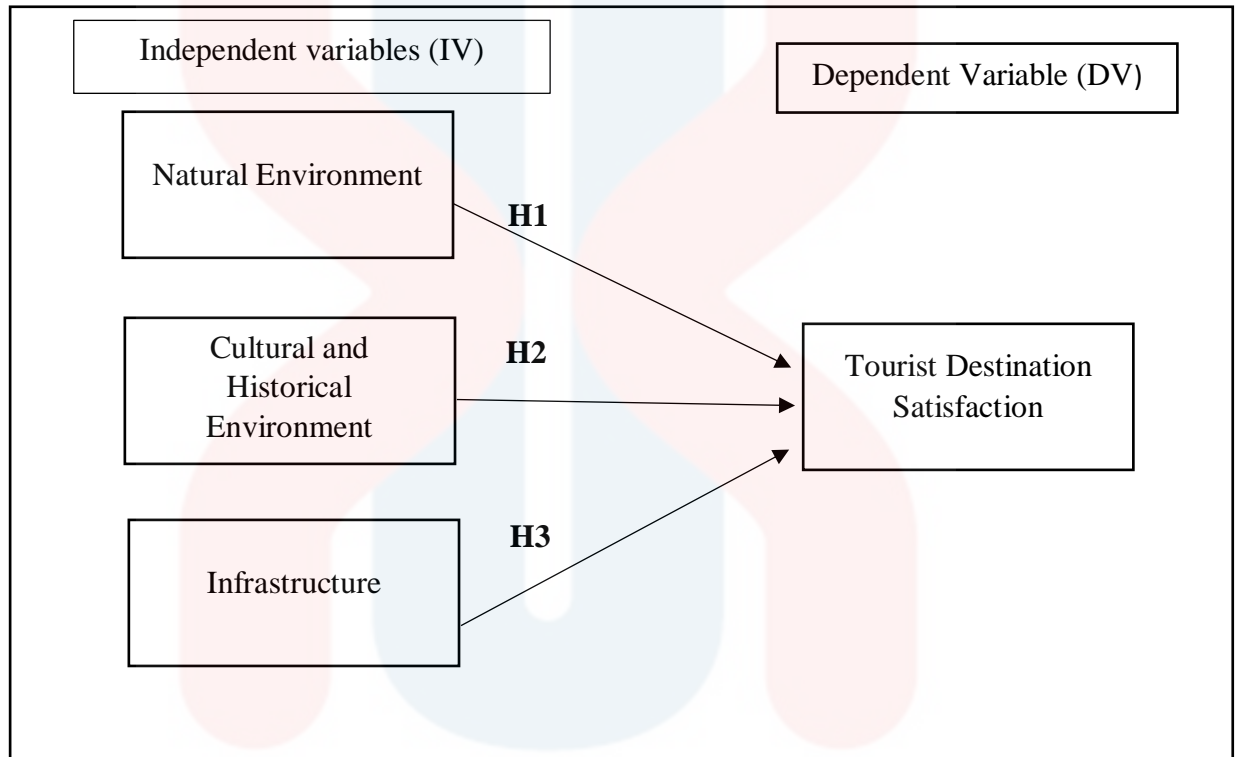
Figure 2.1: Conceptual Framework

Figure 2.1 indicate the independent variables (IV) and dependent variable (DV) of this research. The independent variables are the factors which could affect the satisfaction of tourist destinations. On the other hand, the dependent variable (DV) is the tourist destination satisfaction among local tourists in Malaysia. There were three independent variables (IV) been determined in this study which are natural environment, cultural and historical environment and infrastructure. This figure shows the relationship between natural environment, cultural and historical environment, infrastructure and the tourist destinations satisfaction among local tourists in Malaysia.

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2.9   HYPOTHESIS

The hypothesis of the research is made based on factors such as natural environment, cultural and historical environment and infrastructure which affecting satisfaction of tourist towards tourism destinations in Malaysia that among local tourist. Therefore, the study plan to examine the factors that affect among these variables. Based on the literature review that had been discus and the research question, the hypothesis of this study summarized in the following manner:

H1:

There is a significant relationship between natural environment and tourist destination satisfaction.

H2:

There is a significant relationship between the cultural and historical environment and the satisfaction of tourist destinations.

H3:

There is a significant relationship between infrastructure and the tourist destination satisfaction.

2.10   SUMMARY

This Chapter 2 is describing about dependent variable and independent variable, which is, include in this tourist destination satisfaction. There are many definition of dependent variable of tourist destination satisfaction. The three independent variables, which are natural environment, cultural and historical environment and the last one infrastructure, related to the tourist destination satisfaction. There is also the explanation about the relationship of the three independent variables. The figure 2.1 showed the conceptual framework of the dependent variable and independent variable.

CHAPTER 3

METHODOLOGY

3.1   INTRODUCTION

This chapter focuses on research methodology. In this chapter discuss about the research design that being used to carry out this study, target population, sample size, sampling method. Data collection, research instruments, data analysis and closed by the summary of this chapter.

3.2   RESEARCH DESIGN

In general, research design refers to a framework for planning and executing a specific design. If the decision to conduct the study has been made, a strategy for gathering the data needed to meet the research goals must be formulated (Aaker et al., 2017). There are many kinds of research designs, such as qualitative and quantitative

research. The research design that the researchers used in this study is quantitative research. Quantitative research is the systematic collection and analysis of data obtained from various sources. To obtain results, quantitative research employs computational, statistical, and mathematical tools (Goundar, 2012). Therefore, it can be defined as a structured cause and effect relationship between problems and factors. For example, this study investigates the relationship between the dependent variable, tourist destination and the independent variable, which are the natural environment, cultural and historical environment and infrastructure.

3.3   TARGET POPULATION

The term "population" refers to a group of people who have similar traits and characteristics. The focus group or grouping of individuals that have the same traits that are involved or chosen in this situation is referred to as the population. The tourist arrivals in Malaysia were included in the study's target population. During 2020, Malaysia welcomed 4.23 million foreign tourists from around the world and 1.71 million domestic visitors (Ithnin, 2020). The study was focus on state in Malaysia due to various reasons with its potential to attract tourist to visit that place. The target population of this study involves local tourists in Malaysia. In this study, the approach used was probability sampling, which is the collection of individuals from a sample to represent the population. The total target population for this study is 1.71 million domestic tourists.

3.4   SAMPLE SIZE

According to Krejcie & Morgan (1970), sample size to illustrative of the respondent in Malaysia is 1.71 million domestic's visitors. Hence, a total of 384 forms would be spread to the target population.

Table 3.1: Table for determining Sample Size of a known Population

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

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3.5   SAMPLING METHOD

According to Krause (2011), sampling may be defined as the process by which individuals or units of a sample are selected from the sample framework. The sampling strategy must be defined in advance, provided that the method of sampling can influence the estimate of the sample size (Jeovany, 2018). Two general approaches to sampling occur in study, which are probability sampling and non-probability sampling (McCombes, 2020). Since the number of people is large, it uses probability sampling, which make it include all individuals. Simple random sampling has be used to collect data for this research.

The sample size is determined for this research by using the table for determining sample size from Krejcie and Morgan (1970). Simple random sampling is a sampling technique in which every item in the population has the same opportunity and probability of being chosen. Because the choice of project is depends based on the opportunity or probability, so this sampling technique is frequently referred to as the opportunity approach. Simple random sampling is a simple sampling approach that can easily be incorporated into a more complex sampling method.

The most important feature of this sampling approach is that each sample has the same probability of being chosen. The number of samples in this sampling method should ideally exceed several hundred, so that simple random sampling can be done in an appropriate manner. It is sometimes remarked that though this strategy is simple in theory but it is difficult to put into practise. Handling huge amounts of samples is difficult, and selecting a realistic sample template can be difficult at times. The sample in this study

was to investigate the tourist satisfaction factors towards tourism destination in Malaysia that among local tourist. So, this sampling is essentially preferred for this study.

3.6   DATA COLLECTION

Data collection plays an important role in statistical analysis. In this study, questionnaires were distributed to respondents as the main data collection tool. Primary data is information gathered directly from the source by researchers through interviews, surveys, and even studies. Primary data is normally taken directly from the source of the data and is thought to be the safest form of data for research. Questionnaires are the main data source that has a series of questions for respondents by ticking the one which they consider appropriate (Ajayi, 2017).

A cover letter attached to each set of questionnaires. The cover letter contained the purpose of the research for the respondents. Therefore, respondents able to know the study of motives and objectives. There are five sections that respondents need to tick for their answers and the answers are the data collected for research. The questionnaire was presented to local tourists in Malaysia.

3.7   RESEARCH INSTRUMENTS

The data for this study was gathered using a set of structured questions. This is used to guide respondents to the relevant variables to be tested in the study. This saves time and effort as well as avoids bias when conducting personal interviews. Questions for constructions were designed based on the literature review to evaluate the constructs of this study. This include factors affecting tourist satisfaction towards tourism destination in Malaysia that among local tourist, natural environment, cultural and historical environment, and infrastructure.

The questionnaires are used as a tool for the study to collect data from the respondents. The questionnaires that given to respondents were developed and contained a variety of question of factors affecting tourist satisfaction towards tourism destination in Malaysia that among local tourist. First, section A stated the question of demographic, identified as an age, gender, race, status, occupation and income level. Section B stated the question related to the tourist destination satisfaction among local tourists in Malaysia. Next, section C which is the first independent variable, natural environment factor that affecting tourist destination satisfaction among local tourists in Malaysia. Section D is the second independent variable, cultural and historical environment factor that affecting among local tourists in Malaysia. Section E is the third independent variable, infrastructure factor that affecting among local tourists in Malaysia.

In addition, the questionnaire given a multiple choice and Likert scale for respondent. Multiple choice questions require the respondent to select a response from a list of choices given in the query, while Likert scale questions require the respondent to

rate the details on a scale of one to ten for strongly disagree to strongly agree respectively. There are a ten-point Likert scale ranging from 1 to 10 used for each section of the questionnaire.

Table 3.2: Measurement of Likert Scale

Strongly Disagree/ Sangat tidak setuju									Strongly Agree/ Sangat setuju
1	2	3	4	5	6	7	8	9	10

3.8   DATA ANALYSIS

Data analysis is the way to apply statistical techniques or logic techniques systematically through scientific thinking to obtain information from data. Data analysis aims to extract useful information in the data so that the knowledge gained can be used to make accurate and appropriate decisions (Durcevic, 2020). In the end of the studies, the researchers use Statistical Package for the Social Science (SPSS) to analyse the collected data. Statistical Package for the Social Science SPSS is software where to

understand data, analyse trends, forecasts and plan to validate assumptions and draw accurate conclusion. This software is one of the most widely used statistical systems, capable of presenting complex data manipulation and testing in a straightforward manner. In fact, this software is also a simple and friendly user software. This Statistical Package for the Social Science (SPSS) is able to collect almost various types of folders to create tabulated reports as well as a complete statistical tool to operate statistical data and form output to answer objective studies.

3.8.1 Descriptive Statistic

Descriptive statistics used to process and summarize the given data so that it can be easily understood where it can be an overview or sample of the population. Descriptive study designs conducted to provide a systematic description of the facts and characteristics of a population or field of interest in a factual and accurate manner (Noah, 2002). Descriptive statistics analyze data in terms of percentages, frequencies, and the Measure of Central Inclination (MCT), which includes the mean, mode, and median.

3.8.2 Reliability Test

This analysis conducted to ensure that each survey question use can be trusted and understood by the respondents to answer it. The main purpose of conducting a reliability test is to create a clear understanding of the meaning of the item and ensure that the items of the same variable are consistent. This reliability test tell that the item's answer is

reasonable and logical. Cronbach's alpha used to evaluate the coefficient of correlation coefficients depending on the average correlation of the items in survey are standard. Therefore, Cronbach's alpha used to measure reliability in measuring the satisfaction of tourist destinations. The higher value of Cronbach's alpha approaching 1 is the best. The agreement between two attempts to measure the same characteristic to the maximum through the same method is known as reliability (Campbell & Fiske, 1959).

3.8.3 Pearson Correlation Coefficient

The Product Moment Correlation by Pearson is used to calculate the frequency of the interaction between two factors of a quantitative nature (Allen, 2018). Two variables which are could measure the independents variables (IV) and dependent variable (DV). Independent variables are natural environment, cultural and historical environment and infrastructure is a factors that affecting the satisfaction of tourist destinations and dependent variables (DV) is tourist destination satisfaction among local tourists in Malaysia.

Independent variable and dependent variable must be measure because it is depending on correlation coefficient. The correlation strength has 5 type which are very strong, strong, moderate, weak and very weak. (±0.90 to ± 1.00) is very strong. It is strong (±0.70 to ±0.90), (±0.40 to ±0.70) is moderate, weak (±0.20 to ± 0.40) and (±0.00 to ± 0.40) is very weak.

3.9   SUMMARY

Overall, this chapter discusses the research methods that used in the study. It includes research design, target population, sample size, sampling method, data collection, research instruments and data analysis. This chapter also explained how the questionnaire was performed and how the questionnaire can be apply in this study. This study also explains the content of each question and the use of each question. At the end of this chapter, hopefully all the components in this research can be used in future research. Furthermore, this study started to plan on the survey regarding the study by completing this chapter.

CHAPTER 4

RESULT AND DISCUSSION

4.1   INTRODUCTION

This chapter included reliability analysis, demographic characteristics of respondents, descriptive analysis and Pearson's analysis. The results of the research data were obtained from 275 respondents. In this study, IBM SPSS statistics version 26 was used to analyze the data have been collected.

4.2   RELIABILITY ANALYSIS

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

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

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

Source: Hair et al. (2007)

Table 4.1 illustrated the overall consistency (pilot test) for the dependent and independent variable. The pilot test was conducted to 30 respondents before being spread to 384 respondents through an online survey method.

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

Variables	Number of Item	Cronbach's Alpha Coefficient	Strength of Association
Tourist Destination Satisfaction	5	0.936	Excellent
Natural Environment	5	0.935	Excellent

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Cultural and Historical Environment	5	0.934	Excellent
Infrastructure	5	0.964	Excellent
Overall Variables	20	0.964	Excellent

Table 4.2 showed the overall value of Cronbach's Alpha Coefficient for the independent and dependent variable in this study. From the table, we can conclude all the variables were above the value of 0.964. Therefore, the result shown is reliable and it can be accepted in this study.

There were five questions were used in measuring the tourist destinations satisfaction among local tourist in Malaysia. Table 4.2 showed that Cronbach's Alpha result for this section's questions was 0.936 which resulted as excellent. Thus, the coefficient obtained for the questions in personal variable were reliable.

Next, there had five questions in measuring the natural environment variable that influenced tourism destinations satisfaction among local tourist in Malaysia. The result of Cronbach's Alpha coefficient that showed in this section is 0.935 which is indicated as excellent. Thus, the coefficient obtained for the questions in natural environment variable were reliable.

Furthermost, in measuring the cultural and historical environment variable that influenced tourist destinations satisfaction among local tourist in Malaysia, five questions were used. The Cronbach's Alpha result for this section's questions was 0.934 which resulted as excellent. Therefore, the coefficient obtained for the questions in this cultural and historical environment variable reliable.

Lastly, in measuring the infrastructure variable that influenced tourism destinations satisfaction among local tourist in Malaysia, five questions were used and the Cronbach's Alpha result for this section's question was 0.964 which indicated as excellent. Therefore, the coefficient obtained for this question in measuring the infrastructure variable were also reliable.

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

4.3   DEMOGRAPHIC CHARACTERISTICS OF RESPONDENT

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

4.3.1 Gender

Table 4.3: Number of Respondent by Gender

Gender	Frequency	Percentage (%)	Cumulative Percentage (%)
Male	127	46.2	46.2
Female	148	53.8	100.0
Total	275	100.0	
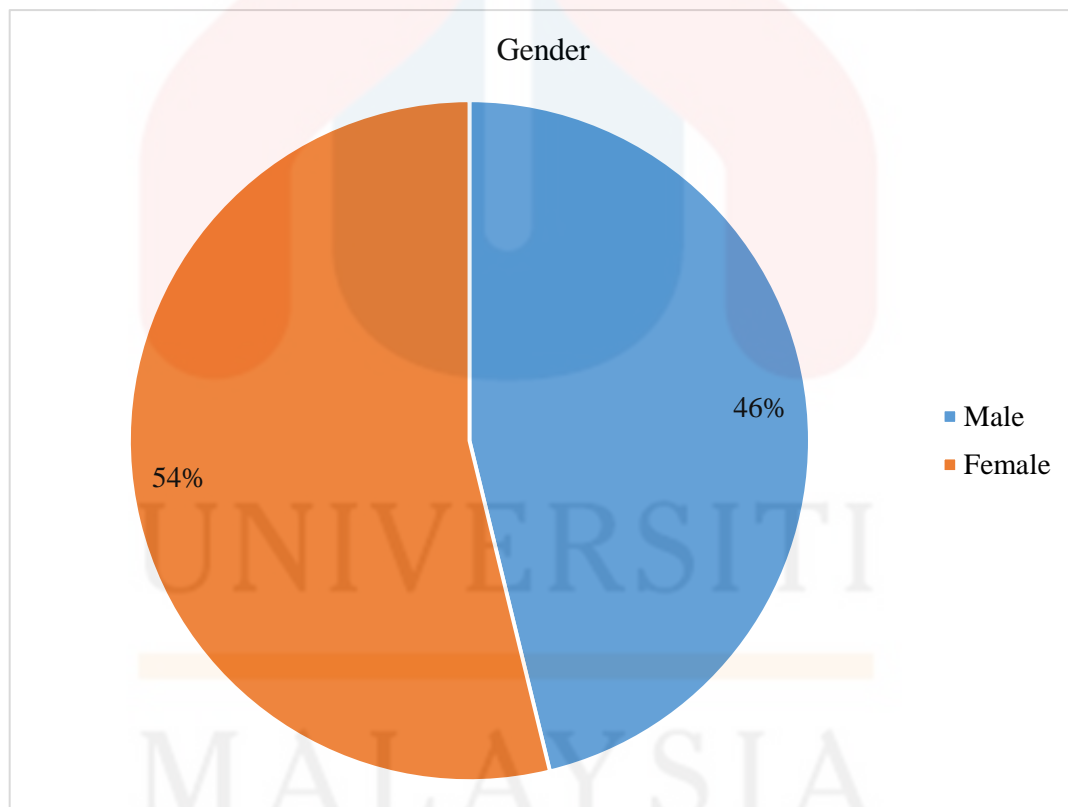
Figure 4.1: Percentage of Respondents by Gender

Table 4.3 and Figure 4.1 showed the gender of respondents. The total number of respondents for male was 127 respondents while the number of the female was 155

respondents. Out of 275 respondents, 45.2% of total respondents were male and the remaining of 53.8% were female respondents who involved in this study.

4.3.2 Age

Table 4.4: Number of Respondent by Age

Age	Frequency	Percentage (%)	Cumulative Percentage (%)
Below 18	9	3.3	3.3
18-22	59	21.5	24.7
22-30	163	59.3	84.0
Above 30	44	16.0	100.0
Total	275	100.0	
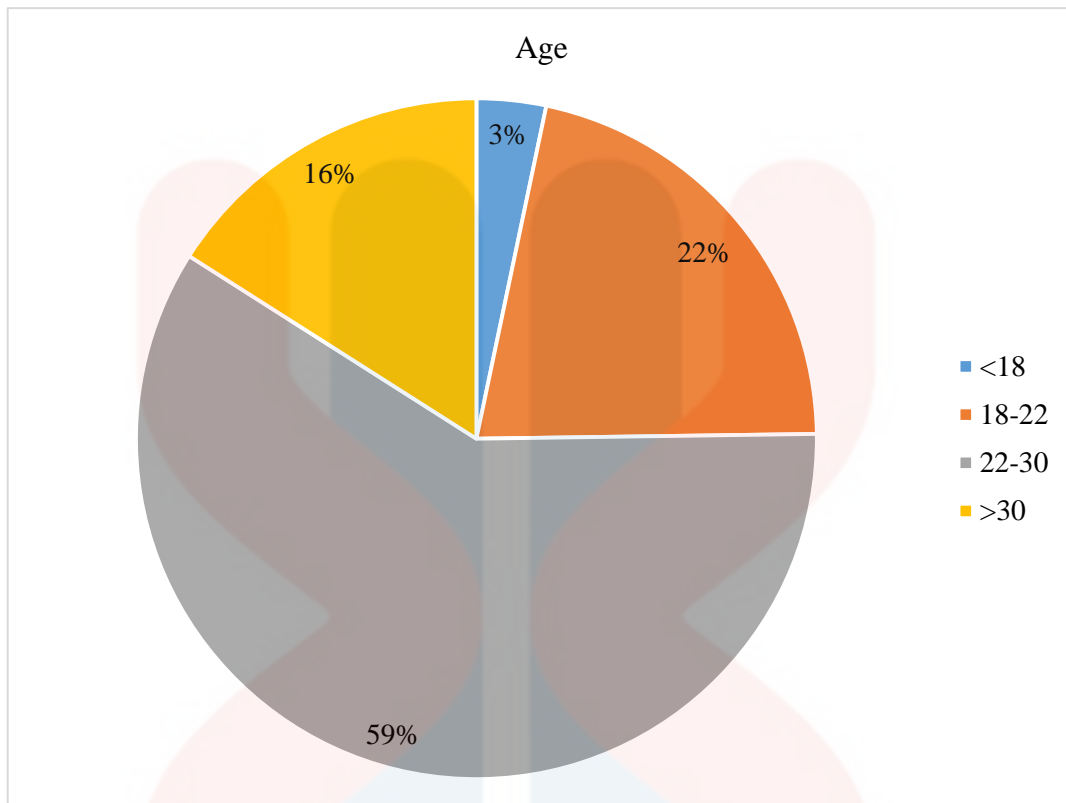
Figure 4.2: Percentage of Respondents by Age

Table 4.4 and Figure 4.2 showed the total respondents by age. There were 275 respondents who consist age from below 18 (9 respondents), 18-22 (59 respondents), 22-30 (163 respondents), and 30 and above (44 respondents) had responded to the questionnaire. Figure 4.2 showed the highest percentage of respondents was respondents who have range of age from 22-30 (59%) and followed by 18-22 which was (22%), 30 and above (16%), and the lowest percentage respondents was below 18 (3%).

4.3.3 Race

Table 4.5: Number of Respondent by Race

Race	Frequency	Percentage (%)	Cumulative Percentage (%)
Malay	182	66.2	66.2
Chinese	47	17.1	83.3
Indian	42	15.3	98.5
Other	4	1.5	100.0
Total	275	100.0	
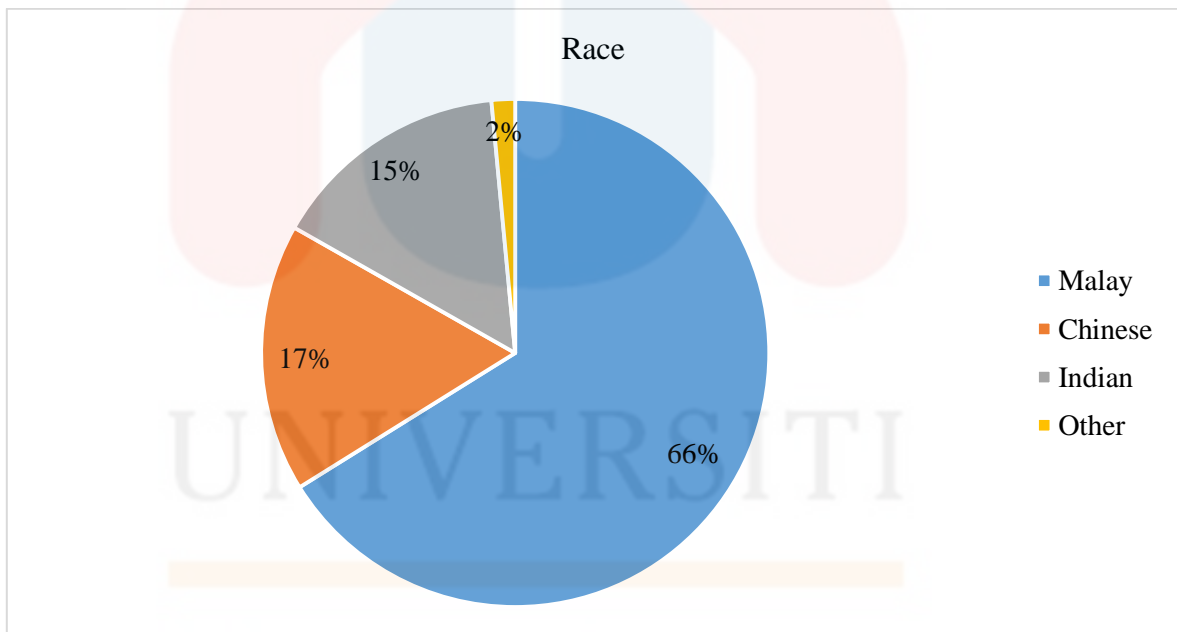
Figure 4.3: Percentage of Respondents by Race

Table 4.5 and Figure 4.3 showed the total respondents by race. There were 275 respondents who consist of Malay (182 respondents), Chinese (47 respondents), Indian (42 respondents others (4 respondents) had responded to the questionnaire. Figure 4.3

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showed the highest percentage of respondents was Malay (66.2%) and followed by Chinese which was (17.1%), next is following by Indian (15.3%) and the lowest percentage respondents was others religion (1.5%).

4.3.4 Marital Status

Table 4.6: Number of Respondent by Status

Status	Frequency	Percentage (%)	Cumulative Percentage (%)
Single	136	49.5	49.5
Married	139	50.5	100.0
Total	275	100.0	
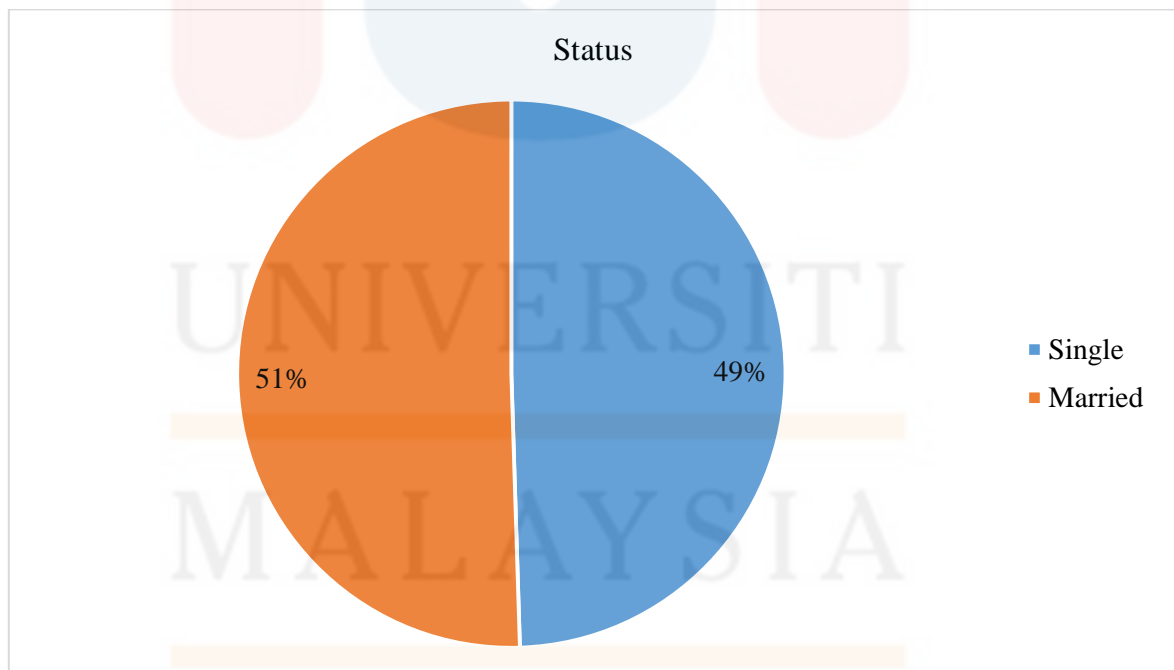
Figure 4.4: Percentage of Respondents by Status

Table 4.6 and Figure 4.4 showed the total respondents for status. The total number of respondents for single was 136 respondents while the number of married was 139 respondents. Out of 275 respondents, (49.5%) of total respondents were single, (50.5%) were married who involved in this study.

4.3.5 Education Level

Table 4.7: Number of Respondent by Education Level

Education	Frequency	Percentage (%)	Cumulative Percentage (%)
Primary School	2	0.7	0.7
Secondary School	48	17.5	18.2
Diploma	81	29.5	47.6
Bachelor Degree	119	43.3	90.9
Master Degree	19	6.9	97.8
PhD	6	2.2	100.0
Total	275	100.0	

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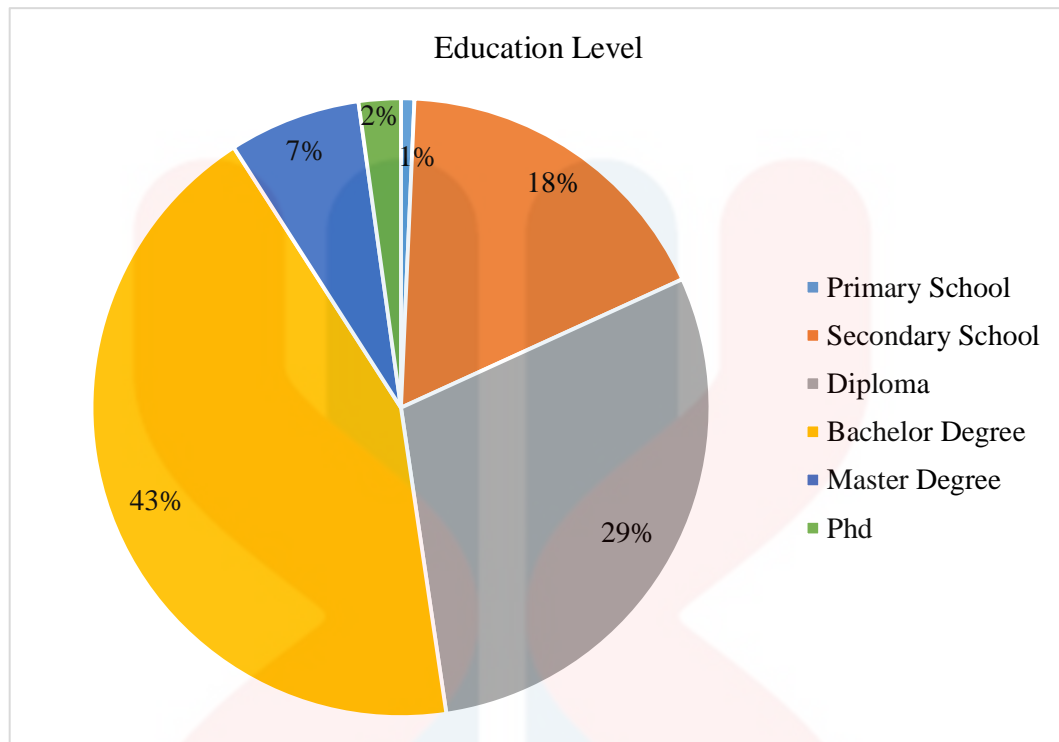
Figure 4.5: Percentage of Respondents by Education Level

Table 4.7 and Figure 4.5 showed the total respondents for education level. The total number of respondents for Primary School was 2 respondents (0.7%) while the number of Secondary School was 48 (17.5%) respondents and the number of Diploma was 81 (29.5%) and the number of Bachelor Degree was 119 (43.3%) and the number of Master Degree was 19 (6.9%) and last is the number of PhD was 6 (2.2%) of respondent. Out of 275 respondents who involved in this study.

4.3.6 Occupation

Table 4.8: Number of Respondent by Occupation

Occupation	Frequency	Percentage (%)	Cumulative Percentage (%)
Student	59	21.5	21.5

Employed	162	58.9	80.4
Employed Part Time	15	5.5	85.8
Self-Employed	35	12.7	98.5
Unemployed	4	1.5	100.0
Total	275	100.0	
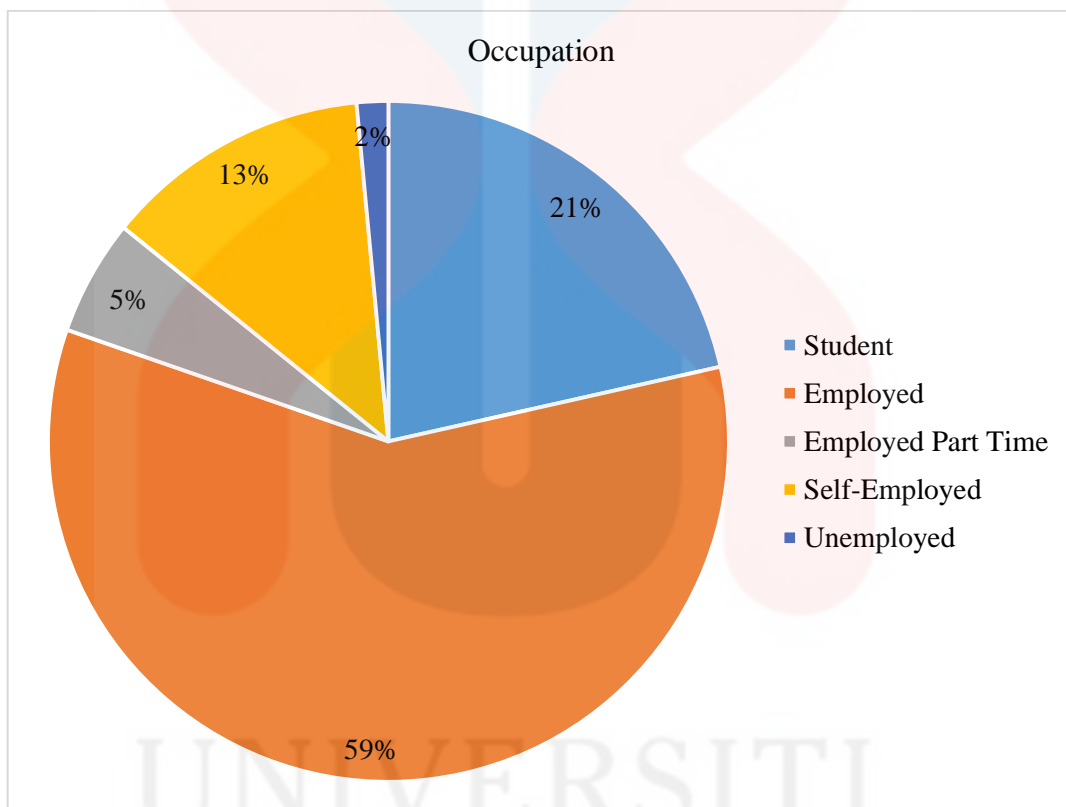
Figure 4.6: Percentage of Respondents by Occupation

Table 4.8 and Figure 4.6 showed the total respondents from different occupation. Majority of the respondents were from student with the percentage of 21.5% (59 respondents) and followed by employed 58.9 % (162 respondents). There were 5.5% (15 respondents) from employed part time, 12.7% (35 respondents) from respondents who self-employed and the least were 1.5% (4 respondents) who unemployed.

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4.3.7 Income Level

Table 4.9: Number of Respondent by Income Level

| Income	Frequency	Percentage (%)	Cumulative Percentage (%)
<RM2000	109	36.9	36.9
RM2001-RM3000	107	38.9	78.5
RM3001-RM4000	41	14.9	93.5
>RM4000	18	6.5	100.0
Total	275	100.0	
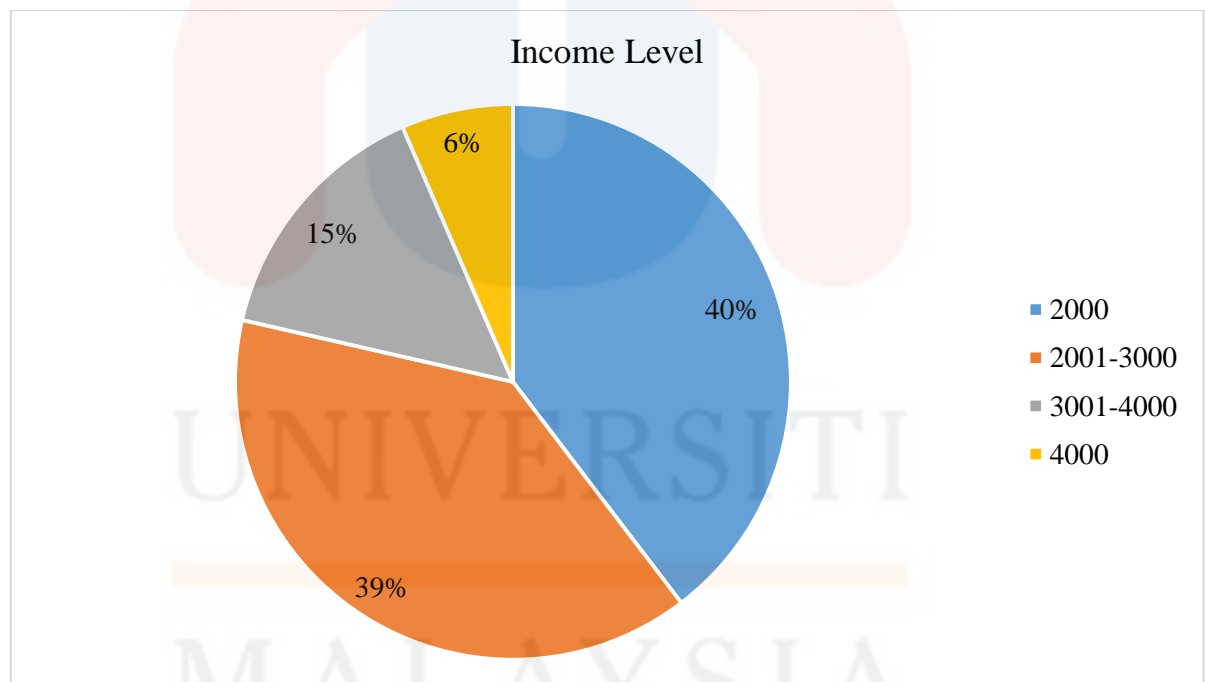
Figure 4.7: Percentage of Respondents by Income Level

Table 4.9 and Figure 4.7 showed the total respondents for income level. There were 36.9% (109 respondents) who had income level from RM2000 and below had responded to the questionnaire, the highest were 38.9% (107 respondents) who had income level from RM2000-3000, and followed with 14.9% (41 respondents) who had

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income level from RM3001-4000 and the least of respondents were who had income level

from RM4000 and above which accounted 6.5% (18 respondents)

4.4 DESCRIPTIVE ANALYSIS

This study has analysis the mean and standard deviation for section B, C, and E of
the questionnaires.

4.4.1 Independent Variable and Dependent Variable

Table 4.10: Descriptive Statistics

Variable	n	Mean	Standard Deviation
Tourist Destination	275	9.0044	1.27525
Natural Environment	275	8.9367	1.22763
Cultural and Historical	275	8.8211	1.23252
Infrastructure	275	9.0204	1.34355

Table 4.10 showed the number of respondents, mean and standard deviation of

independent variables and dependent variables. For the independent variables, the highest

mean was infrastructure which is 9.0244 and followed by tourist destination was 9.0044

and natural environment was 8.9367. The mean cultural and historical was 8.8211.

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4.4.2 Natural Environment

Table 4.11 Descriptive statistic of Natural Environment

No	Item Description	n	Mean	Standard Deviation
1.	Tourist engagement is important because contact with history and cultural heritage is the strongest incentive.	275	8.9018	1.35133
2.	Objects of cultural and historical heritage are an important asset of the modern cities.	275	8.8764	1.43445
3.	Tourism provides funding to preserve and conserve cultural heritage and opens door for cultural sharing and learning.	275	8.7309	1.33193
4.	Tourist can certainly raise awareness among the local community that they are should involve in their traditional arts & crafts business.	275	8.6800	1.38532
5.	Cultural tourism has informative and educational value.	275	8.9164	1.42843

Table 4.11 showed the mean and standard deviation analysis on the independent variable which was natural environment. The highest mean value was item 6 which was 8.9164, where respondents agreed that Cultural tourism has informative and educational value. The lowest mean value was item 5 which was 8.6800, where the respondent slightly agreed that Tourist can certainly raise awareness among the local community that they are should involve in their traditional arts & crafts business. For the data set from 275 respondents with the standard deviation most of the value which lowest than 1, it indicated the values close to mean.

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4.4.3 Infrastructure

Table 4.12: Descriptive statistics of Infrastructure

No	Item Description	n	Mean	Standard Deviation
1.	Good travel services will encourage tourists to come to tourist places.	275	9.0873	1.46480
2.	Improving the quality of services by taking into account the infrastructure facilities in the tourism area will provide guarantee security and quality of tourism.	275	9.0109	1.45362
3.	Prioritizing complete infrastructure facilities will determine the presence of tourists to a tourist area.	275	9.0182	1.45606
4.	Providing attractive and comfortable facilities is a contributor to the tourist attraction that comes.	275	9.0255	1.41527
5.	Infrastructure facilities that are able to generate enhanced operations and tourism activities are the main attraction for visitors to the destination.	275	8.9600	1.39937

Table 4.11 showed the mean and standard deviation analysis of respondents on the independent variable which was infrastructure. Item 1 score the highest mean value which was 9.0873, where the respondents agreed Good travel services will encourage tourists to come to tourist places. The lowest mean item 5, with the mean value of 8.9600, where the respondent somewhat agreed that Infrastructure facilities that are able to

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generate enhanced operations and tourism activities are the main attraction for visitors to the destination. From the data set from 275 respondents with the standard deviation most of the value which lowest than 1, indicated the values close to mean while the standard deviation which greater than 1, it indicated the values were more dispersed.

4.4.4 Tourist Destination Satisfaction

Table 4.13: Descriptive statistics of Tourist Destination Satisfaction

No	Item Description	n	Mean	Standard Deviation
1.	Tourist destination satisfaction being attracted to a place by its reputation as a scenic spot and satisfying desire.	275	9.1236	1.45215
2.	Tourist destination satisfaction being able to relieve stress and relieve physical and mental exhaustion	275	9.0873	1.42181
3.	To protect health status and to improve physical health.	275	8.8873	1.49635
4.	To increase the emotional exchange with family and friends.	275	8.9418	1.36573
5.	Tourist destination satisfaction can make mood relaxation and stress relieving.	275	8.9818	1.40763

Table 4.13 showed the mean and standard deviation analysis of respondents on the dependent variable which was tourist destination satisfaction. Item 1 score the highest mean value which was 9.1236, where the respondents agreed that Tourist destination

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satisfaction being attracted to a place by its reputation as a scenic spot and satisfying desire. The lowest mean item 3, with the mean value 8.8873, where the respondent somewhat agreed the to protect health status and to improve physical health. From the data set from 275 respondents with the standard deviation most of the value which lowest than 1, indicated the values close to mean while the standard deviation which greater than 1, it indicated the values were more dispersed.

4.5   PEARSON CORRELATION COEFFICIENT

The Pearson's correlation analysis was one of the important analyses that measured the linear relationship between the two variables. The objective of this analysis was to determine whether there are correlations between independent variables (natural environment, cultural and historical environment and infrastructure) and the dependent variable (tourist destination satisfaction). If the relationship was significant, researchers must decide whether the level of strength of the association was acceptable.

Table 4.14: Strength Interval of Correlation Coefficient

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

Source: Abgunbiade and Ogunyika, (2013)

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Hypothesis 1: Natural Environment

H1: There was a significant relationship between natural environment and tourist destination satisfaction.

Table 4.15: Correlation coefficient for natural environment and tourist destination satisfaction among local tourist in Malaysia

		Tourist Destination Satisfaction	Natural Environment
Tourist Destination Satisfaction	Pearson correlation	1	0.849**
	Sig. (2-tailed)		0 .000
	n	275	275
Natural Environment	Pearson correlation	0.849**	1
	Sig. (2-tailed)	0.000	
	n	275	275

Table 4.15 illustrated Pearson correlation coefficient, significant value and the number of cases which was 275. The p-value was 0.000, which was less than significant level of 0.01. The correlation coefficient of 0.849 suggested a high positive correlation between natural environment and tourist destination satisfaction.

Hypothesis 2: Cultural and Historical Environment

H2: There was a significant relationship between the cultural and historical environment and the satisfaction of tourist destinations.

Table 4.16: Correlation coefficient for cultural and historical environment and tourist destination

satisfaction among local tourist in Malaysia.

		Tourist Destination Satisfaction	Cultural and Historical Environment
Tourist Destination Satisfaction	Pearson correlation	1	0.798**
	Sig. (2-tailed)		0.000
	n	275	275
Cultural and Historical Environment	Pearson correlation	0.798**	1
	Sig. (2-tailed)	0.000	
	n	275	275

Table 4.16 illustrated Pearson correlation coefficient, significant value and the number of cases which was 275. The p-value was 0.000, which was less than significant level of 0.01. The correlation coefficient of 0.798 suggested a high positive correlation between the cultural and historical environment and the satisfaction of tourist destinations.

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Hypothesis 3: Infrastructure

H3: There was a significant relationship between infrastructure and the tourist destination satisfaction.

Table 4.17: Correlation coefficient for infrastructure and tourist destination

satisfaction among local tourist in Malaysia.

		Tourist Destination Satisfaction	Infrastructure
Tourist Destination Satisfaction	Pearson correlation	1	0.458**
	Sig. (2-tailed)		0.000
	n	275	275
	Pearson correlation	0.458**	1
Infrastructure	Sig. (2-tailed)	0.000	
	n	275	275

Table 4.17 illustrated Pearson correlation coefficient, significant value and the numberof cases which was 275. The p-value was 0.000, which was less than significant level of 0.01.The correlation coefficient of 0.458 suggested a low positive correlation between infrastructure and the tourist destination satisfaction.

4.6   FRAMEWORK ANALYSIS
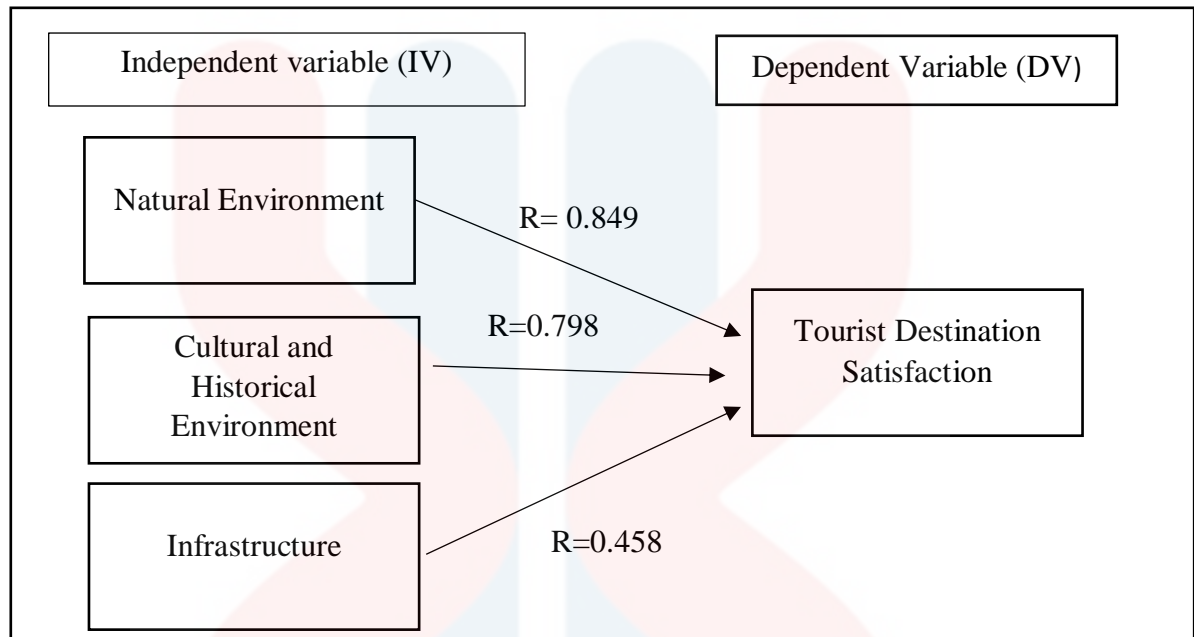
Figure 4.8: Correlation between natural environment, cultural and historical

environment, infrastructure and tourist destination satisfaction

The figure 4.8 showed the framework with the data value for the significant independent variables to the dependent variables. There were three independent variables (natural environment, cultural and historical environment and infrastructure) had the significant relationship to the dependent variable (tourist destination satisfaction). The highest Pearson correlation value is between natural environment and tourist destination satisfaction which is 0.849. Meanwhile the lowest Pearson correlation value is between the infrastructure and tourist destination satisfaction which is 0.458. The Pearson correlation for cultural and historical environment with tourist destination satisfaction is 0.798. Therefore, there was only three independent variables included natural environment, cultural and historical environment and infrastructure that had significant relationship to the tourist destination satisfaction among local tourist in Malaysia.

4.7   SUMMARY

In conclusion, all the relationship among the variable for the study found that the three hypothesis in this research were accepted. All the independent variables show different correlation coefficient with the dependent value which was 0.935 for natural environment, 0.934 for cultural and historical environment and 0.964 for infrastructure. The result showed a excellent positive correlation between all the independent variables and dependent variable. To conclude, there was a significant relationship between natural environment, cultural and historical environment and also infrastructure with the tourist destinations satisfaction.

CHAPTER 5

CONCLUSION

5.1   INTRODUCTION

This chapter discuss recapitulation of study, finding and discussion about the relationship between natural environment, cultural and historical environment, and infrastructure factor affecting tourist satisfaction towards tourism destinations in Malaysia that among local tourist. Furthermore, this chapter also deliberated the limitations of the study and suggested recommendation for future study.

5.2   RECAPITULATION OF STUDY

The study was carried out to determine the relationship between natural environment, cultural and historical environment, infrastructure and tourist destination satisfaction. The focus of this research is to know the relationship between natural

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environment, cultural and historical environment, infrastructure towards tourist destination satisfaction among local tourists in Malaysia. In this case, primary data was undertaken which a set of questionnaires were used to obtain feedback from respondents. The sample of respondent is 384 selected based on the table that was developed by Krejcie & Morgan (1970). This research also analysed the relationship between natural environment, cultural and historical environment, infrastructure and tourist destination satisfaction among local tourists in Malaysia.

The dependent variables in this research were important to examine the tourist destination satisfaction among local tourists in Malaysia. Whereas, a set of independent variables which include factor affecting tourist destination satisfaction among local tourist in Malaysia, natural environment, cultural and historical environment, and infrastructure. Natural environment refers to the non -human world that exists in a society and the existence of their "products". In the local area, the natural environment is specifically known as a park or beach. It is critical to comprehend the connections between visitors, agriculture, and the climate. Many new ways of tourism use are focused on environmental quality and environmental stewardship. Another factor contributing to tourism's negative image is the difficulty in distinguishing the influence of tourism from other sources of economic operation in some destination areas (Shaw & Williams, 2002). Malaysia is also developing historical areas as tourist attractions. Therefore, undeniable that it is a great attraction for tourists to visit a historical area. Tourism is not just an industry that involves commercial activities but it also involves the culture and history of a place where according to the opinion (Khakzad, 2015), cultural heritage is a piece of the history that we choose in the present for current reasons, whether they be economic, cultural, political, or social. According to Walker (2017), cultural tourists tend to be motivated by learning something new, in the hopes of enriching their lives through their

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travel and educational experiences as well as enrichment. The reuse of historical materials and reviving historical memory for tourism activities can protect important resources and help preserve the uniqueness of an area's society. According to Neumayer (2004), explains that the notion of available facilities is always placed in the right way to coincide with the expected number of tourists or users. Lack of facilities that give a bad impression will create unexpected situations and in turn invite dissatisfaction or grievances among tourists.

The sampling frame of this research was among local tourists in Malaysia. The data was collected by western, eastern, southern and central regions. A total of 384 questionnaires were sent and the answers from 275 could be used and analyzed. These analysis of data include descriptive analysis, reliability analysis and Pearson correlation coefficient. Reliability tests are performed on independent variables to ensure the internal consistency of the measurement instrument. Cronbach's Alpha for all variables scales ranged from 0.964 to 0.964. They were above the minimum acceptable reliability of 0.6, as suggested by Sekaran (2006). Infrastructure considered the highly reliable with Cronbach's Alpha of 0.964. It showed the infrastructure was most affecting the tourist destination satisfaction. Natural environment and cultural and historical environment were considered reliable with Cronbach's Alpha 0.935 and 0.934 concluded that variables were reliable and all variables were kept for further analysis.

The Pearson's correlation was used in this study is to describe the relationship of two variables in term of direction and strength of the relationship. This result indicated that for natural environment there strong, positive correlation between tourist destination satisfaction ($r = 0.849$, n= 275, $p<0.01$) and for cultural and Historical Environment ($r = 0.798$, n=275, $p<0.01$) suggested a moderate to good correlation between the cultural and historical environment and tourist destination satisfaction among local tourist in

Malaysia. Not only that, infrastructure (r = 0.458, n=275, p<0.01) was also suggested a moderated positive correlation between infrastructure and the tourist destination satisfaction among local tourist in Malaysia.

5.2.1 Research Question 1: What is the relationship between natural environment tourist destination satisfactions among local tourist in Malaysia?

In this research, natural environment was featured as a factor that contributes to the tourist destination satisfaction among local tourist in Malaysia. The past result indicate that natural environment can refer to the environment which is usually considered that there is a fundamental relationship between the management of community resources and perceptions of nature (Brunn & Kalland, 1995). There are other definitions saying that in the medical sense, refers to the surroundings, circumstances, or forces that have an effect on an organism (Davis, 1989). Based on the analysis conducted, it was found that the strength of the relationship between natural environment and tourist destination satisfaction is at highest level (r = 0.849, n= 275, p<0.01). The finding discovered there was a positive and significant relationship between natural environment and tourist destination satisfaction. Hence, it can be seen that natural environment is the factor that play an important roles in affecting tourist destination satisfaction. This finding appears to be similar to a previous study which only the cognitive component of a natural environment is considered.

5.2.2 Research Question 2: What is the relationship between cultural and historical environment and tourist destination satisfaction among local tourist in Malaysia?

In this research, the result shows that the strength of the cultural and historical environment towards tourist destination satisfaction among local tourist in Malaysia is at moderate level (r= 0.798, n=275, p<0.01). The finding infer that there was a positive and significant relationship between cultural and historical environment and tourist destination satisfaction. Cultural and historical environment play a main role in affecting tourist satisfaction when visiting a destination. The cultural and historical environment refer to tourism activities that make cultural elements the main attraction including performances, lifestyle, farming culture, food and drink, cultural heritage, architecture, consumer goods and handicrafts, hospitality characteristics, and all other aspects that define the community's way of life of the community at that destination (Smith, 1979). There is a cultural context that explains that heritage is both material and non -material forms such as artifacts, historical relics, buildings, monuments, architecture, philosophy, social values, and traditions, historical events, celebrations and so on (Nuryanti, 1996). Historians and tourism researchers have interviewed tourists returning from holidays in Europe found that among the experiences they valued was about historical heritage and it attracted their interest to return to visit the areas (Chamberlain & Beavus, 1979). Hence, tourism activities related to historical heritage have become increasingly important, especially with the development of heritage tourism (Urry, 1990). Heritage tourism discussed by (Johnson, 1996) emphasizes the questions raised about authenticity and about the representation of geographical and historical knowledge.

5.2.3 Research Question 3: What is the relationship between infrastructure and tourist destination satisfaction among local tourist in Malaysia?

In this research, the result shows that the strength of the relationship between

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infrastructure and tourist destination satisfaction among local tourist in Malaysia is at lower level (r = 0.458, n=275, p<0.01). The findings imply that there was a positive and significant relationship between infrastructure and tourist destination satisfaction. Infrastructure is a very important element in tourism because in order to attract tourists to the destination, the environment must be equipped with efficient service infrastructure facilities. This is important because tourists will usually avoid visiting tourist destinations that do not have infrastructure facilities or that offer less than satisfactory infrastructure facilities. These adequate facilities can provide comfort not only to foreign tourists but also to local tourists. (Cooper, Fletcher, Fyall, Gilbert & Wanhill, 2005) defines a destination facility as a place where there is specialized infrastructure and facilities to meet the needs of tourists. Destination facilities are the most important thing for tourism where it not only has interesting places to visit but also must have all the necessities and facilities to the tourists such as accommodation, activities, and transportation that lead to tourist demand (Ukessays, 2015).

5.3   FINDING AND DISCUSSION

The Reliability Test was conducted to 30 respondents before it was distributed to 275 respondents using the online survey method. It was tested by the Cronbach's Alpha Coefficient indicating the range from 0.934 to 0.964 and it showed that the result was excellent where infrastructure factor variable scored the highest Cronbach's Alpha value of 0.964, natural environment factor had the second highest Cronbach's Alpha value

which was 0.935, followed by cultural and historical environment factor (0.934). Thus, all variables had met the minimum requirement of reliability, since all Cronbach's alpha coefficients of all variables were greater than 0.9.

In the Descriptive Analysis for the independent variables, the highest mean value was infrastructure factor variable which was 9.0204 and followed by natural environment factor (8.9367). The lowest mean value for the independent variables was cultural and historical environment factor which was 8.8211. The mean value for dependent variable was 9.0044. It could conclude that infrastructure was the most factor affecting tourist satisfaction towards tourism destinations among local tourist in Malaysia.

To measure the linear relationship between the two variables identified as the objective of this study, the researchers carried out the Correlation Analysis. Table 5.1 showed the summary of Correlation Analysis, there were high positive relationship between natural environment and cultural and historical environment factor and tourist destination satisfaction while infrastructure factor was low positive correlation between the tourist destinations satisfaction among local tourist in Malaysia.

Table 5.1: Summary of Correlation
Analysis

Hypothesis	Significant Value	Conclusion	Correlation Value	Conclusion
1	0.000	Accepted	0.849	High Positive Correlation
2	0.000	Accepted	0.798	High Positive Correlation
3	0.000	Accepted	0.458	Low Positive Correlation

5.4   LIMITATION

Like any study, this study has its own limitations that present challenges to the researchers to complete this study. There are several limitations in this study and one of them is the respondents. In this research is not all local tourist in Malaysia can be respondents that wanted to answer questions or receive a questionnaire from the researchers. In addition, there were also respondents who think that by answering questions from the researchers wasting their time. Some of the local tourist are also might not want the researcher to disturb their privacy and also not being interested to answer the questionnaire.

An attitude like that of a handful of tourists here, it give a bit of problem for researchers to complete the study as soon as possible of having to wait longer to collect information from respondents. This need the researchers to take almost one month to spread the questionnaire and getting their respond on the questionnaire. The researchers have to be very understanding and know how to interact with the targeted respondent as their behaviour or respond cannot be expected. However, the process of getting their respond goes well as many of the tourist give their commitment very nicely.

Next, limitation in this study is variable. Just three independent variables are examined in this research which are natural environment, cultural and historical environment, infrastructure and one dependent variable which is tourist destinations satisfaction. As in the tourism sector, there are many factors that influence with local tourists in tourist destinations satisfaction in Malaysia.

Furthermore, the data collection method is also one of the limitations of this study. In this study, the researchers only used online surveys for data collection methods. This is because the study respondents for this study are local tourists in Malaysia so it is impossible for the researcher to collect data through interviews. The challenge when using online surveys is that the researchers are unable to ensure that the information provided by respondents is valid or not. Moreover, using online surveys require a lot of time for respondents to answer the questionnaire and this make the data collection process delayed.

The final limitation of this study is that this research is quantitative research. This study only focuses on quantitative research so there is no research expansion. When there is no further study on this study especially in qualitative research, other researchers cannot find out more about the satisfaction of tourist destinations among local tourists in Malaysia. Other researchers could not have understood better about this research.

5.5   RECOMMENDATION

This study shows that further research can be done on the travel of foreign tourists in Malaysia because this study only focused on local tourists in Malaysia so that we can see if there was similarities in the findings. This research can produce different results if it happens for foreign tourists in Malaysia. Therefore, there are other tourists who answered the questionnaire instead of just focusing on local tourists.

Besides, currents study only focus for there that factor affecting tourist satisfaction towards tourism destinations in Malaysia that among local tourist. However, this study might ignore other significant factors that play an important role in influencing tourist destination satisfaction among local tourists.

Then, the research is limited to 275 samples, which can be categorized as small markets. According to Krejcie and Morgan (1970), the number would be adequate and appropriate, and greater sampling sizes could be used to systematize millions of Malaysian tourists. As a result, prospective researchers should increase the size of their examples in order to improve the study's precision and reliability.

Lastly, the interview method or open-ended questions for respondents rather than respondents answering scale questionnaires through online. Through the interview method, the researcher can obtain a high response rate and ambiguities can be clarified and incomplete answers can be followed up immediately. As a result, this method can reduce misunderstandings and yield improved results.

5.6   CONCLUSION

The conclusion of this chapter, the researcher should convey the purpose of this study in relation to the problems in this study. This research examines the relationship among the variables of natural environment, cultural and historical environment,

infrastructure that influence tourist destinations satisfactions among local tourist in Malaysia. The research framework was developed based on the observed literature.

There were 275 respondents who participated in this study through online survey method. Data were collected and analyzed by SPSS version 26 software based on descriptive statistics, reliability analysis and correlation analysis. From the result of the reliability analysis, the overall variables were 0.964. Therefore, the result shown is reliable and it can be accepted in this study.

The research is to know the relationship between natural environment, cultural and historical environment, infrastructure that influence tourist destination satisfaction among local tourist in Malaysia. The result of the research objectives which is examine the relationship between natural environment, cultural and historical environment and infrastructure that influence tourist destination satisfaction among local tourist in Malaysia is accepted. Meanwhile, such result can be foretold about factor of natural environment, cultural and historical environment and infrastructure that influence tourist destination satisfaction among local tourist in Malaysia.

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APPENDIX A

QUESTIONNAIRE

Dear respondents,

We are doing an academic research entitled:

Factors Affecting Tourist Satisfaction towards Tourism Destinations in Malaysia that among Local Tourist

We are students of Bachelor of Entrepreneurship (Tourism) with Honors in University Malaysia Kelantan. As part of our Final Year Project (FYP) we are currently conducting a survey on the Factors Affecting Tourist Satisfaction towards Tourism Destinations in Malaysia that among Local Tourist. Financially, it will not cost you anything and you will not be paid anything. However, your participation can help us find out the Factors Affecting Tourist Satisfaction towards Tourism Destinations in Malaysia that among Local Tourist.

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

Thank you for your assistance in completing this questionnaire.

Prepared by,

NUR SYAHMINA BINTI HAMDAN   (H18A0421)

ERNI NADIA BINTI BAKRI   (H18A0109)
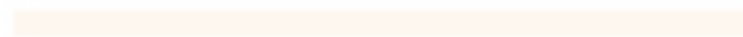
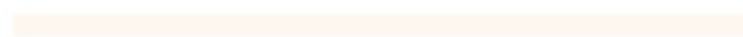ATHIRAH BINTI MOHD FAISAL   (H18A0055)

SITI NURHANIS BINTI ABD RAHIM   (H18A0596)

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

Responden yang dihormati,

Kami sedang membuat satu penyelidikan akademik yang bertajuk:

Faktor-Faktor yang Mempengaruhi Kepuasan Pelancong Terhadap Destinasi Pelancongan di Malaysia yang Terdapat di Kalangan Pelancong Tempatan

Kami adalah pelajar Sarjana Muda Keusahawanan (Pelancongan) dengan Kepujian dari Universiti Malaysia Kelantan. Sebagai sebahagian daripada Projek Penyelidikan Tahun Akhir (PPTA), kami sedang menjalankan satu tinjauan yang berkaitan Faktor-Faktor yang Mempengaruhi Kepuasan Pelancong Terhadap Destinasi Pelancongan di Malaysia yang Terdapat di Kalangan Pelancong Tempatan. Dari segi kewangan, tinjauan ini tidak akan menyebabkan sebarang perbelanjaan daripada anda dan anda tidak akan dibayar dengan sebarang ganjaran. Walau bagaimanapun, penyertaan anda dapat membantu kami mengetahui akan Faktor-Faktor yang Mempengaruhi Kepuasan Pelancong Terhadap Destinasi Pelancongan di Malaysia yang Terdapat di Kalangan Pelancong Tempatan.

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

Terima kasih atas bantuan anda dalam mengisi soalan penyelidikan ini.

Disediakan oleh,

NUR SYAHMINA BINTI HAMDAN   *(H18A0421)*

ERNI NADIA BINTI BAKRI   *(H18A0109)*

ATHIRAH BINTI MOHD FAISAL   *(H18A0055)*

SITI NURHANIS BINTI ABD RAHIM   *(H18A0596)*

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

SECTION A: DEMOGRHAPIC

BAHAGIAN A: DEMOGRAFI

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

Sila nyatakan jawapan anda dengan tandakan (√) pada jawapan yang relevan yang disediakan.

1) Gender/ *Jantina*	( ) Male / *Lelaki* ( ) Female / *Perempuan*
2) Age / *Umur*	( ) Below 18 years old / *Di bawah umur 18 tahun* ( ) 18-22 years old / *18-22 tahun* ( ) 22-30 years old / *22-30 tahun* ( ) Above 30 years old / *Berumur lebih dari 30 tahun*
3) Race / *Bangsa*	( ) Malay / *Melayu* ( ) Chinese / *Cina* ( ) Indian / *India* ( ) Others / *Lain-lain*
4) Marital Status / Sta*tus Perkahwinan*	( ) Single / *Bujang* ( ) Married / *Berkahwin* ( ) Others / *Lain-lain*
5) Education Level / *Tahap Pendidikan*	( ) Primary School / *Sekolah Rendah* ( ) Secondary School / *Sekolah Menengah* ( ) Diploma / *Diploma* ( ) Bachelor Degree / *Ijazah Sarjana Muda* ( ) Master Degree / *Ijazah Sarjana* ( ) PhD / *PhD*

6) Occupation / *Pekerjaan*	( ) Student / *Pelajar* ( ) Employed / *Bekerja* ( ) Employed Part Time / *Bekerja Sambilan* ( ) Self- Employed / *Bekerja Sendiri* ( ) Unemployed / *Tidak Bekerja* ( ) Retired / *Bersara* ( ) Others / *Lain-lain*	
7) Income / *Pendapatan*	( ) Below RM 2000 / *Bawah RM 2000* ( ) RM 2001 – RM 3000 / *RM 2001 – RM 3000* ( ) RM 3001 – RM 4000 / *RM 3001 – RM 4000* ( ) Above RM 4000 / *Melebihi RM 4000*	

SECTION B: TOURIST DESTINATION SATISFACTION

BAHAGIAN B: KEPUASAN DESTINASI PELANCONG

All the statements use a 1-10 rating scale, with answers ranging from "Strongly Disagree" to "Strongly Agree". Please indicate your level agreement to the respective statements by tick (√) only one answer for each statement.

Semua pernyataan menggunakan skala penilaian 1-10, dengan jawapan bermula dari "Sangat Tidak Setuju" hingga "Sangat Setuju". Sila nyatakan tahap persetujuan anda dengan pernyataan masing-masing dengan hanya tandakan (√) satu jawapan untuk setiap pernyataan.

Statements / *Pernyataan*	Strongly Disagree/ Sangat Tidak Setuju									Strongly Agree/ Sangat Setuju
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**
Tourist destination satisfaction being attracted to a place by its reputation as a scenic spot and satisfying desire. *Kepuasan destinasi pelancongan tertarik dengan reputasinya sebagai tempat yang indah dan keinginan yang memuaskan.*										
Tourist destination satisfaction being able to relieve stress and relieve physical and mental exhaustion. *Kepuasan destinasi pelancongan dapat melegakan tekanan dan melegakan keletihan fizikal dan mental.*										
To protect health status and to improve physical health. *Untuk melindungi status kesihatan dan meningkatkan kesihatan fizikal.*										

To increase the emotional exchange with family and friends. *Meningkatkan pertukaran emosi dengan keluarga dan rakan-rakan.*		79								
Tourist destination satisfaction can make mood relaxation and stress relieving. *Kepuasan destinasi pelancongan boleh membuat melegakan emosi dan melegakan tekanan.*										

Section C: Natural Environment that Affecting Tourist Satisfaction towards Tourism Destination in Malaysia that among Local Tourist

Statements / *Pernyataan*	Strongly Disagree/ Sangat Tidak Setuju						Strongly Agree/ Sangat Setuju			
	1	2	3	4	5	6	7	8	9	10
Tourist destination satisfaction influence by the quality of natural environment that seem regularly the main attraction for tourists. *Kepuasan destinasi pelancong dipengaruhi oleh kualiti persekitaran semula jadi yang selalu menjadi tarikan utama pelancong.*										
The natural environment has positive impacts of tourist satisfaction. *Persekitaran semula jadi memberi kesan positif kepada kepuasan pelancong.*										
Tourist operators should have a pay attention in preserving the environmental quality of tourist destinations that grow into increasingly love to work together for protecting the environment. *Pengusaha pelancongan harus memberi perhatian dalam menjaga kualiti alam sekitar dari destinasi pelancongan yang menjadi semakin gemar bekerjasama untuk melindungi alam sekitar.*										

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Tourism is in the good condition when this destination has a conducive natural environment. *Pelancongan berada dalam keadaan baik apabila destinasi ini mempunyai persekitaran semula jadi yang kondusif.*		81								
Satisfaction level of tourist depends on the natural environment and climate condition of the geographical location. *Tahap kepuasan pelancong bergantung pada persekitaran semula jadi dan keadaan iklim lokasi geografi.*										

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Section D: Cultural and Historical Environment that Affecting Tourist Satisfaction towards Tourism Destination in Malaysia that among Local Tourist

Bahagian D: Persekitaran Budaya dan Sejarah yang Mempengaruhi Kepuasan Pelancong Terhadap Destinasi Pelancongan di Malaysia di Kalangan Pelancong Tempatan

Statements / *Pernyataan*	Strongly Disagree/ Sangat Tidak Setuju						Strongly Agree/ Sangat Setuju			
	1	2	3	4	5	6	7	8	9	10
Tourist engagement is important because contact with history and cultural heritage is the strongest incentive tourism motive. *Penglibatan pelancong adalah penting kerana hubungan dengan sejarah dan warisan budaya adalah insentif terkuat motif pelancongan.*										
Objects of cultural and historical heritage are an important asset of the modern cities. *Objek-objek peninggalan budaya dan sejarah adalah aset penting di bandar-bandar moden.*										
Tourism provides funding to preserve and conserve cultural heritage and opens door for cultural sharing and learning. *Pelancongan menyediakan dana untuk memelihara dan memulihara warisan budaya dan membuka pintu untuk perkongsian dan pembelajaran budaya.*										

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Tourist can certainly raise awareness among the local community that they are should involve in their traditional arts & crafts business. *Pelancong pasti dapat meningkatkan kesedaran di kalangan masyarakat setempat bahawa mereka harus terlibat dalam perniagaan seni & kraf tradisional mereka.*		83								
Cultural tourism has informative and educational value. *Pelancongan budaya mempunyai maklumat dan nilai pendidikan.*										

Section E: Infrastructure that Affecting Tourist Satisfaction towards Tourism Destination in Malaysia that among Local Tourist

Bahagian E: Infrastruktur yang Mempengaruhi Kepuasan Pelancong Terhadap Destinasi Pelancongan di Malaysia di Kalangan Pelancong Tempatan

Statements / *Pernyataan*	Strongly Disagree/ Sangat Tidak Setuju						Strongly Agree/ Sangat Setuju			
	1	2	3	4	5	6	7	8	9	10
Good travel services will encourage tourists to come to tourist places. *Perkhidmatan pelancongan yang baik akan mendorong pelancong untuk datang ke tempat-tempat pelancongan.*										
Improving the quality of services by taking into account the infrastructure facilities in the tourism area will provide guarantee security and quality of tourism. *Meningkatkan kualiti perkhidmatan dengan mengambil kira kemudahan infrastruktur di kawasan pelancongan akan memberikan jaminan keselamatan dan kualiti pelancongan.*										
Prioritizing complete infrastructure facilities will determine the presence of tourists to a tourist area. *Mengutamakan kemudahan infrastruktur yang lengkap akan menentukan kehadiran pelancong ke kawasan pelancongan.*										

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Providing attractive and comfortable facilities is a contributor to the tourist attraction that comes. *Menyediakan kemudahan yang menarik dan selesa adalah penyumbang tarikan pelancong yang datang.*	85									
Infrastructure facilities that are able to generate enhanced operations and tourism activities are the main attraction for visitors to the destination. *Kemudahan infrastruktur yang mampu menjana operasi dan aktiviti pelancongan yang dipertingkatkan menjadi tarikan utama pengunjung ke destinasi.*										

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