

FACTOR THAT AFFECT REVISIT INTENTION
TO ECO-HOMESTAY AMONG YOUNG
ADULTS

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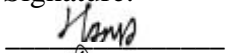

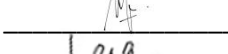
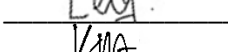
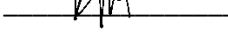
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DECLARATION

We hereby declare that:

- (1) This undergraduate FYP 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 FYP 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 FYP.
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LIST OF ABBREVIATIONS

UTAR	University Tunku Abdul Rahman
SPSS	Statistical Package for Social Science
R ²	R-square
IV	Independent Variable
DV	Dependent Variable
RI	Revisit Intention
TC	Tourists characteristics
SI	Social influence
AC	Accessibility and conveniences
D	Destination
VIF	Variance Inflation

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PREFACE

Tourism has been highly promoted in most of the developing countries since it could be one of their main income sources. Tourism expansion has increased the requirement on accommodation where homestay is one of the options for the tourists in their travel. Nowadays, people are getting more concerned about the environment, hence the demand for eco-homestay has been increased because eco-homestay is built without harming the environment. There have been several researches on the visit intention to homestay but there are lack of research on the revisit intention and it has becomes an attractive topic to further look into. Besides, push and pull theory have been applied to identify the factors that affect revisit intention to eco-homestay among the young adults but there are lack of studies upon it. Therefore, the purpose of this research is to help researcher to gain new perspectives in future research on revisit intention. Furthermore, it allows tourism industry and the governments to match up the requirements of the tourists.

ABSTRACT

In an era of civilized society, the expansion of tourism has increased the requirement on accommodation, home-stay being developed. Moreover, through the changes of environment nowadays, environmentally conscious people are getting more, the development of eco-homestay was the one developed without harm to the environment. The demand for eco-homestay also increased according to the growing force of the travel industry (Clifford,2015). The sample size for this study is 200 young adults(18-34), selected as target respondents. They have been indicated as the fastest growing market segment, this is because they are open minded and have significant impact on domestic tourism and long-run growth. Furthermore, there is less study discussed about revisit intention in the field of tourism and eco-homestay. Attracting new consumers is much more expensive than retaining the existing consumers, thus revisit intention is used to evaluate the level of satisfaction of consumers, and it can help marketer save cost and create loyalty of consumers. The theory that has been applied in this study is push and pull theory. It is a common theory to understand the intention of tourists to visit the destination, the kind of experience and activities they hope to be obtained and developed (Said & Maryono, 2018). In this paper, the factors that affect the revisit intention of young adults have been identified in terms of tourist's characteristics, social influence, accessibility and convenience, and destination to eco-homestay. To ensure the standard and quality of questionnaire validity and reliability test have been implemented. Moreover, Statistical Package for the Social Sciences(SPSS) is the software that is executed to calculate and analyze the data which generated from the questionnaires in this research study. Inferential method applied the multiple regression to calculate R-square (R^2) which was used to identify the relationship among independent variables and dependent variables in this research study. The theoretical and managerial implication has been recorded and followed by the recommendation and limitation that exist from this study which can act as guidance for future researchers.

CHAPTER 1 : RESEARCH OVERVIEW

1.0 Introduction

In this chapter, overview of research is discussed which includes research background, research problem, research objective and research significance.

1.1 Research Background

Most businesses worldwide are pursuing the go-green concept, this is due to the highly awareness on safeguarding the environment. In the current century, the developmental progression of the “economic and technological man” which will directly have affected the environment and ecological environment that at last became the causes of the environmental crisis such as pollution. (Ramamohana, 2017). By this, most businesses are scarified by the environment to achieve their development, yet the homestay was the one developed without harm to the environment. Homestay is a special tourism product which lets the tourists experience the life of local people and the culture (Huda,2017).

As a tourism product, the homestay program has been given special emphasis and focus by the Ministry of Tourism who represent the government. (Yahaya & Rasid, 2009). According to Yahaya & Rasid (2009), there was an increase of about 55% of the number of villages contributing in the program of homestay as compared to previous years. Through the expansion of tourism in the suburbs and rural areas, it can show the growth of interest in eco- and agro-tourism. (Norlida, Redzuan, Naufal, Siti & Shafiin, 2014). In addition, according to Homestay experience in Malaysia (2018), tourism Malaysia also stated that there was a positive response to the homestay which is located in such kampung also known as rural areas. Recent statistics indicate the success of the homestay programme with 382,961 visitors in 2018 (Homestay experience in Malaysia, 2018). In a

nutshell, homestay has the greater potential to compete with hotels in the coming years.

1.2 Research Problem

According to Multichannel News (2018), there is a range among young adults between the 18- to 24-year-olds and the 25- to 34-year olds. The National Statistics Department stated that Malaysians that young adults were occupied 45.4 % which is 14.6 million of the total population. There was an opportunity for marketer as the young adults will carry out the tourism and travel trend currently. As evidence, according to Vukic, Kuzmanovic & Stankovic (2014), they stated that the market segment of young adults as important elements in the fact not only that it is expanded but also that it represents the market of the future. This is because the market trends of now and future are dependent on young adults' characteristics. Dwyer, Edwards, Mistilis, Roman, & Scott (2009) found that the data and trends that show a growing demand for authentic holiday experiences which related to the characteristic of young adults, for example, the characteristic of adventures, self-achievement, individualism, the search for a variety of experiences, and experimental. Furthermore, B.Mohamed, S.Irwana, & Lau (2010) posited that young adults travel is the fastest growing market segment as they are active with the prove that significant economic impact to domestic tourism and long-run growth. This can relate to the young adults being open-minded as they not only love to share their tourism experience through social media and among their society but they are also a receiver of others young adults's sharing. In addition, the young adults' willingness to accept new things or unfamiliar conditions was higher compared to the previous generation.

According to Wertz (2018), the cost needed to attract a new customer was five times higher than the cost to retain the existing customer. The relationship will benefit in helping the business save cost by avoiding the customer acquisition cost which is considered as the business additional expenses. Therefore, revisit intentions of any business or industry have been reflected as one of the most

important concerns in present marketing (Jang & Feng (2007). As well as in the tourism industry, the percentage of revisit to a destination will reflect the level of satisfaction which is related to the growth of the local economy. According to the proof, Baker & Crompton, Sanchez & Sanchez, Oppermann (2001) found that the satisfaction level of tourists that obtained from previous experience is strongly related and affected the probability to revisit a tourism destination in future.

According to Dann (1981), Crompton (1979), Zhang and Lam (1999), Jang and Cai (2002), Hsu and Lam (2003) stated that, using push-and-pull model in tourism topic was accepted as the popular and standardized model in marketing of tourism. Furthermore, Chen & Chen (2015) posited that the push-and-pull theory framework is easy to use and very effective when discussing the topic of tourism. The impacts of Push and pull factor among tourists are no longer new however there is only a handful of research done to study its contributions towards revisit intention and tourism. There were similar studies done by past researchers such as Gunasekaran and Anandkumar (2012) , Agustina (2018) , and Dayour and Adongo (2015). However, research emphasises on how push and pull factor controlling the revisit intention at eco-homestay among young adults in Malaysia is yet to be carried out. Therefore, in order to fulfil and narrow down the academic gap, this research has to be carried out.

1.3 Research Objective

The objective of this research is to determine the factors that affect revisit intention to eco-homestay among young adults in Malaysia.

1.4 Research Significance

This research is the contribution to study the eco-homestay and revisit intention. Moreover, this study also helps the eco-homestay owner to discover future opportunities of eco-homestay and revisit intention. In addition, this study benefits

the people that wish or are interested in understanding eco-homestay. In other perspectives, revisit intention can help marketer to investigate the importance of the revisit intention. There are still limited studies in internet-based ecotourism marketing (Aswin Sangpikul, 2010). Moreover, the huge gap between the theory and practice of ecotourism still exists (Dimitriou,2016). This research also helps to build cultural and environmental consciousness. As ecotourism is preserved the environment by responsible travel to natural areas and achieve better well-being of the local people (TIES 1990).

Moreover, this research is also important for tourism guidance students to have a broader perspective as they make environmentally oriented education (Gul, Ali and Ercan, 2017). Furthermore, this research also helps in creating awareness of the study of eco-homestay and revisit intention. This research is to achieve outstanding research in eco-homestay and revisit intention which is still new in the research field.

1.5 Conclusion

In a nutshell, this chapter had discussed the basic direction of the research. Firstly, research background had briefly discussed the eco and homestay in the business and tourism sector. In addition, research problem is essential as a motivation to conduct this research and research objective is the goals that need to be achieved in this research. Lastly, it is important to justify the value of the research for practitioners and academics in research significance.

1.6 Organisation of the Dissertation

Chapter 1	The introduction part with the overview of the research project.
Chapter 2	Indicate relevant finding of the research topic from the overview of literature review to propose theoretical models and conceptual framework as well as developed relevant hypotheses.
Chapter 3	Address the research methodology to carry out empirical studies in this chapter.
Chapter 4	This chapter shows the results of analysed data and investigates the results which are related to the research question and hypotheses.
Chapter 5	Conclude the research findings and carry out the implication, limitations of the study as well as recommendation for future research.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

In this chapter, it has mentioned about the theory that has applied to solve the problems of the study is push and pull factors. In addition, the dependent and independent variables that included in this study have been described in this chapter and the illustration of conceptual framework also has been shown. It also explains the hypothesis development of current study.

2.1 Review of Theory

Past researchers have attempted to classify motive into different categories. A generic concept is needed to identify the motivation of visitors (Guha,2009).

The law of migration from Ravenstein (1885) and the theory of migration from Everett Lee (1966) are the initial version of the push and pull model. Tolman (1959) proposed push and pull outlines theory by combining drive theory and expect value theory to consider a motivation that includes emotional factors (push factors) and external perception (pull factors). It then applied by Dann (1977) pointed to the area of tourism and stated the two-steps process of the motivation to visit a specific destination which is the push-pull theory of travel motivation (Dann 1981; Xia, 2014). Crompton's study explored the argument of socio-psychological motives might be practical in explaining the initial push to take a vacation, as well as directive potential to direct the tourist toward a specific destination. According to Crompton(1979), (1) Escape from a perceived mundane environment; (2) Exploration and evaluation; (3) Relaxation; (4) Prestige; (5) Regression; (6) Enhancement of kinship relationships; and (7) Facilitation of social interaction are seven social-psychological motives for travel.

In this research, the concept of ‘push’ and ‘pull’ factors that were first discussed in relation to the tourism aspect by Dan (1977) were applied. It is related to the tourism aspect and the theory has included both push and pull factors compared to other theories.

Pull and push dimension refers to people traveling because they are pushed by their internal forces and pulled by the external forces of places characteristics (Tan, Teoh & Yap, 2017; Uysal & Jurowski,1994). One focuses on whether to go while the other one concentrates on where to go (Klenosky,2002).

Push factor underlying and guiding somebody’s behavior to do a travelling (G.Prayag & S. Hosany, 2014). According to Dann (1977), it also defines the need to get rid of an ordinary environment with the intention of unwinding, and explore new things, people and places. Enhancement of kinship relationships and social interaction is a guiding push motives in the holiday decision as well. Push factor has been emphasized by Uysal and Hagan (1993) that it is associated with the intangible feature, inherent desires of the individual traveler like the desire for escape, rest, adventure health and unwinding or prestige.

On the other hand, pull factors are the setting quality that helps to attract people to an attraction or a destination (Jumrin Said & Maryono u.d., Beh & Bruyere, 2007). It is about the attractiveness of a particular destination and tangible features such as shoreline, lodges, events at a destination, recreation facilities, unique natural landscapes and cultural and historical resources.

Past researchers have modified and added variables into pull and push factors. Personal characteristics such as pleasure seeking/fantasy, relaxation and physical, self-exploration, novelty and knowledge seeking, nostalgia and curiosity, family togetherness and study, escaping from everyday routines are fall under push factors (Kim, 2003; Lee, Phau, & Quintal, 2012; Yousefi& Marzuki, 2012; Hemant & Rhaalib, 2013; Shantika ,2013; Chen & Mo, 2014; Khuong & Ha, 2014; Dayour & Adongo ,2015; Giddy, 2018).

Furthermore, social influence like family togetherness is considered as a push factor (Crompton,1979; Bogari, Crowther & Marr, 2003 ; Lee, Phau, & Quintal, 2012). Moreover, accessibilities and convenience like convenience of facilities belong to pull factors (Bogari, Crowther & Marr, 2003). Destination characteristics such as Culture, natural resources are considered as pull factors as well (Kozak, 2002; Shantika, 2013). According to Subadra1 N. et. al (2019), well previous tourists experiences, uniqueness of culture, beautiful natural resource, affordable destination are considered as pull factors as well.

2.2 Review of Variables

In this part, dependent variable and independent variable will be discussed which allows readers to understand the satisfaction of various components and its impact on tourists' revisit intention. There is a need for a better comprehension of the variable.

2.2.1 Revisit Intention

In marketing perspective, the desire of consumers to buy the service or product which can be defined as purchase intention. In simple words, purchase intention can also be considered as the consumer will buy the product or service after the evaluation. On the other hand, repurchase intention was the most desired by every seller and producer. According to Peyrot & van Doren (1994), repurchase intention refers to a consumer's actual buying behaviour that purchase of the same product or service on more than one time. In other words, customers will repeatedly buy the same service or products from the same sellers. It is important to sustain the growth of every industry. According to Han, Back and Barrett (2009), they are posited that the revisit intention can be referred to the greater possibility to revisit a store with or without the favorable attitude.

The intention of revisit tourism, the same as the repurchase intention in general, that had played an important role for the sustainability of the industry has been established by past research (J. S. Chen & Gursoy, 2001; Hung, Lee, & Huang, 2016; Kozak, 2001; Quintal & Polczynski, 2010; Stylos, Bellou, Andronikidis, & Vassiliadis, 2017). The intention of revisiting the destination is considered to repurchase the travel service that is offered by the agency in general. According to Oliver (1997) stated that the revisit intention is resulting from the behavioural intention. From a recreation and vacation point of view, behavioural intention is the tourist's intention to revisit the same place and also his/her intention to frequently visit the same destination (Baker and Crompton, 2000). Thus, according to Um, Chon, & Ro (2006), the growth of a destination's tourism sector to be sustained greatly relies on tourists who actually repeat the visit or the intention to revisit. Moreover, the destination performance itself like the promotion activities and news that share about the new attractions in the destination will affect the revisit intention of visitors to a certain destination. (Aziz, Osmar and Evin, 2012).

2.2.2 Factor that affect Revisit Intention

The independent variables for this study have been described in this part. It may enable the reader to have a better understanding and clearly receive the meaning of information.

2.2.2.1 Tourist Characteristics

In marketing perspective, the action of a group of people in buying a specific product will often be predicted by consumer characteristics. According to Rani(2014), the buying behavior of the final consumer is known as the consumer buying behavior. Consumer characteristics relate to selecting, buying and consuming products and services to satisfy their

desire (Rani,2014). Consumer characteristics is an action and a process of making decisions of an individual who purchases products and services for personal usage (Engel, Miniard & Blackwell, 2006). Results have shown that the consumer threshold varies depending on different characteristics of consumers(Kamakura and Mittal, 2001). It is shown that at the same level of rated satisfaction, repurchase rates among different customer groups are systematically different. The authors also find that the consumer characteristics will affect the nature and extent of response bias in satisfaction ratings changes(Kamakura and Mittal, 2001).

According to Beerli & Martin (2004), Rasoolimanesh (2016), they stated that individual factors which are the tourist's characteristics played an important role in determining tourists' perceptions towards the destination. The characteristics of "old" tourists in travelling varies significantly from "new"tourists (Auger, Fortier, Thibault, Magny, & Gravelle, 2010). Therefore, the latter has been revealed to be more adventurous, more adjustable and more self-organized, yet also more demanding and the level of satisfaction is harder to fulfill. (Song, van der Veen, Li, & Chen, 2012; Yoon & Uysal, 2005). The tourist's sociodemographic and sociopsychological characteristics which included the motivation, value, beliefs, and lifestyle of an individual. Usually, the elements of sociodemographic such as income, nationality, age or education were regarded to be quite useful as they are simple to evaluate(Lawson, 1994). In addition, these sociodemographic elements were also recognized as corresponding determinants of tourist characteristics(Kastenholz, 2002). The complex mental life of societies is molded by the natural propensities and capacities of the individual human mind, and social psychology is to show how they react along their development and operation within an individual.

2.2.2.2 Social Influence

Demonstration and explanation of dramatic psychological phenomena that frequently occur in direct response to overt social forces is the study of social influence. Social influence is a change of the behavior, attitude, feeling or opinion of individuals resulting from the action, feeling and idea of others (Dolinski,2009).

Social influence applies to the tourism sector by the existence of travel 2.0. In the tourism sector, travel 2.0 is the customization and extension of the concept of Web 2.0. (Gergely,2013). Travel 2.0 concept was triggered by implementation of technology in tourism sectors (Rizki & Nindya,2017). Furthermore, due to the travel 2.0, tourism business is having a new revolution from business to consumer change to peer-to-peer business (Miguéns, Baggio, and Costa, 2008.). Therefore, the traveller can become participants to share, interact and collaborate with others in the social community (Rizki&Nindtya,2017). Obviously, this change had affected the traveller's decision. In addition, according to the World Travel Market 2011 Industry Report (2011), more than half of the travelers or even more will alter their hotels according to what they found on social media networks. In other perspectives, people's behaviour also will be influenced by friends or relatives by recreation experience (Deborah,1995). According to Illum (2013), family members' behaviour will affect the decision making process in the family. Potential visitors will increase by the repeated visitor's word of mouth (Wong & Kwong ,2004). Shanka et al. (2002) .Word of mouth information will have a significant effect for people to select their destination (Chi & Qu, 2008, p. 625.).

2.2.2.3 Accessibility and Conveniences

Accessibility is the personal capacity to profit by a lot of opportunity or activities at a location. This accessibility is evaluated through the number of the opportunities in a location and the budget to implement those opportunities (Yang, Mueller and Croes, 2016). Convenience is also

defined as providing consumers a location advantage and extra time (Ozturk, Bilgihan, Nusair and Okumus , 2015). According to Lloyd, Chan, Yip and Chan (2014), convenience is during the consumer's purchasing process, enhancing consumer's value through saving consumers non-monetary costs (time and effort).

According to Dahiya and Batra (2016), the author stressed on the factors that affect the tourist decision making such as the trip distance, entertainment options, and accommodation facilities. From here we can conclude that accessibility and conveniences are one of major attributes in a tourist's decision making. In addition, the accessibility and conveniences were the criteria which most concerned tourists. According to Yang, Noal and Robertico (2016), consumer decisions are dependent on travel spending and the most relevant factor is geographical distance. In addition, Yang, Wong and Wang (2012) have provided noteworthy evidence saying that the main reasons in evaluate the service quality of hotel is hotel location which is convenience of transportation and parking

2.2.2.4 Destination

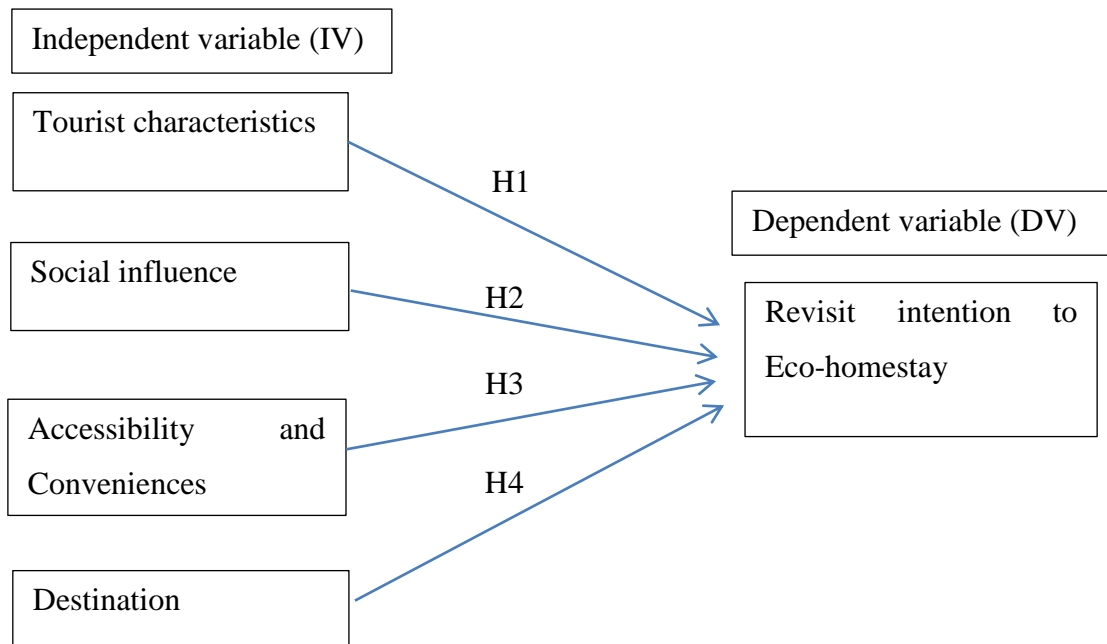
Image of destination can be referred to as a tourist's general impression towards a destination (Fakeye & Crompton, 1991). It is the sum of belief, impressions and ideals a visitor has toward a particular place (Kotler, Bowen & Makens, 1996; Baloglu & McCleary, 1999; Kozak & Andreu, 2006; Assaker & Hallak, 2013). Three components are included in the destination image which are the product; the behavior and attitude of the destination hosts; and the environment (Prabha.M et al., 2015). The product refers to the quality of attraction in the destination, the behavior and attitude of the destination hosts means the friendliness of the locals towards tourists and the environment is the weather, scenery and facilities of the destination.

Destinations hold tangible features. It is composed of various physical attributes such as buildings, amenities, attractions, landscapes and more (Camilleri, 2018). It is the place that the tourists spend most of their time with (Bunghez, 2016) ; meanwhile it acts as vital attributes which are able to influence the tourist revisit intention. Furthermore, the environment of destination is considered as one of the destination characteristics as well, which will influence the revisit intention (Gu et.al.,2016). For instance, the natural features of a destination such as beaches, mountains, wildlife areas will become the point that attracts them to visit (Deng et.al., 2002).

2.3 Operationalization of Research Framework

The figure below showed the relationship of dependent variables which revisit intention toward eco-homestay among four of the independent variables. The relationship of each independent variable has been labelled in H1,H2,H3 and H4. The relationship between revisit intention and tourist characteristics are labelled in H1. H2 has represented the relationship between revisit intention and social influence, while H3 indicated the relationship between revisit intention and accessibility and conveniences and lastly, H4 shows the relationship between the revisit intention and destination. The H1, H2, H3 and H4 are used to evaluate whether there is a positive relationship or negative relationship between each independent variable to the dependent variable.

Figure 2.1 : Determinants of Revisit Intention To Eco-homestay



2.4Hypotheses Development

H1: There is a positive relationship between tourist characteristic and revisit intention

According to the study on ecotourism motivation and revisit intention in South Korea, presented that the characteristics of the tourists like “relax and escape” and “knowledge seeking” were important predictors of revisit (Lee,2014). Moreover, according to Jang & Feng’s perspective (2007), tourist’s characteristic like novelty seeking are highlighted as a precedent of revisit intention. Furthermore, tourist characteristics like gender also will affect tourist’s revisit intentions. It was found that male’s main determinant is the effect of price value perceptions on revisit intention, while female’s main determinant is the effect of quality value perceptions on revisit intention (Bekir, Sevgi, &Kemal, 2015).

H2: There is a positive relationship between social influence and revisit intention

Tourists' satisfaction and their intention to revisit the destination can be affected by building a positive image of the destination through social media and internet and advance the image of the destination (Shafiee & Tabaeian, 2016). Moreover, according to Phillips and Chen& Chen, 2010, positive word of mouth by their friends or relatives is important for international visitors' intention to revisit would also affect their future behaviours. Positive word of word is a positive relationship with revisit intention (Liu & Lee, 2016).

H3: There is a positive relationship between accessibility and convenience and revisit intention.

In the past studies of Accessibility Quality and Accommodation Quality on Tourists' Satisfaction and Revisit Intention have found that accessibility as the significant factor in tourism industry (Weed and Bull, 2004), as it is one of the elements for destination competitiveness (Mill and Morrison, 1992). Guiver and Stanford (2014) have stated that a better accessibility quality to a destination will boost the attractiveness of the destination and attract tourists to visit, this attractiveness will also reach tourists' satisfactions at the same time (Darcy, 2010).

H4: There is a positive relationship between destination and revisit intention.

Previous studies done by Baloglu & McCleary(1999) , Chon(1990, 1992) showed that destination characteristics will affect tourists in the process of choosing a destination,the evaluation and satisfaction of the trip and future intentions. favorable destination characteristics will lead to higher likelihood to revisit the

same destination (Baloglu & McCleary(1999) , Chon,1990, 1992). Bojanic(1991), Chi &Qu(2008) noted that tourists' intentions to revisit destinations in the future majorly depend on the positive perception of the destination.

2.5 Conclusion

In conclusion, this chapter discussed about the pull and push factors. In addition, it also studied the independent variable (tourism characteristics, social influence, accessibility and conveniences and destination) and dependent variable (revisit intention) in business and tourism perspective. Besides, research framework and hypothesis had been carried out in this chapter.

CHAPTER 3: METHODOLOGY

3.0 Introduction

In this chapter, researchers have explained the method to carry out the research. The methodology has included research design, sampling design, data collection method and data analysis in order to work the research.

3.1 Research Design

Research design is a technique used to collect and study the variables, in order to answer the research problem accurately (Jongbo, 2014). Quantitative research normally used to observe the numerical data from survey or questionnaire and understand the relationship between the variables (Dulock, 1993). According to Myers, M. D. (2013), quantitative research is the best research design to be applied to study the variables when the population of respondents is huge. Moreover, Dulock, H. L. (1993) has stated a descriptive research method is applied to discuss the facts systematically and precisely as well as the features of a given population and area of interest. Besides, cross sectional study is used to analyze and observe the relationship between specific factors or various factors on the basis of mutual comparison in a short period. Cross sectional study also can deliver a fast and accurate result and related feature in a specific time (Levin, 2006). In this research, we proposed descriptive cross sectional study as our research design is due to the large target population and it is also used to study the factors that affect revisit intention to eco-homestay among the young adults in Malaysia.

3.2 Sampling Design

3.2.1 Target Population

In this study, our target population is young adults of Malaysia. Malaysians that aged between 18 to 34. The reason we choose young adults is because young adults are the fastest growing market segment as they are active with the proven economic impact to domestic tourism and long-run growth (B.Mohamed, S.Irwana, & Lau ,2010) . Moreover, the young adults are also open-minded as they love to close themselves into the new environment and try new things, for example the eco-homestay. Eco-homestay can be considered as something new to Malaysian as the activities that consist more on adventure and exploration. The young adults are willing to explore compared to the senior generation. Our survey will be conducted through an online google form. Hence, those young adults from any place who fulfil our requirement to fill up the online form which aged between 18 to 34 are very suitable as the target respondents of this research.

3.2.2 Sampling Frame

There is no accessible sampling frame as it is impossible to compile the list of local young adults who are tourists of eco-homestay.

3.2.3 Sample Size

According to Singh & Masuku (2014), the sample size should be fixed properly as it will be the standard to draw reliable and valid conclusions. Glenn (1992) posited that a good size sample for research is between 200 to 500, as it is needed for analysis of covariance, loglinear analysis, and multiple regression, which the results will be related to the further

evaluations. In addition, University of Florida (2003) stated that a census extinguishes sampling error and is captivating for small populations such as less than 200 or 200. A large sample cannot guarantee exactness (Bryman and Bell, 2003), because Gill (2010) also posited that the larger the sample, the findings will be biased. Therefore, according to Kevn Lyon (2015), sample sizes of 200 to 300 respondents will provide a satisfactory margin of error and fall before the point of diminishing returns. Accordingly, the sample size of the research was 200.

3.2.4 Sampling Technique

In the research, the sampling technique applied is judgmental sampling. From the judgemental sampling the researcher is able to study the theme which they investigate, judgement sampling involves a selection of respondents that have specific characteristics that would enable a detailed exploration and understanding (Sekaran, 2003). Moreover, judgemental sampling is a non-probability sampling technique that the researcher chooses units to be sampled according to his professional judgment or his own existing knowledge.

Judgement sampling is the best suit for this study because it enables select the right respondents amongst youngster tourists to be the representatives of respective respondent groups to help in giving opinions upon the youngster revisit intention of homestay. Firstly, target respondents were observed, before asking the filtering questions. The filtering questions are as followed: 1.) Are you a Malaysian youngster? 2.) Have you stayed in a homestay before? Lastly, questionnaires were then distributed to those respondents who met the requirements to obtain their answer. This method lets researchers be able to obtain the right respondents.

3.3 Data collection Procedure

Pretest and pilot tests have been carried out before the full survey is conducted.

3.3.1 Pretest

Pretest is one of the critical ways to ascertain problem areas, decrease respondents' burden, lower measurement error, determine the accuracy of the way that respondents interpret questions, as well as make sure respondents' answer is not influenced by the sequence of questions ("Pretest and pilot study", 2016). Expert-driven pretest was selected to be the method of pretest. Experts are important as they are cross-checking the substantive aspects of the survey as well as enhancing the entire style of the instrument. 3 lecturers that are specialized in travel and marketing fields would be approached to questionnaires to ensure errors are exempted.

3.3.2 Pilot study

Pilot study is one of the critical stages in a research project (Zailinawati et al, 2006). According to Thabane et al. (2010), pilot study is known as a feasibility study that used to guide large-scale investigation planning. This will result in decreased the opportunity of failure occurring in full-scale study. Research team members could get familiar with the procedures in protocol during the conduction of pilot study. Therefore, we have decided to choose 20 respondents to conduct the pilot study as it is 10 percent of the sample size. Also, Birkett and Day (1994) have suggested 20% of sample size for the internal pilot studies.

Questionnaires were distributed by researchers to the respondents using face to face methods to gather first-hand information. Face-to-face data

collection methods increase the accuracy of screening and ensure the quality of data. Researchers are ready to help whenever respondents have doubts.

Pilot study would be conducted in Kampar, Malaysia as there is one university and one college in town. We are looking for respondents that fall under our target respondents age which is 18 to 34 years old. In addition, students, lecturers and staff come from different states of Malaysia; hence, we could reach respondents from different states.

Table 3.1 Reliability Analysis for Pilot Test

Variable	Item	Cronbach's Alpha Value	Overall	
			Cronbach's Alpha Value	Number of Item
Revisit intention	1. Eco homestay as first choice	0.820	0.847	5
	2. Revisit Eco homestay that fulfilled satisfaction	0.784		
	3. Revisit Eco homestay that exceeded satisfaction	0.797		
	4. Keep the contact of Eco homestay that has visited	0.820		
	5. Stay at the same Eco homestay	0.858		
Tourist characteristic	1. Like to experience different culture	0.736	5	0.671
	2. As an environmentalist	0.502		
	3. Like to close to nature	0.564		

Factor that affect revisit intention to eco-homestay among young adults

	4. Like to experience the nature	0.566		
	5. Adventurous	0.703		
Social influence	1. Recommendation from family members	0.466	5	0.637
	2. Recommendation from friends	0.534		
	3. People's belief of Eco homestay preserves the mother earth	0.717		
	4. Help to enhance the relationship with family and friends	0.539		
	5. Impression of friend	0.691		
Accessibility and convenience	1. Transportation	0.665	5	0.733
	2. Reservation process	0.701		
	3. Basic amenities	0.674		
	4. Dining option	0.555		
	5. Payment methods	0.772		
Destination	1. Experience local activities	0.538	4	0.499
	2. Experience local culture	0.041		
	3. Experience local lifestyle	0.471		
	4. Beautiful landscapes	0.533		

3.3.3 Fieldwork

In this study, questionnaires were distributed by researchers to 200 respondents using Google form to gather first-hand information.

First, respondents would be asked whether they have stayed in an eco-homestay before. The questionnaire would be answered by respondents only if they have stayed in eco-homestay before, and their age range falls between 18 to 34 years old. Respondents were approached online.

By using Google form, it calculates and generates the data automatically. Therefore, the outcome like percentage of gender, age range and so on could be obtained instantly without calculating.

3.3.4 Questionnaire Design

The questionnaire of this study consists of 2 sections. The respondents of the questionnaire are required:

- Used to stay at eco-homestay
- Age between 18 to 34

There are 8 questions included in Section A. Those questions are related to respondents' personal information such as gender, race, age, marital status, educational level, frequency of travelling and the length of staying at Eco-homestay.

Section B has been divided into 6 categories which are revisit intention, tourists' characteristics, social influence, accessibility and convenience, and destination. Likert scale measurement has been applied to section B with range from 1 to 5 to identify respondents' response towards the statement from strongly disagree to strongly agree.

Table 3.2 Past studied of questionnaire

Section	Questionnaire	Number of items	Scale	Adopted from
A	Personal information	8	Nominal and ordinal scale	Bang N.V. (2019)
B (i)	Revisit Intention (DV)	5	5 Likert Scale	Tan,H.J., Teoh,Y.S., Yap,P.H (2017)
(ii)	Tourists Characteristics (IV)	5	5 Likert Scale	Tan,H.J., Teoh,Y.S., Yap,P.H (2017); Chen & Mo (2014)
(iii)	Social Influence (IV)	5	5 Likert Scale	Tan,H.J., Teoh,Y.S., Yap,P.H (2017)
(iv)	Accessibility and conveniency (IV)	5	5 Likert Scale	Best practiced in tourism accessibility for travelers with restricted physical ability (2003)
(v)	Destination	5	5 Likert Scale	Norlida, H.M.S., Redzuan, O., Naufal, N., Siti, H. M. I. & Md, S. i. S. (2014)

3.4 Data Analysis

Data analysis is the process of analyzing data to unfold useful information and help in business decision making using analytical and statistical tools(Sridhar,2018). A Statistical Package for the Social Sciences (SPSS) was used to analyze the data which generated from the questionnaires in this research study. Moreover, descriptive analysis and inferential statistics were used to conduct the data analysis and interpretation.

Statistical Package for the Social Sciences (SPSS) is a collection of software that combined together into one package (Thomes, 2018). It is a windows based program that can perform analysis, data entries and create tables and graphs (Strand, 2006). SPSS is widely used in studies on health-care, marketing and

education(Rouse, 2018). Researchers can readily comprehend the demand for a product on the market and can alter their strategy accordingly with the assistance of the statistical data acquired(Thomes, 2018). In essence, SPSS first saves and organizes the data obtained, then compiles the data set to generate the appropriate output (Thomes, 2018). Moreover, it is also able to carry out statistical procedures with versatility and high responsiveness, acting as a versatile package that empower various types of analyses, data, transformation and form of result (Arkkelin, 2014). SPSS can easily handle and manage information with the assistance of some techniques even though the working process on data is complicated and time-consuming (Thomes, 2018). Thus, SPSS has been used to conduct the reliability test, descriptive statistics and inferential statistics, analyze and measure the data.

3.4.1 Validity

Validity is to measure the extent of accuracy in quantitative research of a concept. Meaning the consistency of a research instrument to achieve similar results when used under the similar situation repeatedly (Heale,Twycross,2015). Content validity can bring meaning as " the degree to which items in an instrument reflect the content universe to which the instrument will be generalized" (Straub, Boudreau et al. 2004). This category checks whether all the contents is covered by the instrument in relation to the variable (Heale,Twycross,2015). Meaning the extent that measurement instrument items are applicable and symbolic of the intended construct (Taherdost,2016). As debated in Straub (1989), literature reviews and expert judges or panels are used to establish content validity. Seek consensus of judgement by consulting experts in the field. It is also advisable to undergo several rounds of pretesting the instrument with different groups of experts (Straub, Boudreau, Gefen, 2004)

A part under content validity is face validity, where opinions regarding whether an instrument measures the concept intended are asked from

experts (Heale, Twycross, 2015). Subjective judgement on the operationalization of a construct is based on face validity. Face validity is also the degree to which a measure shows to be in relation to a specific construct, in non-experts' judgement such as test takers and representatives of the legal system. That is, if a content appears in relation to the person taking the test, the test shows face validity.

3.4.2 Reliability Test

Reliability is the degree to which stable and coherent outcomes are produced by an evaluation instrument (Phelan & Wren, 2005). According to Paul, Rajiv, & I-Chant (2015), "Reliability refers to the consistency of a measure". When obtaining the same result repeatedly, a test is regarded as reliable (Cherry, 2019). In this study, internal consistency has been used to measure reliability. This is because internal consistency reliability is used to measure reliability in case different test items will produce the same results when put up against the same construct (Phelan & Wren, 2005).

The coefficient Alpha stands out among others when it comes to methods used to estimate internal consistency (Liu & Zumbo, 2007). Cronbach's alpha was used to evaluate the internal consistency of a questionnaire or survey which consists of multiple Likert-type scales and items. Based on Namdeo and Rout (2016), Cronbach's Alpha is the most prevalent and helpful measure for internal consistency. It was created by Lee Cronbach in 1951, to provide a measure of a test or scale's internal consistency. Cronbach's alpha reliability coefficient normally ranges between 0 and 1. Any value above 0.75 is considered good with value of 0.9 being the goal to strive for (Morris, 2012).

3.4.3 Descriptive Analysis

Descriptive statistics is the term given to the analysis of data that enables us to summarize and present the data in a more meaningful and simpler way. It transforms the raw data into a simpler form for easier understanding and interpretation. According to Hussain (2012), descriptive analysis enables the reader to understand more and have better comprehension of the study carried out by the researcher. In this study, the central tendency has been used to conduct the analysis. The “center” of a distribution value can be predicted by the distribution’s central tendency (Kale, 2013). The mean, median and mode are prevalent central tendency measurements (Arkkelin, 2014).

3.4.4 Inferential Analysis

Inferential statistics are used to compute with the intention of recapitulating the findings from a sample to the entire population of interest (Allua & Thompson, 2009). If researchers want to move beyond simply describing or characterizing the data and draw findings based on the data, inferential statistics are used. For the purpose of identifying the relationship among independent variables and dependent variables, a multiple regression has been used to carry out the analysis.

3.4.4.1 Multiple Regressions

Multiple regression is defined as a set of techniques to investigate the straight-line relationship between more than one variable. It is used to reckon the β 's in the equation (Multiple regression, n.d.). The analysis is conducted to estimate the values of a dependent variable, Y, given a set of p explanatory variables (x_1, x_2, \dots, x_p). The general multiple linear regression model with k predictor variables shall be written as below:

$$Y = A + \beta_1x_1 + \beta_2x_2 + \dots \beta_kx_k$$

The equation after the predictor variables of our study have substituted:

$$Y = A + \beta_1(TC) + \beta_2(SI) + \beta_3(AC) + \beta_4(D)$$

Whereby,

Y: Revisit intention

A: Constant

TC: Tourists characteristics

SI: Social influence

AC: Accessibility and conveniences

D: Destination

3.5 Conclusion

Overall, researchers will distribute 200 questionnaires to the target respondents through the judgement sampling and the target populations which is Malaysian young adults (age 18-34) who have stayed home stay before. In the next chapter, researchers will present the result of data that has been analysed in this chapter.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

In this chapter, 200 questionnaires will be collected from the respondents. The result and analyses of respondent profile, measurement of accuracy and the relationship between independent variable and dependent variable will be carried out.

4.1 Respondent's Profile

Table 4.1 Frequency and Percentage of Respondents

Descriptive	Frequency (f)	Percentage (%)
<u>Gender</u>		
Male	110	55
Female	90	45
<u>Age</u>		
Age 18 – 20	38	19
Age 21- 24	110	55
Age 25 – 29	37	18.5
Age 30 -34	15	7.5
<u>How often will you travel in a year ?</u>		
1 - 3 months	64	32
4 - 6 months	72	36
7 - 9 months	23	11.5
10 - 12 months	41	20.5

<u>How many times you stayed in Eco – homestay before within this 5 years?</u>		
1 – 3 times	135	67.5
4 – 6 times	44	22
7 – 9 times	13	6.5
10 times and above	8	4
<u>How long of the length of your stay in Eco-homestay on average?</u>		
1 – 3 nights	166	83
4 – 6 nights	23	11.5
More than 6 nights	11	5.5

Table 4.1 is the demographic analysis that collected from the respondents. Firstly, male respondents are more than female respondents in this analysis. There are 110 respondents are male which occupied 55% of the total respondent whereas 90 female respondents had occupied 45% of the total respondent. Secondly, 110 respondents (55%) are in the age group of 21 to 24 years old followed by the age group of 18 to 20 years old and 25 to 29 years old which consists of 38 respondents (19 %) and 37 respondents(18.5%) . In addition, the number of respondents in the age group of 30 to 34 years is the lowest which only consists of 15 respondents (7.5%).

Thirdly, data of “how often will respondents travel in a year” was collected. The answer chosen by 72 respondents (36%) was 4 to 6 months in a year followed by 1 to 3 months in a year with 64 respondents (32%), 10 to 12 months in a year with 41 respondents (20.5%) and 7 to 9 months in a year with 23 respondents (11.5%). Fourth, data of “how many time respondents stayed in Eco-homestay before within 5 years” had been studied. Majority of the respondents had chosen 1 to 3 times which consists of 135 respondents (67.5%) where as minority of the

respondents had chosen 4 to 6 times with 44 respondents (22%) and 7 to 9 times with 13 respondents (6.5%). There were only 8 respondents (4%) had chosen 10 times and above.

Lastly, data of “how long of the length of respondents stay in Eco – homestay on average” had been studied. 166 respondents (83%) would like to stay 1 to 3 nights followed by 4 to 6 night with 23 respondents (11.5%) and more than 6 nights with 11 respondents (5.5%).

4.2 Measurement of Accuracy

4.2.1 Validity

Content validity can bring meaning as " the degree to which items in an instrument reflect the content universe to which the instrument will be generalized” (Straub, Boudreau et al. 2004). The assessment of experts and subjects is a standard procedure for evaluating content validity(Fruhling& Lee,2005).

During the process of designing the questionnaire for this study, few of the related research that have been done by other experts are referred to as a guidance to create the questionnaire. After the questionnaire is completely designed, there are three experts involved in the evaluation, in order to improve the quality of question, determine the standard and degree of relevance of the question to the variables. The three experts are professional in doing research in particular fields which are marketing and tourism that are related to this study. The suggestion and recommendation from the professional was given through e-mail to enhance the consistency, degree of relevance, and quality of the questionnaire.

After a few times of amendment, the questionnaire has been finalized and it was distributed face to face to a small group of target respondents to

evaluate the degree of validity for the questionnaire. During the period of distributing the questionnaire, the major problem is some respondents do not understand the meaning of eco-homestay, and there is also recommended to add in the definition of eco-homestay. After completing the questionnaire from those 20 respondents, the data of the questionnaire from this small group of respondents has been analyzed and proceeded to actual market test.

4.2.2 Reliability

Table 4.2 Validity and Reliability Analysis

Variable	Overall Alpha	Items
Revisit intention	0.856	Satisfaction, contact information, first consideration
Tourists characteristics	0.896	Difference culture experience, environmentalist, nature engagement, adventurous
Social influence	0.810	Recommendation from family member and friends, people's perception, relationship enhancement
Accessibility and convenience	0.861	Transportation, dining option, payment method, reservation process, basic amenities
Destination characteristics	0.838	Festival/celebration, culture, local lifestyle, beautiful landscape

Cronbach's alpha serves as a measurement of internal consistency and the extent of the relevance between a set of items as a group (UCLA, n.d.). Cronbach alpha value is recommended by Hair et.al. (1998) to have a

minimum value of 0.70. If the value is close to 1.0, it means the internal consistency of the questionnaires in the scale is superior (George, 2011; Nanan et.al, 2019). A high alpha value might be excessive by testing the similar question but in a different sentence; thus, a maximum value of 0.9 is recommended (Tavakol & Dennick, 2011). While a low value of alpha can be due to poor interrelatedness among items or heterogeneous constructs or low number of questions.

Past studies show 0.948 and 0.721 alpha value of **revisit intention** which indicated as relevant to tourists satisfaction that has the same result with the results in this study which is 0.856 (Mai & Huyn, 2014; Tan et.al, 2017). Besides, the alpha value of **tourist characteristics** which is named as travel motivation in the past studies is 0.918 compared to the alpha value in this study is 0.896 (Liao et.al., 2018). According to Tan et.al. (2017), the alpha value of social interaction is 0.928 while the alpha value of **social influence** in this study is 0.810. The cronbach value of **accessibility and convenience** in past study is 0.78 (Yahya, 2000), and 0.861 in this study. The cronbach values are 0.945, 0.920 and 0.874 for historical culture, natural landscape, events and activities respectively in the past studies, all of these variables are included in **destination characteristics** (Tan et.al, 2017). The cronbach value of destination characteristics which is named environment is 0.886 in the past studies while the value in this study is 0.838 (Alam et.al., 2015). All of the alpha value is above 0.70 and the internal consistency is considered as good as they are all above 0.8.

4.3 Hypothesis Testing

4.3.1 Analysis of Multiple Regression

Table 4.3: Model Summary

Model Summary^b

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.678 ^a	.460	.449		.54495

Source: Developed from research

The value of R-square (R^2) is 0.460. The push-and-pull model that applied explains all the variability of the response data around its mean. In general, the R-square is to determine whether the model better fits the data or not. The study showed the R-square value is between high and low, that is, as 46% which is attributed to the field of study. According to Arvinlucy A.O (2013), R-squared values usually will be lower when applied in the field that in efforts to predict human behavior. For example, purchase behaviour and personal characteristics that influence revisit decision, typically has R-squared values that lower. Arvinlucy A.O (2013) also posited that this is because humans are harder to define compared than physical activity. Thus, in this field study the R-square of 0.460 is concluded as better fits to the response data.

Table 4.4 Anova

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.822	4	12.456	41.942	.000 ^b
	Residual	58.503	197	.297		
	Total	108.325	201			

Source : Developed from research

In this study, F-value is obtained as 41.942 and the significance level is 0.000 which is below 0.05. Thus, there is a statistically significant difference in the mean of revisit intention of young adults between the different variables. To conclude, the four independent variables are executed fit and allowed to explain the variation in the revisit intention of young adults towards eco-homestay.

Table 4.5 Coefficient

Variable	D F	Paramet er Estimat e	Standar d Error	T Valu e	Pr> t	Standar- dized Estimat e	Toleran ce	Varian ce Inflatio n
Intercept	1	0.805	0.278	2.89 8	0.004			
Tourist Characteri stic	1	0.341	0.069	4.96 4	0.000	0.334	0.607	1.648
Social Influence	1	0.443	0.075	5.94 4	0.000	0.426	0.534	1.871
Accessibili ty convenien ce	1	0.011	0.066	0.16 4	0.870	0.010	0.668	1.498
Destinatio n characteris tic	1	-0.013	0.066	- 0.19 8	0.843	-0.013	0.678	1.474

Source : Developed from research

If the tolerance value was small which less than 0.10 value, can be explained as the forecaster is excessive. According to Julie.P (2016), stated that the value of variance inflation which is above 10 is possibility of multicollinearity (high correlations between two or more predictor variables). Table 4.3.3 shows the range of the variance inflation values are from 0.534 to 0.678 which are greater than 0.1. Besides, the value of variance inflation (VIF) is from 1.474 to 1.871 which is below 10. Hence, this result defined that there is no multicollinearity problem.

Table 4.6 Hypothesis Testing

Hypothesis	P-value (<0.05)	Result of H0
H0: There is a negative relationship between tourist characteristics and revisit intention. H1: There is a positive relationship between tourist characteristic and revisit intention	<0.000	Rejected
H0: There is a negative relationship between social influence and revisit intention. H2: There is a positive relationship between social influence and revisit intention	<0.000	Rejected
H0: There is a negative relationship between accessibility and convenience and revisit intention. H3: There is a positive relationship between accessibility and convenience and revisit intention.	0.870	Not rejected
H0: There is a negative relationship between destination and revisit intention. H4: There is a positive relationship between destination and revisit intention.	0.843	Not rejected

-

$$RI = 0.805 + 0.341(TC) + 0.443(SI) + 0.011(AC) - 0.013(D)$$

RI = Revisit intention

TC = Tourists characteristics

SI = Social Influence

AC = Accessibility and Conveniences

D = Destination

Refer to the equation above, if there is an increase in 1 unit of the independent variables, the revisit intention (RI) rises accordingly to the parameter estimate value. Further explain, the RI will increase differently by different variables increase by 1 unit, tourists characteristics 0.805; social influence 0.341; accessibility and conveniences; destination -0.013. Lastly, according to Table, tourist characteristics and social influence are significant enough to support the hypotheses it positively affects the revisit intention. Meanwhile, accessibility and conveniences are not significant enough to support the hypotheses it positively affects the revisit intention.

H0: There is a negative relationship between tourist characteristics and revisit intention.

H1: There is a positive relationship between tourist characteristics and revisit intention.

The null hypothesis (H0) has been rejected. As the results of tests found that the stand of positive relationship between tourist characteristic and revisit intention is not rejected. The significance value (p-value) of the test is <0.000 which is smaller than 0.05. This is similar to the past study which is supported by Jang & Feng's perspective (2007), tourist's characteristics like novelty seeking are highlighted as a precedent of revisit intention. In addition, tourists with non-sport characteristics will refuse to revisit a place as their travel purpose is to visit different locations (Daniel & Funk, 2010).

H0: There is a negative relationship between social influence and revisit intention.

H2: There is a positive relationship between social influence and revisit intention.

The null hypothesis (H_0) has been rejected. As the result of the test found that the stand of positive relationship between social influence and revisit intention is not rejected. The significance value (p-value) of the test is <0.000 which is smaller than 0.05. This is similar to the past study which supported Liu & Lee (2016), they recognized the significant difference between word-of-mouth (WOM) for the service and tourism sector. Revisit intention direct relationship with word-of-mouth (Ali, Hannaneh & Chen, 2018). A satisfied tourist will be willing to revisit the destination in the future and recommend it to others. Tourists' satisfaction and their intention to revisit the destination can be affected by building a positive image of the destination through social media and internet and advance the image of the destination (Shafiee & Tabaeian, 2016).

H_0 : There is a negative relationship between accessibility and convenience and revisit intention.

H_3 : There is a positive relationship between accessibility and convenience and revisit intention.

The null hypothesis (H_0) has not been rejected. Results of tests found that there was a negative relationship between accessibility and convenience and revisit intention. The significance value (p-value) of the test is 0.870 which is greater than 0.05. This is different compared to the past study which was supported by Guiver and Stanford (2014). They had stated that a better accessibility quality to a destination will boost the attractiveness of the destination and attract tourists to visit. However, this supported stand is not found in this study because the target respondent involved in this study is more concerned and affected by the internal factor compared to destination's accessibility and convenience. Ramya.N & S.A.Mohamed (2016) supported the stand by mentioning that internal factors will directly influence and impact on the buying behaviour of consumers. In addition, they also stated that motivation is an important internal factor which acts as a driving force by an individual to action towards their needs and wants.

Hence, the respondent's internal motivation is slightly significant which will lead the action to revisit the place rather than external factors.

H0: There is a negative relationship between destination and revisit intention.

H4: There is a positive relationship between destination and revisit intention.

The null hypothesis (H0) has not been rejected. Results of tests found that there was a negative relationship between destination and revisit intention. The significance value (p-value) of the test is 0.843 which is greater than 0.05. There is a difference of the past study which was supported by Bojanic(1991), Chi &Qu (2008) that posited the tourists' intentions to revisit destinations in the future depend on the positive perception of the destination. Nevertheless, this supportive stand is lack of persuasiveness in this study because the respondent involved in study is more determined psychological factors than the destination. To support this stand, according to Jisana T. K (2014) that proposed psychological factors will impact the consumer buying behavior. This defined the respondent is more focused on the level of needs and wants across the time, their needs and wants will change according to time. Thus, the needs and wants during the time when making a repurchase decision is most important.

4.4 Conclusion

In conclusion, Statistical Package for the Social Sciences (SPSS) was used to analyse the data which collected from the respondents. In this chapter, this research will determine the relationship between the independent variable and dependent variable are positives.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

This chapter study the summary of key finding. Moreover, this chapter also discussed about theoretical and managerial implications, limitations when conducted this research and recommendations for future research.

5.1 Summary and Key Findings

Refer to the analysis of the targeted respondent demographic profile that was done in the previous chapter. Female is occupied 45% and 55% is male out of 200 respondents which belonged to aged 21 to 24. Furthermore, the majority of respondents involved (36%) travel within four to six months in a year. Moreover, 67.5% of respondents responded that they had stayed eco-homestay 1 to 3 times before within 5 years. Lastly, 83% of targeted respondents had experienced staying in an eco-homestay 1 to 3 nights. In this study, the validity of the overall variable was judged and amended by academic research expertise. Overall findings are reliable as the R-square value shown 0.460. This value is reliable as supported by Arvinlucy A.O (2013), he stated that the study in predicting human behaviour usually will be below 0.5 which is the standard of measure reliability. Moreover, there is a statistically significant difference in the mean of revisit intention of young adults between the different variables which the F-value is 41.942 and the significance level is 0.000 which is below 0.05. This study found that there were two hypotheses that were not rejected and two hypotheses rejected. There is a positive relationship between tourist characteristics and revisit intentions, this stand was not rejected which null hypothesis (H0) was rejected as similar to past studies which stated that tourist's characteristics are highlighted as a precedent of revisit intention that posited by Jang & Feng's perspective (2007).

In addition, the stand of there is a positive relationship between social influence and revisit intention is not rejected which null hypothesis (H₀) was rejected as similar to past studies that mentioned revisit intention had direct relationship with word-of-mouth (WOM) as founded by Ali, Hannaneh & Chen (2018). In contrast, the stand of there is a negative relationship between accessibility and convenience and revisit intention which null hypothesis (H₀) was not rejected as the significance value is 0.870 which is above 0.05. This result is different from past studies because in this study found that respondents are more concerned about internal factors compared to external factors. This was supported by Ramya.N & S.A.Mohamed (2016) that posited the internal factors will directly influence and impact on consumer behaviour of consumers. Moreover, there is a negative relationship between destination and revisit intention as the significance value is 0.843 which null hypothesis (H₀) was not rejected that greater than 0.05. There is a difference from past studies as the study found that the respondent involved is highly determined about psychological factors than destination. This supported by Jisana T.K (2014) that posited the psychological factors will impact the consumer behaviour. The study resulted in two key findings, the positive relationship between social influences and revisit intention which Beta value is 0.426 and the positive relationship between tourist characteristics that Beta value is 0.334. Yet, the lowest value of Beta is the destination which is -0.013 towards revisit intention.

5.2 Theoretical Implication

There are some theoretical implications that could be inferred for the future academics finding. Many researchers have done research about visit intention but revisit intention. Besides, awareness regarding environmental protection has increased compared to previous times. Thus, this study is useful for those researchers who wish to revisit intention in the tourism industry, as well as those researchers who are interested in Eco-homestay study.

Social influence has the most significant impact on the revisit intention of tourists based on this study which indicates that the enhancement of relationship,

perception and opinions from friends and family are important and valued by the tourists. The following significant variable is tourists' characteristics that includes the personality of tourists is also one of the major variables based on the result of this study. Researchers could consider two of these variables in the future study related to the tourism industry or revisit intention. However, destination characteristics happened to be the least significant variables in this study. Thus, destination characteristics are suggested not to pay much attention in the future study which is regarding Eco Homestay, and emphasizes on social influence and tourists' characteristics.

On the other hand, the R square of the finding is 0.460 which indicates that 46% of variation of revisit intention is explained by tourist characteristics, social influence, accessibility and convenience, as well as, destination characteristics in a regression model. Although R square is considered as moderate, it is acceptable as the research is study on revisit intention which is about people behaviours, people behaviour change overtime and is hard to indicate (Arvinlucy,2013). Statistical Package for the Social Sciences (SPSS) was applied in this study. According to Puteh et.al. (2017), it is user friendly and different statistical tests could be executed by using this software. Bivariate and multivariate analysis for both the parametric, non-parametric statistical techniques, and comparison correlational statistical tests in the context of univariate could be conducted by SPSS.

5.3 Managerial Implication

Results of tests found that social influence has the largest value which is 0.426. Therefore, social influence is the most significant and greater impact on revisit intention. Consumer trust advertisements on social media (Ivanete, Kenny, Flavia& Marinda, 2016). So, management should select influencers and create content carefully on social media. They should take note of negative comments posted on the internet by their customers. By using social media, there is a opportunity that customers may negatively influence the reputation of a company (Schulze-Horn, Ines & Taros, Torben & Dirkes, Sven & Hüer, Lucas & Rose,

Maximilian & Tietmeyer, Raphael & Constantinides, Efthymios, 2015). Moreover, management can do promotions in group packages. According to the result of this study, most respondents are emphasized in relationship enhancement.

Furthermore, results of tests found that tourist characteristics obtain a large value which is 0.334. Seems tourist characteristics are important, the Minister of Tourism and management in the tourism industry may segment and target tourists by catering to their needs. Tourists do not respond homogeneously to marketing activities, so they should use segmentation to identify distinct groups of tourists. Tourists do not react similarly to marketing activities, so management can use segmentation to identify different groups of tourists (Rodoula,2012). Segmentation information is used by travel brands and destination marketers to better understand what they want and recognize their most profitable segments (Shi, Liu & Lee, 2018).

Furthermore, results of tests also show that accessibility and convenience obtain a low value which is 0.011. As many tourists wish to experience the culture or nature, most of them will not mind the criteria like location, convenience store,internet and so on. So, when the management team wishes to set up a homestay, the criteria like provision stores far away is not so important. As they emphasize on to experience authentic culture or explore nature. The integration of all aspects of the environment by providing a combination of natural, cultural and human experiences had let the industry of ecotourism grew (Othman, Sazali and Mohamed, 2013). Therefore, instead of choosing the location near a convenience store or providing internet, the management should collaborate with the locals to let the tourists experience the local's life, know more about their culture and so on. Results of tests found that the destination characteristic has the lowest value which is -0.013. Destination characteristic is the least significant and smallest impact on revisit intention. So, destination marketer can focus on relationships in the advertisement instead of introducing the destination characteristic. This can let marketer better allocate their cost and resources for more efficient advertisement.

5.4 Limitation for Future Research

During the time of collecting data, there have been several limitations. The first limitation is that the terms in the questionnaire are ambiguous. Although the questionnaire had gone through the pretest and pilot study and it had been amended and improved, the misunderstanding meaning of the question still exists in the data collection period. Moreover, English acted as the main language used in questionnaires. However, not all respondents are familiar with english language. Thus, it has led to the problem that respondents do not understand or misunderstand the meaning of the question. Moreover, when collecting data through Google form, some respondents do not understand the meaning of eco-homestay. In addition, there are some respondents who have misunderstood the actual idea of eco-homestay that is delivered in this study as they have different perceptions towards eco-homestay. Hence, the action of guiding respondents to answer questionnaires had been carried out.

Furthermore, the data collection method is one of the limitations that exist in this study as the questionnaire is distributed through an online Google form. It was difficult to control the response of respondents and the extent of honesty of respondents when they answered the questionnaire. In addition, when the respondent has queries regarding the questionnaire, they are unable to get clarification from the researcher immediately or in person. Thus, the method that distributes questionnaires online created a problem in controlling the accuracy of data collected and the action of respondents.

Lastly, the limitation that had been found in this research is the age group of respondents. According to the data analysis of demographic profile, the respondents in the age group of 21 to 24 has accounted 55% from total respondents, in other word, there were 110 respondents out of 200 respondents who fell under this age group. The respondents from different age groups will result in different behavior and perception thus the accuracy of data will be a problem in this study.

5.5 Recommendation for Future Research

There are some recommendations that are proposed in order to enhance the standard and quality for similar research study in future. Firstly, the multiple language or dual-language for questionnaire design has been suggested to future researchers. In Malaysia, there are different races and some residents in Malaysia are not familiar with English, thus using multiple languages and dual-language can reduce the probability of respondents misunderstanding the meaning of the question. For instance, designing a questionnaire that consists of both English and Malay language. Through this way, researchers are more capable of generating data from a wide range of target respondents and obtain more accurate data. Moreover, future researchers can display the video or photo of eco-homestay which may enable respondents to better understand the meaning of eco-homestay rather than just explaining eco-homestay through paragraphs.

In addition, to ensure the quality of the questionnaire, the future researchers are suggested to distribute the questionnaire offline rather than online such as distributing through face to face in order to generate a better, accurate and reliable result. Through this way, it can reduce unfavourable results and be able to control and observe the action of respondents.

For further improvement, researchers are recommended to explore in all age groups of target respondents instead of just focusing on a certain age group. Researchers should balance the amount of respondents in different age groups in order to ensure the accuracy of data analysis.

5.6 Conclusion

In a nutshell, there are two key factors in this research which is social inference and tourism characteristics refer to the beta value. Moreover, this research will benefit the theoretical and managerial aspect where the future researcher and marketer can emphasize the key finding to reach the consumer or do the research

more accurately. Lastly, limitations for conducting this research and recommendation for future research had been carried out to improve the future research quality.

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APPENDIX

Appendix 3.1 : Questionnaire



UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF BUSINESS AND FINANCE

ACADEMIC YEAR 2019/2020

BACHELOR OF MARKETING

FINAL YEAR PROJECT

Dear respondents,

We are final undergraduate students of Bachelor of Marketing from UTAR, who are currently doing Final Year Project. We are looking for your kind assistance in answering this survey. This survey is aim to study about factors that affect revisit intention to eco homestay among young adult in Malaysia. Kindly answer all the questionnaire on your best knowledge. There is no right or wrong answer, and all the responses will be confidential. We appreciate for your participation.

Instruction:

1. There are two sections in this questionnaire. Kindly answer all the questionnaire.
2. It consumes around 10 – 15 minutes in completing this form.

Questionnaires

In this section, you are requested to fill in your general information. Please select your preferable answer and tick in the box. Your answers will be kept strictly confidential.

Section A: Personal Information

1. What is your gender?

- Male Female

2. What is your race?

- Malay Chinese Indian Other: _____

3. What is your age?

- 18 - 20 21 - 24 25 - 29 30 - 35

4. What is your marital status?

- Single Married Divorced Other

5. What is your educational level?

- Secondary school STPM Diploma Degree Other: _____

6. How often will you travel in a year?

- 1-3months 4-6months 7-9months 10-12month

7. How many times you stayed before at Eco-homestay¹ in Malaysia within these 5 years?

- 1-3times 4-6times 7-9times 10times and above

8. How long of the length of your stay in Eco-homestay in Malaysia on average?

- 1-3nights 4-6nights More than 6 nights

1. Eco-homestay: The practice of creating structures and using processes that are accountable to the environment and resource-efficient throughout a homestay building's life-cycle from siting to design, construction, operation, maintenance, renovation and deconstruction.

Section B: Factors that influence young adults to revisit Eco-homestay

This section is looking for your view regarding the factors that influence your intention to revisit an eco-homestay. Kindly show your (dis)agreement with each statement based on the 5 points scale [1 = Strongly disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree.]

No		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
DV: Revisit Intention						
1.	Eco-homestay will remain as the first choice on my next trip.	1	2	3	4	5
2.	I will revisit the Eco-homestay that has fulfil my satisfaction.	1	2	3	4	5
3.	I will revisit the Eco-homestay that has exceeded my expectation.	1	2	3	4	5
4.	I will keep the contact information of the Eco-homestay that I have stayed before.	1	2	3	4	5

5.	I will stay in the same Eco-homestay during my next travel.	1	2	3	4	5
IV 1: Tourists Characteristics - I stay in Eco-homestay because						
6.	I like to experience different culture, lifestyle or tradition when I stay.	1	2	3	4	5
7.	I am an environmentalist.	1	2	3	4	5
8.	I like to be close to nature.	1	2	3	4	5
9.	I like to experience the nature.	1	2	3	4	5
10.	I like to be adventurous.	1	2	3	4	5
IV 2: Social Influence						
11.	The suggestions of family members influence my choice of lodging during my trip.	1	2	3	4	5

12.	The suggestions of friends influence my choice of lodging during my trip.	1	2	3	4	5
13.	People around me believe that visiting the Eco-homestay preserves the mother earth.	1	2	3	4	5
14.	Eco-homestay helps to enhance the relationship between me and friends/ family members.	1	2	3	4	5
15.	Stay at Eco-homestay would impress my friends and family.	1	2	3	4	5
IV 3: Accessibility and convenience						
16.	There should be sufficient transportation options to reach Eco-homestay.	1	2	3	4	5
17.	The reservation process will be effortless.	1	2	3	4	5

18.	The Eco-homestay should be surrounded with basic amenities such as convenience store and clinics.	1	2	3	4	5
19.	There should be adequate dining option adjacent to the Eco-homestay.	1	2	3	4	5
20.	There are various payment methods. (E.g. Pay in cash, credit card and online transfer).	1	2	3	4	5
IV 4: Destination characteristics						
21.	I could experience the activities held in the tourist destination. (e.g. festival and celebration).	1	2	3	4	5
22.	I could obtain opportunity of exploration to difference culture.	1	2	3	4	5
23.	I could experience locals' lifestyle	1	2	3	4	5

Factor that affect revisit intention to eco-homestay among young adults

	better.					
24.	Beautiful landscape of the destination attracts me. (e.g. natural attraction and beautiful scenery)	1	2	3	4	5

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.849	.847	5

Item Statistics

Dependent Variable:	Mean	Std. Deviation	N
Revisit Intention [Eco-homestay will remain as the first choice on my next trip.]	2.15	.745	20
Revisit Intention [I will revisit the Eco-homestay that has fulfill my satisfaction.]	2.65	.813	20
Revisit Intention [I will revisit the Eco-homestay that has exceeded my expectation.]	2.85	.875	20
Revisit Intention [I will...]	2.15	.745	20

Appendix 2.0 Cronbach value of dependent variable in Pilot study (revisit intention)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.678	.671	5

Item Statistics

IV 1: Tourists Characteristics - I stay in Eco-homestay because [I like to experience different culture, lifestyle or tradition when I stay.]	Mean	Std. Deviation	N
IV 1: Tourists Characteristics - I stay in Eco-homestay because [I am an environmentalist.]	2.90	.641	20
IV 1: Tourists Characteristics - I stay in Eco-homestay because [I like to be close to nature.]	2.55	.826	20
IV 1: Tourists Characteristics - I stay in Eco-homestay because [I like to experience the nature.]	2.80	.696	20
IV 1: Tourists Characteristics - I stay in Eco-homestay because [I like to experience the nature.]	2.70	.733	20
IV 1: Tourists Characteristics - I stay in Eco-homestay because [I like to experience the nature.]	2.20	.834	20

Appendix 3.0 Cronbach value for independence variable 1 in Pilot study (Tourists characteristics)

The screenshot shows the IBM SPSS Statistics Viewer interface. The left sidebar displays a tree view with 'Reliability Statistics' selected. The main window contains two tables: 'Reliability Statistics' and 'Item Statistics'.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.663	.637	5

Item Statistics

	Mean	Std. Deviation	N
IV 2: Social Influence [The suggestions of family members influence my choice of lodging during my trip.]	2.85	1.040	20
IV 2: Social Influence [The suggestions of friends influence my choice of lodging during my trip.]	2.90	1.021	20
IV 2: Social Influence [People around me believe that visiting the Eco-homestay preserves the mother earth.]	2.35	.671	20
IV 2: Social Influence [Eco-homestay helps to enhance the relationship between me and friends/family members.]	2.90	.788	20
IV 2: Social Influence	2.10	.641	20

Appendix 4.0 Cronbach value for independence variable 2 in Pilot study (Social Influence)

The screenshot shows the IBM SPSS Statistics Viewer interface. The left sidebar displays a tree view with 'Reliability' selected. The main window contains two tables: 'Reliability Statistics' and 'Item Statistics'.

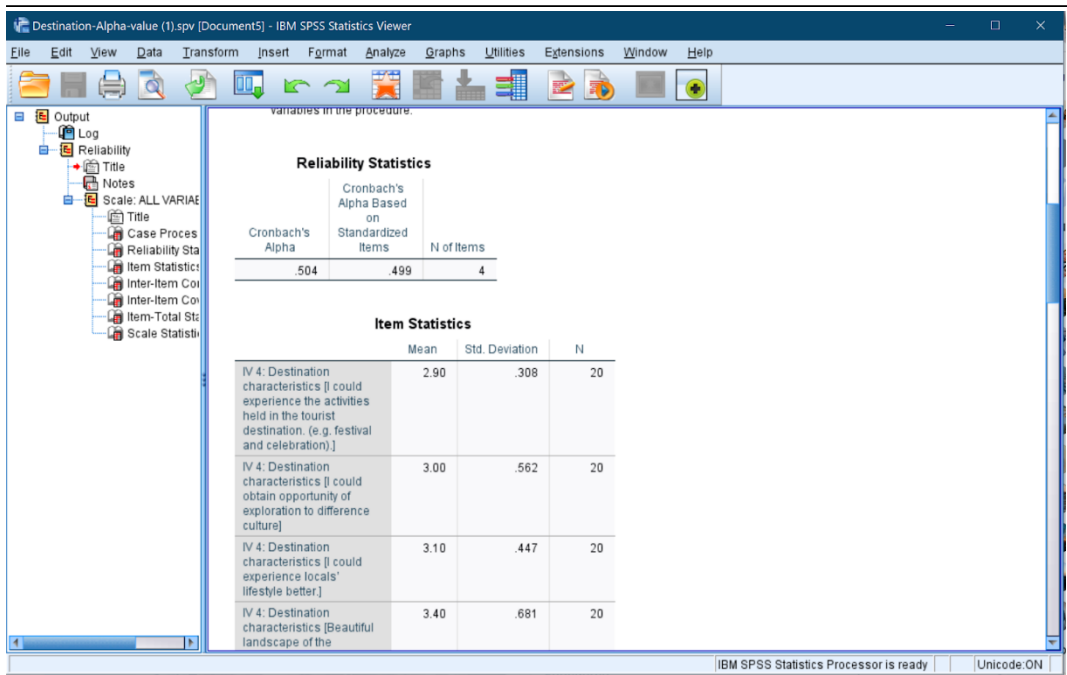
Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.727	.733	5

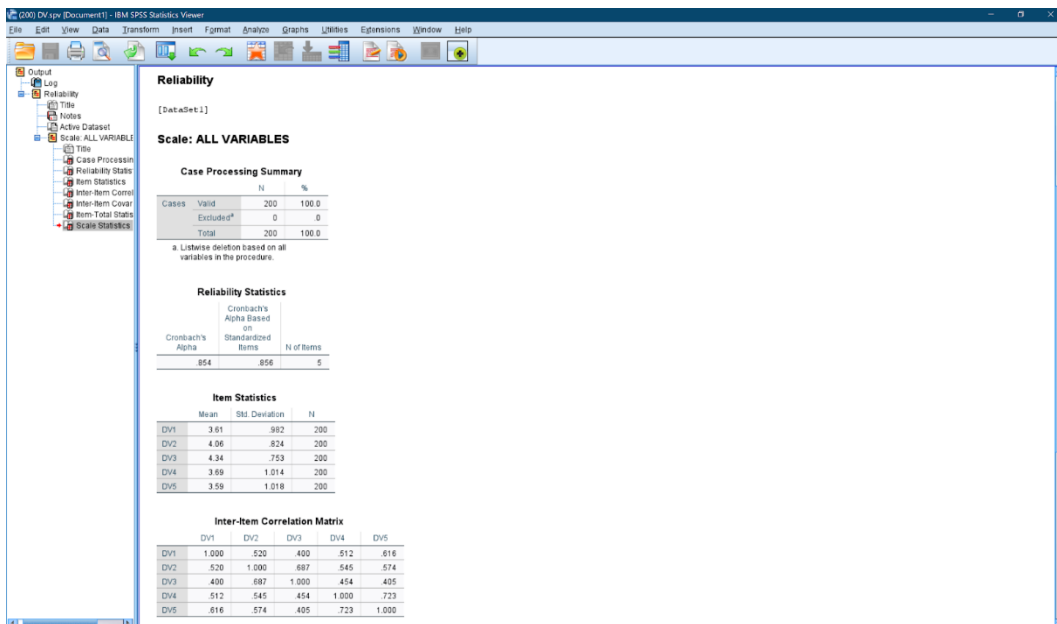
Item Statistics

	Mean	Std. Deviation	N
IV 3: Accessibility and convenience [There should be sufficient transportation options to reach Eco-homestay.]	3.10	.641	20
IV 3: Accessibility and convenience [The reservation process will be effortless.]	2.70	.923	20
IV 3: Accessibility and convenience [The Eco-homestay should be surrounded with basic amenities such as convenience store and clinics.]	3.25	.786	20
IV 3: Accessibility and	2.90	.788	20

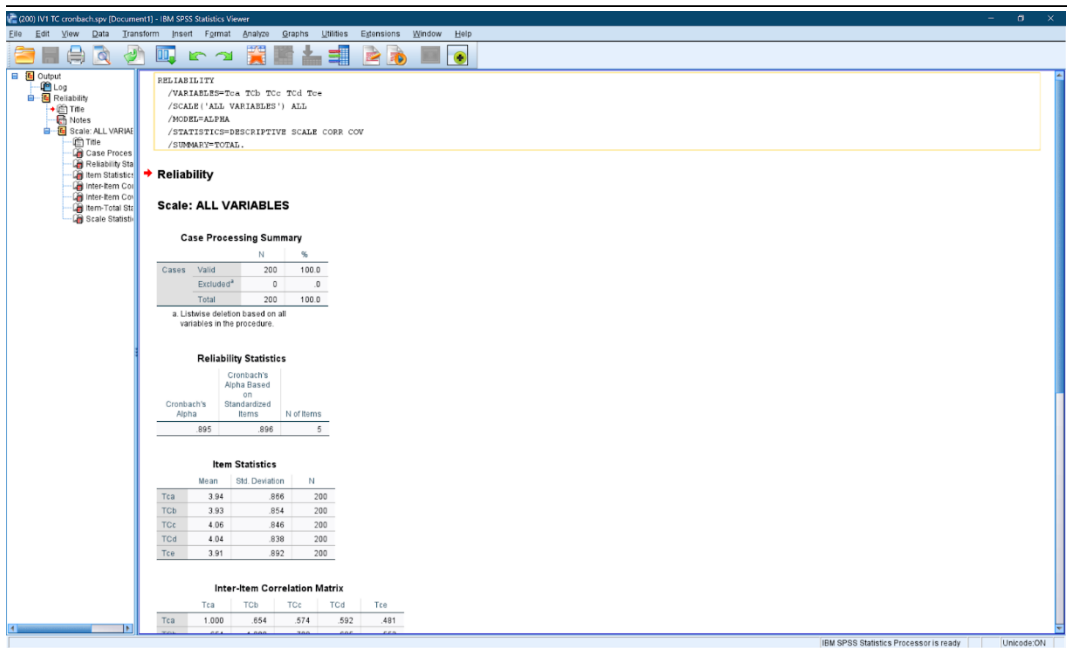
Appendix 5.0 Cronbach value for independence variable 3 in Pilot study(Accessibility and convenience)



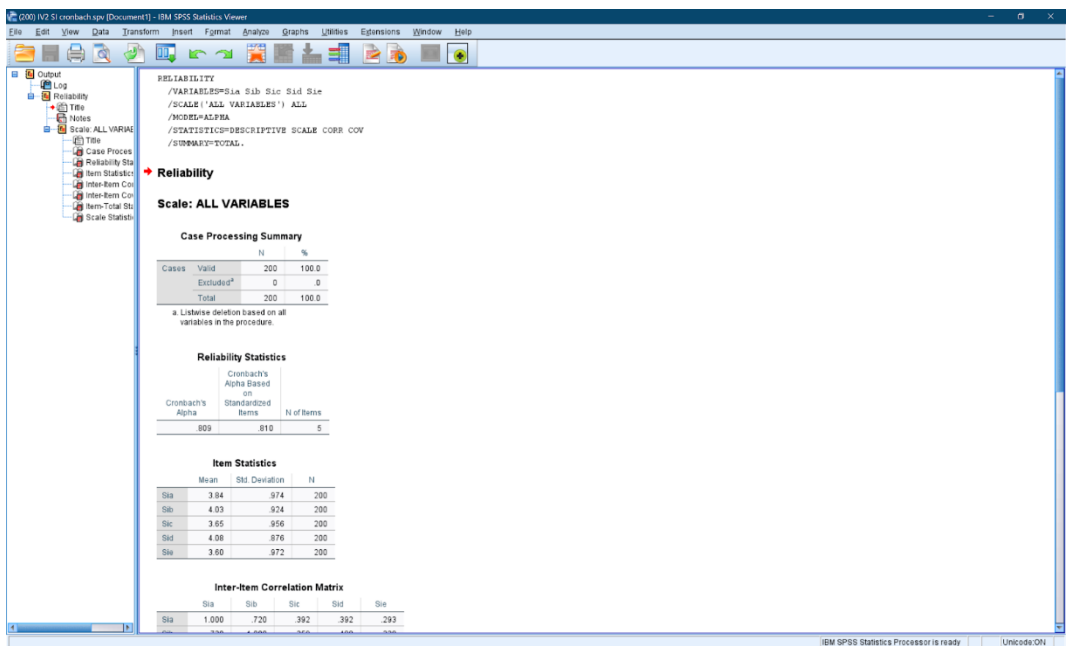
Appendix 6.0 Cronbach value for independence variable 4 in Pilot study (Destination characteristics)



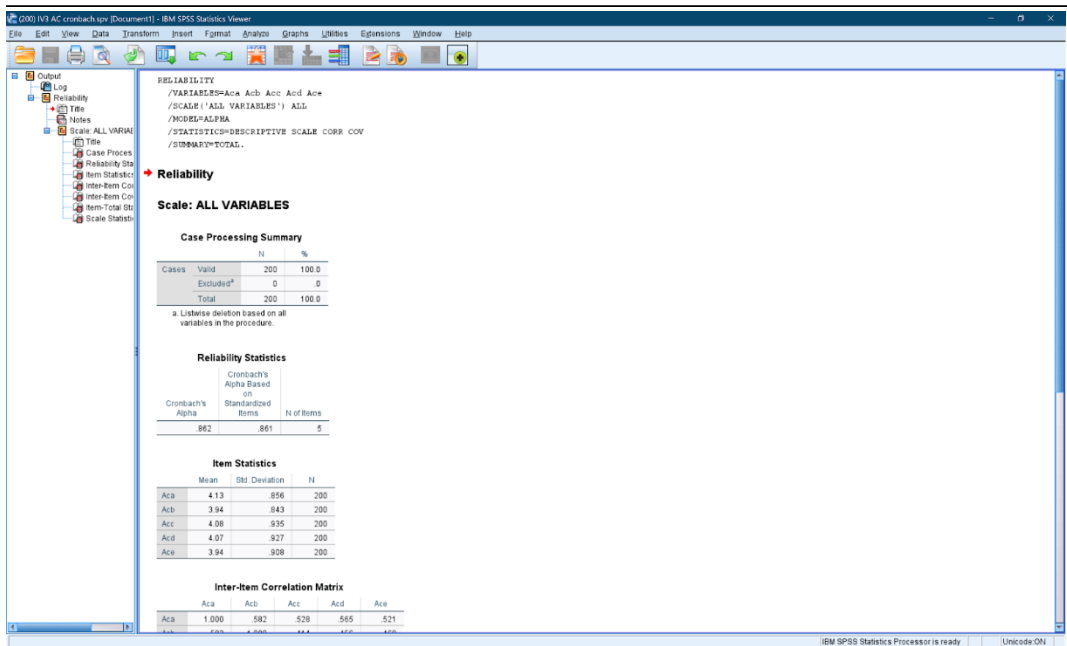
Appendix 7.0 Cronbach value for dependent variable (revisit intention)



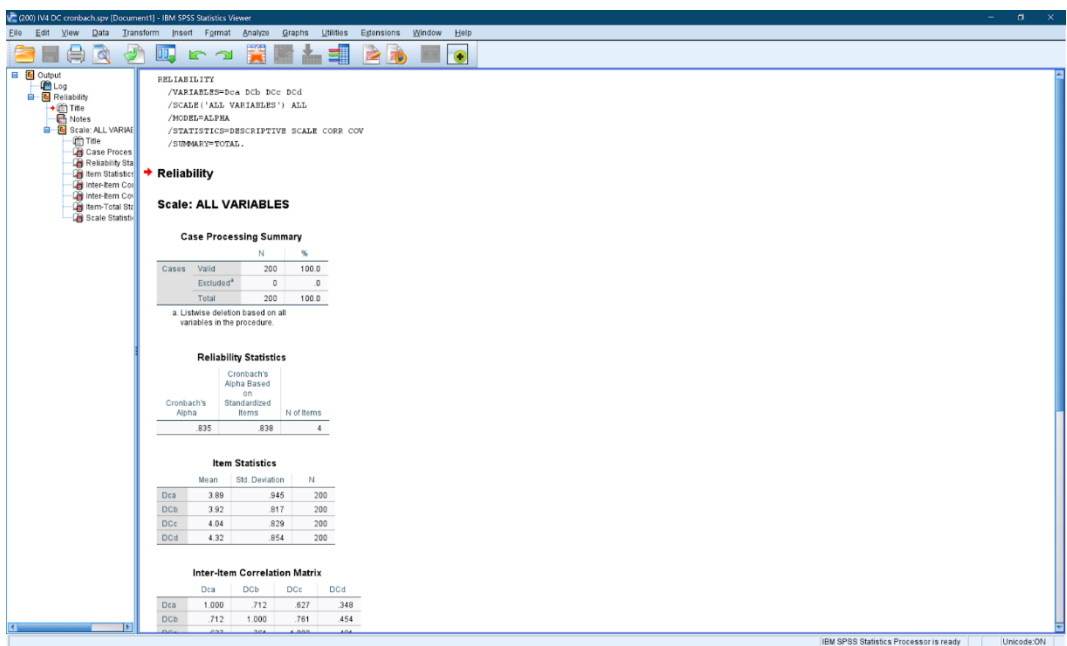
Appendix 8.0 Cronbach value for independent variable 1 (tourist characteristics)



Appendix 9.0 Cronbach value for independence variable (Social influence)

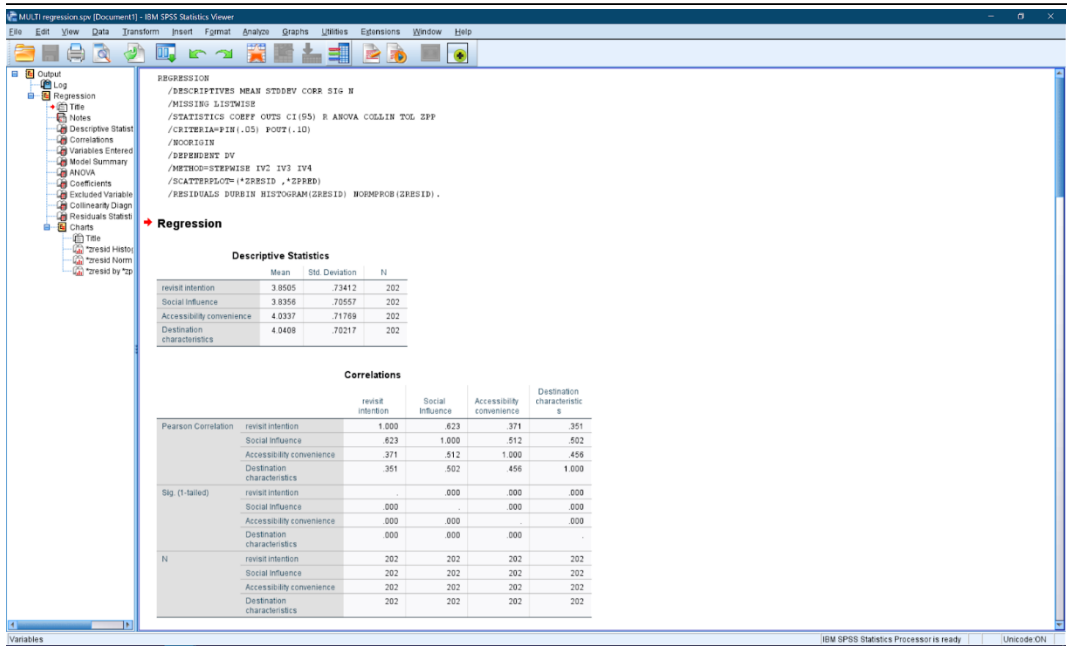


Appendix 10.0 Cronbach value for independent variable 3 (accessibility and convenience)



Appendix 11.0 Cronbach value for independent variable 4 (destination characteristics)

Factor that affect revisit intention to eco-homestay among young adults



Appendix 12.0 Multiple regression