DETERMINANTS OF TRAVEL INTENTION AMONG FOREIGN STUDENTS IN MALAYSIA- PERSPECTIVE FROM PUSH-PULL MOTIVATIONS

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A research project submitted in partial fulfillment of the requirement for the degree of

BACHELOR OF MARKETING (HONS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF BUSINESS AND FINANCE
DEPARTMENT OF MARKETING

SEPTEMBER 2015

DECLARATION

We hereby declare that:

(1) This undergraduate research project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Equal contribution has been made by each group member in completing the research project.

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ACKNOWLEDGEMENT

Firstly, I would like to express my deepest gratitude to our beloved supervisor, Dr. Gengeswari a/p Krishnapillai for her continuous support on our research project, her motivation, patience and immense knowledge. We are very proud to become Dr. Gengeswari's student as we learned many related skills and knowledge on research studies. We could not imagine having a better advisor and mentor for our final year project. Besides that, special thanks to our second examiner, Dr. Chong Yee Lee for her advice and guidance during the viva presentation. Their participation and experiences are very much appreciated. Furthermore, we would like to further our gratitude to University Tunku Abdul Rahman (UTAR) for the opportunity given to conduct this research project in the campus. In addition, we would like to thank all the respondent participating in our pilot study and actual survey. Their efforts are much appreciated and very useful in our research project. Also, their valuable feedbacks are beneficial to our research project. Last but not least important, I would like to thank all my research mates in stimulating discussions, sleepless night that we were working together before the deadlines and of course, the fun we had throughout the past six months on the research project. Without our efforts, this research project will never complete successfully.

DEDICATION

This research is dedicated to our supervisor, Dr. Gengeswari a/p Krishnapillai, research mates, family and friends. Without their guidance and support, this research project will be challenging and difficult to achieve the completion of project.

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SC	Self-congruity
PQ	Perceived Quality
AT	Attitude
DI	Destination Image
e-WOM	Electronic Word of Mouth
TCL	Travel Career Ladder
df	Degree of Freedom

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PREFACE

Tourism is an important sub-sector that contributes to Malaysia economic growth in recent years. The increasing number of foreign students has become main concerned by the government as it believed to has a strong impact on the tourism industry. This could be further justified by previous studies stated that foreign students will travel frequently around the host country and therefore, it contributes to country's economic. In fact, it will increase the revenue of tourism sector due to their expenditure during vacation.

Besides that, several past studies claimed that e-WOM is very crucial in influencing tourist's decision and preferences whereby it is an initial step before an action. Thus, e-WOM as a moderator is also actively used in most of the research topics. Additionally, most of the past studies concluded that tourist's preferences are influenced by both internal and external (push-pull motivation) and yet it is failed to be discovered and satisfied. Therefore, the purpose of this study is to further investigate push-pull motivations which arbitrator by e-WOM.

ABSTRACT

Educational tourism is one of the most important sources for economic growth in Malaysia. Government foresees the positive impact from foreign students that pursue their tertiary education in Malaysia as research statistics ranked Malaysia 11th with the highest demand in population of international students. Therefore, it raised the curiosity of government to further discover the determinants on travel intention align with Malaysia economic growth. To be specific, this research aims at investigating the push-pull motivations among foreign student's intention to travel in Malaysia and moderator in between. The research framework applied in this research is based on Travel Career Ladder (TCL) and the independent variable included. E-WOM is incorporated as the moderator that affects the collaboration between variables and travel intention. Research methodology is further commerce and Statistical Analysis System (SAS) Enterprise Guide 5.1 as well as SPSS 16.0 being used to analyze the data collection from questionnaire. Findings support the hypotheses that self-congruity and attitude (push motivations) are key drivers of travel intention. However, destination image and perceived quality (pull motivations) have low significance in affecting foreign students travel intention. The paper also presents a discussion of theoretical and managerial implications of research findings for the foreign student's travel intention. Results provide unique insights to help travel agency in attracting foreign students.

CHAPTER 1: INTRODUCTION

1.0 Introduction

This chapter discusses the background of the study and research problems. Research objectives are generated in line with issues discussed in research problem. This chapter ends by discussing the research significance of study.

1.1 Research Background

Tourism education started as an advancement of technical or vocational schools with the expansion of travel and tourism at higher education due to the demand and interest from public and private sectors which imposed a rapid expansion of tourism studies (Inui, Wheeler & Lankford, 2006). Since last decade, Malaysia has begun to emphasize on the growth of education sector as it has been constantly recognized as a good choice of study destination for foreign students. To date, Malaysia is in the list of top 10 countries for foreign students in choosing their study destination ("Malaysia ranks 9th destination of choice for further studies", 2015) where 135,502 foreign students from 160 countries are currently studying in local higher education institutions ("Malaysia has one of highest proportions of international students pursuing higher education", 2015). Tourism sector can be foreseen as an important to economic growth from foreign exchange earnings. In Malaysia, public and private high learning institutions are offering such program which emerging at the fast rate (Bin MohdYusof, 2010).

Education Minister Tan Sri Muhyiddin Yassin had highlighted that number of foreign students in Malaysia has increased steadily where such positive growth enables Malaysia to be 11th in the list of countries with the highest population of international students (Chi, 2011). Similarly, Badaruddin revealed that the annual growth of foreign students in the country is about 16 percent (as cited in Yee & Mokhtar, 2013). Industry analysts have predicted that there will be substantial acceleration in the population of foreign students from 18,242 in 2013 to 86,919 students within 10 years (Yee & Mokhtar, 2013).

Globally, World Tourism Organization has ranked Malaysia as the 10th country that most-visited nation ("Economic Transformation Programme", 2013). In 1995, Tourism in Malaysia has already established and growing fast which attract foreign tourist into Malaysia. From 1995 to 2010, foreign tourist has contributed to economy by increasing from 538 million to 940 million (Su & Lin, 2014). However, it can be proved by the record achieved in 2012 which indicates the amount of tourists has reached 12 million ("Economic Transformation Programme", 2013). In year 2013 to 2014, tourist arrival in Malaysia has increased 10% from the total of 10.48 million to 11.53 million ("More tourist arrivals to Malaysia in comparison to last year", 2014). In addition, statistics on Malaysia tourism Gross Domestic Product (GDP) indicate that tourism sector actually has contributed to Malaysia economy as 12.5 % of GDP in 2012 ("Economic Transformation Programme", 2013).

Besides that, foreign students are believed to have stronger effects towards future tourism industry as there is an increase number of students acquiring higher education in other country with vacation during their leisure time (Heidari & Marzuki, 2013; Qiu, 2014). Referring to a government report, Malaysia is expected that there will be at least 200,000 international students pursue the education in Malaysia by 2020 and earnings worth RM6 billion ("Malaysia has one of highest proportions of international students pursuing higher education", 2015). Hence, it also will increase tourism revenue due to their expenditures during their vacation.

Furthermore, Dato Sri Ng Yen Yen had reported that most of the foreign students have vacation in Malaysia as domestic tourist when they are studying in Malaysia ("Why Students May Choose Malaysia for Study", 2013). In other words, foreign students travel frequently in host country and thus contribute to host country economy (Varasteh, Marzuki, & Rasoolimanesh, 2014). One research found that foreign students spending during their semester break can estimate to be a billion dollar in tourism industry (Bojanic, 2012). Thus, it is clearly stated that foreign students have potential to grow in tourism markets and indirectly boosting Malaysia tourism industry as their treat to best vacation destination (Tian & Said, 2011).

1.2 Research Problem

Baltas claimed that the rate of tourism directly affected by tourist's decision to travel (as cited in Yang, Fik & Zhang, 2013). Besides, according to Sirakaya, Sonmez and Choi (2001), tourists are rational decision makers and they will be influenced by both internal and external drivers. These drivers act as the push-pull motivation which influences their decision to travel (Romao, Neuts, Nijkamp & Shikida, 2014; Uysal, Li & Sirakaya, 2008). It is also related to the intangible and intrinsic personal preferences of tourists. However, Marrese-Taylor, Velasquez, Bravo-Marquez and Matsuo (2013) had highlighted that tourist's preferences are usually failed to be discovered and satisfied. This could be justified with the claim of Abdul-Hamid (2011) which discovered that travel agency has failed to provide its services for the travelers in Malaysia. They also claimed that the packages offered to those market segments are inappropriate and satisfaction level of tourism is unfulfilled which caused adverse impact towards the tourism demand.

Goldenberg, Libai, and Muller (2001) emphasized that consumer selection process are strongly influenced by WOM from other customers. Similarly, tourists also choose the travel destination with the most favorable image; such image is usually

developed based on the ratings through information spread word of mouth sources. Hence, it is believed that WOM sources are crucial in influencing tourists' perception and hence, their travel decision (Kim & Morrison, 2005). Jalilvand, Samiei, Dini and Manzari (2012) mentioned that, in recent times, electronic word-of-mouth (e-WOM) has positively affect the destination image, tourist attitude, travel intention and image. To date, Internet has influenced traveler's decision by online user-generated reviews to evaluate the tourism services, accommodations, and travel destination. (Jalilvand et al., 2012).

Furthermore, Jason, Admad and Azhar (2011) clarified that tourism industry cannot be successes due to the lacking of research and data area which discussed by a few tourism academicians and it clearly show that the educational tourism has been failed. However, Paul also clarified that the understanding of educational tourism is limited which contrasts with the absence of research into the diverse intellectual tourism industry segments (as cited in Abubakar, Shneikat & Oday, 2014).

1.3 Research Objectives

1.3.1 General Objective

As discussed earlier, national economic growth has become a main concerned in tourism industry where foreign students has indirectly boosting tourism in Malaysia. Also, e-WOM plays a powerful role on the travel intentions. The purpose of this research is to explore further on education tourism in Malaysia context.

1.3.2 Specific Objectives

- To examine the influence of push-pull motivations towards foreign students intention to travel within Malaysia.
- To examine the moderation impact of e-WOM towards the relationship between push-pull motivations and travel intention within Malaysia.

1.4 Research Significance

From academic perspective, travel agencies will have a better understanding on the foreign students in terms of the travel intention. In this research, it provides a sufficient data and information in order to allow travel agencies to identify the strongest factors perspective from push-pull motivations affecting travel intention among foreign students during their leisure time. Furthermore, e-WOM also added to help them in products and services offerings. Through their efforts, e-WOM is a statement created towards products and services which accessible to a multitude of online users via Internet which further enhance travel motivations among traveler. Besides that, it provides an opportunity for travel agencies to improve their competitive advantage.

Meanwhile, from country perspective, the research findings aim to deliver understanding of affiliation between government and travel agencies. It contributes to the increasing number of tourist and student within Malaysia which boost the economic growth. This research will benefit the government by making the right investment decision. Most of the travel agencies firms have a vision on defining the strategy and plan for further expansion in their business. Therefore, it gives overall thoughts where the government should invest in.

Furthermore, this research also benefits future researchers by providing them an outlook and insight on the related push-pull drivers given the support of e-WOM. It assists those future researchers by providing valid and reliable information and details in their own research area. Thus, researchers have more understanding towards effect of push-pull motivations and e-WOM as moderator in influencing the travel intention.

1.5 Summary

Overall, this chapter describes the research background of tourism industry and highlighted the problem which tourists are strongly influenced by push-pull motivations and e-WOM to be considered by tourists in establishing their travel intention. Lastly, lacking of tourism research data is one of the major problems which the industry currently encountered. Thus, research objectives are presented to deliver guidance for the correct direction and the facts gathered serves as preference for the subsequent chapters.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This study aims to discuss about determinants of travel intention among foreign students in Malaysia from push-pull motivations perspective. An extensive literature review on related past literatures has been done. According to Goeldner and Richie, tourism has been described as the world's largest industry (as cited in Inui et al., 2006). Also, tourism can be claimed as a growing industry that has high degree of cyclicality throughout the world (Hsiao & Yang, 2010). Meanwhile, formal education refers a conventional education system which being established and in line with curriculum that preset by the schooling system itself. Thus, tourism education is one of the quadrants in the complexity of tourism phenomenon and embodies the direct and indirect effect on tourism sector (Ayikoru, Tribe & Airey, 2009).

2.1 Push-Pull Motivations

Researchers found that travel motivation indicates the meaning of push-pull motivation where push factors refers to travelling based on inner needs and pull factor means an attractiveness of destination (Hung & Petrick, 2012). In other words, push factors refers to intangible of individual desire such as rest and relaxation, excitement desire, achievement or prestige whereas pull factors refers to tangible features such as beaches, accommodation and recreation facilities, cultural and historical resources which act as one of the original theoretical basis on travel destination selection where

it claimed to be a useful predictor of destination selection (Kozak, 2002; Lewis, Kerr & Pomering, 2010; Hung & Petrick, 2012; Guillet, Law & Leung, 2012; Lam & Hsu, 2006; Horng, Liu, Chou & Tsai, 2012). Travel motivation is also effective and essential interpreter of tourist behavior which aggressively affect travel intention (Kozak, 2002; Jang & Namkung, 2009). Motivations are possible to identify tourist intentions as widely discussed and accepted in the study of travel motivation (Mohamed & Othman, 2012; Mody, Day, Sydnor, Jaffe & Lehto, 2014; Naidoo, Ramseook-Munhurrun, Seebaluck & Janvier, 2015).

2.1.2 e-WOM

The related research topics on e-WOM were originated in 1940 and actively applied in today due to the popularity of Internet platform particularly on social media which makes e-WOM as a moderator in most of the research topics (Yi, Jonathon & Liping, 2011; Ishida, 2011). Not surprisingly, today e-WOM as a moderator is widely discussed in tourism research topic (Bronner & De Hoog, 2010; Ishida, 2011; Nieto, Hernández-Maestro & Muñoz-Gallego, 2014; Lee & Hyun, 2015; Di Pietro, Di Virgilio & Pantano, 2012; Jalilvand et al., 2012). In this research, push-pull motivations are used to describe determinants of foreign students travel intention in Malaysia which moderator by e-WOM.

2.1.3 Summary of Past Studies

An extensive review on past studies was done accordingly, several attributes which arbitrators by e-WOM are widely discussed from past studies listed in table 2.1. The first six attributes belong to self-congruity since it relates to the match between self-image and destination's place identity (Ahn, Ekinci & Li, 2013; Veasna, Wu & Huang, 2013; Zhang, Fu, Cai & Lu, 2014). Next, three attributes regarding attitude as having component which relate to cognitive, conative and affective (Kim & Stepchenkova, 2015; Zhou, 2014; Smith, Li, Pan, Witte & Doherty, 2015). Afterwards, attributes discussed can be stated as destination image because it relates to destination attributes (Cherifi, Smith, Maitland & Stevenson, 2014; Ramseook-Munhurrun, Seebaluck, & Naidoo, 2015). The last four attributes which describe in terms of quality are associated to perceived quality (Chung, Lee, Lee & Koo, 2015; Rajaratnam, Munikrishnan, Sharif & Nair, 2014).

To enrich this study outcome, 4 main factors of push-pull (intangible characteristic, self-congruity and attitude; tangible characteristic, destination image and perceived quality) are chosen in this study due to the most frequent discussed in past studies.

Table 2.1 Attributes From Past Studies

Attributes	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**	**13**	**14**	**15**
Visit to destination which align with personal value			✓			✓					✓				
People think the destination image is similar to own personal image			✓			✓									
Visit to destination which similar to own personal image			✓			✓									
Exhibit to people that travelling to a destination which align with own personal image			✓			✓									
Consistency between self-image and destination image			✓			✓		✓			✓				
Association between destination personality and destination image			✓			✓		✓			✓				
Tourist psychological response to a destination		✓			✓										✓
Recommendation from verbal indication among individuals	✓	✓			✓		✓								✓
Evaluation of the destination form an attitude	✓	✓			✓										✓
Safety of the destination		✓			✓			✓			✓				
Beautiful landscape of the destination		✓			✓			✓		✓	✓				
Cultural exchange in the destination					✓			✓		✓	✓				
Heritage of the destination					✓			✓		✓	✓		✓		
Quality service			✓	✓		✓								✓	
Convenience of transportation			✓	✓	✓				✓			✓			
Quality accommodation			✓	✓	✓				✓			✓	✓		
Quality facility			✓	✓			✓								

Source: Amaro & Duarte (2015); Jalilvand et al. (2012); Ryu & Lee (2013); Chen, Shang & Li (2014); Tseng, Wu, Morrison, Zhang & Chen (2015); Lee & Jeong (2014); Kiráľová, & Pavlíčeka (2015); Lewis et al. (2010); Filieri (2015a); Leong, Yeh, Hsiao & Huan (2015); Qu, Kim & Im (2011); Filieri (2015b); Rodríguez-Molina, Frías-Jamilena & Castañeda-García (2015); Litvin, Goldsmith & Pan (2008); Kim & Stepchenkova (2015)

2.1.4 Travel Career Ladder (TCL)

In 1988, TCL was fully described by Pearce. It was basically created from Maslow's hierarchy needs (Ryan, 1998). Based on Maslow's, Pearce's model declared five hierarchical steps influencing tourist behavior and in turn motivates them to travel. Travel motivation is the best component to explain travel intention because motivational factors are captured to influence a behavior (Huang, 2007; Webb & Sheeran, 2006). It means motivations will cause a tendency to behave (to travel). Chen and Chen (2015) also further claimed that TCL approach explained travel motives which equivalent to push-pull motivations. It includes biological needs (such as relaxation), safety and security needs (levels of stimulation), relationship development and extension needs, special interest and self-development needs, and fulfilment or deep involvement needs (previously known as self-actualization) (Ryan, 1998).

Furthermore, many tourism sectors in journals and reports support TCL in the present (Williams & McNeilm 2011). Also, it highlighted the tourists' patterns or motives even for traveling intention. It is also a confirmation that consumption derived from motivations and the maturity personality leads to self-actualization. Pearce's explains on Maslow's original theory through differentiating between internal and external oriented drives in the diagram below (Ryan, 1998).

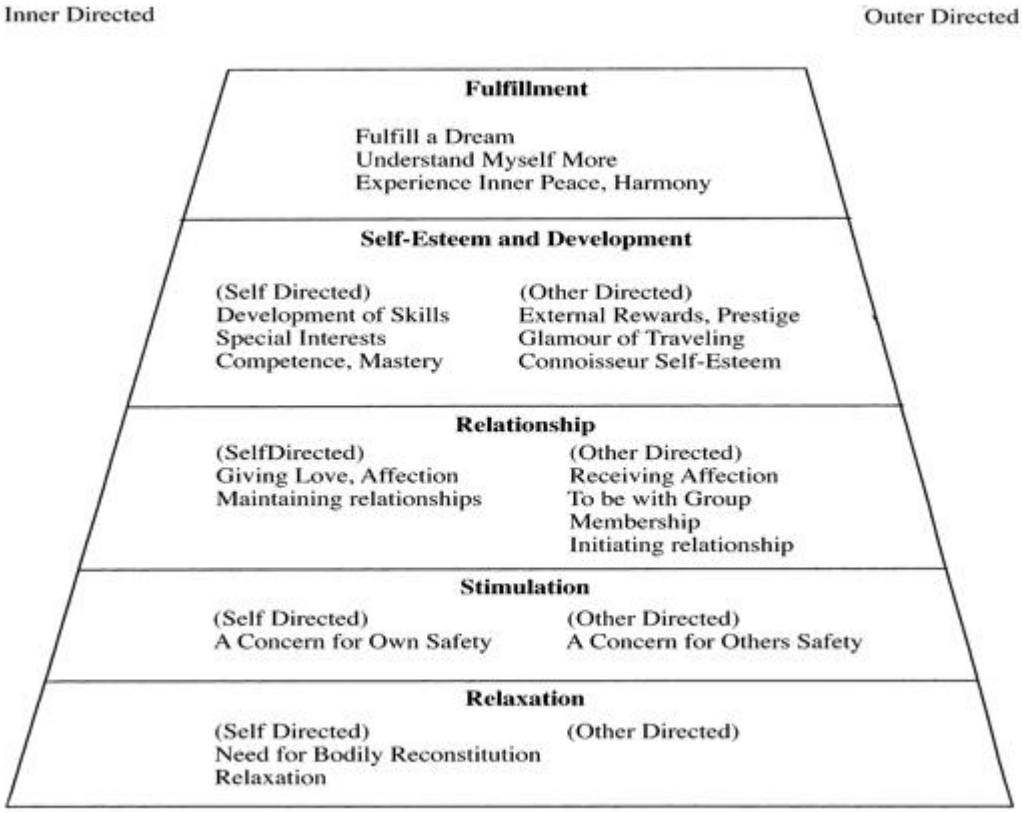
In tourism research, TCL theory proposes changes in travelers' motivation with their travel experience (Guillet, Law & Leung, 2012). In contrast to TCL theory, Guillet et al. (2012); Gagne (2009) claimed that novelty, escape and relaxation, relationships (travel companions) and self-development are main motivation factors despite travel experience which in turn lead to travel intention. Consequently, the finding indicates that travel motivations are constant and robust rather than ascending from lower to higher levels as recommended by TCL theory (Guillet et al., 2012). In fact, individual begins at different levels where some of them ascending the ladder while others are descending it.

Overall, TCL was successfully explained travel motivation which influence behavior and cultural understanding of foreign tourists (Gagne, 2009; Ryan, 1998). Push-pull motivations and moderator, e-WOM in this research are associated to the components of TCL which discussed below.

Table 2.2 Association between Theory and Independent Variables

TCL	**This study**
Fulfilment (*Fulfil a Dream; Experience Inner Peace, Harmony*)	**Self-congruity** (Tourist who implies self-congruity will expect to fulfil their dream and experience an inner peace and harmony. This motivated them to fulfil their needs and push them to travel). **Attitude** (Tourist who has positive attitude to travel with expectation of getting chances to experience excitement value and pleasure which self-fulfilment can be satisfied).
Self-esteem and development (*Prestige; Glamour City*)	**Self-congruity** (Tourists that need to enhance personal prestige which urges them to behave in similar way). **Perceived Quality** (Set of quality attribute in destination enable to achieve glamour of travelling).
Relationship (*To be With Group; Membership; Initiating relationship*)	**e-WOM** (Communication via Internet platform such as social media which discuss on the related topic by joining membership and begin relationship as well as belonging in group)
Stimulation (*A concern for own and others safety*)	**Destination Image** (The attribute of favourable image whereby safety relates to stimulation).
Relaxation (*Relaxation*)	**Attitude** (The favourable of destination will affect tourist's relaxation).

Figure 1: Travel Career Ladder



Source: Ryan, C. (1998). The travel career ladder: an appraisal. Annals of Tourism Research, 25(4), 936-957.

2.2 Travel Intention

Behavioral intention is defined as a behavior that existed before an action depending on different attributable to evaluative beliefs, social factors that deliver a set of normative beliefs, and situational factors (Moutinho, 1987). However, many researchers agreed that attitude is an essential influential towards behavioral intention (Baker, Al-Gahtani & Hubona, 2007; Cheng, Lam & Hsu, 2006).

In tourism context, several researchers defined travel intention is the possibility of travelling to a destination (Ahn et al., 2013; Baker & Crompton, 2000). It also highlighted as one's intent to travel or commitment to travel. While, an outcome of travel intention is based on mental process and transformation between motivation into behavior (Jang, Bai, Hu & Wu, 2009) where it closely related to TCL model which motivation factors will lead to travel intention. According to Pearce (1988) in the TCL model, special interest creates motivation which in turn leads to travel intention due to the fulfillment of self-esteem and development.

Referring to many studies, travel intention is based on attitude and preference toward a product or brand (Beerli & Martin, 2004; Chen, Yeh & Huan, 2014). Based on Wu (2015), tourism behaviors also determined by rational and affective condition. In other words, psychological and functional variable often influence its behavior towards a destination which leads to travel intention. Psychological can be in terms of emotions which characterized by episodes of intense feelings (Hosany & Prayag, 2013; Gossens, 2000). While, functional ensures that particular goals have to be fulfilled by features and environments in the destination (Orth, Limon & Rose, 2010; Trauer & Ryan, 2005). Furthermore, Shimn, Gehrt and Siek's study (as cited in Wu, 2005) clarified that younger age have stronger intentions for future travel.

2.3 Determinants of Travel Intention

2.3.1 Self-Congruity

Self-congruity refers to match between tourists' self-image and perceived destination image (Hung & Petrick, 2012). Also, it proposed that people are likely to act congruent to their self-image which internally push them to travel (Jewell & Crotts, 2002; Qu et al., 2011).

Self-image or self-concept are explained on how an individual reflect as an object towards their feelings and thoughts (Usakli & Baloglu, 2011). Self-image and destination image serve as determinant to evaluate a person self-congruity (Ryu & Lee, 2013). Self-concept comprises of actual, ideal, social selves (Liu, Lin & Wang, 2012). There are 4 dimensions starting with actual self-concept which shows how people see themselves and social self-concept shows how people think they image in others people mind. Next, ideal self-identity is about how people expected what they should be while for ideal social self-concept is about how people expect on how others see them (Beerli, Meneses & Gil, 2007; Qu, et al., 2011).

Tourist would like to behave in similar way which can promote their self-image to enhance self-esteem. Thus, it causes tourists intention to travel to the destination whereby destination image is similar with self-image (Lee & Jeong, 2014; Lewis et al., 2010). Likewise, tourists will behave based on their self-concept such as value and lifestyles to feel secured and protected because it inspired by self-consistency needs which people are guided to behave in constant with their actual self-images (Ryu & Lee, 2013).

Moreover, destination personality is a set of human characteristics associated with a destination as perceived from a tourist (Ekinci & Hosany, 2006). The

closer the destination personality match with tourist self-concept, the better attitude towards destination will be. Thus, the greater travel intention and recommendation (Usakli & Baloglu, 2011; Lewis et al., 2010). Furthermore, tourist who implies on self-congruity expected to fulfil their dream and experience by having a trip (Hung & Petrick, 2012).

2.3.2 Attitude

Attitude shows how an individual respond to favorable or unfavorable object (Ajzen, 1991). Attitude is one of the essential constructs in understanding tourist motivation and behavior (Gnoth, 1997). Tourist decision in travelling to a destination is also based on their attitude (Jalilvand et al., 2012). Hosany also clarified that a tourist has a positive attitude to travel with the expectation of getting chances to experience value of excitement and pleasure (as cited in Gardiner, King & Grace, 2013). In other words, the greater the attitude towards destination, the greater intention it will be. This also further claimed by Yoon and Uysal (2005), it could internally push tourist to a destination.

Tourist's attitude is mainly based on three components which include affective, conative (behavior) and cognitive. Affective response is a tourist psychological response to an entity that expressing their preference. Behavioral response is about a kind of verbal indication of the intention of an individual. Cognitive response is about how a people evaluates an entity and form an attitude (Jalilvand et al., 2012; Tseng et al., 2015). It often refer to tri-component model and ABC model of attitudes such as affective component is about emotion, mood and feeling of a consumer toward a product or brand, meanwhile conative component is about how a person tendency behave to an attitude object. However, cognitive component are formed by experiencing an attitude object and information obtained to have a knowledge or perception

(Bilim & Yükselb, 2008; Kiráľová & Pavlíčeka, 2015; Kim & Stepchenkova, 2015; Amaro & Duarte, 2015).

2.3.3 Destination Image

Destination image is the tourists hold a set of ideas, feeling and belief about the particular destination (Chen & Phou, 2013). It can also be defined as knowledge and impression while evaluating the information from various sources which can find the benefits of destination (Zhang et al., 2014). Perceived destination attribute could pull tourists intention to visit the destination (Mohsin & Alsawafi, 2011).

The destination is claimed to have favorable image through different attributes such as safety, beautiful landscape, shopping opportunities, cultural exchange, infrastructure and activities (Lewis et al., 2010; Jalilvand et al., 2012; Kim, 2014; Leong et al., 2015). This also acts as pull motivation that affect holistic destination attributes (Leong et al., 2015). The greater positive image in destination attributes described above, the greater the intention to travel (Tseng et al., 2015). Each of the images has its unique atmosphere and attractions to influence the tourists' decision (Huang, Chen & Lin, 2013). In other words, destination image can be evaluated based on tourists cognitive and affective to form knowledge and belief about destination and attribute (Chen, Ji & Funk, 2014). The physical characteristics of destination such as heritage and culture are related to the tourist's values or travel life orientation (Mutinda & Mayaka, 2012; Rodríguez-Molina et al., 2015). Thus, tourists evaluate strengths and weaknesses of destination based on their feeling towards the destination attribute and the image stimulate these feelings include arousing, relaxing, pleasant, gloomy, exciting, and sleepy (Chen & Phou, 2013; Pan, Lee & Tsai, 2014; Qu et al., 2011). Indeed, behavior

intention of tourists are formed when destination is considered based on the destination attributes (Jalilvand et al., 2012).

2.3.4 Perceived Quality

Perceived quality is a set of service provided and the outcome judged by consumers (Radder & Han, 2013). This caused the tourists to form a judgment from rating excellence to poor quality for overall products and services (Petrick, 2011). Quality can be appeared in tangible services which related to the level of quality equipment and facilities provided to evaluate in convenience of accessibility, sufficient information, direction signal and the service network (Lai & Chen, 2011; Lee & Jeong, 2014; Litvin et al., 2008; Filieri, 2015b). In addition, tangible characteristics such as destination attraction, accommodation, service quality, local food, transportation and facility are crucial set of perceived service provided judged by tourists (Ryu & Lee, 2013; Chen et al., 2014; Lee & Jeong, 2014; Tseng et al., 2015; Kiráľová & Pavlíčeka, 2015; Filieri, 2015a; Litvin et al., 2008; Filieri, 2015b). At the same time, most of the tourists have their own perceptions and experiences in comparing the quality of facilities and service standards (Ozdemir & Simsek, 2015).

Accommodation is the crucial site selection factor which often referred to certain service quality such as breakfast and bed (Gunasekaran & Anandkumar, 2012; Ryu & Lee, 2013; Rodríguez-Molina et al., 2015). Destination environment quality in natural and atmosphere in city also strongly influence the tourists (Bujosa, Riera & Torres, 2015). At the same time, the destination attributes which have made come to the tourists mind associated with quality (Kim, Holland & Han, 2013).

2.4 Electronic Word of Mouth (e-WOM)

Electronic word-of-mouth (e-WOM) refers to all informal communications either positive or negative statement directed at customers via Internet platform which related to usage of specific products or services (Litvin et al., 2008). With the advancements of Internet technologies, tourists seek destination information from Internet (Gursoy & McCleary, 2004).

According to Ladhari and Michaud (2015), social media refers to all Internet platforms which provide users with tools for multitude social interaction such as online reviews, social network and blogs. A report indicates that millions of visitors get affected by what they see through online reviews such as hotels, travel destinations and services (Tripadvisor, 2015). It is also easily accessible to other users with their ideas and opinions available via Internet (Dellarocas, 2003). Online travel review is also an influential source of information (Vermeulen & Seegers, 2009). In fact, it has a significant impact on message credibility and acceptance (Lee & Koo, 2012; Liu & Park, 2015).

As growing impact of other, social network such as Facebook should not be neglected. The studies also claimed that Facebook is beneficial due to the risk reduction and motivation as people tend to rely on comments generated by friends rather than tourist companies (Jacobsen & Munar, 2012; Ladhari & Michaud, 2015). They also proposed that e-WOM in this platform will determine its perceived risk and certainty level which in turn lead to tourist intention to make purchase, decision as well as travel. Moreover, tourist's travel intention is deeply affected by e-WOM as they claimed that independence source of message generated by peers is considered as more impartial, reliable and unbiased (Ladhari & Michaud, 2015).

However, a recent study from Lin and Huang; Scott; Singh, Veron-Jackson and Cullinance; Yoo and Gretzel (as cited in Chen et al., 2014), obtaining information from personal blogs have becoming a crucial basis. The main reason is due to the

wide availability of weblogs which enhance quantity of e-WOM. The study also proposed that personal blogs are reliability, understandability and create interest towards behavioral intention and which in turn lead to traveler intention.

2.5 Operationalization of Research Framework

The conceptual framework illustrated the self-congruity, attitude, destination image and perceived quality which is classified push-pull motivations and e-WOM moderating the relationships of tourists' push and pull factors towards travel intention of foreign students within Malaysia.

Self-congruity is defined traveler matching their self-concept with a destination image (Boksberger, Dolnicar, Laesser & Randle, 2010). In this study, self-congruity shows how traveler will match their self-concept to a destination image and their destination personality which influence their intention.

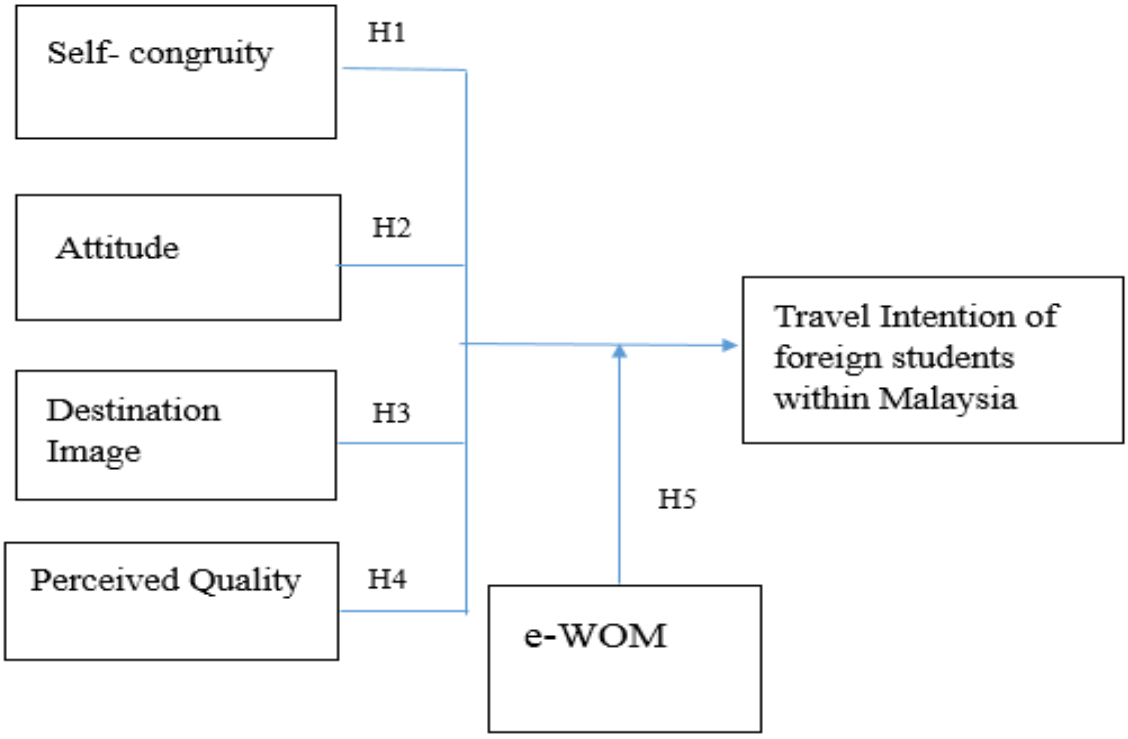
Based on Bohte; Eagly and Chaiken, attitude is referred to a traveler evaluation in positive or negative way by according to their psychological tendency (as cited in Páez, 2013). In this study, traveler attitude on evaluation may influence their behavior, affective and cognitive response on intention to travel to a destination.

Destination image is the impression, idea and belief in traveler's perception have used to form their destination image (San Martin & Del Bosque, 2008). In this study refers attributes in term of functional and psychological attributes to influence traveler's perception (as cited in Ragavan, Subramonian & Sharif, 2014).

Perceived quality is the traveler's perception and impression in relative superiority of operator and services provided (Zhao, Lu, Zhang & Chau, 2012). Furthermore, the travelers' assessment in this study refers the quality service provided association with the vacation experience (Chen & Tsai, 2007).

e-WOM is a kind of communication via Internet which is made available to a multitude of people and institutions that formed by experience customers about a product or company (Yoo, Sanders & Moon, 2013; Litvin et al., 2008; Hennig-Thurau, Gwinner, Walsh & Gremler, 2004). In this study, e-WOM discusses about social media such as online reviews, social network and blogs.

Figure 2: Research Framework



2.6 Development of Hypothesis

H1: There is a significant rapport between self-congruity and foreign student's travel intention within Malaysia

Self-congruity will influence a person behavior and affect their travel intention based on Sirgy where human behavior is directly linked to self-congruity (as cited in Hung & Petrick, 2012). However, based on Sirgy and Su, if there were high self-congruity that greater match between self-concept and destination personality, it will create a positive or favorable attitude which could cause a tourist intention to travel to a destination (as cited in Usakli & Baloglu, 2011). Self-congruity will positively influence customer satisfaction, interest on pre-trip and the proclivity on purchasing and hence affecting the travel intention (Hung & Petrick, 2012). Also, Beerli et al. (2007), claimed that self-congruity might influence a tourist on choosing travel destination and it is a factor that will influence a person motivation in travelling to a destination.

H2: There is a significant rapport between attitude and foreign student's travel intention within Malaysia

Based on Moutinho, tourist attitude is a predisposition and feeling which affected by perception of a product attribution (as cited in Lam & Hsu, 2006). It shows a significant relationship between attitude and intention to travel by according to Ajzen; Um and Crompton; Lee, a positive attitude will create a stronger behavior to perform an action such as travelers will have stronger intention to travel when the traveler attitude have determined the selected potential destination (as cited in Jalilvand et al., 2012). They also claimed that tourist attitude is an effective predictor of tourist decision for traveling to a certain destination.

H3: There is a significant rapport between destination image and foreign student's travel intention within Malaysia

The previous studies showed that destination image is one of the most important factors that elicit intention to visit destination with a favorable image and specific destination attributes (Jalilvand et al., 2012). Another research also found that destination image can influence the foreign student's preferences to visit. Once again, the strong relationship between image and intentions is based on the feeling and knowledge about destination image (Zhang et al., 2014).

H4: There is a significant rapport between perceived quality and foreign student's travel intention within Malaysia

Several studies showed that perceived quality in destination has directly or indirectly influence the behavior intention (Ozdemir & Simsek, 2015). Therefore, the attributes of quality that meet the foreign student preferences will enhance the satisfaction towards the vacation destination (Bigne, Sanchez & Sanchez, 2001). Other studies found that the set of quality attributes appear in good assessments on mind can influence their behavior intention (Chi & Qu, 2008; Chen & Chen, 2010).

H5: Electronic words of mouth significantly affect the relationship between foreign student's push-pull motivations and travel intention within Malaysia

Referring to many studies, e-WOM is considered as an important information source and have a significant impact on influencing tourists' travel intention (Grewal, Cline & Davies, 2003; Soderlund & Rosengren, 2007; Ying & Chung, 2007; Yun & Good, 2007; Reza Jalilvand & Samiei, 2012b, 2012c). Besides that, e-WOM is a primary step that tourists tend to convey before an action (Litvin et al., 2008). Several studies also shown that informal communication through Internet based technology have significant impact on push-pull motivations due to the perception of factual, influential, certainty and degree of credibility which in turn lead to an intention of

foreign students to travel within Malaysia (Chen & Chen, 2015; Chen et al., 2014; Lee & Hyun, 2015; Di Pietro et al., 2012; Jalilvand et al., 2012; Liu & Park, 2015; Ryu & Lee, 2013).

2.7 Summary

This study shows clearly the determinants of travel intention perspective from push-pull motivations such as self-congruity, attitudes destination image and perceived quality. These influence the travel intention for foreign students. Furthermore, it also includes e-WOM as a moderator that affects the travel intention among foreign students.

Subsequently, Travel Career Ladder (TCL) presented by Pearce in 1988 was introduced to explain the consequences of travel intention. It defines the role of independent variables in the conjunction with e-WOM that influence travel intention. Moreover, a research framework has determined the interrelationship between the self-congruity, attitude, destination image and perceived quality with the conjunction of e-WOM as a moderator.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

The content is discussing the research methodology for data collection which consists of research design, sampling design, sampling frame, sample size, sample technique and data collection procedures. Pilot test was prepared to ensure the reliability and validity of the proposed methodologies and the data analysis method was then discussed at the bottom of the chapter which aligned with our research objectives.

3.1 Research Design

Quantitative research has been chosen in this research. Indeed, descriptive research is an appropriate method because a further understanding about foreign student's travel intention can be analyzed (Heath, Greenfield & Redwood, 2015). It helps to explore the possible correlations between foreign student's travel intention and factors influencing as well as moderator. Hybrid survey method is used to conduct the research. In descriptive research, cross-sectional is used since it is only conducted a one-time survey from the respondents (Malhotra, 2010). Thus, the result tend to be less bias.

3.2 Sampling Design

3.2.1 Target Population

Limkokwing University in Cyberjaya has been chosen because it proven with the highest enrolment of foreign students with an award from Malaysia Ministry of Education and Ministry of International Trade and Industry in 2014 (Limkokwing Malaysia, 2015). It shows that 30,000 international students from nearly 165 countries registered in Limkokwing University, Malaysia. So, it serves as an ideal target since majority of them are foreign abroad study in local with great opportunity to travel at the same time. However, the ages of 18-34 are focused because their behavior on vacation is active ("Long haul travel sentiment points at continued appeal of European destinations", 2015.).

3.3 Sampling Frame

The appropriate sampling frame is not being accessible because it failed to acquire the name list of actual student with travel intention from Limkokwing University in Malaysia. Nevertheless, non-probability techniques are used since total numbers of Limkokwing's foreign students are obtained through Internet.

3.4 Sample Size

Based on table 3.1 below, Krejcie and Morgan (1970) determine its sample size using "Small Sample Techniques" issued by the National Education Association research division to support the credibility of the sample size at the desired confidence level of 95%. In this research study, the target population is foreign students in Limkokwing

University based in Cyberjaya. From the table, the most ideal number of respondent is 379 students for the population size (N) of 30,000. Thus, the sample size is 379 students which were participated in this research.

Table 3.1: Sample Size for a Given Population Size

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

Source: Krejcie, R. V., & Morgan, D. W. (1970). *Determining sample size for research activities.* Educational and Psychological Measurement, 30, 607-610.

3.5 Sampling Technique

Non-probability sampling method is chosen in this research. Among the elements of non-probability sampling, snowball sampling is the most appropriate method. It can be prescribed as network referral to the similar interest of population. To some extent, snowball sampling is a method whereby researchers request the participants they have identified to tell their friends or acquaintances about the research study. This method helps researchers to acquire the amount of participants they need, however,

unexpected or uncontrolled issues can easily influence the outcome the way the respondents gathered (Emerson, 2015). In this research, we selected the suitable age group ranging from 18 to 34 and filtered question asked whether or not the respondents have travel intention and they referred us to their peer at the same time.

3.6 Data Collection Procedure

A hybrid mode survey is used in this research to collect data by distributing the questionnaire. Data gathered through mall-intercept interview where respondents are approached and asked to take part in survey as well as group self-administered where survey was taken in group context. Both surveys were conducted in the university public space where questionnaire was distributed and explanation given to those who are lack of understanding. Thus, questionnaire was collected individually upon completing. The advantage is to explain and assist respondents participating in our survey. It is also practical and efficient in collecting large bulk of information. Meanwhile, the target population focused on Limkokwing which located in Cyberjaya and 500 questionnaires was distributed.

3.7 Research Instrument

3.7.1 Description of Questionnaire

Respondents are filtered by asking a contingency question whether they have intention to travel within Malaysia in prior to answer the questionnaire. Those respondents who have intention to travel would be qualified to take the surveys.

In Section A, the questions discusses about respondent's profile such as gender, age, travelling frequency, duration spent and preferred style. Nominal and ordinal scales were used in this research for further classification. Hence, respondents were mandatory to fill up every question.

Meanwhile, in section B, it discusses about determinants that influence travel intention within Malaysia with variables such as self-congruity, attitude, destination image and perceived quality affect the travel intention and e-WOM as moderator. Likert scale ranging from 1 to 5 were applied in this part.

3.7.2 Pilot Test

A pilot test was conducted to enhance the validity and reliability of questionnaire. It was conducted before the survey takes place to minimize the margin of error for quality enhancement. Feedback from supervisor has improved the questionnaires. 30 sets of questionnaires were then distributed on 1st June 2015 in both UTAR and TARUC Kampar, the pilot testing process completed within five days. These 30 respondents include foreign students who have intention to travel within Malaysia with similar characteristics regardless of the location. Based on respondent's feedback, some questions have been reviewed to enhance the quality and understandability of the questions. Upon completing 30 sets questionnaire, Cronbach's Alpha test was conducted to improve and eliminate any poor quality or contradicting question.

Table 3.2: Reliability Test

Dependent Variable	**Cronbach's Alpha**
Travel Intention	0.563455
Independent Variables	**Cronbach's Alpha**
Self-congruity	0.646722
Attitude	0.579709
Destination Image	0.619598
Perceived Quality	0.610679
e-WOM	0.655130
Overall	0.656447

Source: Developed for the research

3.8 Proposed Data Analysis Tool

3.8.1 Descriptive Analysis

Descriptive data analysis offers an easier comprehension and reference by running a clear cut for our data. The purpose of descriptive analysis is to summarize, communicate basic pattern and apply for comprehensible conceptualization as well as generalizing sample findings to the population.

Cross-tabulation is used in this research to provide more detail insights about association between relationship variables. It is the combination of two variables for analyzing the results (Pontius Jr & Cheuk, 2006). In short, the table described specific characteristics of respondents with the number (frequency) provided. For section A of respondent's profile, 10 cross tabulation analysis had been performed and is used to describe between two variables simultaneously. Associated statistics are used to further explain the independence test. Values concerned are Chi square value and Pr value which show positive and negative statistics and to test whether there is any substantial association between variables; phi coefficient and Cramer's V to

test the strength of relationship (Cohen, 1992; Chi, Chang & Hung, 2004). Hence, variables with sig F of <0.05 is further explained with cross tabulation table. However, phi coefficient is ignored in this research because a dimension of larger than 2x2, thus Cramer's V is referred.

3.8.2 Measurement of Accuracy

3.8.2.1 Reliability-Internal Consistency Reliability

As cited by Ling, Chai and Piew (2010), reliability of measurement is established by observing the stability and consistency. Consistency shows the results of a test or experiment if repeated measurement is made (Burns & Bush, 2010). In fact, the reliability only occurred when the result of a study is constant over time under a same methodology (Golafshani, 2003). In other words, it measures free from random error, X_R. Furthermore, Cronbach's alpha is used in this research to measure internal consistency and items' reliability. Consequently, rules of thumb (Table 3.3) in Cronbach's alpha with coefficient varies from 0 to 1 is then compared with the results achieved. However, the range between 0.6 to 1.0 is classified under satisfactory internal consistency reliability. The greater the alpha values, the more reliable the construct is. There have no error component when alpha value is 1.0 whereas true score are not reliable at all when alpha is 0 because error component were found.

Table 3.3: Cronbach Alpha Coefficient Sizes Range

Coefficient Range	Strength of Associations
± 0.91 to ± 1.00	Very strong
± 0.71 to ± 0.90	High
± 0.41 to ± 0.70	Moderate
± 0.21 to ± 0.40	Small but definite relationship
± 0.00 to ± 0.20	Slight, almost negligible

Source: Developed for the research

3.8.2.2 Validity

Face validity is considered a general form of validation (Jalink, Goris, Heineman, Pierie & Henk, 2015). It reflects the degree to which a measure proposed what is to be measure (Hardesty & Bearden, 2004). Furthermore, face validity as the degree that respondent's judgment is aligned with the targeted construct and assessment objectives (Hardesty & Bearden, 2004).

3.8.2.3 Central Tendencies

Central tendency measures a single value which represent whole distribution graph and deliver the exact description on data gathered (Manikandan, 2011). In this research, data analyzed by average value

(mean) is a measure of central tendency. Kurtosis and skewness are used to measure the shape; direction of distribution (positive or negative) and peakedness of distribution depending on the value (peak>0, normal~0, bottom <0). Skewness are divided into three types which are right (skew >0), normal (skew~0) and left (skew <0). However, normality is not based skewness alone whereby kurtosis is to be considered as well. Likewise, acceptable ranging are between -1 to 1 (Chan, 2003).

3.8.3 Analysis by Research Objectives

To examine the influence of push-pull motivations towards foreign student's intention to travel within Malaysia and whether e-WOM has moderating effect of push-pull motivation, multiple linear regressions is proposed in this research. Multiple regression is a data-analytic strategy which best clarify a correlational relationship between criterion variable with a set of predictor variables (Tranmer & Elliot, 2008). However, hierarchical multiple regressions (HMR) is one of the regression involved in investigating the moderator effects (Cortina, 1993). This is further justified by Cohen, Wampold and Freund that HMR are frequently used in testing the influence of several independent variables which often accounted by other important predictor mainly moderator and mediator (as cited in Petrocelli, 2003). Thus, HMR is applied in this research to best describe the both of research objectives.

In this research, two separate and related HMR models established, with and without moderator. HMR is useful for examining contributions of explanatory

variables which is push-pull motivations and moderator of e-WOM one at a time, by controlling each set of variable in separate model to determine the relationship of each variable set with the interest of study. The result of test statistics was shown in model summary table to determine whether e-WOM has moderator effects towards foreign students travel intention within Malaysia. The values concerned are R-Square and Sig.F (p-value) which interpret the significant association between independent variables and dependent variable, as well the variations if moderator was added.

3.8.4 ANOVA

ANOVA is a statistical models used to analyze the differences among group means and their associated procedures (Wang & Xu, 2014). In fact, ANOVA shares the similar characteristics with t-test, however, it has an advantage over post hoc test (Ryan-Einot-Gabriel-Welch Mutiple Range Test) which indicates the exact difference; where and what. ANOVA is divided into 3 levels which are: one-way ANOVA, ANOVA models and MANOVA. In this research, researchers tend to test significant difference on each variable individually (gender, age, travelling frequency, duration spent and preferred style) on travel intention, hence, one-way ANOVA was applied. Values concerned are Levene's Test, Brown and Forsythe's Test, to test significant difference between variables and Welch's ANOVA, to reprove whether there is significant difference and REGWQ.

3.9 Summary

This chapter was briefly described about research methodology from research design to proposed data analysis tool. In short, it serves as an antecedent that aids to describe the data collection results and analysis in subsequent chapters.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This section delivers insights of results that gathered from questionnaire by using SAS Enterprise Guide 5.1 and SPSS 16.0. It was further evaluated and discussed through descriptive analysis, scale measurement (internal reliability, validity, central tendencies) and inferential analysis such as Hierarchical Regression Analysis.

4.1 Response Rate

There are 500 sets of questionnaires have been prepared and distributed to foreign students at Limkokwing University by group self-administered while the purpose of questionnaire was clearly stated to each respondent. The respondents were very welcoming and the process as smooth as expected. However, there were some social issues such as communication and interruption on their ongoing activities. Some respondents did not involve in survey because their criteria did not fulfilled while some respondents even mark their answers without reading on the questions which may leads to unreliable data.

4.2 Respondent's Profile

Respondent's profile consists of five questions which are gender, age, frequency of travelling, duration spent in each vacation, and preferred style. From the table 4.1 below, out of 10 cross tabulation, 7 of them reflects the Pr value of <0.05 which means there is a significant relationship between variables. Each of the significant variables are further explained in each of table analysis below.

Table 4.1: Summary of Cross Tabulations

Variables		**Sig. F**	**Chi-square**	**Phi Coefficient**	**Cramer's V**
a) Gender	Age	0.6380	1.6951	0.0582	0.0582
b) Age	Frequency of Travelling	0.0002	31.9488	0.2528	0.1459
c) Frequency of Travelling	Duration Spent	0.0084	17.2612	0.1858	0.1314
d) Gender	Preferred Style	0.0224	9.5896	0.1385	0.1385
e) Age	Preferred Style	0.0076	22.4471	0.2119	0.1223
f) Gender	Frequency of Travelling	0.5158	2.2830	0.0676	0.0676
g) Age	Duration Spent	0.0298	13.9859	0.1672	0.1183
h) Frequency of travelling	Preferred style	0.0752	15.6219	0.1768	0.1021
i) Duration spent	Preferred style	0.0069	17.7284	0.1883	0.1331
j) Gender	Duration spent	0.0109	9.0409	0.1345	0.1345

Source: Developed for the research

Based on the table 4.1(b), result shows the frequency of travelling has significant relationship with age at value of 0.0002. Nevertheless, the relationship between variables have proven to be little or no association as the Cramer's V value was reaching 0.1459 (Babu, Gajanan & Sanyal, 2014). From table 4.1.1, majority of 103 respondents (20.6%) travel once a year dominates in ages of 18-21 whereas twice a year in ages of 31-35 is only 1 respondent.

Table 4.1.1: Frequency of Travelling by Age

		Age				Total
		18-21	22-25	26-30	31-35	
Frequency of Travelling	**Once a Year**	103	59	15	2	179
	Twice a Year	75	86	19	1	181
	Three times a Year	30	32	16	5	83
	More than three times a year	20	27	7	3	57
	Total	228	204	57	11	500

Source: Developed for the research

Based on table 4.1(c), there is a significant association between duration spent and frequency of travelling at value of 0.0084. However, there is a slight relationship which had been proven in Cramer's V value at 0.1314. Moreover, majority of 84 respondents (16.8%) travel once a year dominates in duration spent within 1-3days however three times a year is considered least with 28 respondents (5.6%). Additionally, duration spent in more than 7 days demonstrates the lowest in all frequency of travelling.

Table 4.1.2: Duration Spent by Frequency of Travelling

		Frequency of Travelling				**Total**
		Once a Year	**Twice a Year**	**Three times a Year**	**More than three times a year**	
Duration Spent	**1-3 days**	84	61	28	30	203
	4-6 days	49	80	36	18	183
	More than 7 days	46	40	19	9	114
	Total	179	181	83	57	500

Source: Developed for the research

From table 4.1 (d), the result shows preferred style has significant relationship with gender at value of 0.0224. However, there is a slight relationship found in Cramer's V value at 0.1385. Table 4.1.3 further described that majority of 203 respondents (40.6%) preferred casual for travelling dominates in gender of male whereas both formal and backpacking favored equally in total of 62 (12.4%).

Table 4.1.3: Preferred Style by Gender

		Gender		**Total**
		Male	**Female**	
Preferred Style	**Casual**	203	69	272
	Formal	43	19	62
	Pre-organize	65	39	104
	Backpacking	36	26	62
	Total	347	153	500

Source: Developed for the research

According to Table 4.1.4, there are 228 out of 500 respondents (45.6%) are 18-21 years old which considered majority of respondents whereas the least are 11 of them (2.2%) from 31-35years old. Furthermore, 125 respondents (25%) preferred casual for travelling are dominates in ages of 18-21 while the least in ages of 31-35years, 2 respondents (0.4%) are both formal and backpacking. Based on Table 4.1 (e), Pr value of 0.0076 described a significant association between age and preferred style. Nevertheless, the relationship between them is proven to be slight as it has low Cramer's V amounting to 0.1223.

Table 4.1.4: Preferred Style by Age

		Age				Total
		18-21	**22-25**	**26-30**	**31-35**	
Preferred Style	**Casual**	125	116	27	4	272
	Formal	26	23	11	2	62
	Pre-organize	56	41	4	3	104
	Backpacking	21	24	15	2	62
	Total	228	204	57	11	500

Source: Developed for the research

Based on table 4.1 (g), it shows Pr value of 0.0298 which indicates the significant relationship between duration spent and age. However, Cramer's V shows the value of 0.1183 which point out the relationship between variable is slightly. Moreover, table 4.1.5 below shows that 104 respondents (20.8%) spent 1-3 days in each vacation dominates in ages of 18-21 whereas only 6 respondents (1.2%) in ages of 31-35.

Table 4.1.5: Duration Spent by Age

		Age				**Total**
		18-21	**22-25**	**26-30**	**31-35**	
Duration Spent	**1-3 days**	104	76	17	6	203
	4-6 days	72	80	30	1	183
	More than 7 days	52	48	10	4	114
	Total	228	204	57	11	500

Source: Developed for the research

From table 4.1 (i), Pr value of 0.0069 which indicates a significant relationship between preferred style and duration spent. Nevertheless, 0.1331 Cramer's V value is less than 0.7 which shows slightly relationship between variables. Referring to table 4.1.6, majority of 125 respondents (25%) preferred casual style for travelling dominates in duration spent within 1-3 days. However, backpacking is considered the least with 21 of respondents (4.2%) in duration spent within 1-3days.

Table 4.1.6: Preferred Style by Duration Spent

		Duration Spent			Total
		1-3days	4-6days	More than 7 days	
Preferred Style	Casual	125	116	27	272
	Formal	26	23	11	62
	Pre-organize	56	41	4	104
	Backpacking	21	24	15	62
	Total	228	204	57	500

Source: Developed for the research

From table 4.1 (j), it shows the Pr value of 0.0109 (<0.05) which indicates significant relationship between gender and duration spent. However, it has low strength of relationship between variable as it has low Cramer's V value of 0.1345. Furthermore, table 4.1.7 shows that male dominates in all duration spent (1-3 days, 4-6 days and 7 days and above) over female.

Table 4.1.7: Duration Spent by Gender

		Gender		Total
		Male	Female	
Duration Spent	**1-3 days**	156	47	203
	4-6 days	119	64	183
	More than 7 days	72	42	114
	Total	347	153	500

Source: Developed for the research

4.3 Scale Measurement

4.3.1 Internal Reliability Analysis

Based on rule of thumb for Cronbach Coefficient Alpha, the alpha value of 0.60 and above has satisfactory internal consistency. Table 4.2 shows all variables measurement were under range from 0.638181 to 0.742155 which demonstrates that there is consistency among key variable. According to result, travel intention is the most reliable variable with the alpha value of 0.742155 and the least reliable is attitude with the lowest alpha value of 0.638181. However, from the overall result of 0.718983 alpha values concluded that all variables were reliable and acceptable.

Table 4.2: Reliability Test

Dependent variable	**Cronbach's Alpha**	**No. of Items**
Travel Intention	0.742155	5
Independent Variables	**Cronbach's Alpha**	**No. of Items**
Self-congruity	0.674953	5
Attitude	0.638181	5
Destination Image	0.647820	5
Perceived Quality	0.648889	5
e-WOM	0.716077	9
Overall	**0.718983**	**34**

Source: Developed for the research

4.3.2 Validity

As mentioned earlier, face validity is presented in this research to examine whether the questionnaire measure what supposed to measure. During pilot test, some feedbacks were received from TARUC lecturers under hospitality and tourism which are acknowledged as they reflect to the questionnaire. These panels of experts are being judged based on the criteria for expertise defined within the study context (Hagenberg & Carpenter, 2014). In fact, these lecturers are proven as they specialize in the field of hospitality and tourism which related to interest of study. According to Senecal and Nantel, they suggested that information provided by experts might be more reliable which also provide another viewpoint (as cited in Torres, Adler & Behnke, 2014). Thus, the content of questionnaire is considered as valid.

4.4 Central Tendencies

From the table below, destination image has highest mean value at 3.8596 which indicates that most of the respondents agreed destination image is important. Several studies pointed out that destination image are one of the most important factors to elicit the intention to travel to the destination (Bigne et al., 2001; Alcaniz, Garcia & Blas, 2005). It also supported by Ramkissoon and Uysal (2011) findings which relates between the image and behavioral intentions.

Moreover, the distribution is symmetric only if measure of skewness and kurtosis are close to zero. From the table, all the variables show negative skewness which means skewed to left. Regardless of negatives, in fact, all the variables are closer to zero which indicates closer to symmetric bell shape (normal distribution) except perceived quality with value of -0.819 which far from zero.

Table 4.3: Summary of Central Tendencies

	Mean	Std Dev	Skewness	Kurtosis
Selfcongruity	3.1400	.6551	-.129	-.011
Attitude	3.6120	.6556	-.167	-.523
Destination_Image	3.8596	.6667	-.558	-.038
Perceived_Quality	3.5736	.7354	-.116	-.819
e-WOM	3.6929	.5613	-.180	-.253

Source: Developed for the research

4.5 Analysis by Research Objectives

Referring to research objectives as mentioned in chapter 1, researchers aim to examine the influence of push-pull motivations as well as e-WOM as moderator effect towards foreign students travel intention in Malaysia. Thus, analysis instrument that best describe research approach, HMR is used. It provides a clearer insight on effects before and after moderator.

Based on the Table 4.4, the variables of perceived quality, self-congruity, destination image and attitude have been inserted into Model 1 while the variable of e-WOM shown in Model 2.

Table 4.4: Variables Entered /Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Perceived_Quality, Selfcongruity, Attitude, Destination_Image[a],	.	Enter
2	eWOM[a]	.	Enter

Source: Developed for the research

a. All requested variables entered.

b. Dependent variable: Travel_Intention.

Based on the Table 4.4.1, it provides the information of how the predictor of perceived quality, self-congruity, destination image and attitude influence the dependent variable of travel intention by interpreting the R-Square result while with the addition of the moderator variable which is e-WOM. Nevertheless, from table

4.4.1, the model 1 and 2 had shown R value of 0.072 and 0.119 respectively. To prove the impact of model 2 on model 1, R-Square change is referred and it implied that e-WOM has significantly impact on travel intention by increasing steadily in 0.048. This is aligned with the results from Fakharyan, Jalilvand, Elyasi and Mohammadi (2012) study on e-WOM served as significant impact towards travel intention. R-Square change also shown that all of the variables in model 1, 7.2% can be explained in travel intention while e-WOM is only 4.8% can be explained in travel intention.

Moreover, the value of Sig. F change (P-value) is 0.000 (< 0.05) for both model 1 and 2 which means all of the variables in model 1 and the moderator in model 2 have significant relationship with the dependent variable.

Table 4.4.1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.267[a]	.072	.064	.68098	.072	9.531	4	495	.000
2	.346[b]	.119	.110	.66385	.048	26.872	1	494	.000

Source: Developed for the research

a. Predictors: (Constant), Perceived_Quality, Selfcongruity, Destination_Image, Attitude

b. Predictors: (Constant), Perceived_Quality, Selfcongruity, Destination_Image, Attitude, eWOM

c. Dependent Variable: Travel_Intention

From the table of coefficient model 4.4.2, significance value to predicting each of the variables which below 0.05 can be explained that there is a positive association between travel intention and independent variables. However, the two hypothesis have been rejected which are destination image and perceived quality with significance value of greater than 0.05, and there is a negative relationship with travel intention. This is explained by Chen and Tsai's study (2007) whereby perceived quality is uncertain in positive travel intention because it did not guarantee lead to tourist's overall satisfaction, thus, it does not play role in affecting travel intention. Also, Hsu, Wolfe and Kang's study (2004) argued that destination image is unreliable due to the previous inconsistent experience between geographical location and destination image. The other variables such as push motivations (self-congruity, attitude) and e-WOM below 0.05 can be clarified as positive relationship with the travel intention.

Regarding to Peter, unstandardized coefficient has been used in comparing each variable between the regression with the same unit (same population) (as cited in Nardi, 2006). After adding of e-WOM, based on beta value, it has the highest value (0.297) which indicates the strongest influence towards travel intention. This is aligned with Jalilvand, Ebrahimi and Samiei (2013); Jalilvand et al. (2012); Gretzel and Yoo (2008) study on e-WOM particularly online travel reviews. This makes our questionnaire stronger because results shown that online travel reviews ranked as highest which means most of respondents agreed and perceived to be important (Refer appendix 4.5).

The table shows that one unit increase in e-WOM can result increase 0.297 units in travel intention. By following the sequence, attitude has the highest value whereby the units increase in attitude has turn to increase 0.259 in travel intention. This is also further justified by past studies which describes that attitude has strong relationship with travel intention (Jalilvand, Ebrahimi & Samiei, 2013). Nevertheless, self-congruity and destination image have moderate effect towards travel intention lead to increase 0.113 and 0.110 units respectively, in travel intention. The lowest value in

independent variables is perceived quality; one unit increase in perceived quality will lead to increase 0.078 in travel intention.

All in all, unstandardized parameter estimate explained the influential between independent variables and dependent variable. Moreover, Table 4.4.3 further explains each of the independent variables towards dependent variable based on Sig F; to test significant relationship between them. Generally, the objectives which stated earlier in this research is accomplished, which to identify a clear relationship between various independent variables and e-WOM as moderator impact towards foreign students travel intention within Malaysia.

Table 4.4.2: Table of Coefficient

Model	**Unstandardized coefficients**		**Standardized Coefficient**	***t***	***Sig***
	B	***Std Error***	***Beta***		
1 (Constant)	2.696	.214		12.606	.000
Selfcongruity	.180	.052	.168	3.492	.001
Attitude	.253	.062	.236	4.091	.000
Destination_Image	-.030	.059	-.029	-.513	.608
Perceived_Quality	-.112	.057	-.117	-1.950	.052
2 (Constant)	1.973	.251		7.867	.000
Selfcongruity	.113	.052	.105	2.180	.030
Attitude	.259	.060	.242	4.301	.000
Destination_Image	-.110	.059	-.104	-1.856	.064
Perceived_Quality	-.078	.056	-.082	-1.394	.164
eWOM	.297	.057	.237	5.184	.000

Source: Developed for the research

a. Dependent variable: Travel_Intention

Table 4.4.3: Test for Significance

Research Hypothesis	Sig. Value (<0.05)	Result (reject/ No reject)
H1: There is a significant relationship between self-congruity and foreign student's intention to travel.	.030	Do not Reject
H2: There is a significant relationship between attitude and foreign student's intention to travel.	.000	Do not Reject
H3: There is a significant relationship between destination image and foreign student's intention to travel.	.064	Reject
H4: There is a significant relationship between perceived quality and foreign student's intention to travel	.164	Reject
H5: Electronic words of mouth significantly affect the relationship between foreign student's perceived push-pull motivations and foreign student's travel intention.	.000	Do not Reject

Source: Developed for the research

4.6 Additional Insight on Respondent's Profile

4.6.1 ANOVA Procedure

Based on table 4.5, out of 5 variables, only 1 variable has significant different on travel intention based on frequency of travelling. However, the remaining 4 variables ranging from 0.1020 to 0.7244 which indicate homogeneous variance since P > 0.05. In brief, there is no difference on travel intention based on these variables. Thus, travelling frequency is further discussed below.

Table 4.5: Summary of ANOVA

Variables	R-square	F value	Pr > F
Gender	0.000274	0.14	0.7120
Age	0.002655	0.44	0.7244
Frequency of travelling	0.068289	12.12	<.0001
Duration spent	0.005362	1.34	0.2629
Preferred style	0.012420	2.08	0.1020

Source: Developed for the research

Table 4.5.1 below indicates the Pr value of both Levene's Test and Brown and Forsythe's Test at 0.0542 and 0.0673 respectively. It specifies there is insignificant variance between travelling frequency and travel intention. Welch's Test is ignored since Levene's Test and Brown and Forsythe's Test shown Pr value (>0.05). However, table 4.5 above shows the Pr value of <.0001 under frequency of travelling which means <0.05. This claimed that overall there is a significant difference on travel intention based on frequency of travelling.

In addition, REGWQ test also further clarified that different in travelling frequency of target respondents tend to vary with their response of travel intention within Malaysia. There are 4 different categories of frequency of travelling within Malaysia yearly. Starting with 1 (once a year), 2 (twice a year), 3 (three times a year) and 4 (more than three times a year). In the REGWQ test, different letter means there is significantly heterogeneous while means with same letters are homogeneous. From the table below, it shows clearly that frequency of travelling 1 and 2 belong to same letter C grouping with mean value 3.52737 and 3.58232 respectively whereas frequency of travelling 3 with mean 3.81687 and 4 with 4.09123 are belong to letter B and A respectively. Thus, it can be said that 1 and 2 categories think similarly while 3 and 4 perceive another way. Also, it can be judged that the highest frequency rate category 4

(Grouping A) has the highest travel intention within Malaysia and followed by category 3 (Grouping B), category 2 and 1 (Grouping C) which have the lowest travel intention within Malaysia. These findings supported by Danner, Aarts and Vries (2008); Ouellette and Wood (1998) study that high frequency of practicing a habit is expected to have intention to behave now and future because they act stability.

Table 4.5.1: The ANOVA Procedure

Levene's Test for Homogeneity of Travel Intention Variance ANOVA of Squared Deviations from Group Means							
Source	**DF**	**Sum of Squares**	**Chi Square**	**Mean Square**	**F Value**	**Pr>F**	**Pr > Chi Sq**
Frequency of travelling	3	4.2705	NA	1.4235	2.56	0.0542	
Error	496	275.7		0.5558			
Brown and Forsythe's Test for Homogeneity of Travel Intention Variance ANOVA of Absolute Deviations from Group Medians							
Frequency of travelling	3	1.4477	NA	0.4826	2.40	0.0673	
Error	496	99.8112		0.2012			
Bartlett's Test for Homogeneity of Travel Intention Variance							
Frequency of travelling	3		13.2854				0.0041
Welch's ANOVA for Travel Intention							
Frequency of travelling	3.0000				18.32	<.0001	
Error	197.8						

Ryan-Einot-Gabriel-Welch Multiple Range Test for Travel Intention			
REGWQ Grouping	**Mean**	**N**	**Frequency of travelling**
A	4.09123	57	4
B	3.81687	83	3
C	3.58232	181	2
C			
C	3.52737	179	1

Source: Developed for the research

4.7 Summary

This chapter serves to explain the results and findings obtained from statistical analysis. It enables researchers to figure out the relationship between independent variables and dependent variable. Discussion on major findings and conclusion to this research are explained in the subsequent chapter.

CHAPTER 5: SUMMARY, DISCUSSIONS, IMPLICATIONS, AND CONCLUSION

5.1 Introduction

Basically, this chapter is also final chapter of this research, summarizes every content and data analyze from chapter one to chapter four. Furthermore, it mentioned about the implications of the study in terms managerial and theoretical. Besides that, it discusses some limitations and recommendations as well as overall conclusion.

5.2 Summary & Discussion

In the new era of globalization, tourism sector has become a vital economic factor that potentially affects the economic growth. Malaysia's government has emphasized on tourism education as the number of foreign students has been increased significantly. These foreign students are the income source for the country and boost the tourism sector into a new hike level. Hence, this research serves as a purpose of determining the variables perspective from push-pull that influence the travel intention among foreign students in Malaysia. Furthermore, the feedback from respondents had generated a representable data and results for analysis purposes.

From the research data, it shows a strong reliability and validity as tested through Reliability Test Analysis and Face Validity. After analysis questionnaire result, the result indicates that push-pull motivations have a significant relationship with travel intention within Malaysia. Self-congruity and attitude have the highest influence on the travel intention among foreign students despite of e-WOM. Meanwhile, destination image and perceived quality are lowest effect on travel intention.

Overall, it shows there is a significant relationship between all the independent variables and dependent variable. In Chapter 2, e-WOM is predetermined before an action. Therefore, foreign students tend to rely on e-WOM particularly online user generated reviews. Consequently, the moderator, e-WOM has a huge and concrete impact on push-pull motivations that would potentially influence travel intention within Malaysia.

To further elaborate, travel frequency of a person does significantly influences on travel intention. For instances, it shows that respondents who travel once a year and twice a year have lower travel intention. Overall, it creates a strong indication and awareness for travel agencies to pay attention and provide a better service quality to maintain the rapport between tourists.

5.3 Implications of Study

5.3.1 Managerial Implications

According to research, attitude as a push motivation indicates the highest significant relationship of travel intention among foreign students in Malaysia. Specifically, vacation would be fun under attitude is the main concerned that would influence their vacation behavior (Appendix 4.5). Therefore, government and travel agency such as Holiday Tours are advisable to increase the travel intention of foreign students within Malaysia by applying practical implications. Based on attitude, the travel agency would be able to reschedule their plan by focusing mainly on outdoor activities and recreational activities to match the foreign student's behavior. However, Holiday Tours need to have an insight on the schedule planning which collaborate with the preferences and preferred style of the foreign student's activities. For Minister of Tourism, outdoor activities such as caving and climbing tourists are begins to

restructure and enhance. In other words, tourist spot can generate viral marketing to influence the travel behavior of foreign students. For instances, government and travel agency utilize social media which can directly stimulate the foreign students travel behavior.

Consequently, e-WOM represents a strong impact on travel intention of foreign students within Malaysia. Social network and online travel review have become a transmission of spreading positive or negative e-WOM towards travel destination. Moreover, Holiday Tours has restructured the travelling schedule and promote the tourist spot based on e-WOM mentioned in online travel reviews. Thus, online travel review has become a reliable and trusted source for foreign student. Eventually, Holidays Tours uses online travel review as tools to strategize their plan to meet the tourist's expectation.

However, perceived quality has a lowest significance in influencing the travel intention of foreign student in Malaysia. From respondents' feedback, they are less concerned particularly sufficient information on tangible service quality (Appendix 4.5). For instance, travel agency should eliminate particular information on accommodation such as grade (facilities availability), entertainment (show, event) and convenience on visiting nearby tourist spot. Also, they should less concern on transportation in terms of the routes and condition.

Besides that, the result aids government to have better understanding on investing in facility quality because it is cost-effective whereby a successful project generates 3.9 billion profits in Gross National Income (GNI) which boost the economic welfare of the society (Nair, Chiun & Singh, 2014). Thus, spending on improvement of facility quality is wasteful and would generate high in costs because it contributes least impact towards the travel intention of foreign students (Chen & Tsai, 2007). So, evidence shows that government

should reduce spending on facility such as improvements of public toilets and public transport services as well as convenient accessibility of the facilities.

5.3.2 Theoretical Implications

Currently, research source on education tourism is limited. Thus, the said analysis results are useful for future researchers, students and academician who are interested to explore in-depth on the travel intention. Moreover, other relevant research also can be referred by future researchers.

Research framework and analysis result provided a substantial and groundwork for future retailing studies on travel and tourism related industry by its proven validity and reliability.

TCL is used as a reference to describe the research framework on the relationship between push-pull motivations and travel intention of foreign students within Malaysia. Hence, it can be used as a guidance and research approach for future academics. This study enriches the current literature which consists of the independent variables of push-pull motivations (Self-congruity, Attitude, Destination Image, and Perceived Quality); dependent variable (Travel Intention) towards foreign students, moderated by e-WOM provides extra technique for future researchers which associated on travel and tourism field in dealing with different environment.

5.4 Limitations and Recommendations of Study

First of all, communicating with target respondents had become one of the research problems. Most of the respondents were lacking of communication ability especially when the research was conducted in English. Thus, the duration of each respondent had lengthened since they have problem in understanding English. To solve this problem, future researchers are advisable to carry out by multilingual assistant to conduct the survey. Thus, it will reduce ambiguity among the target respondents.

Next, adjusted R-square in this research indicates the low clarification of all independents variables on dependent variable. R-square value is based on the questionnaire results and thus it is strongly recommended that future researchers should enhance literature review to increase the R-square value.

Furthermore, ANOVA tested in this research benefits future researchers by having more comprehension on each category which solely based on travelling frequency that may help future researchers to carry out their future related studies.

5.5 Conclusion

All in all, the research objectives in this research had been fulfilled. Overall, there is a significant relationship between push-pull motivations which arbitrator by e-WOM towards foreign student's intention to travel in Malaysia. Specifically, however, push motivations (self-congruity and attitude) as well as moderator (e-WOM) had realized that there is a significance effect on the travel intention among foreign students in Malaysia. On the other hand, pull motivations (destination image and perceived quality) vice versa. Thus, it serves as guidance for future researchers and students in their undergraduate programme.

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APPENDICES

Appendix 3.1: Reliability for Individual Variables (Pilot Test)

Simple Statistics

Variable	N	Mean	Std Dev	Sum	Minimum	Maximum
Travel Intention	30	3.64667	0.52439	109.40000	3.00000	5.00000
Self-congruity	30	3.16667	0.53841	95.00000	2.20000	4.20000
Attitude	30	4.04667	0.46292	121.40000	2.80000	5.00000
Destination Image	30	4.24000	0.39444	127.20000	3.60000	5.00000
Perceived Quality	30	4.22667	0.42258	126.80000	3.00000	5.00000
e-WOM	30	3.70370	0.53513	111.11111	2.77778	4.88889

Cronbach Coefficient Alpha

Variables	Alpha
Raw	0.649041
Standardized	0.656447

Cronbach Coefficient Alpha with Deleted Variable

Deleted Variable	Raw Variables		Standardized Variables	
	Correlation with Total	Alpha	Correlation with Total	Alpha
Travel Intention	0.532532	0.542248	0.520784	0.563455
Self-congruity	0.303516	0.637960	0.292993	0.646722
Attitude	0.479025	0.570148	0.478435	0.579709
Destination Image	0.352091	0.617199	0.370290	0.619598
Perceived Quality	0.373661	0.609336	0.395020	0.610679
e-WOM	0.270366	0.650488	0.268357	0.655130

Pearson Correlation Coefficients, N = 30
Prob > |r| under H0: Rho=0

	Travel Intention	Self-congruity	Attitude	Destination Image	Perceived Quality	e-WOM
Travel Intention	1.00000	0.39652	0.57596	0.23073	0.15602	0.21208
		0.0301	0.0009	0.2199	0.4103	0.2605
Self-congruity	0.39652	1.00000	0.12820	0.12340	0.14954	0.14539
	0.0301		0.4996	0.5159	0.4303	0.4433
Attitude	0.57596	0.12820	1.00000	0.26892	0.27545	0.21241
	0.0009	0.4996		0.1507	0.1407	0.2598
Destination Image	0.23073	0.12340	0.26892	1.00000	0.44850	0.09439
	0.2199	0.5159	0.1507		0.0129	0.6198
Perceived Quality	0.15602	0.14954	0.27545	0.44850	1.00000	0.20558
	0.4103	0.4303	0.1407	0.0129		0.2758
e-WOM	0.21208	0.14539	0.21241	0.09439	0.20558	1.00000
	0.2605	0.4433	0.2598	0.6198	0.2758	

Appendix 4.1: Reliability Test for Individual Variable (Actual Test)

Simple Statistics

Variable	N	Mean	Std Dev	Sum	Minimum	Maximum
Travel Intention	500	3.65960	0.70387	1830	1.20000	5.00000
Self-congruity	500	3.14000	0.65506	1570	1.20000	4.80000
Attitude	500	3.61200	0.65562	1806	1.40000	5.00000
Destination Image	500	3.85960	0.66668	1930	1.40000	5.00000
Perceived Quality	500	3.57360	0.73544	1787	1.00000	5.00000
e-WOM	500	3.69289	0.56134	1846	1.88889	5.00000

Cronbach Coefficient Alpha

Variables	Alpha
Raw	0.719559
Standardized	0.718983

Cronbach Coefficient Alpha with Deleted Variable

Deleted Variable	Raw Variables		Standardized Variables	
	Correlation with Total	Alpha	Correlation with Total	Alpha
Travel Intention	0.226780	0.749593	0.236791	0.742155
Self-congruity	0.469537	0.676063	0.470101	0.674953
Attitude	0.601846	0.635066	0.587090	0.638181
Destination Image	0.559343	0.647901	0.557069	0.647820
Perceived Quality	0.558879	0.645513	0.553710	0.648889
e-WOM	0.328684	0.713769	0.330641	0.716077

Pearson Correlation Coefficients, N = 500
Prob > |r| under H0: Rho=0

	Travel Intention	Self-congruity	Attitude	Destination Image	Perceived Quality	e-WOM
Travel Intention	1.00000	0.19797	0.21054	0.08193	0.07676	0.26350
		<.0001	<.0001	0.0672	0.0864	<.0001
Self-congruity	0.19797	1.00000	0.36397	0.29694	0.40204	0.28890
	<.0001		<.0001	<.0001	<.0001	<.0001
Attitude	0.21054	0.36397	1.00000	0.54250	0.60515	0.15427
	<.0001	<.0001		<.0001	<.0001	0.0005
Destination Image	0.08193	0.29694	0.54250	1.00000	0.57512	0.29819
	0.0672	<.0001	<.0001		<.0001	<.0001
Perceived Quality	0.07676	0.40204	0.60515	0.57512	1.00000	0.12638
	0.0864	<.0001	<.0001	<.0001		0.0047
e-WOM	0.26350	0.28890	0.15427	0.29819	0.12638	1.00000
	<.0001	<.0001	0.0005	<.0001	0.0047	

Generated by the SAS System ('Local', W32_7HOME) on June 23, 2015 at 11:56:42 PM

Appendix 4.2: Cross Tabulations on Respondent's Profile (Age by Gender)

Table of Age by Gender

		Gender		
		1	2	Total
Age				
1	Frequency	163	65	228
	Expected	158.23	69.768	
	Percent	32.60	13.00	45.60
	Row Pct	71.49	28.51	
2	Frequency	141	63	204
	Expected	141.58	62.424	
	Percent	28.20	12.60	40.80
	Row Pct	69.12	30.88	
3	Frequency	36	21	57
	Expected	39.558	17.442	
	Percent	7.20	4.20	11.40
	Row Pct	63.16	36.84	
4	Frequency	7	4	11
	Expected	7.634	3.366	
	Percent	1.40	0.80	2.20
	Row Pct	63.64	36.36	
Total	Frequency	347	153	500
	Percent	69.40	30.60	100.00

Statistics for Table of Age by Gender

Statistic	DF	Value	Prob
Chi-Square	3	1.6951	0.6380
Likelihood Ratio Chi-Square	3	1.6612	0.6456
Mantel-Haenszel Chi-Square	1	1.5199	0.2176
Phi Coefficient		0.0582	
Contingency Coefficient		0.0581	
Cramer's V		0.0582	

Appendix 4.2.1: Cross Tabulations Respondent's Profile (Travelling Frequency by Age)

Table of Frequency of travelling by Age

		Age				
		1	2	3	4	Total
Frequency of travelling						
1	Frequency	103	59	15	2	179
	Expected	81.624	73.032	20.406	3.938	
	Percent	20.60	11.80	3.00	0.40	35.80
	Row Pct	57.54	32.96	8.38	1.12	
2	Frequency	75	86	19	1	181
	Expected	82.536	73.848	20.634	3.982	
	Percent	15.00	17.20	3.80	0.20	36.20
	Row Pct	41.44	47.51	10.50	0.55	
3	Frequency	30	32	16	5	83
	Expected	37.848	33.864	9.462	1.826	
	Percent	6.00	6.40	3.20	1.00	16.60
	Row Pct	36.14	38.55	19.28	6.02	
4	Frequency	20	27	7	3	57
	Expected	25.992	23.256	6.498	1.254	
	Percent	4.00	5.40	1.40	0.60	11.40
	Row Pct	35.09	47.37	12.28	5.26	
Total	Frequency	228	204	57	11	500
	Percent	45.60	40.80	11.40	2.20	100.00

Statistics for Table of Frequency of travelling by Age

Statistic	DF	Value	Prob
Chi-Square	9	31.9488	0.0002
Likelihood Ratio Chi-Square	9	29.9089	0.0005
Mantel-Haenszel Chi-Square	1	18.2476	<.0001
Phi Coefficient		0.2528	
Contingency Coefficient		0.2451	
Cramer's V		0.1459	

Appendix 4.2.2: Cross Tabulations on Respondent's Profile (Duration Spent by Travelling Frequency)

Table of Duration spent by Frequency of travelling

		Frequency of travelling				
		1	2	3	4	Total
Duration spent						
1	Frequency	84	61	28	30	203
	Expected	72.674	73.486	33.698	23.142	
	Percent	16.80	12.20	5.60	6.00	40.60
	Row Pct	41.38	30.05	13.79	14.78	
2	Frequency	49	80	36	18	183
	Expected	65.514	66.246	30.378	20.862	
	Percent	9.80	16.00	7.20	3.60	36.60
	Row Pct	26.78	43.72	19.67	9.84	
3	Frequency	46	40	19	9	114
	Expected	40.812	41.268	18.924	12.996	
	Percent	9.20	8.00	3.80	1.80	22.80
	Row Pct	40.35	35.09	16.67	7.89	
Total	Frequency	179	181	83	57	500
	Percent	35.80	36.20	16.60	11.40	100.00

Statistics for Table of Duration spent by Frequency of travelling

Statistic	DF	Value	Prob
Chi-Square	6	17.2612	0.0084
Likelihood Ratio Chi-Square	6	17.4985	0.0076
Mantel-Haenszel Chi-Square	1	0.3249	0.5687
Phi Coefficient		0.1858	
Contingency Coefficient		0.1827	
Cramer's V		0.1314	

Appendix 4.2.3: Cross Tabulations on Respondent's Profile (Preferred style by Gender)

Table of Preferred style by Gender

		Gender		
		1	2	Total
Preferred style				
1	Frequency	203	69	272
	Expected	188.77	83.232	
	Percent	40.60	13.80	54.40
	Row Pct	74.63	25.37	
2	Frequency	43	19	62
	Expected	43.028	18.972	
	Percent	8.60	3.80	12.40
	Row Pct	69.35	30.65	
3	Frequency	65	39	104
	Expected	72.176	31.824	
	Percent	13.00	7.80	20.80
	Row Pct	62.50	37.50	
4	Frequency	36	26	62
	Expected	43.028	18.972	
	Percent	7.20	5.20	12.40
	Row Pct	58.06	41.94	
Total	Frequency	347	153	500
	Percent	69.40	30.60	100.00

Statistics for Table of Preferred style by Gender

Statistic	DF	Value	Prob
Chi-Square	3	9.5896	0.0224
Likelihood Ratio Chi-Square	3	9.4265	0.0241
Mantel-Haenszel Chi-Square	1	9.5311	0.0020
Phi Coefficient		0.1385	
Contingency Coefficient		0.1372	
Cramer's V		0.1385	

Appendix 4.2.4: Cross Tabulations on Respondent's Profile (Preferred Style by Age)

Table of Preferred style by Age

		Age				
		1	2	3	4	Total
Preferred style						
1	Frequency	125	116	27	4	272
	Expected	124.03	110.98	31.008	5.984	
	Percent	25.00	23.20	5.40	0.80	54.40
	Row Pct	45.96	42.65	9.93	1.47	
2	Frequency	26	23	11	2	62
	Expected	28.272	25.296	7.068	1.364	
	Percent	5.20	4.60	2.20	0.40	12.40
	Row Pct	41.94	37.10	17.74	3.23	
3	Frequency	56	41	4	3	104
	Expected	47.424	42.432	11.856	2.288	
	Percent	11.20	8.20	0.80	0.60	20.80
	Row Pct	53.85	39.42	3.85	2.88	
4	Frequency	21	24	15	2	62
	Expected	28.272	25.296	7.068	1.364	
	Percent	4.20	4.80	3.00	0.40	12.40
	Row Pct	33.87	38.71	24.19	3.23	
Total	Frequency	228	204	57	11	500
	Percent	45.60	40.80	11.40	2.20	100.00

Statistics for Table of Preferred style by Age

Statistic	DF	Value	Prob
Chi-Square	9	22.4471	0.0076
Likelihood Ratio Chi-Square	9	21.8749	0.0093
Mantel-Haenszel Chi-Square	1	2.0441	0.1528
Phi Coefficient		0.2119	
Contingency Coefficient		0.2073	
Cramer's V		0.1223	

Appendix 4.2.5: Cross Tabulations on Respondent's Profile (Travelling Frequency by Gender)

Table of Frequency of travelling by Gender

		Gender		
		1	2	Total
Frequency of travelling				
1	Frequency	130	49	179
	Expected	124.23	54.774	
	Percent	26.00	9.80	35.80
	Row Pct	72.63	27.37	
2	Frequency	126	55	181
	Expected	125.61	55.386	
	Percent	25.20	11.00	36.20
	Row Pct	69.61	30.39	
3	Frequency	53	30	83
	Expected	57.602	25.398	
	Percent	10.60	6.00	16.60
	Row Pct	63.86	36.14	
4	Frequency	38	19	57
	Expected	39.558	17.442	
	Percent	7.60	3.80	11.40
	Row Pct	66.67	33.33	
Total	Frequency	347	153	500
	Percent	69.40	30.60	100.00

Statistics for Table of Frequency of travelling by Gender

Statistic	DF	Value	Prob
Chi-Square	3	2.2830	0.5158
Likelihood Ratio Chi-Square	3	2.2623	0.5198
Mantel-Haenszel Chi-Square	1	1.7482	0.1861
Phi Coefficient		0.0676	
Contingency Coefficient		0.0674	
Cramer's V		0.0676	

Appendix 4.2.6: Cross Tabulations on Respondent's Profile (Duration Spent by Age)

Table of Duration spent by Age

		Age				
		1	2	3	4	Total
Duration spent						
1	Frequency	104	76	17	6	203
	Expected	92.568	82.824	23.142	4.466	
	Percent	20.80	15.20	3.40	1.20	40.60
	Row Pct	51.23	37.44	8.37	2.96	
2	Frequency	72	80	30	1	183
	Expected	83.448	74.664	20.862	4.026	
	Percent	14.40	16.00	6.00	0.20	36.60
	Row Pct	39.34	43.72	16.39	0.55	
3	Frequency	52	48	10	4	114
	Expected	51.984	46.512	12.996	2.508	
	Percent	10.40	9.60	2.00	0.80	22.80
	Row Pct	45.61	42.11	8.77	3.51	
Total	Frequency	228	204	57	11	500
	Percent	45.60	40.80	11.40	2.20	100.00

Statistics for Table of Duration spent by Age

Statistic	DF	Value	Prob
Chi-Square	6	13.9859	0.0298
Likelihood Ratio Chi-Square	6	14.5631	0.0239
Mantel-Haenszel Chi-Square	1	1.2204	0.2693
Phi Coefficient		0.1672	
Contingency Coefficient		0.1650	
Cramer's V		0.1183	

Appendix 4.2.7: Cross Tabulations on Respondent's Profile (Preferred Style by Travelling Frequency)

Table of Preferred style by Frequency of travelling

		Frequency of travelling				
		1	2	3	4	Total
Preferred style						
1	Frequency	91	110	39	32	272
	Expected	97.376	98.464	45.152	31.008	
	Percent	18.20	22.00	7.80	6.40	54.40
	Row Pct	33.46	40.44	14.34	11.76	
2	Frequency	18	21	14	9	62
	Expected	22.196	22.444	10.292	7.068	
	Percent	3.60	4.20	2.80	1.80	12.40
	Row Pct	29.03	33.87	22.58	14.52	
3	Frequency	41	38	15	10	104
	Expected	37.232	37.648	17.264	11.856	
	Percent	8.20	7.60	3.00	2.00	20.80
	Row Pct	39.42	36.54	14.42	9.62	
4	Frequency	29	12	15	6	62
	Expected	22.196	22.444	10.292	7.068	
	Percent	5.80	2.40	3.00	1.20	12.40
	Row Pct	46.77	19.35	24.19	9.68	
Total	Frequency	179	181	83	57	500
	Percent	35.80	36.20	16.60	11.40	100.00

Statistics for Table of Preferred style by Frequency of travelling

Statistic	DF	Value	Prob
Chi-Square	9	15.6219	0.0752
Likelihood Ratio Chi-Square	9	16.0739	0.0654
Mantel-Haenszel Chi-Square	1	0.6854	0.4077
Phi Coefficient		0.1768	
Contingency Coefficient		0.1741	
Cramer's V		0.1021	

Appendix 4.2.8: Cross Tabulations on Respondent's Profile (Preferred Style by Duration Spent)

Table of Preferred style by Duration spent

		Duration spent			
		1	2	3	Total
Preferred style					
1	Frequency	126	87	59	272
	Expected	110.43	99.552	62.016	
	Percent	25.20	17.40	11.80	54.40
	Row Pct	46.32	31.99	21.69	
2	Frequency	21	30	11	62
	Expected	25.172	22.692	14.136	
	Percent	4.20	6.00	2.20	12.40
	Row Pct	33.87	48.39	17.74	
3	Frequency	34	48	22	104
	Expected	42.224	38.064	23.712	
	Percent	6.80	9.60	4.40	20.80
	Row Pct	32.69	46.15	21.15	
4	Frequency	22	18	22	62
	Expected	25.172	22.692	14.136	
	Percent	4.40	3.60	4.40	12.40
	Row Pct	35.48	29.03	35.48	
Total	Frequency	203	183	114	500
	Percent	40.60	36.60	22.80	100.00

Statistics for Table of Preferred style by Duration spent

Statistic	DF	Value	Prob
Chi-Square	6	17.7284	0.0069
Likelihood Ratio Chi-Square	6	16.9571	0.0094
Mantel-Haenszel Chi-Square	1	5.9446	0.0148
Phi Coefficient		0.1883	
Contingency Coefficient		0.1850	
Cramer's V		0.1331	

Appendix 4.2.9: Cross Tabulations on Respondent's Profile (Duration Spent by Gender)

Table of Duration spent by Gender

		Gender		
		1	2	Total
Duration spent				
1	Frequency	156	47	203
	Expected	140.88	62.118	
	Percent	31.20	9.40	40.60
	Row Pct	76.85	23.15	
2	Frequency	119	64	183
	Expected	127	55.998	
	Percent	23.80	12.80	36.60
	Row Pct	65.03	34.97	
3	Frequency	72	42	114
	Expected	79.116	34.884	
	Percent	14.40	8.40	22.80
	Row Pct	63.16	36.84	
Total	Frequency	347	153	500
	Percent	69.40	30.60	100.00

Statistics for Table of Duration spent by Gender

Statistic	DF	Value	Prob
Chi-Square	2	9.0409	0.0109
Likelihood Ratio Chi-Square	2	9.2174	0.0100
Mantel-Haenszel Chi-Square	1	7.7142	0.0055
Phi Coefficient		0.1345	
Contingency Coefficient		0.1333	
Cramer's V		0.1345	

Appendix 4.3: Central Tendencies

Descriptives

[DataSet3]

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
SC	500	1.20	4.80	3.1400	.65506	-.129	.109	-.011	.218
AT	500	1.40	5.00	3.6120	.65562	-.167	.109	-.523	.218
DI	500	1.40	5.00	3.8596	.66668	-.558	.109	-.038	.218
PQ	500	1.00	5.00	3.5736	.73544	-.116	.109	-.819	.218
EWOM	500	1.89	5.00	3.6929	.56134	-.180	.109	-.253	.218
Valid N (listwise)	500								

Appendix 4.4: Summary of ANOVA (Gender)

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	1	0.0677029	0.0677029	0.14	0.7120
Error	498	247.1562171	0.4962976		
Corrected Total	499	247.2239200			

R-Square	Coeff Var	Root MSE	Travel Intention Mean
0.000274	19.25030	0.704484	3.659600

Source	DF	Anova SS	Mean Square	F Value	Pr > F
Gender	1	0.06770294	0.06770294	0.14	0.7120

The ANOVA Procedure

Levene's Test for Homogeneity of Travel Intention Variance ANOVA of Squared Deviations from Group Means					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Gender	1	0.3979	0.3979	0.67	0.4130
Error	498	295.2	0.5927		

Brown and Forsythe's Test for Homogeneity of Travel Intention Variance ANOVA of Absolute Deviations from Group Medians					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Gender	1	0.1220	0.1220	0.60	0.4384
Error	498	101.0	0.2028		

Bartlett's Test for Homogeneity of Travel Intention Variance			
Source	DF	Chi-Square	Pr > ChiSq
Gender	1	0.7888	0.3745

Welch's ANOVA for Travel Intention			
Source	DF	F Value	Pr > F
Gender	1.0000	0.14	0.7055
Error	307.8		

Means with the same letter are not significantly different.			
REGWQ Grouping	Mean	N	Gender
A	3.67712	153	2
A			
A	3.65187	347	1

Appendix 4.4.1: Summary of ANOVA (Age)

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	0.6563555	0.2187852	0.44	0.7244
Error	496	246.5675645	0.4971120		
Corrected Total	499	247.2239200			

R-Square	Coeff Var	Root MSE	Travel Intention Mean
0.002655	19.26609	0.705062	3.659600

Source	DF	Anova SS	Mean Square	F Value	Pr > F
Age	3	0.65635550	0.21878517	0.44	0.7244

The ANOVA Procedure

Levene's Test for Homogeneity of Travel Intention Variance
ANOVA of Squared Deviations from Group Means

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Age	3	9.4988	3.1663	5.59	0.0009
Error	496	281.1	0.5667		

Brown and Forsythe's Test for Homogeneity of Travel Intention Variance
ANOVA of Absolute Deviations from Group Medians

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Age	3	3.6585	1.2195	6.00	0.0005
Error	496	100.8	0.2032		

Bartlett's Test for Homogeneity of Travel Intention Variance

Source	DF	Chi-Square	Pr > ChiSq
Age	3	15.2406	0.0016

Welch's ANOVA for Travel Intention

Source	DF	F Value	Pr > F
Age	3.0000	0.31	0.8185
Error	42.9741		

Means with the same letter are not significantly different.

REGWQ Grouping	Mean	N	Age
A	3.8000	11	4
A			
A	3.6873	204	2
A			
A	3.6439	228	1
A			
A	3.5965	57	3

Appendix 4.4.2: Summary of ANOVA (Frequency of travelling)

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	16.8826291	5.6275430	12.12	<.0001
Error	496	230.3412909	0.4643978		
Corrected Total	499	247.2239200			

R-Square	Coeff Var	Root MSE	Travel Intention Mean
0.068289	18.62136	0.681467	3.659600

Source	DF	Anova SS	Mean Square	F Value	Pr > F
Frequency of travell	3	16.88262909	5.62754303	12.12	<.0001

Levene's Test for Homogeneity of Travel Intention Variance ANOVA of Squared Deviations from Group Means					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Frequency of travell	3	4.2705	1.4235	2.56	0.0542
Error	496	275.7	0.5558		

Brown and Forsythe's Test for Homogeneity of Travel Intention Variance ANOVA of Absolute Deviations from Group Medians					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Frequency of travell	3	1.4477	0.4826	2.40	0.0673
Error	496	99.8112	0.2012		

Bartlett's Test for Homogeneity of Travel Intention Variance			
Source	DF	Chi-Square	Pr > ChiSq
Frequency of travell	3	13.2854	0.0041

Welch's ANOVA for Travel Intention			
Source	DF	F Value	Pr > F
Frequency of travell	3.0000	18.32	<.0001
Error	197.8		

Means with the same letter are not significantly different.			
REGWQ Grouping	Mean	N	Frequency of travelling
A	4.09123	57	4
B	3.81687	83	3
C	3.58232	181	2
C			
C	3.52737	179	1

Appendix 4.4.3: Summary of ANOVA (Duration Spent)

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	1.3255213	0.6627607	1.34	0.2629
Error	497	245.8983987	0.4947654		
Corrected Total	499	247.2239200			

R-Square	Coeff Var	Root MSE	Travel Intention Mean
0.005362	19.22056	0.703396	3.659600

Source	DF	Anova SS	Mean Square	F Value	Pr > F
Duration spent	2	1.32552135	0.66276067	1.34	0.2629

Levene's Test for Homogeneity of Travel Intention Variance
ANOVA of Squared Deviations from Group Means

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Duration spent	2	1.6928	0.8464	1.43	0.2403
Error	497	294.1	0.5918		

Brown and Forsythe's Test for Homogeneity of Travel Intention Variance
ANOVA of Absolute Deviations from Group Medians

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Duration spent	2	0.5659	0.2830	1.42	0.2417
Error	497	98.7636	0.1987		

Bartlett's Test for Homogeneity of Travel Intention Variance

Source	DF	Chi-Square	Pr > ChiSq
Duration spent	2	3.2594	0.1960

Welch's ANOVA for Travel Intention

Source	DF	F Value	Pr > F
Duration spent	2.0000	1.22	0.2977
Error	278.9		

Means with the same letter are not significantly different.

REGWQ Grouping	Mean	N	Duration spent
A	3.74211	114	3
A			
A	3.66557	183	2
A			
A	3.60788	203	1

Appendix 4.4.4: Summary of ANOVA (Preferred Style)

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	3.0706084	1.0235361	2.08	0.1020
Error	496	244.1533116	0.4922446		
Corrected Total	499	247.2239200			

R-Square	Coeff Var	Root MSE	Travel Intention Mean
0.012420	19.17153	0.701601	3.659600

Source	DF	Anova SS	Mean Square	F Value	Pr > F
Preferred style	3	3.07060844	1.02353615	2.08	0.1020

Levene's Test for Homogeneity of Travel Intention Variance ANOVA of Squared Deviations from Group Means					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Preferred style	3	3.3103	1.1034	1.92	0.1258
Error	496	285.5	0.5755		

Brown and Forsythe's Test for Homogeneity of Travel Intention Variance ANOVA of Absolute Deviations from Group Medians					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Preferred style	3	1.0813	0.3604	1.72	0.1618
Error	496	103.9	0.2095		

Bartlett's Test for Homogeneity of Travel Intention Variance			
Source	DF	Chi-Square	Pr > ChiSq
Preferred style	3	7.7575	0.0513

Welch's ANOVA for Travel Intention			
Source	DF	F Value	Pr > F
Preferred style	3.0000	1.91	0.1303
Error	154.1		

Means with the same letter are not significantly different.			
REGWQ Grouping	Mean	N	Preferred style
A	3.8387	62	4
A			
A	3.7096	104	3
A			
A	3.6290	62	2
A			
A	3.6066	272	1

Appendix 4.5: Summary Statistics

Variable	Mean	Std Dev	Minimum	Maximum	N
3a	3.3380000	1.0362933	1.0000000	5.0000000	500
3b	3.4460000	1.0105079	1.0000000	5.0000000	500
3c	2.8420000	1.1329621	1.0000000	5.0000000	500
3d	3.1620000	1.0324184	1.0000000	5.0000000	500
3e	2.9120000	1.1308464	1.0000000	5.0000000	500

Variable	Mean	Std Dev	Minimum	Maximum	N
4a	3.9320000	1.0066791	1.0000000	5.0000000	500
4b	3.5480000	1.0458890	1.0000000	5.0000000	500
4c	3.4000000	1.1038283	1.0000000	5.0000000	500
4d	3.7900000	0.9959336	1.0000000	5.0000000	500
4e	3.3900000	1.1868940	1.0000000	5.0000000	500

Variable	Mean	Std Dev	Minimum	Maximum	N
5a	3.7460000	1.0843596	1.0000000	5.0000000	500
5b	3.9280000	0.9468945	1.0000000	5.0000000	500
5c	3.9600000	0.9696806	1.0000000	5.0000000	500
5d	3.9200000	0.9692672	1.0000000	5.0000000	500
5e	3.7440000	0.9382028	1.0000000	5.0000000	500

Variable	Mean	Std Dev	Minimum	Maximum	N
6a	3.5140000	1.1208553	1.0000000	5.0000000	500
6b	3.5180000	1.0881379	1.0000000	5.0000000	500
6c	3.4060000	1.1400717	1.0000000	5.0000000	500
6d	3.7140000	0.9950801	1.0000000	5.0000000	500
6e	3.7160000	1.0925802	1.0000000	5.0000000	500

Variable	Mean	Std Dev	Minimum	Maximum	N
7a	3.2960000	1.0633181	1.0000000	5.0000000	500
7b	3.2340000	1.1143283	1.0000000	5.0000000	500
7c	3.3260000	1.0872388	1.0000000	5.0000000	500
7d	3.5900000	1.0450283	1.0000000	5.0000000	500
7e	3.8800000	0.8849669	1.0000000	5.0000000	500
7f	3.8700000	0.8476657	1.0000000	5.0000000	500
7g	3.9940000	0.8410581	1.0000000	5.0000000	500
7h	4.0120000	0.8421844	1.0000000	5.0000000	500
7i	4.0340000	0.8087968	1.0000000	5.0000000	500

Variable	Mean	Std Dev	Minimum	Maximum	N
Self-congruity	3.1400000	0.6550559	1.2000000	4.8000000	500
Attitude	3.6120000	0.6556185	1.4000000	5.0000000	500
Destination Image	3.8596000	0.6666759	1.4000000	5.0000000	500
Perceived Quality	3.5736000	0.7354351	1.0000000	5.0000000	500
e-WOM	3.6928889	0.5613404	1.8888889	5.0000000	500

Appendix 5.1: Questionnaire

UNIVERSITY TUNKU ABDUL RAHMAN (UTAR)

FACULTY OF BUSINESS AND FINANCE

A Survey on The Determinants of Foreign Student's Intention to Travel within Malaysia

Dear Respondents,

We are final year undergraduate students pursuing a degree course in Bachelor of Marketing (Hons) at Universiti Tunku Abdul Rahman (UTAR). The purpose of this survey is to explore your intention to travel within Malaysia. This survey is conducted as a part of the requirement to complete our final year research project.

Please answer all questions to the best of your knowledge. There are no wrong responses to any of these statements. **All responses and information will be kept confidential**. There are two (2) sections in this questionnaire. Please answer all questions in all sections. Completion of this survey will take you approximately 10 to 20 minutes.

We appreciate your cooperation and precious time spent on filling our questionnaires. Your effort helps us to achieve a better analysis for our research project. Thank you for participating in this survey.

Researchers:

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Section A: General Information

Please CHOOSE the most appropriate response/answer.

1. Gender:
   a. Male b. Female

2. Age:
   a. 18-21 years old c. 26-30 years old
   b. 22-25 years old d. 31-35 years old

3. Frequency of travelling (touring) within Malaysia in a year:
   a. Once a year c. Three times a year
   b. Twice a year d. More than three times a year

4. Duration spent in each vacation:
   a. 1-3 days
   b. 4-6 days
   c. More than 7 days

5. Preferred style for travelling:
   a. Casual
   b. Formal
   c. Pre-organize
   d. Backpacking
   Others: _____

Section B: Factors that influence you to have intention to travel within Malaysia

This section is seeking your opinion regarding to the factors that influence your intention to travel within Malaysia. Please indicate your (dis)agreement with each statement based on the 5 point scale [(1) = strongly disagree; (2) = disagree; (3) = neutral; (4) = agree; (5) = strongly agree].

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
DV: Travel Intention						
1.	I am willing to travel and tour within Malaysia.	**1**	**2**	**3**	**4**	**5**
2.	I am committed to travel and tour within Malaysia.	**1**	**2**	**3**	**4**	**5**
3.	I am keen with the vacation within Malaysia.	**1**	**2**	**3**	**4**	**5**
4.	There is high possibility that I would travel and tour within Malaysia.	**1**	**2**	**3**	**4**	**5**
5.	The motivation to travel at younger age is higher.	**1**	**2**	**3**	**4**	**5**

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
IV1: Self-congruity						
6.	Visit to a particular destination helps me to achieve the values that I am looking for.	**1**	**2**	**3**	**4**	**5**
7.	My choice of tour destination is in line with my personal value.	**1**	**2**	**3**	**4**	**5**
8.	People around me think that the image of my tour destination is similar to my personal image.	**1**	**2**	**3**	**4**	**5**
9.	I prefer the image of my tour destination to be similar to my personal image.	**1**	**2**	**3**	**4**	**5**
10.	I would like to exhibit to people that I travel to a destination which is in line	**1**	**2**	**3**	**4**	**5**

	with my personal image.					

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
IV2: Attitude						
11.	I think a vacation would be fun.	**1**	**2**	**3**	**4**	**5**
12.	I think that travel and tour within Malaysia would be a pleasant experience.	**1**	**2**	**3**	**4**	**5**
13.	I think that travel and tour within Malaysia would be interesting.	**1**	**2**	**3**	**4**	**5**
14.	I would choose the destination which is highly recommended.	**1**	**2**	**3**	**4**	**5**
15.	People's travelling experience will trigger my keen to travel.	**1**	**2**	**3**	**4**	**5**

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
IV3: Destination Image						
16.	I expected the destination is to be relaxing.	**1**	**2**	**3**	**4**	**5**
17.	The destination safety is my concern.	**1**	**2**	**3**	**4**	**5**
18.	Beautiful landscape will turn on my vacation mood.	**1**	**2**	**3**	**4**	**5**
19.	The vacation gives me an opportunity to experience the local culture.	**1**	**2**	**3**	**4**	**5**
20.	The vacation allows me to learn the history of tourism.	**1**	**2**	**3**	**4**	**5**

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
IV4: Perceived Quality						
21.	Sufficient information is required to plan for a vacation.	**1**	**2**	**3**	**4**	**5**
22.	Availability of quality accommodation choices is important for a vacation.	**1**	**2**	**3**	**4**	**5**
23.	Availability of quality facility is important for a vacation.	**1**	**2**	**3**	**4**	**5**
24.	Transportation is a convenient facility to make the vacation.	**1**	**2**	**3**	**4**	**5**
25.	The quality service at the destination is important for a vacation.	**1**	**2**	**3**	**4**	**5**

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
IV5: Electronic Word-of-Mouth (e-WOM)						
26.	Information about vacation on the Facebook is certain.	**1**	**2**	**3**	**4**	**5**
27.	Information about vacation on the Facebook will reduce perceived risk in travelling to the destination.	**1**	**2**	**3**	**4**	**5**
28.	Information about vacation on the Facebook generated by peers is perceived to be reliable.	**1**	**2**	**3**	**4**	**5**
29.	Content from the blog is consistent with the destination facts.	**1**	**2**	**3**	**4**	**5**
30.	The blog content about vacation is interesting.	**1**	**2**	**3**	**4**	**5**
31.	Information about destination from blogs was easy to understand.	**1**	**2**	**3**	**4**	**5**
32.	Tourists' online reviews about travel destination is easily accessible.	**1**	**2**	**3**	**4**	**5**
33.	Tourists' online travel reviews is an influential source of information towards traveling destination.	**1**	**2**	**3**	**4**	**5**
34.	Tourists' online travel reviews is an acceptable source of information.	**1**	**2**	**3**	**4**	**5**