RESTORING TRUST BACK TO THE HEARTS OF TOURISTS: A STUDY ON PERCEIVED JUSTICE

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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.

(4) The word count of this research report is 8660 words.

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DEDICATION

This final year research project is dedicated to our lovely and beloved supervisor, Ms. Lee Voon Hsien for guiding us patiently throughout this research. Next, we would like to dedicate to Universiti Tunku Abdul Rahman (UTAR) for giving us an opportunity to conduct this research. Lastly, this research project is lovingly dedicated to our caring families and friends for their unconditional love and support.

TABLE OF CONTENTS

Page

LIST OF TABLES

LIST OF FIGURES

LIST OF APPENDICES

Page

LIST OF ABBREVIATIONS

DJ   Distributive Justice

DV   Dependent Variable

GDP   Gross Domestic Product

IJ   Interactional Justice

IV   Independent Variable

KLIA   Kuala Lumpur International Airport

MAS   Malaysia Airlines System

MLR   Multiple Linear Regression

NKEAs   National Key Economic Areas

PJ   Procedural Justice

PLS   Partial Least Squares

SAS   Statistical Analysis Software

T   Trust

SD   Standard Deviation

SEM   Structural Equation Model

USA   United States of America

UTAR   Universiti Tunku Abdul Rahman

VIF   Variance Inflation Factor

WTTC   World Travel and Tourism Council

PREFACE

Several unfortunate incidents such as missing flight of MH370, shot down of MH17 flight and Sabah kidnappings were happened in Malaysia. These tragedies are believed to bring negative impacts to the Malaysian tourism industry which will cause tourists losing their confidence level as well as trust on the industry. As to date, numerous studies have been conducted by past researchers to examine the restoration of customers' trust by using perceived justice theory which derived from equity theory and social exchange theory. Perceived justice theory is provided with three dimensions, which are distributive justice, procedural justice and interactional justice. However, the past researchers focused more on hotel and airline industry whereby there is limited study conducted in Malaysian tourism industry. Therefore, this has triggered us to conduct a research to examine the restoration of tourists' trust in Malaysian tourism industry using perceived justice theory.

ABSTRACT

This study attempts to study the relationship between perceived justice, which are distributive justice, interactional justice and procedural justice with tourists' trust in Malaysian Tourism Industry. 250 sets of survey questionnaires were distributed to international tourists in Kuala Lumpur International Airport (KLIA) by using convenience sampling method. The proposed framework was tested on a sample of 170 international tourists by using Multiple Linear Regression (MLR) analysis. The results from data analysis show that distributive justice, interactional justice and procedural justice have a positive and significant relationship with tourists' trust. Besides that, the results also show that the relationship between interactional justice and tourists' trust is the strongest. This research is believed to enable tourism practitioners to have a better knowledge on how to apply distributive justice, interactional justice and procedural justice in their work in order to restore tourists' trust. Moreover, the research model developed in this research can also be a reference for future relevant researchers to facilitate their research in other contexts.

CHAPTER 1: RESEARCH OVERVIEW

1.0   Introduction

This chapter discusses the background of the study, problem statement, research objectives and questions and the significances of the study.

1.1 Background of Study

Tourism refers to individuals travel to a destination which is outside their ordinary circumstances and stay for a period to carry out activities. Holidays, visits to friends and relatives, business trips and others can be classified as the purposes of travelling (Assaker, 2010). Tourism industry includes accommodation, food and beverage services, recreation and entertainment, transportation and travel services (Chen, 2012).

Tourism will become one of the largest and fastest growing industries in the world. Additionally, tourism is a major source of employment which plays a significant role in contributing to the economy for many countries (Assaker, 2010). Malaysian government developed tourism industry as one of development forces started in 1970's. There are several objectives to develop tourism in Malaysia, which are increasing foreign exchange earnings, increasing employment and income and foresting regional development (Mohd Ayob & Masron, 2014).

Tourism industry plays an important role in Malaysia's economic growth (Tang & Tan, 2015). According to World Travel and Tourism Council (WTTC), the direct contribution of travel and tourism to GDP in year 2012 and year 2013 were 2.9%. Moreover, 101,118,000 jobs and 100,894,000 jobs were directly generated from

travel and tourism in year 2012 and 2013 respectively. The direct contribution and employment are from hotels, travel agents, airlines and other passenger transportation services (WTTC, 2013; 2014). Besides that, tourism industry contributed receipts of RM60.6 billion and RM65.44 billion to Malaysia in year 2012 and 2013 respectively (Mohd Ayob & Masron, 2014).

According to the Tenth Malaysia Plan (2011-2015), tourism sector is categorized as one of the National Key Economic Areas (NKEAs) to raise Malaysia's nation income into a higher level. One of the studies suggested that Malaysia's economic growth is positively influenced by tourism in the short-run and in the long-run (Tang & Tan, 2015). In order to boost up economy from tourism industry, strong relationship with customers is essential where it plays a significant role in service businesses like tourism and hospitality industries that possessing a nature that is intangibility and inseparability of production and consumption (Wang, Law, Hung, & Guillet, 2014).

1.2 Problem Statement

In year 2014, it was Visit Malaysia Year which aimed to increase the number of tourists from 25 million in year 2013 to 28 million and total tourism receipts from RM 65 billion to RM 76 billion (Nadaraj, 2014). However, on 8 March 2014, flight of Malaysia Airlines (MAS), MH370 carrying 239 passengers and crews from Kuala Lumpur to Beijing was missing until now (Rauhala & Campbell, 2014), where most of the passengers were Chinese and it had caused a drop of 19% in tourists from China. Another tragedy also happened to MAS on 17 July 2014 where its flight, MH17 travelling from Amsterdam to Kuala Lumpur was shot down at eastern Ukraine, where all the 298 passengers and crews were dead (McKechnie, 2014). Kidnappings happened around the east coast of Sabah also brought negative impacts to Malaysian tourism industry. One of the most impressive abduction was happened on 15 November 2013 where a Taiwanese man was killed and his wife was

kidnapped in Sipadan (Navin, 2014). Due to this incident, in June 2014, 76 flights travelling from China to Kota Kinabalu were cancelled. Besides, United States, United Kingdom and Germany also issued travel advisories to their citizens who wished to visit Sabah. Hence, the Sabah kidnappings had bigger impacts to whole Malaysian tourism industry than tragedies of MAS (Sivanandam, 2014). Thus, the trust and confidence level of international tourists who traveling to Malaysia deteriorated due to incidents above. According to Kim, Kim, and Kim (2009), perceived justice plays an important role in the service recovery process of hotel industry where it can reduce the negative word-of-mouth from dissatisfy guests and prevent them from exiting silently. Therefore, with the application of perceived justice in Malaysian tourism industry, it is believed that it can reduce all the negative impacts brought by tragedies of MAS and Sabah kidnappings.

Past studies were frequently conducted to indicate the importance of perceived justice to customers satisfaction and loyalty with service recovery in Libya (Ramadan, 2012), Ethiopia (Assefa, 2014), China (Kwortnik & Han, 2011) and Singapore (Kau & Loh, 2006).

Several researchers (Kumar, Bakhshi, & Rani, 2009; Al Rawashdeh, 2013; Farooq & Farooq, 2014) focused on perceived justice based on organizational context which had demonstrated the relationship between organizational justice and organization commitment, job performance as well as organizational trust. Besides, there were several researchers focused on perceived justice based on customers context in Taiwanese airline industry (Chang & Chang, 2010), business-to-business market (Brock, Blut, Evanschitzky, & Kenning, 2013), E-tailing (Qin, Chen, & Wan, 2012) and online market (Chiu, Chou, & Chiu, 2013) to study the relationship between perceived justice and customers' loyalty and trust.

However, examination on the relationship between the dimensions of perceived justice and tourists' trust was limited in past studies. Besides, only few studies on perceived justice focused in Malaysia (Piaralal, Piaralal, & Bhatti, 2015). In addition,

majority of the past studies focused more in airline industry (Chang & Chang, 2010; Ramadan, 2012) and banking sector (Mansori, Tyng, & Ismail, 2014) rather than tourism industry. Likewise, most of the researchers focused more on the relationship between organizational justice and organizational commitment, job performance as well as organizational trust (Kumar et al., 2009; Al Rawashdeh, 2013; Farooq & Farooq, 2014) instead of the relationship between perceived justice and tourists' trust.

As such, this research paper will investigate the relationship of perceived justice (distributive justice, procedural justice and interactional justice) with tourists' trust in Malaysian tourism industry. The research result will show the influences of distributive, procedural and interactional justice towards tourists' trust in Malaysian tourism industry.

1.3 Research Objectives and Questions

Table 1.1 shows the general research objective and general research question; and

Table 1.2 shows the specific research objectives and specific research questions.

Table 1.1: General Research Objective and General Research Question

General Research Objective	General Research Question
To investigate the dimensions of perceived justice which affect the tourists' trust in Malaysian Tourism Industry.	What are the dimensions of perceived justice which affect tourists' trust in Malaysian Tourism Industry?

Source: Developed for the research

Specific Research Objectives	Specific Research Questions
To investigate the relationship between distributive justice and tourists' trust.	Is there a significant relationship between distributive justice and tourists' trust?
To investigate the relationship between interactional justice and tourists' trust.	Is there a significant relationship between interactional justice and tourists' trust?
To investigate the relationship between procedural justice and tourists' trust.	Is there a significant relationship between procedural justice and tourists' trust?
To investigate which dimensions of perceived justice has the largest influence on tourists' trust.	Which dimensions of perceived justice has the largest influence on tourists' trust?

Source: Developed for the research

1.4 Significance of Study

Research of the relationship of perceived justice in restoring tourists' trust was apparently limited in past studies, especially only a few of that focused in Malaysia, with mere focused in airline industry instead of tourism industry. To get more insights on how the relationship impacts airline industry, this research study seeks to determine the relationship of the three independent variables (interactional justice, procedural justice and distributive justice) of perceived justice with tourists' trust, particularly in Malaysian tourism industry. Given the fact that perceived justice model was previously less researched on; this study seeks to explore this area and furnish more useful information for future researches on the said industry. A bigger picture of the relevant factors on this matter will then be achieved. With all the elements studied, ultimately it will also further enhance researchers' understanding on Malaysian tourism industry regarding which aforementioned independent variable has the highest influence on tourists' trust.

Distributive justice enables the players of Malaysian tourism industry to know the appropriate level of costs and benefits distribution to customers during service recovery. In order to restore tourists' trust, procedural justice is important to decision makers in practicing fairly perceived policies, procedures, and criteria used in arriving at the outcome of a dispute or negotiation. Interactional justice is also important to know the interpersonal treatment that Malaysia tourists seek to receive in service encounter process – in an attempt to restore their trust. Trust is the dependent variable in this study and hence, it can help to restore tourists' trust where trust can indirectly retain tourists (Agariya & Singh, 2011) and maintain long-term relationship with tourists (Wang et al., 2014).

1.5 Chapter Layout

Chapter 1 covers the background of study, problem statement, research objectives and significance of study. Chapter 2 presents the literature review. Chapter 3 describes the research methodology.

1.6 Conclusion

After knowing the problem statement and setting the research objectives and questions and also the significances of the study, this study aims to determine whether the perceived justice theory (distributive justice, procedural justice and interactional justice) can restore the tourists trust in Malaysian tourism industry. The following chapter will discuss the relevant literature review of perceived justice theory.

CHAPTER 2: LITERATURE REVIEW

2.0   Introduction

After discussing the problem statement, research objectives and questions and also the significances of the study in Chapter 1, this chapter will then provide the theoretical foundation of perceived justice, review of prior empirical studies, proposed conceptual model and hypotheses development.

2.1 Theoretical Foundation

Perceived justice theory was evolved from equity theory and social exchange theory (Ok, 2004). Homans (1958) introduced social exchange theory to explain the relationship between the exchanges of goods. An exchange does not only involve material goods but intangible goods such as happiness and anger. These intangible elements are more important in an exchange transaction because they affect the power structure in an exchange relationship directly. Equity theory was proposed by Adams (as cited in Cook & Hegtvedt, 1983) where it was defined as the equivalence of the outcome/input ratios. The things that given by an individual are called as input whereas the things received by the individual are called as outcomes. According to Adams' equity theory (as cited in Maxham, 1998), inequity exists if the input overweighs than the output received during exchange.

According to Adams theory (as cited in Maxham, 1998), perceived justice theory refers to a person's perception of fairness. It can be defined as the degree to a person of feeling being treated fairly. The concept of fairness was originated by first establishing an input-to-output "equity ratio". Inputs represent the perceived

"sacrifices" to acquire a product or service such as effort, price and time. On the contrary, outputs represent perceived "rewards" to be received by customer in a transaction. Consumer will compare their ratio with others' once the "equity ratio" is created to perceive of the fairness (Maxham, 1998).

The perceived justice theory had been widely used by the researchers to determine service recovery and customers' satisfaction in various areas of studies. One of the studies had shown that perceived justice theory was applied in explaining the customers' perception towards a firm's service recovery efforts in the airline industry (Chang & Chang, 2010). Besides that, it was also applied in the customers' future behavioral intentions based on the level of customer's relationship quality (Ha & Jang, 2009). Furthermore, this theory explained how the age moderates post-complaint satisfaction (Roschk, Muller, & Gelbrich, 2013). Wang, Wu, Lin, and Wang (2011) had employed this theory to examine the customers' loyalty towards an e-tailing organization. The study showed that the firm can retain customers and enhance their loyalty by providing justice-based service recovery.

Perceived justice theory is a multidimensional concept which had been proposed under three dimensions: distributive justice, procedural justice and interactional justice (Kim et al., 2009). Distributive justice is the primary concern for the study of justice and most of this research was adapted from Adam's theory. Procedural justice was introduced by Thibaut and Walker (1975), as cited in Kumar et al. (2009) where the research's main focus was on a person's disputant reactions to the legal resolution procedures. According to Bies and Moag (1986), as cited in Kumar et al. (2009) improved the justice literature by introducing new advance dimension of the justice concept. It is known as interactional justice (Kumar et al., 2009) that emerges from the interpersonal part of a communication (Ramadan, 2012).

Table 2.1: Definitions of Distributive Justice, Procedural Justice and Interactional Justice

Perceived Justice	Definitions	Citations
Distributive Justice	"Conceptualized as "equitable" or "distributively just" which achieves equilibrium between the ratio of a person's contribution and outcomes and also can be defined by three main rules which include equity, equality and need."	(Davidow, 1998)
	"Distributive justice concerns about the customer's perception of fairness of the tangible outcome within an exchange when receiving service."	(Ramadan, 2012)
Procedural Justice	"Defined as the procedures, policies and criteria used by decision makers to reach a decision of a conflict or negotiation."	(Harris, 2003)
	"Defined as when there is any problem regarding to service delivery in aspects like timeliness, flexibility, procedure control and delay incurred, the method used by the firm to deal with the problems."	(del Rio-Lanza, Vazquez-Casielles, & Diaz-Martin, 2009)
	"Defined as when the accuracy of outcomes is too complex or vague to assess in the calculative manner described by equity theory, procedural justice can be illustrated as a supplement of distributive justice. People may evaluate the overall quality of the procedures and policies with the fundamental of the decision outcome."	(Baker, 2003)

Perceived Justice	Definitions	Citations
Interactional Justice	"Defined as the perception of customer about the fairness during interaction with the person involved in solving the problems."	(Harris, 2003)
	"This form of fairness judgment comprises of honesty, politeness, effort, empathy and explanation during the interpersonal communication. When a customer is involved in a service delivery system, interactional justice can be defined based on the quality of the communication between the one who is rendering a service and the other is purchasing it."	(Ramadan, 2012)

Source: Developed for the Research

Table 2.1 shows the different definitions of distributive justice, procedural justice and interactional justice according to Davidow (1998), Ramadan (2012), Harris (2003), del Rio-Lanza et al. (2009) and Baker (2003).

Perceived justice which contains the elements of equity theory and social exchange theory was applied in this study as the study examines the effects of perceived justice theory to the restoration of tourists' trust (Assefa, 2014). Researchers and scholars studied that perceived justice plays a significant role in determining the quality between customers and service provider relationship (Syafrizal, Abdul Wahid, & Ismail, 2013). Based on their findings, perceived justice theory significantly influenced customers' satisfaction and customers' trust. Hence, perceived justice is used as the theoretical framework of the study. The dimensions of perceived justice are distributive justice, procedural justice and interactional justice which are used as independent variables in the study.

2.2 Review of Prior Empirical Studies

2.2.1 Trust

Table 2.2: Definitions of Trust

Definitions	Citations
"Defined as the willingness of consumers to believe and expect that an electronic retailer will behave in a suitable manner during an Internet transaction and the consumers have the independent ability to control and monitor the electronic retailer."	(Santos & Fernandes, 2011)
"Identified from economic framework of social exchange where most of the business transactions are carried out without an explicit contact or control mechanism. Trust is the mechanism to reduce the social complexity and the risk in transactions by increasing the expectations of positive outcomes and perceived certainty."	(Wu, 2013)
"Defined as the confidence of customers in service providers' reliability and integrity, and the expectations of customers that the service providers will deliver their promises."	(Eisingerish & Bell, 2008)
"Defined as the willingness and confidence to rely upon on an exchange partner who demonstrates their care for the others' needs and benefits. In service recovery context, trust is defined as the willingness of customers to accept the service failure resolution."	(DeWitt, Nguyen, & Marshall, 2008)

Source: Developed for Research

Table 2.2 shows the definitions of trust according to Santos and Fernandes (2011), Wu (2013), Eisingerish and Bell (2008) and DeWitt et al. (2008).

Trust is important to maintain long-term relationships, push customer relationships and sustain in market shares (Wang et al., 2014). Customers can benefit from trust through decreased perception of risk towards service providers and enjoy social benefits provided from service providers. Companies can also benefit from trust through reduced costs, increased sales, positive word-of-mouth and retaining of employees (Cerri, 2012).

Additionally, there were many researchers concluded the importance of trust in tourism and hospitality industry, especially in hotels (MutiaSobihah, Mohamad, Salim, & Ismail, 2015; Wang et al., 2014; Hikkerova, 2011), restaurants (Haghighi, Dorosti, Rahnama, & Hoseinpour, 2012; Lee, Niode, Simonne, & Bruhn, 2012) and airlines industry (Forgas, Moliner, Sánchez, & Palau, 2010; Pi & Huang, 2011; Asatryan, 2013). Since there were studies of trust in tourism and hospitality industry, trust is the dependent variable in the study as trust has a major influence in Malaysian Tourism Industry.

2.2.2 Distributive Justice

Table 2.3: Definitions of Distributive Justice

Definitions	Citations
"Defined as a distribution of costs and benefits to customers during service recovery. It is compensation in the form of monetary reward, such as discount, coupon, adjustment and substitution."	(Mansori, Tyng, & Ismail, 2014)
"Defined as a perceived fairness where individual will assess the fairness of an exchange by making a comparison on inputs to outputs and form an equity score."	(Wu, 2013)
"Defined as the costs and benefits allocated in achieving equitable exchange relationship."	(Kim, Kim, & Kim, 2009)

Source: Developed for Research

Table 2.3 shows the definitions of distributive justice according to Mansori et al. (2014), Wu (2013) and Kim et al. (2009).

Mansori et al. (2014) studied the relationship of perceived justice with customers' satisfaction and after purchase behavior in banking service industry. Data was collected from 370 target respondents over 18 years old who had unsatisfactory service experience before using survey questionnaire. With the use of Structural Equation Model (SEM), the result showed that there was a direct relationship between distributive justice with customers' satisfaction and after purchase behavior where the high customer satisfaction increased the level of customers' trust as well.

Wu (2013) explored the relationship of perceived justice with customers' satisfaction and complaint intentions where trust has a significant influence on customers' satisfaction. Data was collected from 1,017 respondents who had negative online

service experience using online survey questionnaire. With the use of Structural Equation Model (SEM), the result stated that distributive justice contributed significantly to customers' satisfaction and complaint intentions where trust played an important role in influencing customers' satisfaction.

A study had been conducted by Kim et al. (2009) to examine the relationship of perceived justice with recovery satisfaction and relationship between recovery satisfactions with trust, word-of-mouth and revisit intention. A screening question was asked before data collected from 1,000 hotel guests in Korea who encountered any service failure in the past 6 months using survey questionnaire. With the use of two-step approach, the result showed that distributive justice had influence on service satisfaction and then trust formed a long-term relationship between service provider and customer.

2.2.3 Procedural Justice

Table 2.4: Definitions of Procedural Justice

Definitions	Citations
"Defined as perceived fairness of customer feels about the service recovery procedures and standards."	(Qin, Chen, & Wan, 2012)
"Defined as justice of the policies and procedures used by firms that has six sub-elements: decision control, process control, acceptance of responsibility, speed of response, accessibility and flexibility."	(Santos & Fernandes, 2011)

Definitions	Citations
"Defined as the justice of the policies and procedures used by a firm to rectify service failures."	(Chang & Chang, 2010)

Source: Developed for Research

Table 2.4 shows the definitions of procedural justice according to Qin et al. (2012), Santos and Fernandes (2011) and Chang and Chang (2010).

Qin et al. (2012) examined the relationship of perceived justice, post recovery satisfaction, perceived switching costs and online customer loyalty. For the research on customer loyalty, the focus was on trust and correlation between recovery satisfaction and customer loyalty. Data was collected from 236 college students and working professionals using web-based and paper-based survey and then tested with the use of Partial Least Squares (PLS). The result showed that procedural justice had positive influence on customer loyalty through post recovery satisfaction.

Santos and Fernandes (2011) investigated the relationship between perceived justices, satisfaction with complaint handling, customers' trust in online purchasing. Data was collected from 3,339 customers who had complaint process experiences in online purchasing within the past 6 months in Brazil using online questionnaire, which was thereafter analyzed by utilizing the Structural Equation Modeling (SEM). The findings highlighted that the procedural justice had positive influence on satisfaction with complaint handling where the satisfaction strongly influenced consumer trust.

Chang and Chang (2010) examined the relationships between perceived justices in service recovery, recovery satisfaction and customer loyalty in airline services. Data was collected from 450 airline passengers who had experienced airline service failure and recovery in Taiwan using questionnaire and only 257 valid responses were returned. The response data was analyzed with Structural Equation Modeling (SEM)

and findings showed that procedural justice influenced recovery satisfaction directly and customer loyalty indirectly.

2.2.4 Interactional Justice

Table 2.5 Definitions of Interactional Justice

Definitions	Citations
"Defined as the perceived fairness of interpersonal treatment that a customer receives in service encounter process."	(Kwortnik & Han, 2011)
"Defined as how the buyers feel in the specific transaction they have been treated fairly by the seller during the transaction."	(Chiu, Chou, & Chiu, 2013)
"Defined as the manner in which they were treated during the resolution process."	(Ghalandari, 2013)

Source: Developed for Research

Table 2.5 shows the different definitions of interactional justice according to Kwortnik and Han (2011), Chiu et al. (2013) and Ghalandari (2013).

Kwortnik and Han (2011) examined the relationship between perceived service fairness (distributive justice, procedural justice and interactional justice) and trust in China. Data was collected from 800 customers from 6 hotels in China using survey-based research whereas there were only 601 complete survey questionnaires received from customers by inviting every fifth customers. With the use of structural equation modeling (SEM), this study concluded that the relationship between interactional justice and trust was the strongest.

According to Chiu et al. (2013), they studied about the relationship between perceived justices, trust, and repurchase intention in online markets. The data collection method used in this study was web-based survey and data was collected from 424 buyers in Yahoo! Kimo online auction market. With the use of structural equation modeling (SEM), the result concluded that interactional justice was positively and significantly related to trust.

Ghalandari (2013) studied about the relationship between perceived justices and consumers' trust and the findings showed that interactional justice had positive relationship with consumers' trust in a situation of failure recovery in retail with the use of structural equation modeling (SEM). Data was collected from 400 university students using questionnaire while only 380 questionnaires were usable.

2.3 Proposed Conceptual Framework/ Model

Figure 2.1: Model of the relationship between perceived justice and tourists'

trust

Perceived Justice

Distributive Justice	H1
Procedural Justice	H2	Tourists' Trust
Interactional Justice	H3

Adapted from:

Assefa, E. S. (2014). The effects of justice oriented service recovery on customer satisfaction and loyalty in retail banks in ethiopia. *EMAJ: Emerging Markets Journal, 4*(1), 49-58.
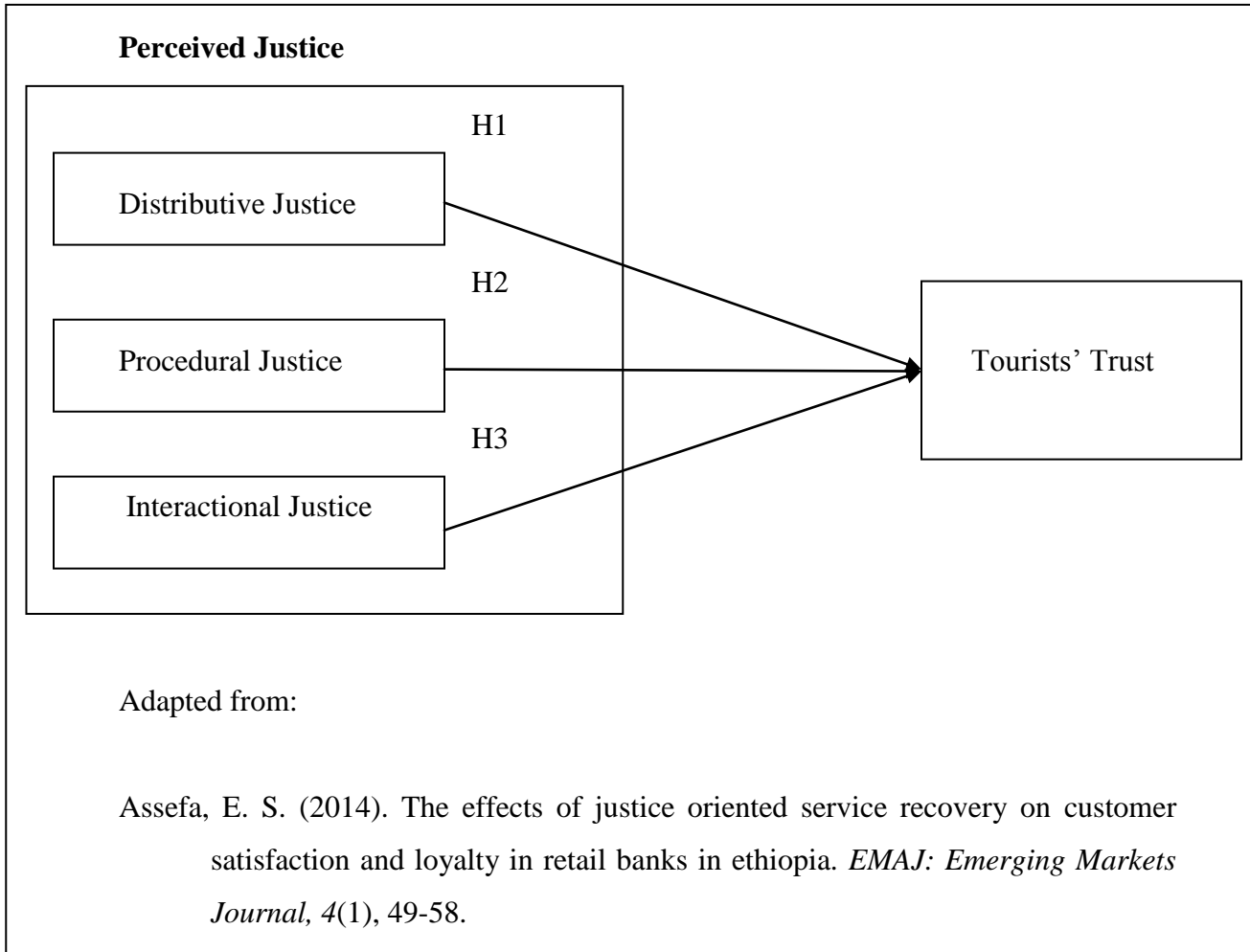
The model shown in Figure 2.1 is used to examine the relationship between perceived justice and tourists' trust. The IVs of this study are distributive justice, procedural justice and interactional justice. The DV of this study is tourists' trust.

2.4 Hypotheses Development

H1: Distributive justice relates positively with tourists' trust in Malaysian Tourism Industry.

H2: Procedural justice relates positively with tourists' trust in Malaysian Tourism Industry.

H3: Interactional justice relates positively with tourists' trust in Malaysian Tourism Industry.

2.5 Conclusion

This chapter provided the review of theoretical foundation of perceived justice and prior studies. For this chapter, conceptual model and hypotheses were developed from the prior studies. Then, the following chapter will discuss the research methodology.

CHAPTER 3: RESEARCH METHODOLOGY

3.0   Introduction

This chapter discusses the research design, data collection method, population, sample and sampling technique, variable and measurement and data analysis technique after developing research model and hypotheses statements in Chapter 2.

3.1 Research Design

The study was a cross sectional study because it studied a phenomenon at a specified time within a short period of time (Mann, 2003). The data was collected once only for the research (Trochim, 2006). It was a cheap yet quick and useful method because the study was limited to time constraints. Self-administered questionnaire was employed as the survey data collection method in this research. The questionnaires were distributed to the target respondents through self-delivery and on the spot collection. This method was more preferable because it saved time and cost in collecting data from large number of respondents compared to interviewing. The study obtained quick responses from large number of respondents and answer their possible doubts (Sekaran & Bougie, 2013).

3.2 Data Collection Method

Kuala Lumpur International Airport (KLIA) was chosen as the sampling location of the study because it is a main gateway in Malaysia. According to the Ministry of Tourism, as cited in Mosbah and Al Khuja (2014), KLIA is capable to handle flights for nearly 50 international carriers where it includes many international flight airlines such as Japan Airlines, Qatar Airways, British Airways, Northwest and KLM. Hence, it is a suitable location to spot international tourists and distribute survey questionnaire to them.

Based on the purpose of study, primary data was gathered through self-administered questionnaires. Survey questionnaire was used to gather the primary data because the information was easy and faster accessed to individuals with lower costs (Kaiser, 2011). A range of 10% to 20% of the actual sample size was generally reasonable for conducting a pilot test (Hazzi & Maldaon, 2015). To access the validity and reliability of the survey questionnaire (Zhang, 2009), a pilot test was conducted on 30 international tourists and it was done in September 2015, whereas final collection of data for data analysis was done in October 2015. We approached 250 international tourists in KLIA and distributed the questionnaires to them personally. A number of 250 questionnaires were returned with a response rate of 100%.This was because the survey questionnaires were distributed and collected on the spot simultaneously. 170 sets of questionnaires received from the total 250 international tourists were usable for this study.

3.3 Population, Sample and Sampling Procedures

The target population was international tourists who visited to Malaysia. Every tourist has different purposes of travelling such as recreation, health care, visitation and business (Tureac & Anca, 2008) as well as education (Hotel and Resort Insider, 2007). According to the Mohd Ayob and Masron (2014), international tourists are traditionally concentrated by the Malaysian tourism industry. For instance, the international tourists' arrival in Malaysia had reached significant growth of total 25.73 million people in 2013 compared to 5.56 million people in 1998. However, there were few unfortunate cases happened recently such as airplane disasters and kidnapping incidents. These incidents will deteriorate the confidence level of international tourists towards Malaysia. Scholars had found that international tourists are more anxious for the safety and security of the country than the domestic tourists since they do not belong to the country they visit (Mohd Ayob & Masron, 2014). Hence, it is important to measure international tourists' perspectives instead of local tourists.

Due to the budget and time constraint, it was impractical to survey whole population of international tourists in Malaysia. Therefore, sampling was used to collect data in this research where it could represent entire population (Saunders, Lewis, & Thornhill, 2012). This study did not establish sampling frame because the number of international tourists' population in 2015 was unknown and it was impossible to get their full details. Hence, the study used non-probability sampling technique to collect data (Feild, Pruchno, Bewley, Lemay, & Levinsky, 2006) and convenience sampling method was used to distribute questionnaires to the international tourists who were easily to be accessed. It was preferable in the study since there was no sampling frame available for the study (Leong, Hew, Lee, & Ooi, 2015). Moreover, it was easy to obtain raw data in order to conduct further analysis. Due to the random selection of respondents, it helped to save cost and time in collecting large amount of data (Tripathi, 2013).

An optimal sample size is recommended by Hinkin (1995) to provide a range from at least 1:4 to 1:10 for the item-to-response ratios in order to be used in factor analysis of every set of scales. Since the questionnaire contained 17 items to be measured, the sample size ranging from 68 to 170 respondents would be deemed to be sufficient and useful for the factor analysis purpose. Hence, self-administered questionnaires were distributed to total number of 250 international tourists to conduct survey.

3.4 Research Instrument

We distributed self-administered survey questionnaires to the international tourists in Kuala Lumpur International Airport (KLIA). By distributing the survey questionnaires through self delivery, it was easier for us to communicate with tourists in order to make them more understand our purpose of conducting the survey questionnaire. In addition, the survey questionnaires were written in English version as English is an international language where most of the international tourists can communicate with and read.

We also conducted pilot test based on the survey questionnaires filled by 30 international tourists. The purpose of conducting pilot test was to ensure the reliability of the survey before further distributing the survey questionnaires to other international tourists for data analysis purpose.

3.5 Variables and Measurements

Table 3.1: Definitions of Trust, Distributive Justice, Procedural Justice and Interactional Justice

Terms	Definitions	Citations
Trust	"Defined as the willingness and confidence to rely upon on an exchange partner who demonstrates their care for the others' needs and benefits. In service recovery context, trust is defined as the willingness of customers to accept the service failure resolution."	(DeWitt, Nguyen, & Marshall, 2008)
Distributive Justice	"Defined as a distribution of costs and benefits to customers during service recovery. It is compensation in the form of monetary reward, such as discount, coupon, adjustment and substitution."	(Mansori, Tyng, & Ismail, 2014)
Procedural Justice	"Defined as perceived fairness customer feels about the service recovery procedure and standard."	(Qin, Chen, & Wan, 2012)
Interactional Justice	"Defined as the perceived fairness of interpersonal treatment that a customer receives in service encounter process."	(Kwortnik & Han, 2011)

Source: Developed for Research

Table 3.1 shows the definitions of DV and IVs that can be used in service recovery context. The components of IVs were adopted from justice theories which can be applied in service recovery procedures: distributive justice, procedural justice and interactional justice (McColl-Kennedy & Sparks, 2003). The questionnaire for this study was made up of 17 items and it can be found in Appendix C. The items of

distributive justice, procedural justice and interactional justice were chosen from Brock et al. (2013), Qin et al. (2012) and Kwortnik and Han (2011) respectively. Besides, the 4 items of trust were extracted from Kwortnik and Han (2011). These items were chosen because these studies had a Cronbach's alpha of more than 0.7 (Christmann & Van Aelst, 2006). The interval scale was used to evaluate the variables by measuring with five-point Likert scale, ranging from 1=strongly disagree to 5=strongly agree because it can result in normal distribution of data (Harpe, 2015).

3.6 Data Processing

A total of 250 survey questionnaires were distributed to the international tourists in Kuala Lumpur International Airport (KLIA). Out of the 250 sets survey questionnaires, 80 sets which consisting outliers were removed to avoid misinterpretation of data analysis. After screening the questionnaires, for the remaining 170 sets of usable survey questionnaires, the descriptive data of questionnaires that filled by international tourists were coded before entering the data into SAS Enterprise Guide 5.1 software. Data was entered with considerable care and always rechecked in order to ensure consistencies between the data stated in the questionnaires and the data entered into data analysis software.

3.7 Data Analysis Techniques

3.7.1 Descriptive Analysis

Frequency and percentage are appropriate methods to analyze the descriptive data (Sekaran, 2000). Descriptive data in this study are age, gender, purpose of travelling to Malaysia, times of travelling to Malaysia and residing country. Frequency can be regarded as a prerequisite for both the basic statistics for data description and various graphs used to exhibit data. It records number of data points that fall into each class, indicates population characteristics and facilitates its graphic presentation, eventually summarizes a tremendous amount of data in a useful format. Absolute values carry less meaning. Therefore, converting the raw numbers of frequency into percentages would then furnish a more useful data description to the study.

On the other hand, to describe a data set, measures of central tendency and measures of dispersion are commonly used. Measures of central tendency include mean, median and mode, while measures of dispersion include skewness, kurtosis, etc. Means and standard deviation (SD) are applied to analyze the outcome of survey items of the IVs and DV in order to determine resulting trends of different variables (Ferreira & de Oliveira, 2014).

3.7.2 Inferential Analysis

Skewness and kurtosis were applied in this study for normality test. Normality test is important to be carried out as it is one of the assumptions that must be met when conducting Pearson Correlation and Multiple linear regression (MLR) analysis in this study (Saunders et al., 2012). According to Jo (2009), the data is considered normally distributed if the kurtosis is within ±10 and skewness is within ±3. Reliability test is also conducted on the survey items by using Cronbach's alpha as it is the most

frequently used method (Saunders, Lewis, & Thornhill, 2009). Reliability test is conducted for determining consistency and stability in measuring the constructs (Choy, Ng, & Ch'ng, 2011). If the Cronbach's alpha is more than 0.70, the survey items are considered consistent and reliable (Christmann & Van Aelst, 2006).

Multicollinearity was used in this study to determine whether there were high correlations between IVs. Problem of multicollinearity presents if the correlation coefficient is at 0.90 and above, tolerance value of 0.10 or below and variance inflation factor (VIF) value of 10 and above (Hair, Black, Babin, & Anderson, 2010). Variable elimination is recommended as an effective technique to solve multicollinearity problem (Paul, 2006).

Pearson Correlation Analysis was used to evaluate the strength of relationship between IVs and DV. The relationship is significant if the p-value is less than 0.05 and the coefficient (r) has a value between +1 and -1. There is a perfect positive correlation if it is a value of +1 which means two variables are related positively (Saunders et al., 2012). Pearson Correlation Analysis has to be conducted in this study because multicollinearity problem can be identified by testing the correlation coefficient. It is a must to ensure that there is no multicollinearity problem as it is one of the assumptions that must be met when carrying out Multiple Linear Regression (MLR) (Rhoton, 2014).

According to Saunders et al. (2012), Multiple Linear Regression (MLR) Analysis was applied in this study because the relationship among one DV (Tourists' Trust) and a set of IVs (distributive justice, procedural justice and interactional justice) were tested. In order to apply MLR analysis, some fundamental assumptions such as normality, linearity and multicollinearity must be fulfilled (Saunders et al., 2012).

<div align="center">**Table 3.2: Equation of MLR Analysis**</div>

$Y= \alpha +\beta 1X1 + \beta 2X2 + \beta 3X3 +\varepsilon$	
Y	Tourists' Trust
X1	Distributive Justice
X2	Procedural Justice
X3	Interactional Justice
α	Intercept
β	Slopes
ε	Error Term

Source: Developed for the research

Table 3.2 shows the equation of MLR analysis. It determines how strong the tourists' trust will be affected by the perceived justice.

3.8 Conclusion

This chapter mainly provided the research methodology and data analysis techniques whereby the results obtained from the survey questionnaires will be discussed in the following chapter.

CHAPTER 4: DATA ANALYSIS

4.0   Introduction

The findings from the 170 sets of survey questionnaires are provided and analyzed in this chapter. The data from the survey questionnaires are analyzed by using the SAS Enterprise Guide 5.1 software. The results are interpreted in order to find the relationship between independent variables (distributive justice, procedural justice and interactional justice) and dependent variable (trust). Besides that, this chapter also shows the descriptive analysis, scale measurement and inferential analysis of the results.

4.1 Descriptive Analysis

4.1.1 Demographic Profile of the Respondents

Table 4.1: Demographic profile of the Respondents

Profile	Categories	Frequency	Percentage (%)
Gender	Female	76	44.71
	Male	94	55.29
Age	25 years and below	109	64.12
	26 to 35 years	32	18.82
	36 to 45 years	19	11.18
	46 years and above	10	5.88

Profile	Categories	Frequency	Percentage (%)
Purpose of visiting Malaysia	Recreation	70	41.18
	Visitation	52	30.59
	Business	22	12.94
	Health Care	0	0.00
	Others	26	15.29
Time of travelling within past 12 months	None	37	21.76
	1-3 times	106	62.35
	4-6 times	16	9.41
	More than 6 times	11	6.47
Residing country	Africa	8	4.71
	Asia	82	48.24
	Central America	1	0.59
	Eastern Europe	5	2.94
	European Union	28	16.47
	Middle East	12	7.06
	North America	14	8.24
	Oceania	11	6.47
	South America	6	3.53
	The Caribbean	3	1.76

Source: Developed for the research

Table 4.1 shows the demographic profile of the respondents that categorized into five questions, including the respondents' gender, age, purpose of visiting Malaysia, time of travelling within past 12 months and residing country. Among the 170 respondents, 76 of them are female (44.71%) while 94 of them are male (55.29%). Besides, majority of the respondents are aged between 25 years and below which comprise of 109 respondents (64.12%). Meanwhile, only 32 of them are aged between 26 to 35 years (18.82%), followed by 19 respondents (11.18%) who fall under the range of 36-45 years and the remaining 10 respondents (5.88%) are between age of 45 years and above. The results of survey indicate that recreation is the main purpose of visiting

Malaysia, accounting for 70 respondents (41.18%). There are 52 (30.59%) and 26 (15.29%) respondents visit Malaysia for visitation and others purpose respectively. The remaining 22 respondents (12.94%) are for business purpose and there is none of them visit Malaysia for health care purpose.

Based on the data analysis above, it states that most of the respondents which comprise of 106 respondents (62.35%) have traveled to Malaysia for 1-3 times within past 12 months while 37 respondents (21.76%) have no experience in travelling to Malaysia. Meantime, 16 (9.41%) and 11 respondents (6.47%) are in between the range of 4-6 times and more than 6 times respectively. On the other hand, the top three of the respondents' residing country among the total 170 respondents are Asia, European Union and North America. It consists of 82 respondents (48.24%) for Asia, 28 respondents (16.47%) for European Union and 14 respondents (8.24%) for North America.

4.1.2 Central Tendencies Measurement of Constructs

Table 4.2: Central Tendencies Measurement of Constructs

Research Constructs and Research Items		Mean	Standard Deviation
Distributive Justice			
Distributive Justice 1	I received an adequate compensation from tourism industry in Malaysia.	3.212	0.778
Distributive Justice 2	I received about as much compensation from tourism industry in Malaysia as in context of previous complaints.	3.100	0.833
Distributive Justice 3	In solving my problem, tourism industry in Malaysia gave me exactly what I needed.	3.335	0.877

Research Constructs and Research Items		Mean	Standard Deviation
Distributive Justice 4	The compensation I received from tourism industry in Malaysia was fair.	3.241	0.874
Procedural Justice			
Procedural Justice 1	Tourism industry in Malaysia responds quickly when incident happens.	3.000	0.967
Procedural Justice 2	Tourism industry in Malaysia displays enough flexibility when dealing with my complaint.	3.006	0.880
Procedural Justice 3	Tourism industry in Malaysia has a set of effective problem solving management policy.	3.088	0.889
Procedural Justice 4	Tourism industry in Malaysia is effective in dealing with the incident.	3.018	0.894
Interactional Justice			
Interactional Justice 1	I was treated with courtesy.	3.606	0.831
Interactional Justice 2	I was treated with respect.	3.788	0.771
Interactional Justice 3	The staff at tourism industry in Malaysia was ready to answer my questions.	3.676	0.847
Interactional Justice 4	The staff at tourism industry in Malaysia was enthusiastic or eager to resolve my problems.	3.441	0.910
Interactional Justice 5	The staff at tourism industry in Malaysia did an excellent job building rapport with me.	3.318	0.839
Trust			
Trust 1	Tourism industry in Malaysia treats tourists with honesty.	3.500	0.844

Research Constructs and Research Items		Mean	Standard Deviation
Trust 2	Tourism industry in Malaysia is trustworthy because it is concerned with tourists' interests.	3.459	0.800
Trust 3	Tourism industry in Malaysia has the ability to provide for my needs.	3.541	0.829
Trust 4	I trust and I am willing to depend on tourism industry in Malaysia.	3.600	0.886

Source: Developed for the research

Table 4.2 illustrates the mean and standard deviation of the variables. The mean values of all the variables ranges from 3.000 to 3.788. This result indicates that majority international tourists ticked 'neutral', 'agree' or 'strongly agree' regarding the items. Besides, the standard deviations of all the variables are less than 1.

Table 4.2 shows that the second statement of interactional justice contributes the highest mean which has the value of 3.788 and this shows that majority of the respondents strongly agree with "I was treated with respect". All items have standard deviation of less than 1. The standard deviation for the first statement of procedural justice (0.967) has the highest dispersion from the mean while the lowest dispersion from the mean is the second statement of interactional justice (0.771). The responses are considered consistent as the standard deviation is close to zero.

4.2 Scale Measurement

4.2.1 Normality Test

Table 4.3: Normality Test

Variables	Pilot			Final		
	Number of Items	Skewness	Kurtosis	Number of Items	Skewness	Kurtosis
Distributive Justice	Distributive Justice 1	0.040	-0.082	Distributive Justice 1	-0.465	0.641
	Distributive Justice 2	0.888	-0.134	Distributive Justice 2	-0.004	0.052
	Distributive Justice 3	0.242	-1.261	Distributive Justice 3	-0.232	0.041
	Distributive Justice 4	0.000	-0.789	Distributive Justice 4	-0.007	-0.426
Procedural Justice	Procedural Justice 1	0.170	-0.715	Procedural Justice 1	-0.040	-0.515
	Procedural Justice 2	0.294	-0.550	Procedural Justice 2	0.041	-0.127
	Procedural Justice 3	0.758	-0.321	Procedural Justice 3	-0.072	-0.117
	Procedural Justice 4	0.323	-0.722	Procedural Justice 4	-0.085	-0.251

	Pilot			Final		
Variables	**Number of Items**	**Skewness**	**Kurtosis**	**Number of Items**	**Skewness**	**Kurtosis**
Interactional Justice	Interactional Justice 1	-1.047	-0.034	Interactional Justice 1	-0.530	0.324
	Interactional Justice 2	-0.888	-0.134	Interactional Justice 2	-0.636	1.177
	Interactional Justice 3	-0.291	-0.554	Interactional Justice 3	-0.390	-0.077
	Interactional Justice 4	0.003	0.229	Interactional Justice 4	-0.276	-0.222
	Interactional Justice 5	-0.037	-0.589	Interactional Justice 5	-0.048	0.173
Trust	Trust 1	-0.201	-0.453	Trust 1	-0.448	0.005
	Trust 2	-0.040	-0.081	Trust 2	-0.390	0.191
	Trust 3	0.786	2.009	Trust 3	-0.164	-0.500
	Trust 4	-0.086	-0.357	Trust 4	-0.256	-0.388

Source: Developed for the research

Table 4.3 shows the result of normality test conducted during the pilot test and final test. According to Jo (2009), the data is considered normally distributed if the skewness and kurtusis range between ±3 and ±10 respectively. The result of normality test conducted during the pilot test reveals that the skewness of the items in each variable ranges from -1.047 to 0.888 while the value of kurtosis ranges from -1.261 to 2.009. Therefore, the data is normally distributed as the value of skewness and kurtosis also fall within the acceptable range of ±3 and ±10 respectively.

As shown in Table 4.3, the skewness of all items in questionnaires conducted during final test ranges between -0.636 and 0.041 while the kurtosis ranges between -0.515 and 1.177. The assumptions of normality are fulfilled since the values of skewness and kurtosis are ranging between acceptable levels.

4.2.2 Reliability Test

Table 4.4: Reliability Test

	Pilot Test				**Final Test**		
Variables	Number of items	Number of samples size	Cronbach's Alpha coefficient	**Variables**	Number of items	Number of samples size	Cronbach's Alpha coefficient
Distributive Justice	4		0.775	**Distributive Justice**	4		0.797
Procedural Justice	4	30	0.771	**Procedural Justice**	4	170	0.833
Interactional Justice	5		0.775	**Interactional Justice**	5		0.863
Trust	4		0.709	**Trust**	4		0.826

Source: Developed for the research

The number of samples size for final test was 170 international tourists while a pilot test was conducted on 30 international tourists in order to access the validity and reliability of the survey questionnaire (Zhang, 2009). Cronbach's alpha was calculated for the reliability test. The outcomes of reliability test for each variable conducted during pilot test and final test are presented in Table 4.4.

The Cronbach's Alpha coefficient of all the variables conducted during pilot test ranges from 0.709 to 0.775. For the final test, the Cronbach's Alpha values fall under the range of between 0.797 and 0.863. Variables are considered consistent and reliable if the Cronbach's Alpha is more than 0.70 (Christmann & Van Aelst, 2006). Therefore, it can be concluded that the questionnaire used in this study is reliable.

4.3 Inferential Analysis

4.3.1 Pearson Correlation Analysis

Table 4.5: Pearson Correlation Coefficient

Variables		Distributive Justice	Procedural Justice	Interactional Justice	Trust
Distributive Justice	**Pearson Correlation**	**1.000**			
	Significance				
Procedural Justice	**Pearson Correlation**	**0.543**	**1.000**		
	Significance	**<0.000**			
Interactional Justice	**Pearson Correlation**	**0.508**	**0.625**	**1.000**	
	Significance	**<0.000**	**<0.000**		
Trust	**Pearson Correlation**	**0.490**	**0.590**	**0.656**	**1.000**
	Significance	**<0.000**	**<0.000**	**<0.000**	

Source: Developed for Research

There is no multicollinearity problem if the correlation coefficient is at 0.90 and below (Hair et al., 2010). Among all the independent variables, the correlation coefficient ranges from 0.508 to 0.625 and the highest value of correlation coefficient is 0.625. Therefore, this result shows that there is no multicollinearity problem as none of the correlation coefficient value is greater than 0.90.

According to Table 4.5 above, it indicates that all the variables have significant relationship as the level of $p<0.000$ which the p-value is less than 0.05. Based on Pearson correlation analysis, the result shows that distributive justice (0.490), procedural justice (0.590) and interactional justice (0.656) are having moderate positive relationship with trust. Besides, the result shows that the relationship between interactional justice and trust is the strongest which at the highest value of 0.656.

4.3.2 Multiple Linear Regression Analysis

Table 4.6: Summary of Multiple Linear Regression Analysis

Variable	Parameter Estimate	Pr>|t|	Tolerance	Variance Inflation
Intercept	0.833	0.000	.	0
Distributive Justice	0.140	0.046	0.659	1.518
Procedural Justice	0.225	0.001	0.541	1.848
Interactional Justice	0.437	<.000	0.569	1.756
R Square (R²)		0.496		

Adjusted R Square	0.487
F value	54.42
Significant F	<0.000

Source: Developed for Research

According to Table 4.6, the value of R square is 0.496. This means that 49.60% of all 3 independent variables (distributive justice, procedural justice and interactional justice) can justify the variation in dependent variable (trust). The remaining of 50.40% refers to other factors that are not included in this study. R square is considered acceptable if value of R square is more than 0.4 (Bonate, 2005).

Besides, this analysis shows the F-value (54.42) is large and significant as the p-value is <0.000 which is less than 0.05. Therefore, it proves that the model is fit whereby the dependent variable (trust) can be justified by independent variables (distributive justice, procedural justice and interactional justice).

The equation of MLR analysis is as follow:

Tourists' Trust = 0.833 + 0.140(Distributive Justice) + 0.225(Procedural Justice) + 0.437(Interactional Justice)

According to Hair et al. (2010), multicollinearity problem occurs if the value of variance inflation factor (VIF) is 10 and above and value of tolerance is 0.10 or below. The result indicates that there is no multicollinearity problem as the value of variance inflation factor (VIF) for all independent variables (distributive justice, procedural justice and interactional justice) are less than 10 and their tolerance values are more than 0.10.

According to Table 4.6 above, distributive justice (p=0.046), procedural justice (p=0.001), interactional justice (p=<0.000) have significant association with tourists' trust as the p-value is less than 0.05. The relationship between interactional justice and tourists' trust is the strongest where every increase in interactional justice, tourists' trust will go up by 0.437, provided that other variables remain constant. Hence, H1, H2 and H3 are supported.

4.4 Conclusion

This chapter showed the demographic profile of the target respondents and the data analysis of the results obtained from the survey questionnaires. Chapter 5 will discuss the major findings, implications, limitations of the study and the recommendations for future research.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0   Introduction

This chapter summarizes the data analysis in chapter 4 and discusses the major findings, limitations of the study and also the recommendations for future research.

5.1 Summary of Statistical Analyses

5.1.1 Summary of Descriptive Analysis

The demographic profiles exhibit that most of the target respondents are male (55.29%) and most of the respondents age 25 years and below (64.12%). Moreover, most of the target respondents are residing in Asia (48.24%) and most of their purpose of visiting Malaysia is recreation (41.18%). Furthermore, majority of them have travelled to Malaysia for 1 to 3 times (62.35%) within the past twelve months.

For central tendency measurement, the values of mean of all questionnaire items are between 3.000 and 3.788, while their standard deviation are smaller than 1.

5.1.2 Summary of Scale Measurement

In short, all the data in this research has been tested and this research has achieved the criteria of normality test. After SAS analysis, all the data is normal distributed as the skewness ranges from -0.636 to +0.041, which is still within ±3 and kurtosis ranges from -0.515 to 1.177, which is still within ±10. On the other hand, all variables have fulfilled the criteria of reliability test, which mean that the survey items regarding all the variables are consistent and reliable. This is because all the independent variables and dependent variables have Cronbach's alpha which is more than 0.70 with, ranging from 0.797 to 0.863.

5.1.3 Summary of Inferential Analysis

For Pearson correlation analysis, there is no multicollinearity problem as the correlation coefficient between all the independent variables is less than 0.9. After SAS analysis, the results further prove that there is no multicollinearity between independent variables as tolerance values are more than 0.10 and variance inflation factor (VIF) values are 10 and below.

Based on multiple linear regression analysis, the result shows that there is 49.60% of the changes in dependent variable (trust) can be predicted by all the 3 independent variables (distributive justice, procedural justice and interactional justice) as value of R^2 is 0.496. The model fit is achieved as the F-value (54.42) is large and significant (p-value<0.000). In addition, the result shows that distributive justice (0.046), procedural justice (0.001) and interactional justice (<0.000) have significant relationship with trust as all the independent variables are less than p-value of 0.05. Inferential analysis results indicate that interactional justice has the largest influence on tourists' trust.

5.2 Discussions of Major Findings

Table 5.1: Summary of Hypothesis Testing

Hypothesis	Description	Significance Level	Statistics Support
H1	Distributive justice relates positively with tourists' trust in Malaysian Tourism Industry.	p=0.046 (p<0.05)	Supported.
H2	Procedural justice relates positively with tourists' trust in Malaysian Tourism Industry.	p=0.001 (p<0.05)	Supported.
H3	Interactional justice relates positively with tourists' trust in Malaysian Tourism Industry.	p<0.000 (p<0.05)	Supported.

Source: Developed for Research

5.2.1 Distributive Justice

Table 5.1 shows that distributive justice has a positive impact on the restoration of tourists' trust in Malaysian tourism industry. This result is in line with the past studies of Mansori et al. (2014), Wu (2013) and Kim et al. (2009) which had proven that distributive justice contributes significantly with the customers' satisfaction where trust is positively associated with the customers' satisfaction.

Distributive justice is positively and significantly related to the tourists' trust which is probably due to the tourists expect to receive monetary rewards for perceived unfairness of a service provided. It is supported by the study of Ha and Jang (2009) which suggested that service failure can be resolved by increasing distributive justice. Moreover, it would be more effective to the customers who have low relationship quality. Therefore, the service provider should provide monetary rewards such as discounts, free coupons and refund to the customers who have week relationships with them.

Distributive justice has the lowest impact to the tourists' trust compared to the procedural justice and interactional justice. One possible explanation could be the tourists who have high relationship quality are expected to receive good treatment or immediate response rather than good compensation.

In overall, tourism practitioners should put effort in increasing distributive justice by providing good compensation to the tourists who received poor services. It is not only able to turn the tourists' dissatisfaction into satisfaction, but also generate positive word-of-mouth intention about their experiences in Malaysia. By this way, it is able to strengthen tourists' trust in Malaysian tourism industry.

5.2.2 Procedural Justice

Based on the findings, procedural justice has been proven to positively affect tourists' trust in Malaysian tourism industry. The result is parallel to several prior studies conducted by Qin et al. (2012), Santos and Fernandes (2011) and Chang and Chang (2010). Those past studies suggested that procedural justice has positive influence on customers' loyalty and trust through recovery satisfaction.

Procedural justice has a positive relationship with the tourists' trust because the tourists are concerned to the process of service recovery such as flexibility, speed of response and acceptance of responsibility. For example, if Malaysia Airlines (MAS) can response quickly in solving problems, it can provide a good impression to tourists about their experiences in Malaysia. Tourists will have negative emotional states or even feel dissatisfy if they need to wait a long time for the responding of service failure they received. They feel annoyed and frustrated because time loss is costly to them (Mannaa & Chaudhry, 2013).

Thus, procedural justice plays an important role in the restoration of tourist' trust. Tourism practitioners can increase tourists' trust by taking individual circumstances into accounts, response to the service failure quickly and assuming responsibility (Barakat, Ramsey, Lorenz, & Gosling, 2015).

5.2.3 Interactional Justice

Furthermore, interactional justice has a significant and positive relationship with the restoration of tourists' trust in Malaysian tourism industry. The result is coherent with the past studies of Kwortnik and Han (2011), Chiu et al. (2013) and Ghalandari (2013) which concluded that interactional justice is positively and significantly related to trust.

The results of the study shows that interactional justice has the strongest impact on the restoration of tourists' trust as its significant level is lower than 0.000. This is possibly because it can be considered as one of the cheapest and effective method to restore tourists' trust compared to distributive justice and procedural justice (Kazemi, Barid Nazif, & Forouharfar, 2011). It involves training and directing the employees to have favorable behavior with the tourists. For instance, tourism practitioners provide instructions and training to their employees regarding on how to tolerate with

annoying customers, obeying courtesy and apologizing to the customers who experienced with service failure. The cost of training employees is cheaper than the compensation, discount, or even refunding to customers.

Hence, interactional justice should be taken into the consideration in the process of restoring tourists' trust because tourists' satisfaction can be increased by treating them with courtesy and empathy. For example, hotel front desk clerk should communicate with tourists with courtesy and politely in order to satisfy them and gain their trusts. By positively influencing their satisfaction, it can lead to positive word-of -mouth and hence restore tourists' trust.

5.3 Implications of Study

5.3.1 Managerial Implications

Due to several unfortunate incidents such as terrorism and airplane disasters happened in Malaysia, the tourists' confidence level towards Malaysia is adversely impacted. Tourists, especially for those who have never been to Malaysia rely heavily on the destination images to make decision on travelling. Hence, Malaysian tourism practitioners own the responsibility to build positive image for the country in order to restore tourists' trust.

The research study aims to ascertain the influences of perceived justice theory which comprises of distributive justice, procedural justice and interactional justice towards the restoration of tourists' trust in Malaysian tourism industry. The model can be served as a reference to the Malaysian tourism practitioner in the process of restoring tourists' trust. It helps them to save time and cost as they can obtain useful and necessary information through the research.

Besides that, the study enables the tourism practitioners to have better understanding of distributive justice and its positive influence on the restoration of tourists' trust. They are able to know the appropriate level of contributions and outcomes which perceived by the tourists. The outcomes which in terms of monetary rewards, such as coupons, discounts, refund and free-of-charge that are given to the tourists must be fair and justice.

In addition, the study suggests that procedural justice is important in affecting tourists' trust. It contributes to the players of Malaysian tourism industry in practicing fairly perceived procedures and policies so that the tourists increase their confidence level as well as trust to their services. By delivering certain elements such as flexibility, timeliness, and procedure control in the services, especially in the process of service recovery, it will be able to provide more satisfaction to the tourists.

Lastly, the study demonstrates the importance of interactional justice to tourists' trust. Tourism practitioners should improve their interpersonal treatment to the tourists in service encounter process in order to satisfy them and regain their trust. For instance, tourism practitioners should involve the value of honesty, politeness, effort and empathy in the interpersonal communication with tourists.

5.3.2 Theoretical Implications

Furthermore, the study contributes to the literature on the perceived justice by displaying the importance it plays in the relationship with tourists' trust. Although there were several past studies had been conducted to study the importance of perceived justice, it was limited in tourism industry especially in Malaysia. Thus, this study provides a better explanation on how perceived justice can positively influence the Malaysian tourists' trust. It will benefit to the researchers who tend to conduct a

study that related to Malaysian tourism as they can save time and cost in exploring this area.

In general context, perceived justice theory is always applied in the research regarding to the work organization. However, the study suggests that the three dimensions of perceived justice have positive and significant relationship with the restoration of tourists' trust. In fact, the results provide empirical support for the research model. Hence, the researchers can refer the research model to facilitate their research. It encourages them to apply perceived justice theory in more variety of contexts.

Ultimately, the study enhances the researchers' understanding on Malaysian tourism industry by indicating that interactional justice has the strongest impact on the restoration of tourists' trust. In other words, it is attention worthy as the researchers can explore more on the relationship between interactional justice and tourists' trust in order to seek and promote solutions on how to restore tourists' trust.

5.4 Limitations of the Study

Despite the fact that the results of this study provide insights on how the dimensions of perceived justice influence tourists' trust in Malaysian Tourism Industry, it has some limitations identified during the fieldwork process.

Firstly, with only 170 sets of questionnaire responses, the sample size of this study was small as compared to past studies which had at least 230 target respondents (Mansori et al., 2014; Wu, 2013; Kim et al., 2009; Qin et al., 2012; Santos & Fernandes, 2011; Chang & Chang, 2010; Kwortnik & Han, 2011; Chiu et al., 2013; Ghalandari, 2013). Gravetter and Wallnau (2008) claimed that sample size affects

how precisely the sample represents a population; and large sample size reflects more accurately compared to small sample.

Secondly, the survey questionnaire was only available in English language version. As our target respondents are international tourists who are from different countries, not entire of the population of target respondents is proficient in English although it is the third most commonly used language globally.

Lastly, since this study was conducted only in Malaysia, findings concluded could be slightly different if it is conducted in other countries. The difference in findings may be caused by the different cultures in different countries.

5.5 Recommendations for Future Research

There are some limitations revealed in this study. Thus, there are some recommendations suggested to improve or remove the limitations accordingly.

Firstly, future researchers are suggested to increase the sample size, as larger sample is a more precise representation of the whole population (Gravetter & Wallnau, 2008). With a bigger sample size, the results obtained will be more accurate compared to the results obtained from a smaller sample size.

Secondly, future researchers are suggested to develop the questions as understandable as possible, especially for tourists from Middle East and Africa, weak command of English creates likelihood of misinterpreted meanings in the questionnaires. In the future, future relevant researches may consider having several versions of questionnaires in terms of language.

Lastly, future researches can be carried out in different country's context, and data collected from airport signifying that responses were collected from tourists who are from different countries, each country has different saturation of tourists' nationalities. It would be interesting to understand the resulting perceived justice of individual tourists from different countries and thereafter its influence on their trust.

5.6 Conclusion

Tourism industry is playing a role in providing more employment opportunities, but it is also playing a significant role in contributing to economy for many countries, including Malaysia (Assaker, 2010). According to World Travel and Tourism Council (WTTC), the direct contribution of travel and tourism to Malaysia's GDP in year 2012 and year 2013 were 2.9%. Besides that, tourism industry contributed receipts of RM60.6 billion and RM65.44 billion to Malaysia in year 2012 and 2013 respectively (Mohd Ayob & Masron, 2014).

However, the tragedies of MAS and Sabah Kidnapping have brought negative impacts to the whole Malaysian Tourism Industry whereby there were a drop of 19% in tourists from China and cancellation of flights travelling from China to Kota Kinabalu after the tragedies of MAS and Sabah kidnappings. Thus, this research aims to study on how perceived justice (distributive justice, procedural justice and interactional justice) can restore tourists' trust towards Malaysian tourism industry.

The results of the study have confirmed the hypotheses developed in Chapter 3. From the interpretation of the data, the three elements in perceived justice, which are distributive justice, procedural justice and interactional justice have a positive and significant relationship with tourists' trust. Therefore, this research can contribute to the Malaysian Tourism Industry by restoring tourists' trust through perceived justice.

However, there are some limitations found in this research such as insufficiency of sample size, difficulty in understanding the questionnaire and others. Thus, this research has given some recommendations to address the limitations accordingly.

In a nutshell, the findings of this research will be believed that it can help to contribute to the Malaysian Tourism Industry by restoring tourists' trust and eventually, boosting economy in Malaysia.

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Appendix A: Summary of Past Empirical Studies on the Relationship of Perceived Justice with Tourists' Trust in Malaysian Tourism Industry.

The relationship between distributive justice and trust

Study	Country	Data	Major findings
Mansori, Tyng, & Ismail, 2014	Malaysia	Self-administered questionnaires of 370 target respondents over 18 years old who had unsatisfactory service experience before.	There is a positive relationship between distributive justice and customers' satisfaction where the satisfaction will increase the level of trust among customers.
Wu, 2013	Taiwan	Online survey questionnaires of 1017 respondents who have negative online service experience.	Distributive justice contributes positively and significantly to customers' satisfaction and complaint intentions where trust plays an important role in influencing customers' satisfaction.
Kim, Kim, & Kim, 2009	Korea	Survey questionnaires of 1000 Korean hotel guests who encountered any service failure within the past 6 months.	Distributive justice has positive influence on service satisfaction and then trust will form a long-term relationship between service provider and customer.

Source: Developed for Research

The relationship between procedural justice and trust

Study	Country	Data	Major findings
Qin, Chen, & Wan, 2012	USA	Web-based and paper-based surveys of 236 college students and working professionals.	Procedural justice has indirect positive influence on customer loyalty through post recovery satisfaction.
Santos & Fernandes, 2011	Brazil	Online questionnaires of 3339 customers who had complaint process experiences in online purchasing within the past 6 months.	Procedural justice has positive influence on satisfaction with complaint handling where the satisfaction will strongly influence consumer trust.
Chang & Chang, 2010	Taiwan	Survey questionnaires of 450 airline passengers who had experienced airline service failure and recovery.	Procedural justice positively influences recovery satisfaction directly and customer loyalty indirectly.

Source: Developed for Research

The relationship between interactional justice and trust

Study	Country	Data	Major findings
Kwortnik & Han, 2011	China	Survey questionnaires of 800 customers from 6 hotels in china by inviting every fifth customers.	The relationship between interactional justice and trust is positive and strongest.
Chiu, Chou, & Chiu, 2013	Taiwan	Web-based surveys of 424 buyers in Yahoo! Kimo online auction market.	Interactional justice is positively and significantly related to trust.
Ghalandari, 2013	Iran	Questionnaires of 400 university students.	Interactional justice has positive relationship with consumers' trust.

Source: Developed for Research

Appendix B: Definitions of Trust, Distributive Justice, Procedural Justice and Interactional Justice

Terms	Definitions	Citations
Trust	Defined as the willingness and confidence to rely upon on an exchange partner who demonstrates their care for the others' needs and benefits. In service recovery context, trust is defined as the willingness of customers to accept the service failure resolution	(DeWitt, Nguyen, & Marshall, 2008)
Distributive Justice	Defined as a distribution of costs and benefits to customers during service recovery. It is compensation in the form of monetary reward, such as discount, coupon, adjustment and substitution.	(Mansori, Tyng, & Ismail, 2014)
Procedural Justice	Defined as perceived fairness customer feels about the service recovery procedure and standard.	(Qin, Chen, & Wan, 2012)
Interactional Justice	Defined as the perceived fairness of interpersonal treatment that a customer receives in service encounter process.	(Kwortnik & Han, 2011)

Source: Developed for Research

Appendix C: Operationalization of Model Variables

Variables	Items	Description	References
Distributive Justice	**DJ1**	I received an adequate compensation from tourism industry in Malaysia.	Brock, Blut, Evanschitzky, & Kenning, 2013
	DJ2	I received about as much compensation from tourism industry in Malaysia as in context of previous complaints.	Brock, Blut, Evanschitzky, & Kenning, 2013
	DJ3	In solving my problem, tourism industry in Malaysia gave me exactly what I needed.	Brock, Blut, Evanschitzky, & Kenning, 2013
	DJ4	The compensation I received from tourism industry in Malaysia was fair.	Brock, Blut, Evanschitzky, & Kenning, 2013
Procedural Justice	**PJ1**	Tourism industry in Malaysia responds quickly when incident happens.	Qin, Chen, & Wan, 2012
	PJ2	Tourism industry in Malaysia displays enough flexibility when dealing with my complaint.	Qin, Chen, & Wan, 2012
	PJ3	Tourism industry in Malaysia has a set of effective problem solving management policy.	Qin, Chen, & Wan, 2012
	PJ4	Tourism industry in Malaysia is effective in dealing with the incident.	Qin, Chen, & Wan, 2012

Variables	Items	Description	References
Interactional Justice	IJ1	I was treated with courtesy.	Kwortnik & Han, 2011
	IJ2	I was treated with respect.	Kwortnik & Han, 2011
	IJ3	The staff at tourism industry in Malaysia was ready to answer my questions.	Kwortnik & Han, 2011
	IJ4	The staff at tourism industry in Malaysia was enthusiastic or eager to resolve my problems.	Kwortnik & Han, 2011
	IJ5	The staff at tourism industry in Malaysia did an excellent job building rapport with me.	Kwortnik & Han, 2011
Trust	T1	Tourism industry in Malaysia treats tourists with honesty.	Kwortnik & Han, 2011
	T2	Tourism industry in Malaysia is trustworthy because it is concerned with tourists' interests.	Kwortnik & Han, 2011
	T3	Tourism industry in Malaysia has the ability to provide for my needs.	Kwortnik & Han, 2011
	T4	I trust and I am willing to depend on tourism industry in Malaysia.	Kwortnik & Han, 2011

Source: Developed for the research

Appendix D: Questionnaire

UNIVERSITI TUNKU ABDUL RAHMAN

Faculty of Business and Finance

BACHELOR OF COMMERCE (HONS) ACCOUNTING

FINAL YEAR PROJECT

TITLE:

Restoring Trust Back to the Hearts of Tourists: A Study on Perceived Justice

Survey Questionnaire

Dear respondent,

We are final year undergraduate students of Bachelor of Commerce (Hons) Accounting, from University Tunku Abdul Rahman (UTAR). The **purpose** of this survey is to find out the relationship of perceived justice with tourists' trust in Malaysian Tourism Industry.

Thank you for your participation.

Instructions:

1) There are **THREE (3)** sections in this questionnaire. Please answer ALL questions in ALL sections.

2) Completion of this form will take you around 10 minutes.

3) Please feel free to share your comment in the space provided. The contents of this questionnaire will be kept **strictly confidential.**

Section A: Demographic Profile

Please place a tick "√" in the appropriate box or fill in the blank for each of the following:

1. Gender:
□ Female
□ Male

2. Age:
□ 25 years and below
□ 26 to 35 years
□ 36 to 45 years
□ 46 years and above

3. What are the main reasons for your visit to Malaysia?
□ Recreation
□ Visitation
□ Business
□ Health Care
□ Others (Please Specify): _____

4. Within the past 12 months, how many times have you travelled to   Malaysia?
□ None
□ 1-3 times
□ 4-6 times
□ More than 6 times

5. Which region of the country are you currently residing in?

Region	Examples
□ Africa	Ethiopia, Kenya, Madagascar, Malawi, Nigeria, Libya, Egypt
□ Asia	China, Hong Kong, Indonesia, Japan, Singapore, Thailand, Korea
□ Central America	Belize, Guatemala, Honduras, Mexico, Nicaragua, Panama
□ Eastern Europe	Switzerland, Turkey, Iceland, Jersey, Kosovo, Liechtenstein, Norway, Russia

Region	Examples
□ European Union	Portugal, Spain, United Kingdom, Denmark, France, Germany, Greece, Ireland, Italy
□ Middle East	Iraq, Iran, Israel, Syria, United Arab Emirates, Yemen
□ North America	Bermuda, Canada, Greenland, Saint Pierre and Miquelon, United States
□ Oceania	Australia, French Polynesia, New Zealand
□ South America	Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador
□ The Caribbean	British Virgin Islands, Cayman Islands, Cuba, Cura çao, Dominica, Grenada

Section B: Dimensions of perceived justice

This section is seeking your opinion regarding on distributive justice, procedural justice and interactional justice in Malaysian Tourism Industry. Tourism industry includes accommodation, food and beverage services, recreation and entertainment, transportation and travel services. Please circle the best answer to each statement using 5 point Likert scale [(1) = strongly disagree; (2) = disagree; (3) = neutral; (4) = agree; (5) = strongly agree]. Please circle ONE number per line to indicate the extent to which you agree or disagree with the following statement.

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
B1	**Distributive Justice**					
DJ1	I received an adequate compensation from tourism industry in Malaysia.	1	2	3	4	5
DJ2	I received about as much compensation from tourism industry in Malaysia as in context of previous complaints.	1	2	3	4	5
DJ3	In solving my problem, tourism industry in Malaysia gave me exactly what I needed.	1	2	3	4	5
DJ4	The compensation I received from tourism industry in Malaysia was fair.	1	2	3	4	5

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
B2	**Procedural Justice**					
PJ1	Tourism industry in Malaysia responds quickly when incident happens.	1	2	3	4	5
PJ2	Tourism industry in Malaysia displays enough flexibility when dealing with my complaint.	1	2	3	4	5
PJ3	Tourism industry in Malaysia has a set of effective problem solving management policy.	1	2	3	4	5
PJ4	Tourism industry in Malaysia is effective in dealing with the incident.	1	2	3	4	5

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
B3	**Interactional Justice**					
IJ1	I was treated with courtesy.	1	2	3	4	5
IJ2	I was treated with respect.	1	2	3	4	5
IJ3	The staff at tourism industry in Malaysia was ready to answer my questions.	1	2	3	4	5
IJ4	The staff at tourism industry in Malaysia was enthusiastic or eager to resolve my problems.	1	2	3	4	5
IJ5	The staff at tourism industry in Malaysia did an excellent job building rapport with me.	1	2	3	4	5

Section C: Trust

This section is seeking your opinion on your trust level as an international tourist if you are in Tourism industry in Malaysia. Tourism industry includes accommodation, food and beverage services, recreation and entertainment, transportation and travel services. Please circle the best answer to each statement using 5 point Likert scale [(1) = strongly disagree; (2) = disagree; (3) = neutral; (4) = agree; (5) = strongly agree]. Please circle ONE number per line to indicate the extent to which you agree or disagree with the following statement.

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
C1	**Trust**					
T1	Tourism industry in Malaysia treats tourists with honesty.	1	2	3	4	5
T2	Tourism industry in Malaysia is trustworthy because it is concerned with tourists' interests.	1	2	3	4	5
T3	Tourism industry in Malaysia has the ability to provide for my needs.	1	2	3	4	5
T4	I trust and I am willing to depend on tourism industry in Malaysia.	1	2	3	4	5

Thank you for your time, opinion and comments.

~ The End ~

Source: Developed for the research

Appendix E: Permission Letter to Conduct Survey

UNIVERSITI TUNKU ABDUL RAHMAN

Wholly Owned by UTAR Education Foundation (Company No. 578227-M)

11th July 2015

To Whom It May Concern

Dear Sir/Madam

Permission to Conduct Survey

This is to confirm that the following students are currently pursuing their *Bachelor of Commerce (HONS) Accounting* program at the Faculty of Business and Finance, Universiti Tunku Abdul Rahman (UTAR) Perak Campus.

I would be most grateful if you could assist them by allowing them to conduct their research at your institution. All information collected will be kept confidential and used only for academic purposes.

The students are as follows:

Name of Student	Student ID
Wong Sim Yee	12ABB04259
Chan Heng Qi	12ABB04174
Lim Ping Har	12ABB03649
Toh Shu Bee	12ABB04175
Tan Wee Ling	12ABB03926

If you need further verification, please do not hesitate to contact me.

Thank you.

CHING SUET LING
HEAD
DEPARTMENT OF COMMERCE & ACCOUNTANCY
FACULTY OF BUSINESS AND FINANCE
UNIVERSITI TUNKU ABDUL RAHMAN

Yours sincerely

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