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THE FACTORS OF TECHNOLOGY ACCEPTANCE INFLUENCING MOBILE APPS IN TOURISM AMONG LOCAL TOURISTS IN MALAYSIA

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LIST OF ABBREVIATION

ABBREVIATIONS

TAM	Technology Acceptance Model
UTAUT	Unified Theory of Acceptance and Use of Technology
DV	Dependent Variable
IV	Independent Variable
OTA	Online Travel Agency
IoT	Internet of Thing
Apps	Applications
SPSS	Statistical Package for Social Science

ABSTRACT

The purpose of this research is to identify the relationship between social media, travel applications and flexibility towards technology acceptance in tourism among local tourist in Malaysia. The main objective for this research is to investigate the factors of technology acceptance influencing mobile apps in tourism and a better knowledge and understanding that affect local tourist in Malaysia. A total of 292 respondents were participated in online survey whom mainly the local tourists in Malaysia. Pearson correlation coefficient used to determine on the link of independent variables towards factors associated with local tourist in Malaysia. The results indicate significant relationship between social media, travel applications, and flexibility with the technology acceptance. This study shows that social media and travel application give a big influence in technology acceptance in tourism among local tourist in Malaysia.

Keywords: Social media, technology acceptance, travel application, flexibility, factors of influence

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ABSTRAK

Tujuan penyelidikan ini adalah untuk mengenal pasti hubungan antara media sosial, aplikasi perjalanan dan fleksibiliti terhadap penerimaan teknologi dalam pelancongan di kalangan pelancong tempatan di Malaysia. Objektif utama penyelidikan ini adalah untuk mengkaji faktor penerimaan teknologi yang mempengaruhi aplikasi mudah alih dalam pelancongan dan pengetahuan dan pemahaman yang lebih baik yang mempengaruhi pelancong tempatan di Malaysia. Sebanyak 292 responden yang berjaya disoal siasat melalui tinjauan dalam talian adalah pelancong tempatan di Malaysia. Pekali korelasi Pearson digunakan untuk menentukan pada kaitan pemboleh ubah bebas terhadap faktor yang berkaitan dengan pelancong tempatan di Malaysia. Hasilnya menunjukkan hubungan yang signifikan antara media sosial, aplikasi perjalanan, dan fleksibiliti dengan penerimaan teknologi. Kajian ini akan menunjukkan bahawa media sosial dan aplikasi pelancongan memberi pengaruh besar dalam penerimaan teknologi dalam pelancongan di kalangan pelancong tempatan di Malaysia.

Kata Kunci: Sosial media, penerimaan teknologi, aplikasi pelancongan, fleksibiliti, faktor yang mempengaruhi

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter discuss the research background, problem statement, research question, research goal, research scope, research significance, term definition and abstract.

1.2 BACKGROUND OF THE STUDY

According to Torun (2011), the new land of apps of mobile communications has already greatly increased the number of mobile services and all phases of tourism are about to be conquered by mobile phones. Providing visitors with information to assist them in preparing their activities is becoming increasingly important. Leisure and business travellers are looking for fast, versatile and convenient destination information services. The use of mobile devices has increased dramatically, and mobile apps in the tourism industry have proliferated since they enable consumers to access product information or buy products anywhere at any time (Jung, Chung, & Leue, 2015).

With the development of society and the ubiquitous use of smart phone networks, cultural customs are undergoing tremendous changes, and changes in the field of travel are nothing more than. In this sense, the tourism industry is also known as the field of data positioning, and it is also one of the popular fields. It is adjusting these new social media channels and technical communication tools (Schmidt, 1997). The Internet of Things (IoT) provides tourism destinations with the infrastructure needed for the development of smart tourism (Baidal et al., 2019) among other functions, and it is important for the link between physical (offline) and digital (online) infrastructures to enhance the experience of Internet (Gretzel et al., 2015). When it comes to social media in hospitality, the use and impression of social media are usually studied in various ways from the perspective of customers. For example, focus on internet search inclinations and use of mobile devices for recent travellers, McCarthy et al. (2010) and Verma et al. (2012) found that business travellers follow the organization's recommendations, choose a hotel, and then use search engines or online travel agencies to learn more about available hotels. Although predictable, suggestions from friends and colleagues are the most important for leisure travellers, followed by travel-related sites, search engines, and OTAs (online travel agencies). In the choice cycle, many types of travellers visit brand websites more often, OTAs, and TripAdvisor, later they will usually arrive at the brand website or go to OTA to book.

Furthermore, the acceptance of tourism products and services was influenced by the market penetration of mobile technology (Shaikh & Karjaluoto, 2016). Mobile technology's ubiquity, flexibility, personalisation, and distribution characteristics make it a valuable tool for both marketers and customers in the tourism and hospitality industries (Kim, Park, & Morrison, 2008). Mobile technology's functionality, such as easy access to travel information and trip guides, is an important component of its rising acceptance

for consumers, whilst for marketers, it's the ability to convey marketing messages to a targeted audience. Individual variations, on the other hand, determine the use of mobile technologies in tourist and hospitality services. For instance, Kim et al. (2008) reported that experienced and frequent travellers have a higher rate of mobile technology adoption than inexperienced and infrequent travellers.

1.3 PROBLEM STATEMENT

Since the first launch of the very first app store in July 2008 (Apple, 2008), the production of mobile apps has been on the rise for more than half a decade. Although the overall mobile development has led to growing the overall travel factor, little is known about how it has shaped the experience of on-the-go travel. The Internet seems to make a considerable profit for travel websites or applications. In fact, when network thinking is applied to the traditional tourism industry market, material defects will also occur.

Since the World Health Organization has established procedures that must be followed to prevent the spread of spread, the Malaysian government has conducted a rigorous assessment of the COVID-19 outbreak in Malaysia. The tourism industry in Malaysia has emerged by providing tourists with huge amenities. One of the key reasons why Malaysia is chosen as a tourist destination is because of its friendly hospitality and well-developed communication infrastructure. The outbreak of COVID-19 has had a devastating impact on Malaysia's economy, especially tourism (Chinazzi et al., 2020).

Since a large number of Internet users have read the travel industry information provided by the website, they actually compare the cost with the costs in different websites when purchasing travel industry products, or inquire about technical issues in travel agencies or choose in-depth travel schedules. As we all know, the difficulties faced by tourism websites include the difficulty of finding consumers in addition to cost losses. According to Palmer and Griffith (1998), web design should consider both technical features and the perceptibility of marketing functions. The interaction framework, video animation and connection plans were mentioned earlier, and finally, information provision and online services were mentioned.

People's communication styles are evolving as a result of social media platforms. Mobile technological advancements have made social media more accessible, allowing it to become a part of people's daily lives and routines (Mangold & Faulds, 2009). This is a very broad term with no agreed-upon definition among scholars and researchers. The commonly accepted definition of social media appears perplexing, especially because there are various ways to participate in social media, such as Web 2.0 or user-generated content. According to Morgado, Rolo, and Branco (2011), when these new concepts and terms are closely related but not completely synonymous, the distinction between them can be so difficult that they can be used interchangeably.

According to Taherdoost (2018), currently, many models have been introduced to address both rejection and acceptance of the IS. Many researchers have used various frameworks along with developing new models to carry out their studies such as Theory of Reasoned Action (TRA), Technology Acceptance Model (TAM), Diffusion of Innovation Theory (DOI), Model of PC Utilisation, Theory of Planned Behaviour (TPB), Motivational Model (MM), Unified Theory of Acceptance and Use of Technology (UTAUT), Theory of Interpersonal Behaviour, Compatible Unified Theory of

Acceptance and Use of Technology (C-UTAUT) and Social Cognitive Theory (SCT). However, amongst all aforementioned models, it has been discussed that traditional acceptance models cannot adequately help academicians and practitioners to have a complete explanation and prediction of factors which influence the users' acceptance of new services.

On the other hands, according to Anderson et al. (2005), the majority of studies in the field of web services have focused on technological aspects (architecture, standard, application components, programming, etc.) As a result, the social and managerial aspects, particularly in developing countries, remain unclear (Nassaji, 2015). Because the influence of security, satisfaction, and quality on user acceptance decisions has received little attention, this study has contributed to acceptance theory by proposing a model (E-Service Technology Acceptance Model, ETAM) that focuses on the influence of security, satisfaction, and quality on end-user intention to use e-services and, as a result, e-service acceptance (Taherdoost, 2018). Furthermore, there is no instrument to assess e-service technology acceptance, making it difficult for academics and practitioners to examine user acceptance of e-service projects. To fill this void, this study created a valid and reliable survey instrument.

1.4 RESEARCH QUESTION

The research questions are derived from the problem statement, which aims to guide the research and determine the problem to be solved by the research problem by

narrowing the scope of the research problem. The questions of these studies are as follows:

1. What is the relationship between social media and technology acceptance among local tourist in Malaysia?
2. What is the relationship between travel application and technology acceptance among local tourist in Malaysia?
3. What is the relationship between flexibility and technology acceptance among local tourist in Malaysia?

1.5 RESEARCH OBJECTIVES

There are the several research objectives were developed to identify the factors of application usage in tourism among local tourist in Malaysia

- 1) To examine the relationship between social media and technology acceptance among local tourist in Malaysia
- 2) To examine the relationship between travel application and technology acceptance among local tourist in Malaysia
- 3) To study the relationship flexibility and technology acceptance among local tourist in Malaysia

1.6 SCOPE OF STUDY

Scope of this study is focusing on the factors of technology acceptance influencing mobile application in tourism among local tourist in Malaysia. This study able to identify the technology acceptance involving the use of social media, travel application, and flexibility in tourism among local tourist in Malaysia. And how this trend give impact to ease the comprehensive affairs regarding tourism.

1.7 SIGNIFICANT OF STUDY

In this era globalization, many people have smartphone devices and internet in Malaysia. Most of the Malaysian are using their internet on social media, business online, and others. In tourism industry, they also started their business through online by creating some application and websites. There some tourism industry had already using their application to increase the target of business such as TripAdvisor, Trivago, OYO hotel, Agoda, AirAsia airlines and others.

This study's finding focused on the technology acceptance of mobile application in tourism industry among local tourist in Malaysia. This study was about the relationship between the technology acceptance and the contribution itself among the tourism industry in Malaysia. Thus, this research also explores on three factors of technology acceptance influencing mobile application among local tourist in Malaysia which included the factor of social media, flexibility and travel application in tourism industry. This research is a quantitative research and researchers collect based on the questionnaire to get the

information and statistic among the Malaysia about the factors of technology acceptance influencing mobile application among local tourist in Malaysia.

1.8 DEFINITION OF TERMS

1.8.1 Technology Acceptance

According to Davis (1989), the term of Technology Acceptance is used to mean as the intention of the user to use and continue to use a particular product of information technology. The terms of technology acceptance also refer to a system and the rebellion process that is requested to be due to different variables by the handler of new technology. Technologies plays an important role in tourism industries for the experience of tourists. Internet and technology are very useful platform in tourist industries.

1.8.2 Social media

According to Manning and Kunkel (2014), the term of social media believed that new forms of media that involved interactive participation. Social Media also can be defined as a collective term for websites and applications that specialise in communication, community-based input, interaction, content-sharing and collaboration. Social media give a wide business platform in tourism sector though social ads, recommendation of friends and family and others which can more information to tourists.

1.8.3 Travel application

According to Straub and Serper (2018), the term of travel application can be defined that a software program that is considered to run on electrical hardware called as mobile devices, tablets and computing devices. There are some travel agencies are provided their own travel application to the tourist. This can be easy for the tourist to plan trips and book for vacations. Travel application also easy save a softcopy of document such as flight tickets.

1.8.4 Flexibility

According to Oxford Advanced Learner's Dictionary (2000), the term of Flexible can be defined that can modify in compliance with current circumstances and situations. Flexibility in tourism industries implies co-creation between locals and visitors. They should to allow networking flexibility such as flexibility of tourism that offers in management, pricing, travel package and others.

1.9 SUMMARY

The main purpose of introduction is to give a description of the problem that addressed. The aim of this study was the usage of applications in industrial tourism among the population in Malaysia. This chapter explains on how the rise of smartphones

and mobile application is changing the way we live, impart, and do business. The researcher has research on the social media plays an important role in many sectors of the tourism industry, especially in data search and decision-making, tourism promotion, and focusing on best practices for connecting with consumers. The findings of this study focused on the application of Malaysian tourists in the tourism industry. This research is a quantitative research and researchers collect based on the questionnaire to get the information and statistic among the Malaysia about the factors of technology acceptance influencing mobile apps among the local tourist in Malaysia.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter will discuss dependent variables which is technology acceptance in tourism while independent variable which is social media, travel application, and flexibility. Besides, in this chapter also will discover about underpinning theory and relationship between technology acceptance and social media, travel application, and flexibility, conceptual framework and the summary.

2.2 UNDERPINING THEORY

The concept of theory can be described in several ways before beginning to provide the theory of the use of applications in tourism. The theory or body of concepts provided for a phenomenon to be explained. What is expected from a theory in a more philosophical sense is a model capable of predicting future events or observations, being

evaluated by experiment or otherwise confirmed by empirical observation (De Benetti, 2009). According to Juvan, Omerzel and Maravic (2017), there have different theory of model been used in studying application usage in tourism. Each model of theory has their own variables.

2.2.1 Technology Acceptance Model (TAM)

Davis's Technology Acceptance Model (TAM), proposed in 1989, is one of the most outstanding models for technology adoption. People's willingness to use modern technology is influenced by two major factors: ease of use and practicality. Elderly people who believe that digital games are too difficult to play or that they waste time are unlikely to adopt this technology, whereas those who believe that digital games provide necessary psychological stimulation and are simple to learn are unlikely to accept it. Want to learn how to use number games. According to Braun (2013), it is a valuable universal framework that is consistent with a large number of studies on the factors that influence older people's willingness to use modern technology. According to Djelassi, Diallo, and Zielke (2018), when consumers decide to embrace technology, investments in these innovations pay off when the technology provides a good customer experience, results in technology satisfaction, and has an impact on the company.

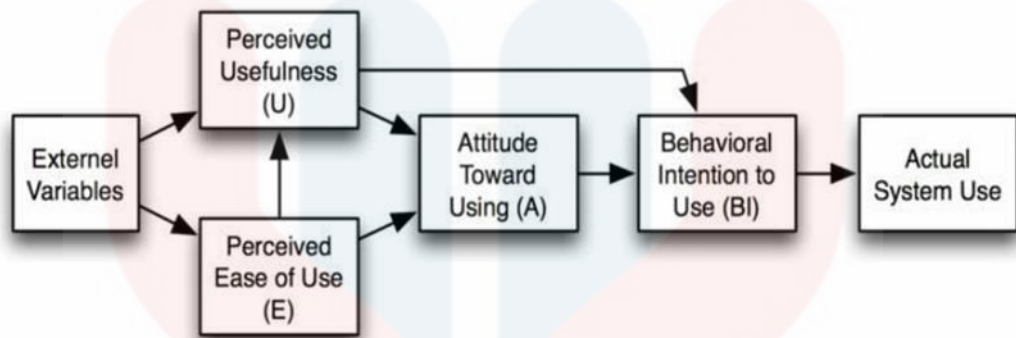


Figure 2.1 Technology Acceptance Model by Davis (1989)

2.2.2 UTAUT Model

Venkatesh et al. created the UTAUT 2 model in 2012. Indicate clearly consumer acceptance and use of technology. UTAUT 2 is an extension of the Unified Theory of Technical Acceptance and Use (UTAUT) given by Venkatesh et al. The goal of work in 2003 was to determine employee adoption and use of technology. The UTAUT 2 model was used in many cases, and its hypothetical relationship was determined through experience, and it was widely accepted by different researchers (Gupta & Dogra, 2017).

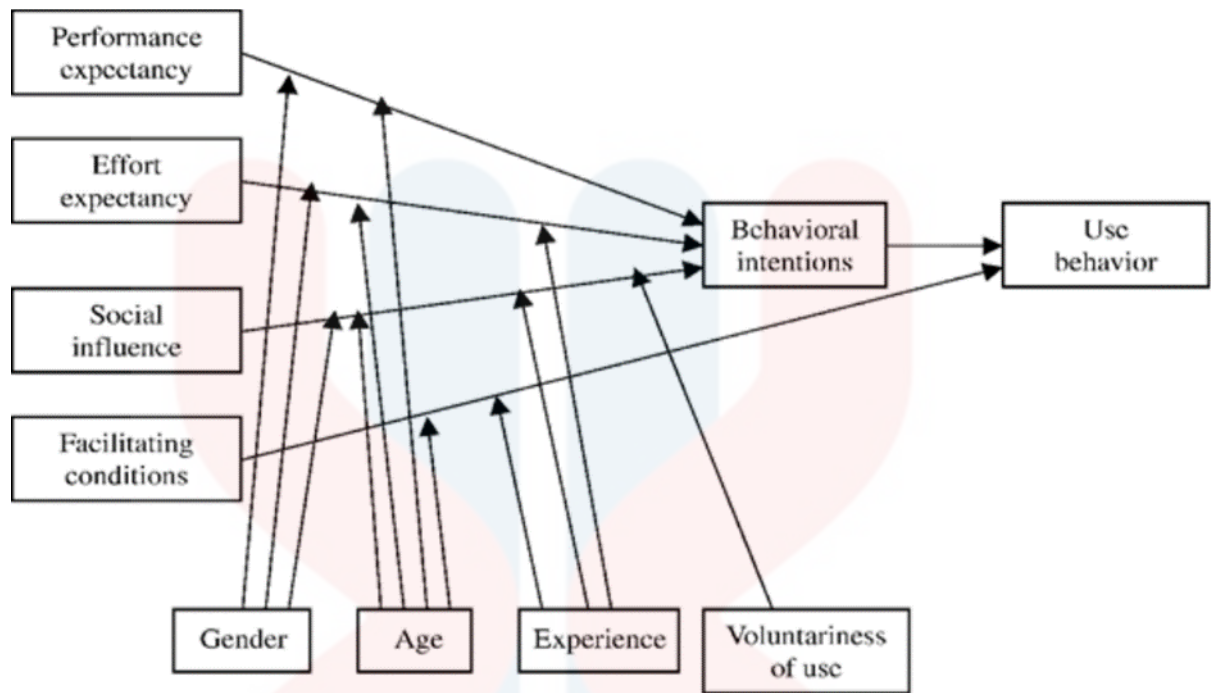


Figure 2.2 UTAUT Model by Vekantesh (2013)

The development of intelligent technology has brought unparalleled opportunities for the tourism industry, from very simple to advanced and various functions. Modern smartphones with Internet connectivity at all times and countless applications have a great influence on tourist behaviour (Fu et al., 2015). In their analysis, San Martín and Herrero (2012), applied the UTAUT model. And the success expectation has a positive effect on the intentions of online travel purchases. Past research indicated that performance standards are one of the most powerful predictors of the use of technology in tourism environments (Ayeh, 2015).

2.3 TECHNOLOGY ACCEPTANCE

Technology acceptance is an adaptation process and a system that is considered to be caused by different variables of users of new technologies. According to Venkatesh et al. (2003), technological innovation needs to be accepted and actually used. Mobile devices such as smartphones have a greater impact on human life than any other technological invention in human history (Thakur & Srivastava, 2014). There are approximately 5 billion unique mobile phone users, accounting for 67% of the world's population. The smartphone is the most popular personal technology device in human history (Olson et al., 2011). Traveller mobility is a specific topic for understanding which travel services companies can recommend to them (Baggio, 2017).

Now, the tourism industry has become a symbol of a new “transportation connection”, and travellers are increasingly using mobile devices during their journeys (Germann Molz & Paris, 2015). Also, with its technology-supported network, mobile technology provides a "travel network" that helps travellers plan their itinerary, find information about itineraries, and share experiences during and after the trip (Baggio & Scaglione, 2017). According to Dias and Rafael (2007), electronic means represent a new mode of information dissemination and should be fully explored.

2.4 SOCIAL MEDIA

It is a type of media that allows people to communicate and share information via the Internet or mobile phones, according to Cambridge Advanced Learner's Dictionary & Thesaurus (2020). According to Dollarhide (2019), social media is a computer-based technology that promotes the exchange of ideas, thoughts, and information through the creation of virtual networks and communities. Personal information, documents, videos,

and photos are among the items included in the content. Users interact with social media via computers, tablets, or smartphones, as well as web-based software or web applications, and social media is typically used for messaging.

According to Hudson and Cairns (2014), any digital tool that allows users to quickly create and share content with the public is referred to as social media. Social media encompasses a diverse set of websites and applications. Some software, such as Twitter, is used to share links and short messages. According to Rouse (2015), the term "social media" refers to websites and applications that focus on communication, community-based input, interaction, content sharing, and collaboration. Forums, Weibo, social networks, social bookmarks, social curation, and Wikipedia are examples of different types of social media.

2.5 FLEXIBILITY

It means the ability to change or be changed easily depending on the situation, according to Cambridge Advanced Learner's Dictionary & Thesaurus. Merriam-Webster defines adaptability as "the readiness to adapt to new, different, or changing requirements." According to Wikipedia, flexibility is a personality trait that describes a person's ability to adapt to changing circumstances and think about problems and tasks in novel, creative ways. This trait is used when stressors or unexpected events occur, requiring an individual to change their position, outlook, or engagement. Flexibility, also known as psychological flexibility, is the ability to adapt to situational demands, balance life demands, and commit to behaviours.

Although mentioned in early discussions of behavioural syndromes, the possibility that intrinsic constraints to behavioural flexibility play an important role in the evolution of personality traits is not widely accepted (Dall, Houston, & McNamara, 2004). Functional integration has the potential to limit behavioural flexibility on two levels. First, developmental interactions among endocrine and nervous system components may limit their flexibility if a change in one component impairs the overall functioning of the system (Schwenk et al. 2001)

2.6 TRAVEL APPLICATION

Travel refers to the movement of people or objects between various remote geographic locations, such as airplanes, ships, trains, and other vehicles. This can refer to long-distance travel, short-distance travel, overseas travel, domestic travel and various other forms (Maloutas, 2018). Crucially, travel also includes round-trip and one-way travel, and covers a variety of different travel purposes (Yang, 2020). According to Wikipedia, an application is a computer program designed to help people perform an activity. According to the designed activity, the application can manipulate text, numbers, audio, graphics, and combinations of these elements. Some application packages focus on a single task, such as word processing. Other software called integrated software includes multiple applications. According to Howell (2016), it is a mobile travel application, it is a software application developed specifically for use on smaller devices such as smartphones and tablets, and business travellers can use it to book and manage them on the go Travel.

2.7 RELATIONSHIP BETWEEN SOCIAL MEDIA, TECHNOLOGY ACCEPTANCE, TRAVEL APPLICATION AND APPLICATION USAGE.

According to Gupta, Buriro, and Crispo (2018), suggested the use of smartphones or applications, in particular "mobile apps" not only have influenced daily life, but it has a huge impact on people's tourism and travel behaviour. Thus, the social media is greatly

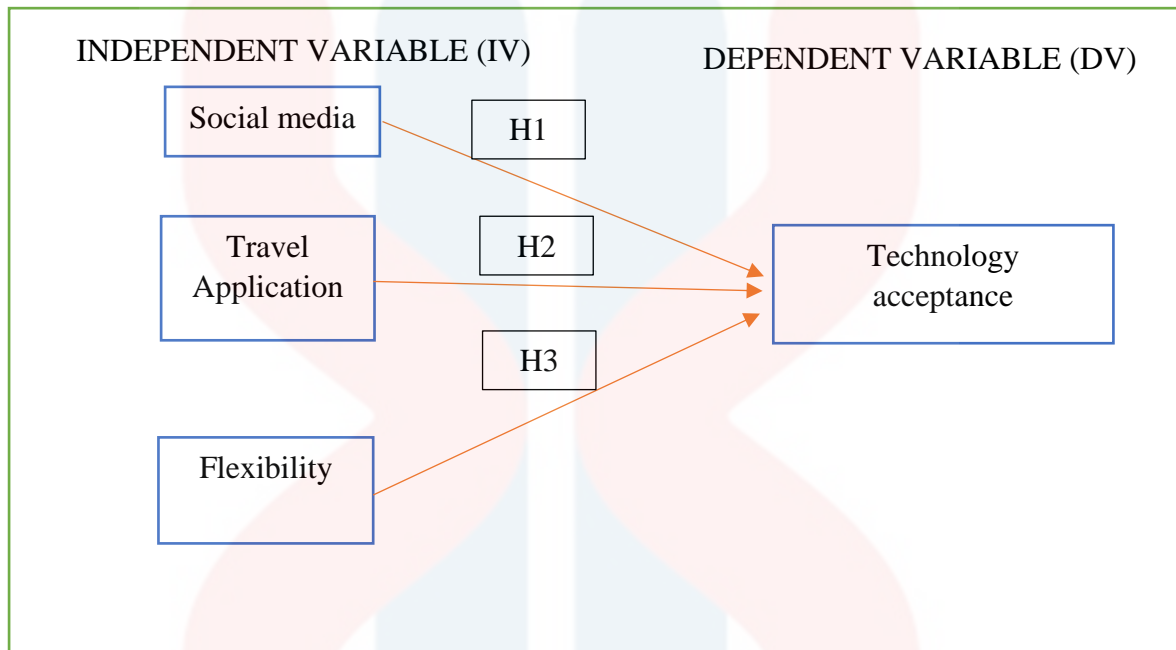
involved in application usage. According to Matthew (2020), social media is any digital tool that allows users to quickly create and share content with the public. Social media covers a wide range of websites and applications. This is because of the people love to connect with each other. There are most common apps that are still use these days which is WhatsApp, Facebook, Twitter, Instagram and etc.

According to Cambridge Advanced Learner's Dictionary Thesaurus, flexibility means the quality of being able to change or be changed easily according to the situation. The possibility that intrinsic constraints to behavioural flexibility play an important role in the evolution of personality traits, although noted in early discussions of behavioural syndromes (Sih et al. 2004). People are starting to accept technology as part of their life since it brings simple and straightforward to use and adapting them. Mobile devices such as smartphones have a greater impact on human life than any other technological invention in human history (Thakur & Srivastava, 2014).

Travel application is a platform or a medium that are used to plan a trip for a vacation. Modern travellers use smart technology to enhance their travel experience (Karanasios, Burgess, & Sellitto, 2012) and to strengthen its mobile application range, which can be used for various travel services, including transportation plans (Uber, Skyscanner), travel plans (TripIT, Tripadvisor), accommodation plans (Booking.com, Expedia), tour guides (DETOUR, NY travel guides) And orientation services (Google Maps). The usage of travel application is widely used by the travellers.

2.8 CONCEPTUAL FRAMEWORK

Figure 2.3 Conceptual Framework



After summarizing the related research, the conceptual framework has shown the factors of technology acceptance influencing mobile application in tourism among local tourist in Malaysia. Moreover, there are three independent variable (IV) that has been determined in this research which are social media, flexibility and travel application.

2.9 HYPOTHESES

The research hypothesis is focused on the social media, flexibility and travel application that influencing to the factors of technology acceptance influencing mobile application in tourism among local tourist in Malaysia. Based on the study, the hypothesis for the research had been created which are:

Hypothesis 1:

H₁: There is significant relationship between social media and technology acceptance in tourism among local tourist in Malaysia and social media.

Hypothesis 2:

H₁: There is significant relationship between travel application and technology acceptance in tourism among local tourist in Malaysia and flexibility.

Hypothesis 3:

H₁: There is significant relationship between flexibility and technology acceptance in tourism among local tourist in Malaysia and travel application.

2.10 SUMMARY

In this modern and globalization society, hand-held mobile devices such as tablet computers, advanced technologies of smart phones and satellite navigation system have become necessities in our daily life. In the 1960s, the origins of mobile apps in the tourism industry were started and the development was risen until to the present day. This research determined the factors of technology acceptance influencing mobile apps in tourism among local tourist in Malaysian by applying the Conceptual Framework. Basically, there are three independent variables (IV) that has been determined in this research which are social media, flexibility, and travel application. Each variable has its own points to display and inter-related to each other.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter describes the research methodology used in the research conducted. It contains research design, target population, sample size, sampling method, data collection, research instrument, data analysis, descriptive statistics, reliability test, Pearson correlation coefficient and also summary of this chapter. To conduct a research methodology, must meet the criteria which is methodologies should be best suited to achieve the objectives of the investigation and also it should be possible to replicate the methodology used in another similar research.

3.2 RESEARCH DESIGN

A research design is a set of plans and procedures used by scientists to obtain empirical evidence (data) about isolated variables of interest. Following the completion

of this study, the method and procedure for collecting and analysing the required information will be developed (Zikmund, 2003). This study employs a quantitative research design, which allows for faster and easier data collection. This is due to the fact that data can be collected automatically via digital or mobile surveys, allowing for thousands of simultaneous interviews in different countries (Mander, 2017). Furthermore, quantitative research is less expensive. This can be approved when someone participates in a question survey, which is usually much lower than when someone participates in an interview.

Primary data from the research design can be generated from three basic research which are exploratory, descriptive and casual research. According to Richard (2018), exploratory research in social science can be defined in different ways, but its core, he believes, consists of an attempt to discover something new and interesting, by working your through a research topic. Descriptive research can be described a phenomenon and its characteristics. This research is more concerned with what rather than how or why something has happened. Therefore, observation and survey tools are often used to gather data (Nassaji, 2015). Causal research, also called explanatory research, is the investigation of (research into) cause-and-effect relationships. To determine causality, it is important to observe variation in the variable assumed to cause the change in the other variables, and then measure the changes in the other variables. For this study, the study chose to use a descriptive study. Descriptive research attempts to define populations, conditions or phenomena in a detailed and systematic way (McCombes, 2020).

3.3 TARGET POPULATION

According to Kenton (2020), the population can be defined by many characteristics in the group that statisticians use to draw conclusions about the research topic. The overall can be ambiguous or specific. Therefore, the population is a collective observation of disciplines grouped by common characteristics. Population also refers to an entire group of individuals with the same characteristics and specific functions. Populations are known as target groups or communities of people who are involved in this study or who share common traits selected in this study. According to Tourism Malaysia 2018 Annual Report, Malaysia received 25.8 million international travellers from all over the world, and in 2018, 221.3 million domestic visitors were recorded. The survey focused on Malaysian states for a variety of reasons that could attract tourists visiting Malaysian states. The population included in this survey includes local tourists from Malaysia. The method applied in this study is probability sampling of selecting individuals from a population, which represent the population. Overall, the population covered by this survey is domestic tourists, which is 221.3 million.

3.4 DOMESTIC TOURIST SAMPLE SIZE

According to Krejcie and Morgan (1970), sample size to illustrative of the respondent in Malaysia is 221.3 millions of domestic's visitors. Therefore, a total of 384 forms are distributed to the target population.

Krejcie & Morgan (1970):

S = Sample size

- X^2 = The table value of chi-square for 1 degree of freedom at the desired confidence level (3.841)
- N = The population size of domestic tourist in a year
- P = The population proportion (assumed to be 0.5 since this would provide the maximum sample size)
- d = The degree of accuracy expressed as a proportion (0.05)

$$S = \frac{x^2 NP(1 - p)}{d^2(N - 1) + (x^2 P(1 - P))}$$

$$S = \frac{3.841(221300000)(0.5)(1 - 0.5)}{(0.05)^2(221300000 - 1) + (3.841(0.5)(1 - 0.5))}$$

$$S = \frac{212503325}{553250 + 0.96025}$$

$$S = \frac{212503325}{553250.96}$$

$$S = 384.099$$

$$S = 384$$

3.5 SAMPLING METHOD

Sampling refers to the method of choosing those elements of a population to represent the population. The sampling methods are different and widely to use by the researcher in the market research so that they do not need to do research for the entire population to collect the data. A sampling technique must use a random choice mechanism to produce this type of sample, one in which only the laws of chance determine which cases are included in the sample. Probability laws also show that one

may use data from a single sample to estimate how much a sample statistic will vary across many population-drawn samples (Hargens, 2020).

The type of sampling methods that use in this research which is non-probability sampling. Non-probability sampling can be defined that the survey is chosen based in non-random criteria and not every population community have the ability to be included (Hargens, 2020). This sampling mostly used in quantitative research. The five main kinds of non-probability sample which included voluntary response sampling, snowball sampling, convenience sampling, purposive sampling, and quota sampling. The sampling method which used for this study is convenience sample. Convenience sample is involving the individuals that perhaps the researcher considers themselves greatest convenient. According to Saunders, Lewis & Thornhill (2012), can be defined that convenience sample is a particular type of non-probability sampling approach focused on data collecting from respondents who are easily obtainable for research study.

3.6 DATA COLLECTION

Data collection plays an important role in statistical analysis. In this study, the questionnaire was distributed to respondents as the main data collection tool. Raw data is a type of data collected directly from major sources by researchers through interviews, surveys, and experiments. The original data is usually collected from the original data. The original data is the original data and is considered the best data in the research.

Questionnaire surveys are a major source of data. By checking the questions, they think are appropriate, the respondents can be provided with a series of questions (Ajayi, 2017).

A cover letter attached to each set of questionnaires. Therefore, the interviewee will understand the motivation and purpose of the research. Respondents need to tick the three parts of this section. Their answer is the data we collected for the study. The questionnaire is being delivered to local tourists in Malaysia.

3.7 RESEARCH INSTRUMENTS

Research instruments are the tools for collecting data from a research subject on data that researchers have created. Like questionnaires and interviews, for instance. In this study, the information was gathered through questionnaires to find information and details about factor influence application usage among local tourist in Malaysia.

The KISS principle (Keep It Short and Simple) of asking simple and easy-to-understand questions (Kubera et al, 2013) was practiced in the construction of the questionnaire for this study. The questionnaire used consisted of two parts to achieve the objectives of the study. The questions in this survey are closed-ended questions using a 7-point Likert scale. Questionnaire method used to obtain information about the factors influence application usage in tourism among local tourist in Malaysia.

The researcher chose the questionnaire because it is easy to ask questions, easy to answer, easy to submit through applications, and so on. In addition, this method can also

save time as respondents can respond at any time without interrupting their important time such as work, driving, and so on. The questionnaire has five sections that have been divided which is section A, B, C, D, and section E. Section A researchers have discussed the demographic segment of respondents. Demographic segmentations include separating the market into bunches that are recognisable in. For the section B part, researcher include the application usage among local tourist in Malaysia. Next, section C which is the first independent variables, social media factors influence application usage among local tourist. Section D is the second independent variables which is technology acceptance factors influence application usage in tourism among local tourist in Malaysia. For the last section was section E which include the third independent variables, travel application factors influence application usage among local tourist.

Table 3.1 Measurement of Likert Scale

Strongly disagree/ ————— Strongly agree/						
Sangat tidak setuju						Sangat setuju
1	2	3	4	5	6	7

According to Joshi et al., 2015, Likert scale is one of the most basic and most commonly used psychological measurement tools in education and social science research. At the same time, it has also caused a lot of controversy and controversy in terms of scale analysis and point inclusion. Considering the reliability of survey participants' responses, the 7-point scale may be better than the 5-point scale due to the selection of scale items defined by the survey structure. The 7-point scale provides more

choices, thereby increasing the possibility of meeting people's objective reality. Since the 7-point scale showed more descriptions about the subject, it actually attracted the participants' "rational ability".

3.8 DATA ANALYSIS

The main objective of this study was to examine the factors influence application usage in tourism among local tourist in Malaysia. This study used questionnaire methods. Analysis of data is the way to evaluate information using scientific intelligent thinking to examine each part of the information provided. In this study, the questionnaire has five sections that are divided into part A, B, C, D, and part D. There are a range of unique knowledge studies, techniques, some of which include data mining, content analysis, market perspective, and interpretations of information. The Statistical Package for Social Science Version 24 evaluated the information obtained in this study (SPSS) (Nie, Bent, & Hull, 1975). Version 24 of this IBM SPSS is a comprehensive collection of statistical tools to process statistical data and produce different outputs to respond to the objective analysis.

3.8.1 Descriptive Statistic

Descriptive statistic is the basic highlights of the data in an organization are used to describe it (Fisher & Marshall, 2009). Local inclination proportions that incorporate mean, median and mode, while proportions of fluctuation include standard deviation, shift, base and most extreme variables, and kurtoses and skewness.

In a symmetrical bell curve or normal distribution, skewness refers to distortion or asymmetry in the data set. It is assumed that whether the curve moves to the left or to the right is curved. In order to indicate the degree of difference between a given distribution and a normal distribution, skewness can be quantified (Chen, 2019). Acceptable values for skewness are between -1 and +1.

3.8.2 Reliability Test

According to Heale and Twycross (2015) reliability refers to the accuracy of the measurement. Participants who complete the tool designed to assess motivation should have roughly the same answers each time the test is performed. Although it is impossible to provide accurate reliability calculations, reliability estimates can be achieved through various steps. In order to obtain and achieve the reliability of the tourist satisfaction calculation, the reliability coefficient that estimates the coefficient that is Cronbach's alpha is checked to show that an instrument is without bias and guarantees that different items are tested accurately at different times. Measurement reliability implies instrument stability and accuracy in principle measurement (Sekaran, 2003).

3.8.3 Pearson Correlation Coefficient

Pearson Correlation Coefficient analysis is used to evaluate the data that has been collected. It is one of the important analysis which can evaluate the relationship between the social media, flexibility, travel application, and technology acceptance. This analysis is used to spot if there is a correlation exists between the independent variables and dependent variables, which the technology acceptance is the dependent variable and the social media, flexibility, and travel application is the independent variables. If there is a correlation, the researches have to decide the strength of the association between the social media, flexibility, travel application, and technology acceptance.

3.9 SUMMARY

In conclusion, this study expectation to identify factors influence application usage among local tourist in Malaysia get the best responsive from tourists who are always travel around Malaysia. In order to test the principle and ends of this examination, enlightening and linking methods are used. Using unwavering quality checks and Pearson relationships, this collected knowledge will be transferred and broken down. In the following portion, the implications of the information investigation was conducted.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 INTRODUCTION

This chapter presents reliability analysis, respondent demographics, descriptive analysis, and Pearson's coefficient analysis. The findings of the study were gathered from 292 of 384 respondents. After the data was obtained in this study, IBM SPSS Statistic 20 was utilised to analyse it.

4.2 RELIABILITY ANALYSIS

The questionnaire's reliability is assessed using reliability analysis. Cronbach's Alpha analysis was used to ensure the information's dependability and internal

consistency. The table below shows the Cronbach's Alpha coefficient size Rules of Thumb based on 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 4.2: Result of Reliability Coefficient Alpha for the Variables

Variables	Items	Cronbach's Alpha	Strength of Association
Technology Acceptance	5	0.9	Excellent
Social Media	5	0.8	Very Good
Travel Application	5	0.9	Excellent
Flexibility	5	0.9	Excellent
Overall variables	20	0.9	Excellent

Table 4.2 showed the overall review of Cronbach's Alpha Coefficient for independent variable and dependent variable in this study. From the table, we can conclude all the variables were maintain and overall variables were 943. Therefore, the results shown is reliable and it can be accepted in this study.

There were five questions were used in measuring the technology acceptance variable that influence the factors of technology acceptance influencing mobile applications in tourism among local tourist in Malaysia. Table 4.6 showed that Cronbach's Alpha results for this section's question was 0.9 which resulted as excellent. Thus, the coefficient obtained for the questions in technology acceptance variable were reliable.

Next, there were also five questions were used in measuring the social media variable that influence the factors of technology acceptance influencing mobile applications in tourism among local tourist in Malaysia. The results of Cronbach's Alpha Coefficient that showed in this section's question was 0.8 which indicated as very good. Thus, the coefficient obtained for the question in social media variable were reliable.

Furthermore, in measuring travel application variable that influence the factors of technology acceptance influencing mobile applications in tourism among local tourist in Malaysia, five questions also were used. Cronbach's Alpha for the question in this section was 0.9, which was excellent. Therefore, the coefficient obtained for the question in travel application variable were reliable.

Last but not least, in measuring flexibility variable that influence the factors of technology acceptance influencing mobile application in tourism among local tourist in Malaysia, five questions were used and the Cronbach's Alpha for the last section's

question was 0.9 which indicated as excellent. Therefore, the coefficient obtained for the question in flexibility variable were reliable.

Since the Cronbach's Alpha charge for the variables above 0.9, it indicates that the questionnaires are extremely reliable and that the study can proceed. Overall, the reliability demonstrated that the respondents comprehended the questions well, implying that the questionnaires were appropriate for this study.

4.3 DEMOGRAPHICS CHARACTERISTICS OF RESPONDENT

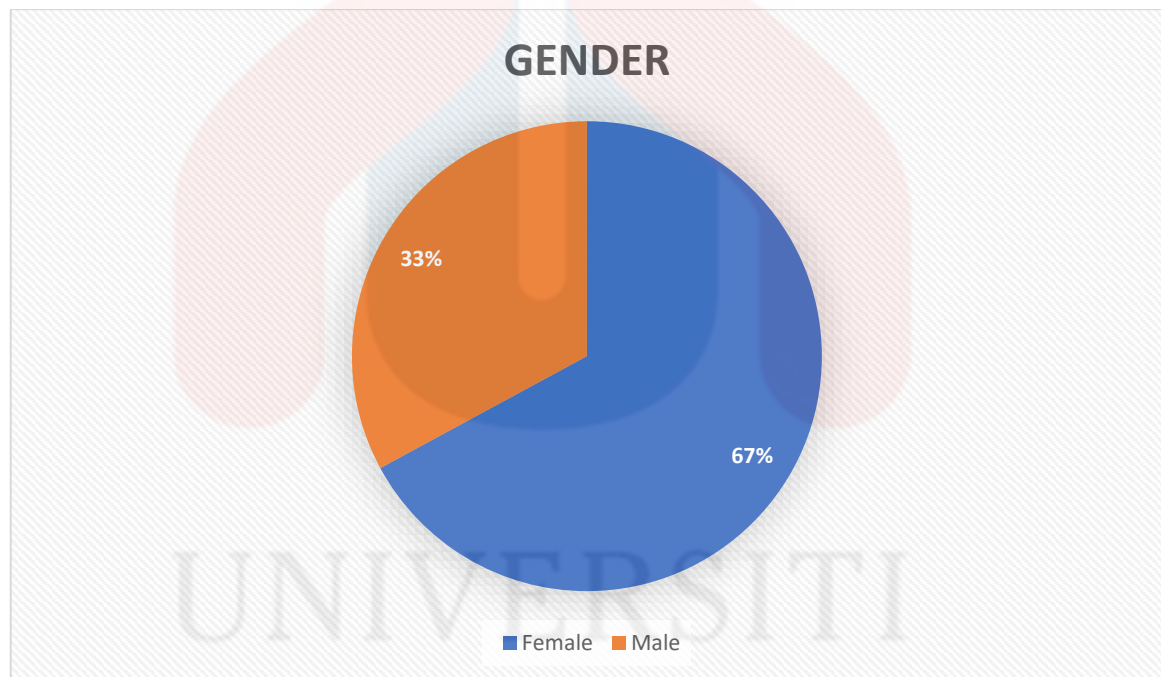
This study's basic analysis includes frequency analysis. The data from section one of the questionnaires includes questions from the respondent's various demographic factors such as gender, age, ethnicity, education level, and employment status. Demographics of respondents the configuration files are presented in the form of tables and pie charts.

4.3.1 Gender

Table 4.3 showed presents the gender distributions of a total 292 out of 384 respondents collected from data collection.

Table 4.3: Number of Respondents by Gender

Gender	Frequency (n)	Percentage (%)
Female	196	67.1
Male	96	32.9
Total	292	100.0

**Figure 4.1: Percentage of Respondents by Gender**

The gender of respondents was shown in table 4.3 and picture 4.1. The total number of male respondents was 96, while the total number of female respondents was 196. 292 out of 384 respondents, 33 percent were male, and the remaining 67 percent were female respondents who participated in this study.

4.3.2 Age

Table 4.4 presents the age distribution of a total of 292 out of 384 respondents collected from the data collection.

Table 4.4: Number of Respondents by Age

Age	Frequency (n)	Percentage (%)
18 - 24 Years old	170	58.2
25 - 34 Years old	41	14
35 - 44 Years old	30	10.3
45 – 54 Years old	27	9.2
55 Years old and above	24	8.2
Total	292	100

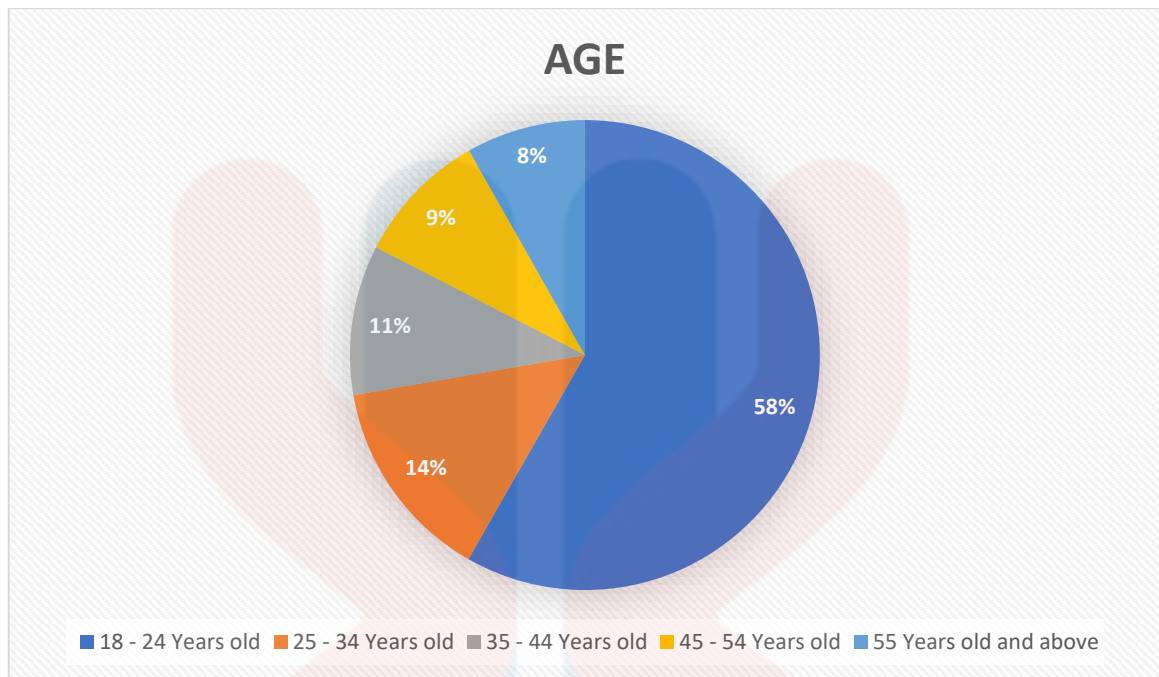


Figure 4.2: Percentage of Respondents by Age

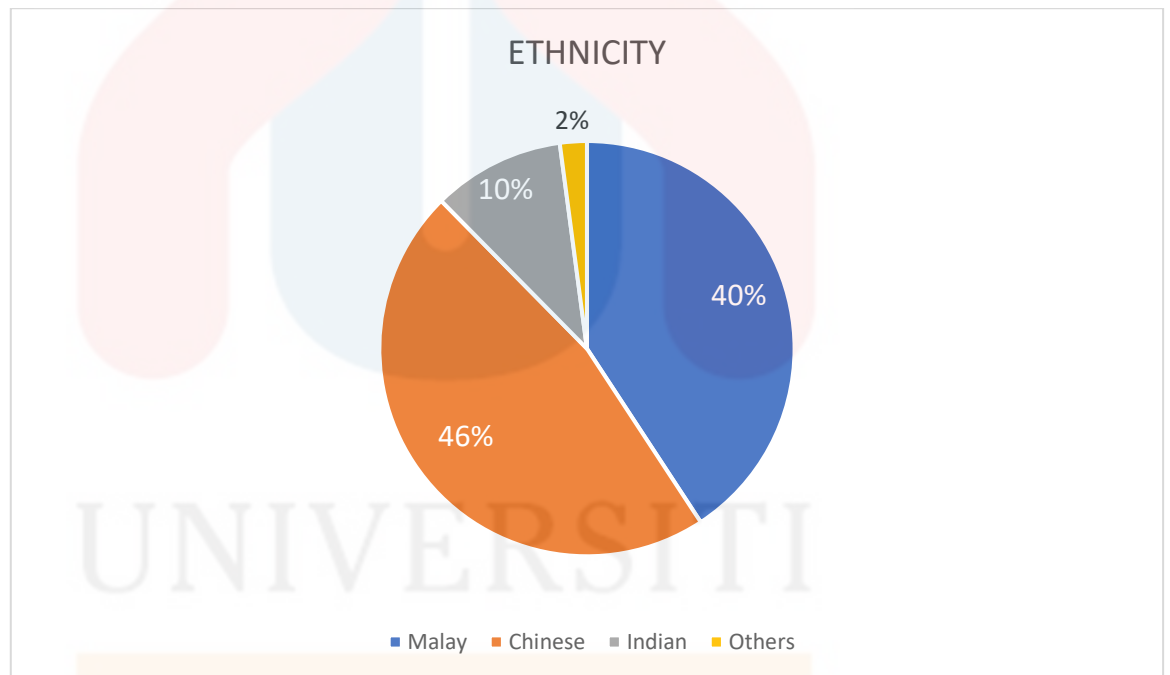
The total number of responders by age was shown in table 4.4 and figure 4.2. There were 292 respondents who consists age from 18 – 24 years old (170 respondents), 25 – 34 years old (41 respondents), 35 – 44 years old (30 respondents), 45 – 54 years old (27 years old), 55 years old and above (24 respondents) has responded to the questionnaire. Figure 2 showed the highest percentage of respondents was respondents who have range of age from 18 – 24 years old (58%) followed by 25 – 34 years old which was 14%, 35 – 44 years old (11%), 45 – 54 years old (9%) and the lowest percentage respondents was 55 years and above which was 8% only.

4.3.3 Ethnicity

Table 4.5 shows the ethnicity distribution of a total of 292 out of 384 respondents collected from data collection.

Table 4.5: The Number of Respondents by Ethnicity

Year	Frequency (n)	Percentage (%)
Malay	119	40.8
Chinese	137	46.9
Indian	30	10.3
Others	6	2.1
Total	292	100

**Figure 4.3: Percentage of Respondents by Ethnicity**

The total number of respondents by ethnicity was shown in table 4.5 and figure 4.3. There were 292 responders, with Malay (119), Chinese (137), Indian (30), and other ethnicities represented (6 respondents). Figure 3 shows that the Chinese ethnicity had the biggest percentage of responses (46.9 percent), followed by Malay ethnicity (40.8

percent), Indian (10.3 percent), and others ethnicity (2.1 percent), maybe from Kadazan, Iban, Bajau, and so on.

4.3.4 Education Level

Table 4.6 showed the education level distributions of total 292 out of 384 respondents collected from data collection.

Table 4.6: The Number of Respondents by Education Level

Year	Frequency (n)	Percentage (%)
SPM	72	24.7
STPM	27	9.2
Diploma	40	13.7
Degree or A-Level	142	48.6
Master or PHD	11	3.8
Total	292	100

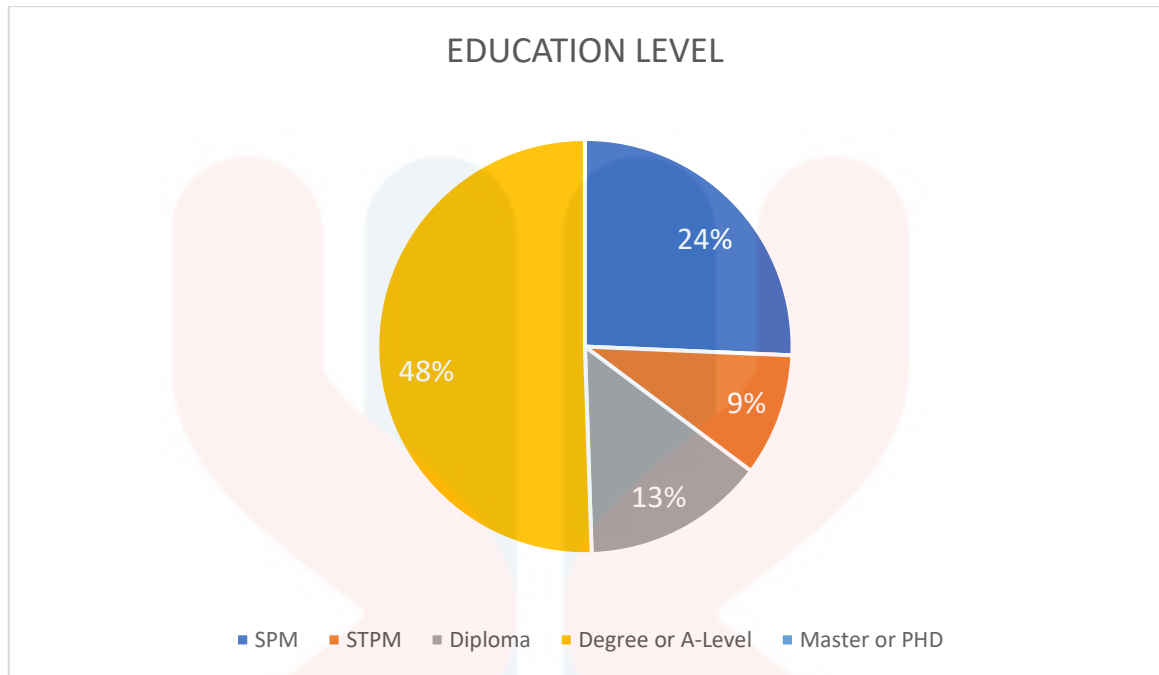


Figure 4.4: Percentage of Respondents by Education Level

Table 4.6 and figure 4.4 indicated the education level of respondents. There were 72 respondents with 24.7 percent for SPM, 27 respondents with 9.2 percent for STPM, 40 respondents with 13.7 percent for Diploma, 142 respondents with 48.6 percent for Degree or A-Level, and 11 respondents for Master or PhD with 3.8 percent

4.3.5 Employment Status

Table 4.7 showed the employment status distribution of a total of 292 out of 384 respondents collected from data collection.

Table 4.7: The Number of Respondents by Employment Status

Year	Frequency (n)	Percentage (%)
Student	153	52.4
Employed	76	26
Self-Employed	39	13.4
Retired	24	8.2
Total	292	100

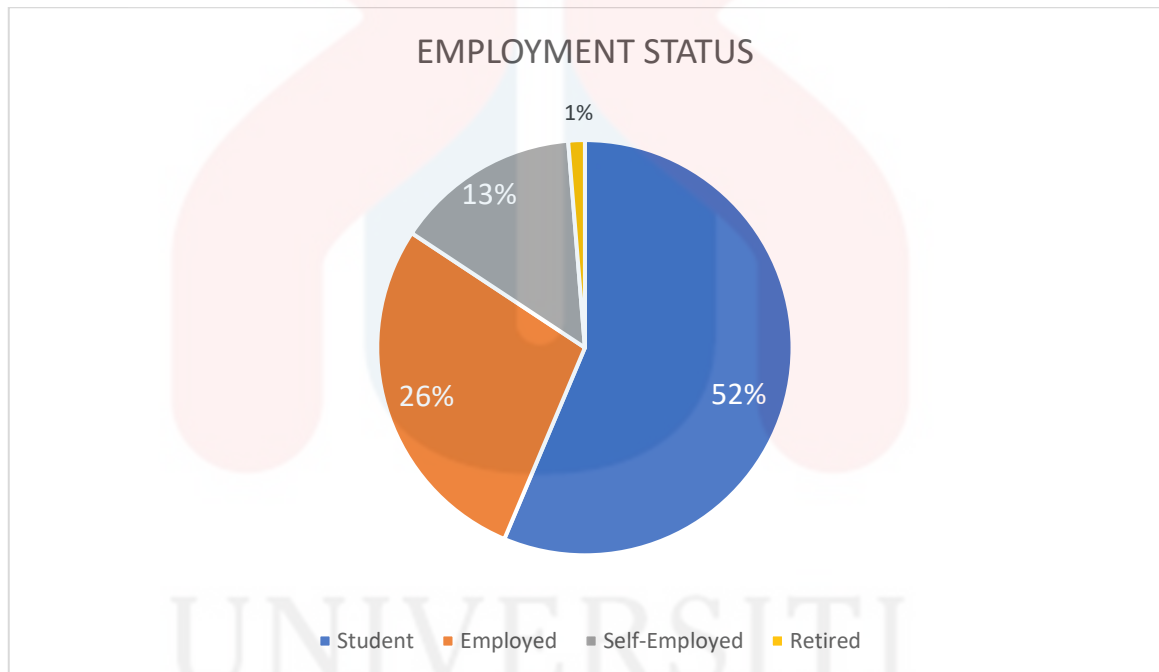
**Figure 4.5: Percentage of Respondents by Employment Status**

Table 4.7 and figure 4.5 displayed respondents based on their employment status. Majority of the respondents were students with 153 respondents with 52.4 percent and followed by employed 76 respondents with 26 percent. There were 39 respondents with 13.4 percent from self-employed and the least was from retired which was 24 respondents with 8.2 percent

4.4 DESCRIPTIVE ANALYSIS

This study has analyzed the mean and standard deviation for section B, C, D, and E of the questionnaire.

4.4.1 Independent Variable and Dependent Variable

Table 4.8: Descriptive Statistics

Variables	N	Mean	Standard Deviation
Technology Acceptance	292	6.1664	0.71400
Social Media	292	6.0116	0.72860
Travel Application	292	6.0719	0.75939
Flexibility	292	6.1137	0.72326

Table 4.8 showed the number of respondents, mean and standard deviation of independent variables and dependent variables. For the independent variables, the highest mean was flexibility which is 6.1137 and the highest value for standard deviation is travel application which is 0.75939. As for the dependent variable, technology acceptance, the mean is 6.1664 and the standard deviation 0.71400.

4.4.1 Technology Acceptance

Table 4.9: Descriptive Statistic of Technology Acceptance

	Item	Frequency							Mean	Standard Deviation
		SD	D	SWD	N	SWA	A	SA		
T1	Technology acceptance helps me to accomplish task quickly.	0 0%	0 0%	1 0.3%	15 5.1%	28 9.6%	95 32.5%	153 52.4%	6.32	0.871
T2	Technology acceptance enhances my effectiveness at work.	0 0%	0 0%	1 0.3%	11 3.8%	50 17.1%	121 41.4%	109 37.3%	6.12	0.846
T3	Technology acceptance can be applied in tourism sector.	0 0%	0 0%	0 0%	12 4.1%	45 15.4%	117 40.1%	118 40.4%	6.17	0.835
T4	I found it easy to get this technology acceptance to do what I want it to do.	0 0%	0 0%	1 0.3%	12 4.1%	60 20.5%	107 36.6%	112 38.4%	6.09	0.883
T5	I have found out technology acceptance is useful.	0 0%	1 0.3%	0 0%	17 5.8%	39 13.4%	115 39.4%	120 41.1%	6.15	0.902

The mean and standard deviation analysis on the dependent variable, technology acceptance, was shown in Table 4.9. Item T1 had the highest mean score of 6.32, indicating that respondents agreed that technology acceptances aid in job completion. Item T4 had the lowest mean score of 6.09, indicating that respondents feel that technology acceptance is easy to do what they wanted to do. It indicated values close to

means for the data set of 292 respondents with the standard deviation most of which was less than 1.

4.4.2 Social Media

Table 4.10: Descriptive Statistic of Social Media

	Item	Frequency							Mean	Standard Deviation
		SD	D	SWD	N	SWA	A	SA		
T1	I find myself using social media longer than intended.	0 0%	3 1.0%	3 1.0%	19 6.5%	62 21.2%	108 37%	97 33.2%	5.92	1.029
T2	I found out that social media give a huge impact to myself.	0 0%	1 0.3%	3 1.0%	27 9.2%	61 20.9%	118 40.4%	82 28.1%	5.84	0.993
T3	Social media is the platform that tourism industry can be applied.	0 0%	0 0%	1 0.3%	10 3.4%	54 18.5%	109 37.3%	118 40.4%	6.14	0.860
T4	I feel social media usage has increased day by day.	0 0%	0 0%	3 1%	10 3.4%	55 18.8%	109 37.3%	115 39.4%	6.11	0.896
T5	I use social media while working/study.	0 0%	2 0.7%	4 1.4%	9 3.1%	54 18.5%	116 39.7%	107 36.6%	6.05	0.953

The mean and standard deviation analysis of respondents on the independent variable, social media, was shown in Table 4.10. Item T3 had the highest mean value of 6.14, indicating that respondents believed that social media is a platform that the tourism

business may use. While item T2 received the lowest mean value of 5.84, respondents agreed that social media has a significant impact on users. From the data set of 292 respondents, the standard deviation was less than one, indicating that the values were close to the mean, whereas the standard deviation was larger than one, indicating that the values were more distributed.

4.4.3 Travel Application

Table 4.11: Descriptive Statistic of Travel Application

	Item	Frequency							Mean	SD
		SD	D	SWD	N	SWA	A	SA		
T1	Travel applications enhance booking transaction.	0 0%	0 0%	0 0%	10 3.4%	52 17.8%	109 37.3%	121 41.4%	6.17	0.839
T2	Travel application guide tourist to explore a destination easily.	0 0%	0 0%	1 0.3%	14 4.8%	45 15.4%	107 36.6%	125 42.8%	6.17	0.883
T3	Travel application can save cost by offering low price.	0 0%	0 0%	5 1.7%	17 5.8%	62 21.2%	98 33.6%	110 37.7%	6.00	0.990
T4	Travel applications ensure a convenient and secure payment method via online method.	2 0.7%	0 0%	3 1%	24 8.2%	57 19.5%	106 36.3%	100 34.2%	5.92	1.062
T5	There are enormous off and promotion available to promote online travel application.	0 0%	0 0%	1 0.3%	17 5.8%	53 18.2%	99 33.9%	122 41.8%	6.11	0.924

The mean and standard deviation analysis of respondents on the independent variable, travel application, was shown in Table 4.11. Item T1 and T2 had the highest mean value, indicating that respondents strongly believe that travel applications improve booking transactions and can readily guide tourists to visit a destination. Item T4 score the lowest mean value which was 5.92, where the respondents somewhat disagree that travel application ensure a convenient and secure payment method via online method. From the data set from 292 respondents with the standard deviation most of the value which lowest than 1, indicated the close to mean while the standard deviation which greater than 1, indicated the values were more dispersed.

4.4.4 Flexibility

Table 4.12: Descriptive Statistics of Flexibilities

	Item	Frequency							Mean	SD
		SD	D	SWD	N	SWA	A	SA		
T1	Tourism mobile application can be access anywhere when there is internet provided.	0 0%	1 0.3%	1 0.3%	8 2.7%	39 13.4%	118 40.4%	125 42.8%	6.22	0.844
T2	Tourism mobile application can be use by anyone.	0 0%	0 0%	2 0.7%	10 3.4%	57 19.5%	118 40.4%	105 36%	6.08	0.866
T3	Using tourism mobile application save time to book for a trip.	0 0%	0 0%	3 1%	16 5.5%	45 15.4%	114 39%	114 39%	6.10	0.922

T4	Tourism mobile application can reduce the paperwork.	0 0%	1 0.3%	2 0.7%	12 4.1%	62 21.2%	99 33.9%	116 39.7%	6.07	0.943
T5	Tourism mobile application can be making all tourist booking easily under one platform.	0 0%	0 0%	1 0.3%	16 5.5%	50 17.1%	107 36.6%	118 40.4%	6.11	0.903

The mean and standard deviation analysis of respondents on the independent variable, flexibility, was shown in Table 4.12. Item T1 received the greatest mean value of 6.22, indicating that respondents agree that tourist mobile applications can be used anywhere there is internet access, while item T4 received the lowest mean value of 6.07. This is because the respondent somewhat agree that tourism mobile application can reduce the paperwork. From the data set from 292 respondents with the standard deviation most of the value which lowest than 1, indicate the values close to mean.

4.5 PEARSON CORRELATION COEFFICIENT

Pearson correlation analysis is a useful method for determining the linear relationship between two variables. The goal of this study is to see if there is a relationship between the independent factors (social media, travel apps, and flexibility) and the dependent variable (technology acceptance). If this association is significant, the researcher must determine whether the relationship's strength level is acceptable.

Table 4.13: 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: Agunbiade and Ogunyika, (2013)

4.5.1 Pearson Correlation Analysis

Table 4.14 shows the result of correlation analysis of technology acceptance towards timeliness, pricing and reliability of standard deviation provided in Malaysia terms of standard deviation.

Table 4.14: Results of Pearson Correlation Analysis

Technology	Social Media	Travel	Flexibility
------------	--------------	--------	-------------

	Acceptance	Application		
Technology Acceptance	1			
Social Media	0.673**	1		
Travel Application	0.667**	0.680**	1	
Flexibility	0.650**	0.613**	0.741**	1

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

Table 4.14 shows that technological acceptance and flexibility are highly associated ($r = 0.650$, $p < 0.01$). The correlation coefficient indicates that there is a moderate relationship between technological acceptability and flexibility.

With $r = 0.613$, $p < 0.01$ there was a statistically significant link between social media and flexibility. According to the correlation coefficient, there is a moderate relationship between social media and flexibility.

With $r = 0.741$, $p < 0.01$ there was a statistically significant link between travel application and flexibility. The correlation coefficient indicates that there is a substantial relationship between travel application and flexibility.

In conclusion, flexibility was significantly correlated with technology acceptance, social media and travel application, but there were moderate and strong relationships.

4.5.2 DISCUSSION BASED ON RESEARCH OBJECTIVE

Table 4.15 shows the summary for hypothesis testing for this study.

Table 4.15: Summary for Hypothesis Testing

Hypothesis		Pearson's correlation results	
H1	There is a positive relationship between technology acceptance and social media.	$r = 0.673, p < 0.01$	Supported
H2	There is a positive relationship between technology acceptance and travel application.	$r = 0.667, p < 0.01$	Supported
H3	There is a positive relationship between the technology acceptance and flexibility.	$r = 0.650, p < 0.01$	Supported

Pearson's correlation analysis was employed based on table 4.15 to assess the relationship between hypotheses on a significant association such as technological acceptance, social media, and travel application. According to the findings, all hypotheses were accepted at a 0.01 significance level.

4.6 SUMMARY

In conclusion, this study discovered that the three hypotheses in this study are accepted based on the relationship between the variables. The findings revealed a moderately positive correlation between all of the independent variables and the dependent variable. It also addresses the research issues of whether there is a link between

social media and technology acceptance, travel apps and technology acceptance, and flexibility and technology acceptance. To summarize, there is a considerable relationship between social media, travel applications, and technological acceptability, all of which influence mobile applications in tourism among Malaysian tourists.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

In this chapter discussed a recapitulation of study, the finding and discussion about the relationship between social media, travel application, flexibility and technology acceptance influencing mobile applications in tourism among local tourist in Malaysia. Furthermore, this chapter also discussed the study's weaknesses and made numerous recommendations for future research.

Below are the research objectives of this study:

1. To examine the relationship between social media and technology acceptance among local tourist in Malaysia
2. To examine the relationship between travel application and technology acceptance among local tourist in Malaysia
3. To study the relationship flexibility and technology acceptance among local tourist in Malaysia

Following with the research questions for this study:

1. What is the relationship between social media and technology acceptance among local tourist in Malaysia?

2. What is the relationship between travel application and technology acceptance among local tourist in Malaysia?
3. What is the relationship between flexibility and technology acceptance among local tourist in Malaysia?

5.2 RECAPITULATION OF STUDY

The study aims to know the relationship between social media, travel applications, flexibility, and technological adoption. The purpose of this research is to determine the relationship between social media, travel applications, flexibility, and technology adoption in influencing mobile applications in tourism among Malaysian tourists. In this situation, primary data was collected, and a pre-designed questionnaire was used to solicit comments from the respondents. The sample of 384 respondents was chosen based on the table created by Krejcie and Morgan (1970). This study also analysed the relationship between social media, travel application, flexibility and technology acceptance influencing mobile applications in tourism among local tourist in Malaysia.

The dependent variables in this study were important to examine the technology acceptance influencing mobile applications in tourism among local tourist in Malaysia. Whereas, a set of independent variables which consists of social media, travel application, flexibility influence the factors of technology acceptance influencing mobile application in tourism among local tourist in Malaysia.

The sampling frame of this study was among local tourist in Malaysia. The data was collected from east side, north side, south side, and west side. A total of 384 questionnaires were distributed, with replies from 292 of them being usable and able to be analysed. The reliability analysis, descriptive analysis, and Person's correlation coefficient were all used in this data study. The reliability test was performed on the independent variables to ensure the instrument's internal consistency.

Cronbach's Alpha values for all variable scales ranged from 0.8 to 0.9. They were significantly above the minimum acceptable reliability of 0.6, as suggested by Sekaran (2006). Technology acceptance and flexibility considered the highly reliable Cronbach's Alpha of 0.9. It showed the social media was most influence the technology acceptance influencing mobile applications in tourism among local tourist in Malaysia. Social media were considered reliable with Cronbach's Alpha of 0.8 concluded that variables and all variables were kept for further analysis.

The Pearson's correlation was employed in this study to explain the relationship between the two variables in terms of direction and strength. This result indicated that for social media there strong, positive correlation between technology acceptance among local tourist in Malaysia ($r=0.673$, $n=384$, $p<0.01$) and for the travel application ($r=0.667$, $n=384$, $p<0.01$) suggested a moderate positive correlation between travel application and technology acceptance among local tourist in Malaysia. However, the flexibility ($r=0.650$, $n=384$, $p<0.01$) was also suggested a moderated positive correlation between flexibility and technology acceptance among local tourist in Malaysia.

5.2.1 Research Question 1: What is the relationship between social media and technology acceptance among local tourist in Malaysia?

Table 5.1: Research Objective 1 & Research Question 1

No	Research Objective	Research Question
1	To examine the relationship between social media and technology acceptance among local tourist in Malaysia.	What is the relationship between social media and technology acceptance among local tourist in Malaysia?
H1	There is a positive relationship between technology acceptance and social media.	

In this study, social media was featured as a factor of technology acceptance among local tourist in Malaysia. The past results indicate that social media is defined as new forms of media that involved interactive participation (Manning and Kunkel, 2014). According to the results of the analysis, the strength of the association between social media and technological acceptance is moderate ($r=0.673$, $n=384$, $p<0.01$). The study discovered a positive and significant association between social media and technological acceptability. Therefore, it can be seen that social media is the factor that play and important roles in effecting the technology acceptance. This finding seems close to a previous study which only the cognitive component of a social media is considered.

5.2.2 Research Question 2: What is the relationship between travel application and technology acceptance among local tourist in Malaysia?

Table 5.2: Research Objective 2 & Research Question 2

No	Research Objective	Research Question
2	To examine the relationship between travel application and technology acceptance among local tourist in Malaysia.	What is the relationship between travel application and technology acceptance among local tourist in Malaysia?
H2	There is a positive relationship between technology acceptance and travel application.	

In this study, travel application was featured as a factor of technology acceptance among local tourist in Malaysia. The past indicate that travel application is defined that a software program that is considered to run on electrical hardware called as mobile devices, tablets and computing devices (Straub and Serper, 2018). The result indicated that the strength of the relationship between travel application and technology acceptance is at moderate level factor ($r=0.667$, $n=384$, $p<0.01$). According to the data, there was a favourable and significant association between travel application and technology adoption. Therefore, travel application plays a key role in influencing the technology acceptance among local tourist in Malaysia.

5.2.3 Research Question 3: What is the relationship between flexibility and technology acceptance among local tourist in Malaysia?

Table 5.3: Research Objective 3 & Research Question 3

No	Research Objective	Research Question
3	To study the relationship flexibility and technology acceptance among local tourist in Malaysia.	What is the relationship between flexibility and technology acceptance among local tourist in Malaysia?
H3	There is a positive relationship between the technology acceptance and flexibility.	

In this study, flexibility was featured as a factor of technology acceptance among local tourist in Malaysia. The past results indicate that flexibility is defined that can modify in compliance with current circumstances and situations (Oxford Advanced Learner's Dictionary, 2000). Based on the analysis done, it was found that the strength of the relationship between flexibility and technology acceptance is at moderate level factor ($r=0.650$, $n=384$, $p<0.01$). The study discovered a favourable and significant association between flexibility and technological acceptance.

Therefore, flexibility also plays a key role in influencing the technology acceptance among local tourist in Malaysia.

5.3 FINDING AND DISCUSSION

The Reliability Test was administered to 30 people before being distributed to 292 people via an online survey. It was tested using the Cronbach's Alpha Coefficient, which ranged from 0.8 to 0.9, and the results were very good, with the social media variable scoring the lowest Cronbach's Alpha value (0.8), the travel application variable

scoring the highest Cronbach's Alpha value (0.9), and the flexibility variable scoring the highest Cronbach's Alpha value (0.9). (0.9). Since a result, all variables had exceeded the minimum requirement of reliability, as all Cronbach's Alpha coefficients were more than 1 (0.6).

In the Descriptive Analysis for the independent variables, the highest mean value was flexibility variable which was 6.22 and followed by travel application was 6.17. the lowest mean value for the independents variables was social media variable influences 6.14. The mean value of dependents variable was 6.32. It could conclude that flexibility was the most influence the factors of technology acceptance influencing mobile applications in tourism among local tourist in Malaysia.

The Correlation Analysis was used by the researchers to examine the linear relationship between the two variables specified as the study's objectives. Table 5.1 showed the summary of Correlation Analysis, there were moderate positive relationship between social media, travel application, flexibility and technology acceptance among local tourist in Malaysia.

Table 5.4: Summary of Correlation Analysis

Hypothesis	Significant Value	Conclusion	Correlation Value	Conclusion
------------	-------------------	------------	-------------------	------------

1	0.000	Accepted	0.673	Moderate Positive Correlation
2	0.000	Accepted	0.667	Moderate Positive Correlation
3	0.000	Accepted	0.650	Moderate Positive Correlation

5.4 LIMITATION

This study, like any other, had limitations that made it difficult for the researchers to complete it. This study had some limitations, one of which being the number of responders. In this study, not all Malaysian tourists who consent to answer questions or get the questionnaire from the researchers can be respondents. Additionally, some of the respondents have thought that by answering questions from the researcher were considered as a wasting of time. There were also others local tourists who not being interested to answer the questionnaire and considered researcher to disturb their privacy.

Such an attitude of a few of tourists here will give impact to researchers to complete the study in time. Thus, the researchers must wait longer to collect the information from the respondents. This causes the researchers to take additional period to disseminate the questionnaire and obtain the respond from the respondents. In this

study, since the targeted respondent's behaviour or response was unexpected, the researchers needed to be highly understanding and know how to interact with them. However, the process of getting their response goes well as many of the tourists give their commitment towards the end.

Another limitation of this study is variable. This study focuses solely on the three independent factors which are social media, travel application, flexibility and one dependent variable which is the technology acceptance of mobile application among local tourists in Malaysia. As in the tourism sector, there are many factors that influence or associate with local tourists in the technology acceptance of mobile application among local tourists in Malaysia. The other factors are also having a relationship in this study as well. This occurs because of limited resources and reference for researchers to make a research base on other independent variables.

Furthermore, one of the study's shortcomings is its data collection approach. The researcher exclusively uses an online survey to collect data in this study. This is due to the fact that the research respondents for this study are local visitors in Malaysia, making it hard for the researcher to collect data through an interview method. The difficulty with using an online survey is that the researcher cannot check if the information provided by the respondents is authentic or not. Furthermore, conducting an online survey will require a significant amount of time for respondents to complete the questionnaire, delaying the data collection process.

The final limitation of this study is that it is a quantitative study. This study primarily focuses on quantitative research, hence there is no research expansion. When there is no more research on this study, particularly qualitative research, the other researcher is unable to learn more about the element of technology adoption impacting

mobile application in tourism among Malaysian tourists. The other researcher is unable to have a deeper comprehension of this research.

5.5 RECOMMENDATION

This research recommended that further studies may be conducted on the foreigner tourist travel in Malaysia since this study had only target among local tourist in Malaysia. It will be able to see if there are any similarities in the findings. If this study is applied to foreign tourists in Malaysia, the results may alter. Thus, there had another tourist to answer the questionnaire instead of target on local tourist only.

Additionally, current study only focuses for three factors that influencing the technology acceptance of mobile application among local tourist in Malaysia. Nevertheless, this study might overlook others significant factors which plays a vital role in influence the technology acceptance of mobile application among local tourist in Malaysia. Hence, for future researchers can recommend another factors or aspects including economic factor to discover new findings in their study.

Moreover, this study was confined to 292 samples, which can be considered tiny markets. According to Krejcie and Morgan (1970), the number would be enough and appropriate; nevertheless, higher sample sizes might be employed to systematise millions of Malaysian tourists. As a result, future research should increase the sample size in order to improve the study's accuracy and dependability.

Finally, instead of respondents answering a scaling questionnaire online, incorporate an interview approach or generate additional open-ended questions for them. Researchers can get a greater response rate using the interview method, and any ambiguities can be clarified, and any incomplete answers can be followed up on right away. As a result, this strategy can eliminate misunderstanding and produce more accurate study results.

5.6 CONCLUSION

As the conclusion of this chapter, the researchers aim to investigate the factors of technology acceptance influencing the mobile application in tourism. This study examines the relationship among the variables of social media, travel application, and flexibility that influence the technology acceptance of mobile application among local tourist in Malaysia. The research framework was developed based on the material that has been reviewed. The researcher intended to determine the link between each constituent of the independent variables which are social media, travel application and flexibility to the technology acceptance of influencing mobile application in tourism among local tourist in Malaysia.

This study has 292 respondents who took part in it via an online survey. SPSS software version 24 was used to collect and analyse the data, which was based on descriptive statistics, reliability analysis, and correlation analysis. The overall variables

were in the range of 0.8 to 0.9 as a result of the reliability analysis. As a result, the presented result is reliable and can be accepted in this research.

This research is to investigate the relationship between social media, travel application, and flexibility that influence the technology acceptance of mobile application among local tourist in Malaysia. The result of the research objective which is examining the relationship between social media, travel application, and flexibility that influence the technology acceptance of mobile application among local tourist in Malaysia is accepted. Meanwhile, such results can be forecast regarding the factor of social media, travel application, and flexibility that are influencing the technology acceptance of mobile application among local tourist in Malaysia.

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APPENDIX



TECHNOLOGY ACCEPTANCE INFLUENCING MOBILE APPLICATION IN TOURISM AMONG LOCAL TOURIST IN MALAYSIA

Dear respondents,

We are students of Bachelor Entrepreneurship (Tourism) with Hons in University Malaysia Kelantan. As part of our Final Year Project (FYP) we are currently conducting a survey on A Study of Technology Acceptance Influencing Mobile Application in Tourism among Local Tourist in Malaysia. Financially, it will not cost you anything and you will not be paid anything. However, your participation can help us find out A Study of Technology Acceptance Influencing Mobile Application in Tourism among Local Tourist in Malaysia.

Your personal details will not be exposed to the public as it is strictly used for research and academic purpose only. Any further inquiries, please kindly email to ashyiqin.h18a0473@siswa.umk.edu.my

Yours sincerely,

AHMAD ISKANDAR BIN ADRIAN MUZAFFAR	H18A0017
CHIANG ZHI YING	H18A0079
NOR ERYNAZATUL AIN BINTI HAMDAN	H18A0318
NURUL ASHYIQIN BINTI ASRIN	H18A0473

PART 1: DEMOGRAPHIC

BAHAGIAN 1: DEMOGRAFIK

Please tick (/) the related statement about yourself.

Tandakan (/) pada kenyataan yang berkenaan tentang diri anda.

Question in Section A: Demographic Respondents

Please tick (✓) in the answer below.

1. Gender / *Jantina*

- ☐ Male / *Lelaki*
☐ Female / *Perempuan*

2. Age / *Umur*

- ☐ 18 – 24 years old/ *18 – 24 tahun*
☐ 25 – 34 years old/ *25 – 34 tahun*
☐ 35 – 44 years old/ *35 – 44 tahun*
☐ 45 – 54 years old/ *45 – 54 tahun*
☐ 55 years old and above/ *55 tahun dan ke atas*

3. Race / *Bangsa*

- ☐ Malay / *Melayu*
☐ Chinese / *Cina*
☐ India / *India*
☐ Others / *Lain - lain*

4. Educational Level / *Tahap Pendidikan*

- ☐ SPM / *SIJIL PELAJARAN MALAYSIA*
☐ STPM / *SIJIL TINGGI PELAJARAN MALAYSIA*
☐ Diploma / *Sijil Diploma*
☐ Degree or A-Level / *Ijazah atau A-Level*
☐ Master or Phd / *Ijazah Sarjana atau Doktor Falsafah*

employed / *Bekerja*

unemployed / *Bekerja sendiri*

auditor / *Pesara*

Section B: Technology Acceptance/*Penerimaan Teknologi*

Strongly Disagree ←

	(1)	(2)	(3)	(4)	(5)
Technology acceptance helps me accomplish task quickly.					
Penerimaan teknologi membantu menyelesaikan tugas dengan cepat.					
Technology acceptance enhances productivity at work.					
Penerimaan teknologi meningkatkan produktivitas di tempat kerja.					

dan	teknologi				
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meningkatkan keberkesanan saya kerja.				
technology acceptances can be in tourism sector.				
teknologi dapat dalam sektor gan.				
it easy to get this y acceptance to do what to do.				
rasa senang mendapat teknologi ini untuk				

melakukan apa yang saya mahukan.							
I have found technology acceptance is useful. Saya mendapati penerimaan teknologi sangat berguna.							

Question in Section C: Social Media / Media Sosial

	Strongly Disagree				Strongly Agree		
	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Question <i>Soalan</i>							
I find myself using social media longer than intended. <i>Saya mendapati diri saya menggunakan media sosial lebih lama daripada yang diharapkan.</i>							
I found it that social media give a huge impact to myself. <i>Saya mendapati bahawa media sosial memberi impak yang besar terhadap diri saya.</i>							
Social media is the platform that tourism industry can be applied. <i>Media sosial adalah platform yang dapat diterapkan oleh industri pelancongan.</i>							
I feel social media usage has increased day by day. <i>Saya merasakan penggunaan media sosial meningkat dari hari ke hari.</i>							

Question <i>Soalan</i>	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Travel application enhance booking transaction. <i>Aplikasi pelancongan meningkatkan transaksi tempahan.</i>							
Travel application guide tourist to explore a destination easily. <i>Aplikasi pelancongan memberi panduan kepada pelancong untuk menerokai destinasi dengan mudah.</i>							
Travel application can save cost by offering low price. <i>Aplikasi pelancongan dapat menjimatkan kos dengan menawarkan harga yang rendah.</i>							
Travel application ensure a convenient and secure payment method via online method. <i>Aplikasi pelancongan memastikan kaedah pembayaran yang mudah dan selamat melalui kaedah dalam talian.</i>							

There are enormous off and promotion available to promote online travel application. <i>Terdapat banyak promosi yang tersedia untuk mempromosikan aplikasi pelancongan dalam talian.</i>							
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Question in Section E: Flexibility / Kelenturan

	<div style="display: flex; justify-content: space-between;"> Strongly Disagree Strongly Agree </div> <div style="text-align: center; margin-top: 5px;"> ← → </div>						
Question <i>Soalan</i>	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Tourism mobile application can be access anywhere when there is internet provided. <i>Aplikasi mudah alih pelancongan boleh diakses di mana sahaja apabila terdapat internet yang disediakan.</i>							
Tourism mobile application can be use by anyone. <i>Aplikasi mudah alih pelancongan boleh digunakan oleh sesiapa sahaja.</i>							
Using tourism mobile application save time to book for a trip. <i>Penggunaan aplikasi mudah alih pelancongan menjimatkan masa untuk menempah perjalanan.</i>							
Tourism mobile application can reduce the paperwork.							

<i>Aplikasi mudah alih pelancongan dapat mengurangkan kertas kerja.</i>							
Tourism mobile application can be making all tourist booking easily under one platform. <i>Aplikasi mudah alih pelancongan dapat membuat semua tempahan pelancongan dengan mudah di bawah satu platform.</i>							

PPTA GROUP 14 (TURNITIN)

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