

PUSH AND PULL FACTORS INFLUENCING  
TRAVEL DESIRE AND REVENGE TOURISM  
INTENTION IN MALAYSIA POST COVID-19

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BY

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## DECLARATION

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## **DEDICATION**

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## PREFACE

The inspiration for this research came from the discussion between my supervisor Ms Zufara Arneeda binti Zulfakar and I, I tend to know what is the factors influencing travel desire and revenge tourism intention in Malaysia post Covid-19. Since tourism industry has been shut down in the beginning of the pandemic and it is the major GDP contributor to our country Malaysia, therefore it is important to revive this industry. At the end of this study, I hope that the findings in this research can help all the managers and governments to implement some strategies in order to revive tourism industry.

## ABSTRACT

This research intends to find out what influencing peoples' travel desire and revenge tourism intention in Malaysia post Covid-19. Tourism industry is the most affected industry due to the Covid-19 pandemic; it has been completely shut down since the beginning of the pandemic. Meanwhile, tourism industry is the major contributor of GDP to the whole world especially in Malaysia. Thus, it is a significant industry which needed to be revive. It is important to know what factors will influencing people to travel in Malaysia post Covid-19. The purpose of this research is to investigate the push and pull factors influencing travel desire and revenge tourism in Malaysia post Covid-19.

This research is studying the relationship between independent variables which as push factor (novelty and knowledge seeking, ego enhancement, rest and relaxation), pull factor (environment and safety, cultural and historical attractions, tourism facilities) and dependent variables which is travel desire and revenge travel intention. The results of this research can be used to define how push and pull factor influencing travel desire and revenge tourism in Malaysia post Covid-19. In this research, data are collected by distributing self-administered questionnaire. Both Software Package for Social Sciences (SPSS) is used to perform descriptive analysis and analysed data has been illustrated in pie charts, summaries, central measures of tendencies. Whereas, SmartPLS is adopted to perform Partial Least Square Structural Equation Modelling (PLS-SEM) analysis, including measurement and structural model. Implications of study and recommendations for future researchers have been pointed out before concluding the whole research.

To sum up, this research may provide insightful information to Malaysian government, policymakers and managers in tourism industry for a better understanding of the push and pull factor influencing travel desire and revenge tourism in Malaysia post Covid-19.

# CHAPTER 1 INTRODUCTION

## 1.0 Introduction

This chapter explains the background of this research as it aims to understand the motivations of tourists to visit Malaysia post COVID-19.

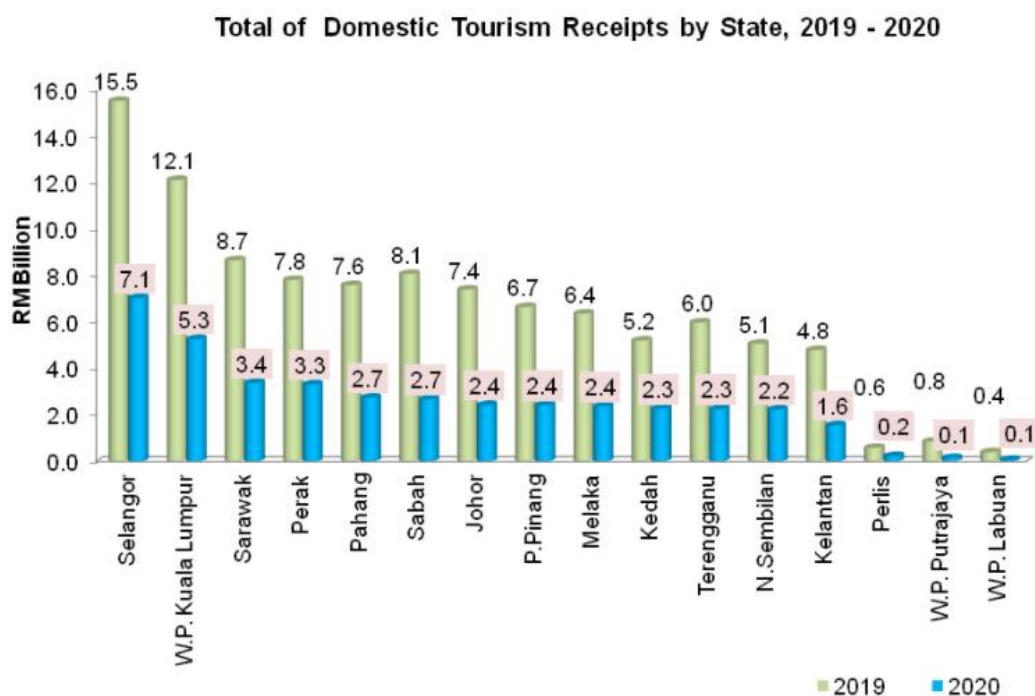
## 1.1 Research Background

According to preliminary estimates, international arrivals were still 72% lower than the pre-pandemic year of 2019. However, 2020 has become the worst year for tourism on record with a falling of 73% of international arrivals (UNWTO, 2022). This is due to the reason that people are being restricted from travelling during pandemics (Muley et al., 2020). Tourism is an industry that need to be revive as it completely shut down during COVID-19. Tourism is a major contribute to the GDP of the country especially in Malaysia. It has been shut down for almost a year from 2020 to 2021. Malaysia is a leading market mix in ASEAN tourism arrivals compared with other countries in the world. Basically, the ASEAN tourists have shorter stay in Malaysia as their country is the nearest neighborhood of Malaysia. Many of these countries are still in developing stage and therefore tourists' purchasing power is lower than those from developed countries. Malaysia was not in the top 10 spots for international tourism receipts.

COVID-19 Pandemic was initially reported to the World Health Organization (WHO) on December 31, 2019 and WHO declared it as a global pandemic on March 11. The very first COVID-19 case founded in Malaysia was a 41-year-old man who had recently returned from Singapore on the 4<sup>th</sup> February 2020. After that, the COVID-19 Pandemic outbreak and getting out of control in Malaysia. Malaysia government decided to launch a 14-day Restricted Movement Control or partial lockdown from March 18 to 31 nationwide to restraint the spreading of COVID-19 infection in Malaysia. Until today, different types and phases of Movement Control

Order has been imposed by Malaysia government such as Movement Control Order (MCO), Conditional Movement Control Order (CMCO), Recovery Movement Control Order (RMCO), Enhanced movement control order (EMCO), Total lockdown and so on. Some people have been locked down and force staying indoor for quite a time, once Malaysia has recovery from COVID-19 Pandemic, people will start to go for shopping and travel. Tourism behaviour has changed due to being locked down for too long this is where Revenge Tourism comes in. The phenomenon where people want to break free from the boring routine that has resulted in the emergence of the ‘new normal’ in the aftermath of the COVID-19 outbreak is known as revenge travel or tourism. Eventually, tourism industry needs to be recovered although the COVID-19 Pandemic still going on. Hence, this research will make an investigation on the push and pull factors influencing readiness of revenge tourism in Malaysia post COVID-19.

**Figure 1: Total of Domestic Tourism Receipts by State in Malaysia, 2019 - 2020**



Adopt from: Department of Statistics Malaysia Official Portal: *Performance of Domestic Tourism by State, 2020*.



According to Department of Statistics Malaysia Official Portal, Domestic tourism performance for all states in Malaysia decreased significantly in 2020. Overall, domestic tourism performance in Malaysia for 2020 declined significantly in visitor arrivals and total expenditure with -44.9 per cent and -60.8 per cent, respectively. The statistics reported based on the Domestic Tourism Survey conducted in 2020. In 2020, Selangor's domestic visitor expenditure receipt was RM7.1 billion, a decline of -52.8 per cent from the previous year. W.P. Kuala Lumpur recorded RM5.3 billion, decreased -57.8 per cent. Also registered a significant decline was Sarawak which fell -61.0 per cent to RM3.4 billion. Other states that recorded notable decline were Perak -61.5 per cent (RM3.3 billion) and Pahang -64.1 per cent (RM2.7 billion).

## **1.2 Problem Statement**

Malaysia has gone through hundred days of lockdown and affected most of the industry such as closure of schools, changing of study mode to remote or online teaching, working from home, restrictions on public gatherings and social events, lockdown of cities, imposing curfews and suspending public transportation and e-hailing services to limit travels, imposing social distancing norms, closing international borders and airports etc (Abdullah et al., 2020). Among all the industry, tourism will be the most affected since it has been shut down completely during COVID-19 Pandemic outbreak. According to Kim, C., Cheon, S.H., Choi, K., Joh, C.H., Lee, H.J., (2017), fear of infection and perceived risk have a substantial impact on travel behaviors, especially when using public transportation and the impact varies depending on the affected region and the demographic characteristics of the people. People perceive a higher risk for all sorts of travelling during pandemics, they will try to prevent going to the places where they perceive higher risk (Hotle et al., 2020). Due to the COVID-19 Pandemic, people have been lockdown for so long, once they are able to travel, they will travel big, they might extend their stay for a few more days in a certain destination or add a second or third destination and they will also make a bigger deal out of it within the same stay so they are finally able to treat themselves and splurge on a few different things.

For example, when Langkawi reopens to domestic tourists on September 16, 2021, in the midst of the pandemic, there are more than 2500 tourists travelled under the travel bubble (Hilmy 2021).

Push and pull factors act as a significant role to attract revenge travellers. Push and pull factors are one of the most popular concept and effective framework for studying and analysing visitor tourist behaviour (Khuong and Ha, 2014). Push factors can be explained people travel are being push by internal motives or forces, while pull factors are characterised traveller being pulled by the external forces of destination attributes (Gnoth, 1997). Push factors are normally inherent motivators such as novelty and knowledge seeking, ego enhancement, rest and relaxation while pull factors occur as a result of the environment and safety, cultural and historical attractions and tourism facilities.

## **1.3 Research Objectives**

### **1.3.1 General Objective**

The general objective in this study is to discuss about the push factors (Novelty and knowledge-seeking, Ego enhancement, Rest and relaxation) and pull factors (Environment and safety, Cultural and historical attractions and Tourism facilities) influencing readiness of revenge tourism in Malaysia during post COVID-19 pandemic.

### **1.3.2 Specific Objective**

1. To identify the relationship between push factor and travel desire
2. To identify the relationship between pull factor and travel desire
3. •To identify the relationship between travel desire and revenge travel intention
4. To determine relationship between push factor and revenge travel intention
5. To investigate what is the relationship between pull factor and revenge travel intention

## **1.4 Research Questions**

There are some research questions are raised to test the relevance of our research objectives:

- I. A What is the relationship between push factor and travel desire?
- II. Is there a relationship between pull factor and travel desire?
- III. What is the relationship between travel desire and revenge travel intention?
- IV. Is there a relationship between push factor and revenge travel intention?
- V. Are pull factor and revenge travel intention having a relationship?

## **1.5 Significance of Study**

Tourism is an industry which act as a major contributor to the GDP of Malaysia. However, it completely shut down during COVID-19 pandemic which makes tourism a most affected industry by COVID-19 pandemic. It contributes most of the Malaysia GDP and therefore it is an industry that need to be revive.

In fact, the aim of this study is to explain the push and pull factors influencing the readiness of revenge tourism in Malaysia during post COVID-19 pandemic. In order to identify the push and pull factors influencing the readiness of

revenge tourism in Malaysia during post COVID-19 pandemic, this study examines push factors like novelty and knowledge-seeking, social influence, rest and relaxation and pull factors like environment and safety, cultural attractions, tourism facilities and how tourism being attracted to visit Malaysia during post COVID-19 pandemic.

Last but not least, through this study, it enables all the tourism related industry to understand the push and pull factors influencing the readiness of revenge tourism in Malaysia during post COVID-19 pandemic. Furthermore, the accommodations such as Hotels, Airbnb, Homestay can implement strategies to enhance the readiness for people to travel. Thus, this can help them to boost their sales and recover from the COVID-19 pandemic.

## **1.6 Chapter Layout**

This chapter is aimed to provide an insight of the whole research. The background of issue and problem statement has been discussed. Figures sourced from the past studies have been provided to promote greater understanding. Research objectives have been formed and research questions have been rose. The research hypotheses have been constructed according to research questions. The significance of this research has been stated. Lastly, the layouts of this thesis will be illustrated with brief explanations

## **CHAPTER 2 LITERATURE REVIEW**

### **2.0 Introduction**

The theoretical constructs elaborated in this section are push and pull factors which is a motivational factor that will influence our research purpose revenge travel. A conceptual framework is also developed to summarize the literature review and visualize the possible relationships between all the variables.

### **2.1 Underlying Theory**

Dann (1977) has proposed the push and pull theory of motivations which is another widely applied theoretical framework in tourism research. There are various of factors motivate travellers or tourist to visit different places and destinations, all these factors can be classified into two category which are either push or pull motivations (Dann, 1977). In brief, push factors can be described as intrinsic factors or internal drives that motivate people to travel (Yousaf, Amin & Santos, 2018). These are linked to desires for leisure, recreation, adventure and escape, as well as wanted to ‘get away from it all’ and overcome the isolation feeling that comes with modern living. As a results, push factors can define as factors that encourage people to travel while also representing their socio-psychological needs. Pull factors, on the other hand, are usually related with a destination’s facilities, such as service quality, costs, and infrastructure (Yousaf, Amin & Santos, 2018). When these factors are applied to tourism, researchers have discovered that the push factors are more physiological and inward in nature. By using these factors wisely, marketers are able to attract more travellers to the destination. According to Yousaf, Amin and Santos, 2018, push factors which are properly recognised and used by destination planners might end up transform into pull factors, which are wisely external in nature. Push factors can be triggered by pull factors although pull factors come from within destinations. Customers’ expectations in terms of costs, facilities such as lodging, restaurants, amusement parks, transportation, and most significantly the

quality level should be given and able to fulfil people satisfaction which means that destination managers will need to ensure their offers and services are able to satisfy customers' needs and wants (Yousaf, Amin & Santos, 2018).

## **2.2 Review of Variables**

### **2.2.1 Independent Variable Push and pull factors**

Motivation is the desire for a person to behave in certain way in order to gain the desired satisfaction (Berlin & Martin, 2004). It is also one of the key driving forces used to interpret an individual behaviour. It helps to explain why people are able to do something while others do not. This is why all types of marketers from all industry, is always encouraging and attempting to understand motivation and make use of it (Baniya & Paudel, 2016).

Travel motivation has piqued the interest of researchers in different fields including anthropology, sociology and psychology, past researchers have studied it through their own researches (Gnoth, 1997). Travel motivation is the only one aspect which describes tourist behaviour and considered as one of the most significant factors because it drives forces behind all types of behaviour (Katsikari et al., 2020). Maslow's motivational theory, the hierarchy of needs which is one of the most popular and influential theories among the workplace motivation, it was commonly and highly applied in the tourism literature in the early stage to study tourism motives (Maslow, 1970). After that, Maslow's motivational theory have been modified and widely use by researches. Travel motivation has been examined, analyzed and study based on two dimensions: either the tourists travel pushed by the internal force or external forces of destination pulled them or both applied together and this is referred as push and pull factors respectively (Yuan & McDonald, 1990).

Previous study identified push and pull factors that influence tourists' motivation and also how it will affect tourists' decision making on intention to travel (Katsikari et al., 2020). Travel motivation is influenced by two forces - the concepts of Push and Pull factors. This concept has become one of the most popular and useful frameworks to study and analyze tourist behavior. Those two factors explain people travel because they are pushed by their own internal forces and pulled by the external forces of destination attributes.

Push motivation is the factors that motivate or create the intangible or intrinsic desires of the individual travelers to go on a vacation. The push factor consists of seven socio-psychological motives (escape self-exploratory, relaxation, prestige, regression, kinship enhancement, and social interaction) and two cultural motives (novelty and education). These push factors are recognized as the first step and useful tool in explaining the desire for travel and understanding tourists' behavior.

Pull motivation, on the other hand, is the tangible resources and traveler's perception and expectation towards the features, attractions, or attributes of a specific destination; therefore, it plays an important role in destination choice of tourists once the decision to travel has been made. Pull factor is the external forces related to natural and historic attractions, food, people, recreation facilities, and marketed image of the destination.

## **2.2.2 Independent Variable: Push Factors (Novelty and knowledge seeking, Ego enhancement, Rest and relaxation)**

### **2.2.2.1 Novelty and Knowledge Seeking**

According to Kim and Kim (2015), novelty seeking normally being defines as a characteristic of travellers. It also can be referring as an internal force that motivates people to take action such as it can be one of the reasons that why tourist choose or decide that particular destination for vacation or visit. According to Jang and Feng (2007), novelty-seeking tendency having a

positive influence on visit intention which also can be stated as travel desire. However, other researchers claimed that due to people seeking for distinct travel experiences in every trip or similar experiences in various countries, travel desire for novelty or knowledge seeking behaviours indicates strong travel desire (Castro, Armario & Ruiz, 2007). Tourist' novelty seeking tendency is referred to variety-seeking behaviour in the hospitality and tourism industry (Aasaker et al., 2011). Meanwhile, Kim and Kim (2015) stated that the novelty seeking tendency can be explained as travelers seeking stimulation by traveling to a new location after visiting one previously. Novelty and knowledge seeking will be one of the significant push factors in travel motivation (Phau et al., 2013). Similarly, Wang (2004) also claimed that knowledge seeking is one of the significant factors. Novelty and knowledge seeking will act as push factors influencing tourist to visit Malaysia (Santharen et al., 2019). Khuong & Ha, (2014) stated that novelty and knowledge seeking is under push factors that affect tourist' return intention of a destination.

#### **2.2.2.2 Ego Enhancement**

Ego enhancement is a psychological mechanism that causes disparities in judgments regarding self and other effects (Michael, Douglas and Hernando, 2008). Tourists can visit a place where they are unaware of their social status and can feel superior as a result of their ignorance (Graham, 2020). Wang (2004) stated that enhancement is one of the significant factors. Ego enhancement will act as push factors influencing tourist to visit Malaysia (Santharen et al., 2019). Mohammad and Som (2010) stated that enhancing relations and social circle is included in push factors for tourism. Enhancing relation will be part of the push factors influencing domestic travel motivation (Baniya & Paudel, 2016). Khuong & Ha, (2014) stated that ego enhancement is under push factors that affect tourist' return intention of a destination.

#### **2.2.2.3 Rest and Relaxation**

Rest and relaxation also known as leisure and recreation. It is a phrase for an off-work pastime that relaxes and entertains one's health or spirits. Rest



and relaxation will act as push factors influencing tourist to visit Malaysia (Santharen et al., 2019). Todorovic and Jovicic (2016) claimed that the major motivation for traveling is to take a break from people regular routine so that it will allow them to rest and relax their mentality. Mohammad and Som (2010) stated that seeking for relaxation is included in push factors for tourism. Seeking relaxation will be part of the push factors influencing domestic travel motivation (Baniya & Paudel, 2016).

### **2.2.3 Independent Variable: Pull Factors (Environment and Safety, Cultural and historical attractions, Tourism Facilities)**

#### **2.2.3.1 Environment and Safety**

To reduce Covid-19's suppressive effect, travel and tourism organizations should work on addressing environment and safety concerns (Kim et al, 2021). When visitors choose their destination, tourism environment and safety concerns will be priority taken into consideration, they will examine and decide whether the places is suitable for them to visit (Zou & Meng, 2020). Environment safety will act as pull factors influencing tourist to visit Malaysia (Santharen et al., 2019). Han et al., (2017) found that young travelers care about the environment. Meanwhile, Veiga et al., (2017) claimed that people are concern about their safety. Safe destination will be part of the pull factors influencing domestic travel motivation (Baniya & Paudel, 2016). Khuong & Ha, (2014) stated that safe destination is under pull factors that affect tourist' return intention of a destination.

#### **2.2.3.2 Cultural and Historical Attractions**

Cultural refers to a specific society and its customs, art and ideas, whereas historical refers to people, things or situations existed in the past and also considered to be a part of history. According to Jayaraman et al., (2011), rich cultural heritage caused the succeed significantly of Malaysia tourism industry. Cultural attractions will act as pull factors influencing tourist to visit Malaysia (Santharen et al., 2019). Mohammad and Som (2010) stated

that history and culture are included in pull factors for tourism. History and culture will be part of the pull factors influencing domestic travel motivation (Baniya & Paudel, 2016). Khuong & Ha, (2014) stated that historical, culture and art is under pull factors that affect tourist' return intention of a destination.

### **2.2.3.3 Tourism Facilities**

- Tourism facilities also being called as tourism amenities. It refers to establishment that providing primarily for tourist accommodation or recreation, such as hotels, motels, hostels, holiday cabins, picnic grounds, restaurants, water sport facilities, clubs, marinas and so on. Social-distance normal, operational facilities and practices need to be reconstructed to ensure safe environments for tourists by minimizing human touch and contact points (Kim et al.,2021). Tourism facilities will act as pull factors influencing tourist to visit Malaysia (Santharen et al., 2019). Khuong & Ha, (2014) stated that good physical facilities is under pull factors that affect tourist' return intention of a destination.

### **2.2.4 Dependent Variable: Revenge Tourism**

Many things happened as soon as lockdowns were lifted in various sections of the country: legislators and medical professionals were alarmed, the tourism industry was relieved, and a new word – "revenge tourism" – was established. The term "revenge travel" has been used in the media to characterize the travel desire that has been stifled by the pandemic (Shadel 2020) The concept of revenge spending originated in China in the aftermath of the Cultural Revolution's poverty, and it was seen again in China after the COVID-19 lockdown when a luxury shop reopened (Felsted 2020). Domestic travel surged by 60% after China's lockdown and this shows that how is likely to grow even more in the future once the risks are being controlled (Shadel, 2020). According to a study by Shadel (2020), when the pandemic get worse, people's desire to travel grew even stronger. Revenge tourism happened to people is because many people have spent too much time indoors and

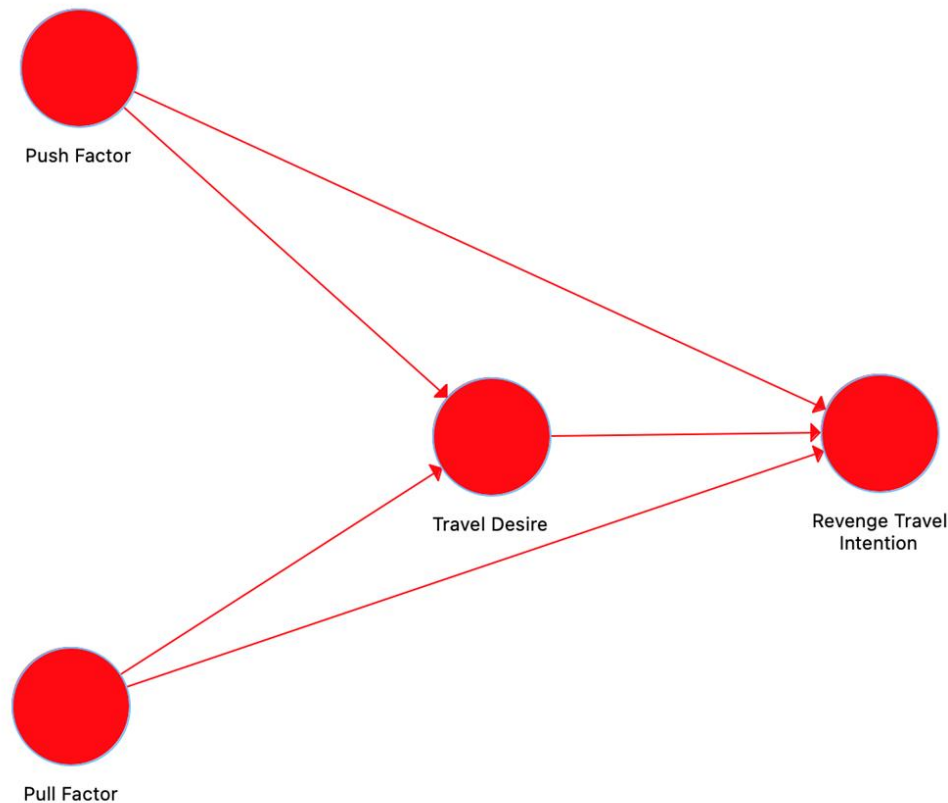
are now bored of being at home, a new trend is extremely likely to arise. For most people, a vacation from their everyday routines is a natural desire (Choudhary & Manda, 2021). Wray (2020) and Ouyang (2020) stated that revenge travel is to explain the possibility of a temporary surge in tourism after leisure and tourism industry reopen. Kim and Gal, (2014) stated that purchases were made to revenge for negative responses and this kind of behaviour is called as revenge consumption.

The concept of “Revenge Tourism” established is because of the hazardous in the present pandemic scenario. Revenge travel is that people were release from the restriction of lockdown, example Malaysia is called as Movement Control Order (MCO), where once government reduce the Standard of Procedure (SOP) for MCO, where people flocked to the beach, the hills, or a nearby resort in droves. When people try to recover the loss of their time being lockdown, they will then to shop longer and more frequent yet spend more than previous travel (Rick et al., 2014). According to Zaman et al (2021) stated that revenge tourism is visitors believe they are retaliating against the pandemic by taking the journey to make up for lost vacation time.

## 2.3 Research Framework

The theory discussed in this study would be using the push and pull factors to influence the travel desire and also revenge travel intention.

**Figure 2 Proposed Conceptual Framework for Push and pull factors influencing readiness of revenge tourism in Malaysia post Covid-19.**



Source: Develop for research

## 2.4 Hypotheses Development

**Hypothesis 1: There is a significant relationship between push factor and travel desire.**

According to Khuong and Ha (2014), the push factors will act as the forces which push individuals from home and decide the places to travel while pull factors pull them simultaneously toward that particular places Khuong and Ha (2014) found out that there is a positively and directly relationship between push factor and tourists' travel intention. While Kim, Seo and Choi (2021) claimed that people travel due to

the push forces driven by internal elements. Thus, Kim, Seo and Choi (2021) hypothesize that motivation to escape such as push factors will positively influence travel desire. High motivation will lead to high travel desire (Kim et al., 2021). People's desire to visit is highly likely to increase due to the push motivations (Yoon & Uysal, 2005).

**Hypothesis 2: There is a significant relationship between pull factor and travel desire.**

According to Kim et al (2021), people are being pulled by external elements and causing them intend to travel. A hypothesis given by Kim et al (2021) which is pull motivations will positively affect travel desire. Meanwhile, Khuong and Ha (2014) claimed that pull factors pull tourists toward a specific destination and come out with a hypothesis stated that pull factor is positively and directly influencing tourists travel intention. Also, Jang and Feng (2007) stated that pull factors will positively affect travel desire due to pull factor is the external forces which related to cultural, historical attractions, facilities and natural resources.

**Hypothesis 3: Travel desire and revenge travel intention has a significant positive relationship**

Kim et al (2021) stated that desire to travel cause by the motive to escape owing to Covid-19 will affects people's intention to travel and elevating it to the 'revenge' level. As stated, previous, revenge travel intention is defined as a tourist's desire to spend more money on travel and to travel longer period and more frequently. This is why travel desire having a significant positive affecting revenge travel intention. People with high desire will have a high intention to engage in revenge level, as the travel desire are being triggered by Covid-19 pandemic and positively affects revenge travel intention (Kim et al., 2021).

**Hypothesis 4: There is a significant relationship between push factor and revenge travel intention.**

**Hypothesis 5: There is a significant relationship between pull factor and revenge travel intention.**

## **CHAPTER 3 RESEARCH METHODOLOGY**

### **3.0 Introduction**

This chapter will go through the research techniques in terms of study design and data collection methods. In addition, the sampling design, construct measurement, and the proposed data analysis tools will be discussed in this chapter in order to implement an effective analysis method to provide a better understanding of the results for the researchers.

### **3.1 Research Design**

This research employed quantitative research to analyse the collected data and determine the conclusions of the research (Albers, 2017) In this study, the quantitative research is used to determine the relationship between the independent variables, push factors which is novelty and knowledge seeking, ego enhancement, rest and relaxation; pull factors which is environment and safety, cultural and historical attractions, tourism facilities and the dependent variables, revenge travel intention.

### **3.2 Sampling Design**

#### **3.2.1 Target population**

The target population refers to the group which will be chose from the population to become a sample and the participants in the study will be considered as a sample (Mcleod, 2019). The samples chosen for this research will be the age 18 above group of people who have travel to or within Malaysia. Those of legal age were selected as they are counted as adults and capable of making decisions.

### **3.2.2 Sampling Technique**

Sampling techniques can be categorized into two main groups, which are probability sampling and non-probability sampling. In probability sampling, there is a known probability of being chosen for the elements in population; in non-probability sampling, there is an unknown probability of being chosen for the elements in population (Hair et al., 2014). Comparing to probability sampling, non-probability sampling technique is more convenient, inexpensive and time-saving for researchers. In this research, non-probability sampling technique is being deployed.

In this research, simple random sampling will be used by the researcher. Since, the target population is age 18 above group of local and foreign tourists who have engaged in any tourism activities and/or tourism products in Malaysia. so it will use simple random sampling to analyse the push and pull factors that influence the readiness of revenge tourism in Malaysia post Covid-19.

### **3.2.3 Sample Size**

The minimum of the sample size should be between 200 and 500 people, and also the sample size of 180 population conditions (Pearson & Mundform, 2010). A total of 665 questionnaires were distributed to the respondents and there are only 375 respondents will be used to conduct the following data analysis.

## **3.3 Data Collection Method**

Primary data will be used and applied to collect data and the information in this research. In this research, it was conducted online among the Malaysians by providing an online survey in the form of a Microsoft form. This Microsoft form

will be distributed via online platforms like Facebook, Instagram, Telegram and WhatsApp.

## **3.4 Research Instruments**

Research instrument can be explained as the approach or tool used to collect data from targeted respondents. In this study, a questionnaire is adopted. This is due to the reason that, questionnaire is cost-effective and it can reach out for a large sample size. As a result, due to the lack of researchers, a self-administered questionnaire is the ideal choice for this study.

### **3.4.1 Questionnaire design**

The questionnaire was distributed in English and consist of four parts, which is Section 1, Section 2, Section 3 and Section 4 Guidelines have been prepared to help respondents understand the questionnaire better. In Section 1, it is designed to collect the demographic information from all the respondents. In Section 1, it is including the questions like have visited Malaysia before and engaged in any traveling activities, purpose of visit, travel to/within Malaysia in which year, vaccination status, age, gender, monthly household income level, nationality, current residential state, previous places that travelled to in Malaysia, main traveling preference, times of travel in a year prior to the COVID-19 pandemic, preferred travel destination. All the questions in Section 1 will assist the researcher in determining which group the respondent should belong to. In Section 2, will ask about the perception which is related to the effects of COVID-19 pandemic and consumption of tourism products throughout the pandemic and with SOP and other guidelines. The question in Section 2 included COVID-19 effects, risk management practices, life satisfaction, escapism and travel desire. In Section 3, it mainly asked for respondents' travel anxiety and revenge travel intention. The question in Section 4 will include push and pull factors influencing travel. The push factors are consist of novelty and knowledge seeking, ego enhancement, rest and relaxation while the pull factors consists of environment and safety, cultural and historical



attractions and tourism facilities. There is a total of 26 questions for all 4 Sections.

### 3.4.2 Construct Measurement

Table 1: Construct Measurement

Construct	No of items (ques)	Source(s)
COVID-19 effects	11	Rahman et al (2021) Kim et al (2021)
Risk Management practices	7	Rahman et al (2021) Kim et al (2021)
Life satisfaction	5	Kim et al (2021)
Escapism	4	Kim et al (2021)
Travel desire	4	Kim et al (2021)
Travel anxiety	7	Kim et al (2021)
Revenge Travel Intention	3	Kim et al (2021)
Push factor I: Novelty and knowledge seeking	8	Yousefi and Marzuki, (2015)
Push factor II: Ego enhancement	6	Yousefi and Marzuki, (2015)
Push factor III: Rest and relaxation	4	Yousefi and Marzuki, (2015)
Pull factor I: Environment and safety	8	Yousefi and Marzuki, (2015)
Pull factor II: Cultural and historical attractions	4	Yousefi and Marzuki, (2015)
Pull factor III: Tourism facilities	5	Yousefi and Marzuki, (2015)

## 3.5 Data Analysis Tool

The collected data will be coded and analysed in both SPSS software and SmartPLS. The result obtained from both software will be interpreted accordingly in order to answer the research questions and research objectives.

### **3.6 Conclusion**

In this chapter, the research methodology has been discussed in detail. The research design and data collection method have been well-identified. After that, the sampling design has been discussed deeply in order to provide greater comprehension of the sampling process. Subsequently, questionnaire design and the construct measurement of questionnaire have been discussed as well. The questionnaire has been designed in Google form and distributed online. A total of 667 responses have been collected while after filtering out, there are only 375 qualified respondents has been analysed and processed accordingly. For the data analysis, SPSS software and SmartPLS has been adopted for running data purpose. The details of data analysis will be discussed in following chapter.

## **CHAPTER 4 DATA ANALYSIS**

### **4.0 Introduction**

This chapter will analyse the collected data by using statistical software and interpreted accordingly. In this chapter, there are three analysis will be included, which are descriptive analysis, reliability analysis, and inferential analysis. The data for descriptive analysis is analysed by SPSS software whereas the reliability analysis and inferential analysis are performed by Smart PLS 3. A total of 667 samples were collected from respondents through self-administered questionnaires and there are only 375 which can be use after filtering and editing the data.

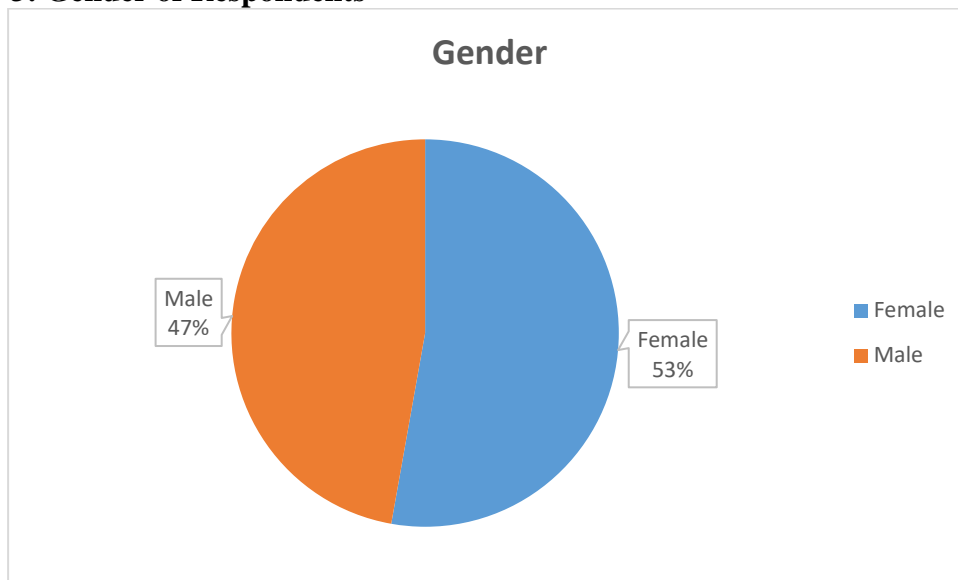
### **4.1 Descriptive Analysis**

A questionnaire in Microsoft Form has been distributed and used to collect demographic data from 667 respondents. As mentioned before, there will be only 375 respondents will be used. The demographic analysis include gender, age, monthly household income level, nationality, current residential state, places that travelled within Malaysia. Questions such as 'Have you visited Malaysia before and engaged in any traveling activities in Malaysia?', 'What was the purpose of visit?', 'Which year you have travel to/within Malaysia?', 'Vaccination status', 'Where have you traveled to in Malaysia?', 'Main preference when traveling', 'Prior to the Covid-19 pandemic, how many times do you normally travel in a year?', 'What is your preferred travel destination?'

## 4.1.1 Demographic Analysis

### 4.1.1.1 Gender

**Figure 3: Gender of Respondents**



Source: Developed for the research

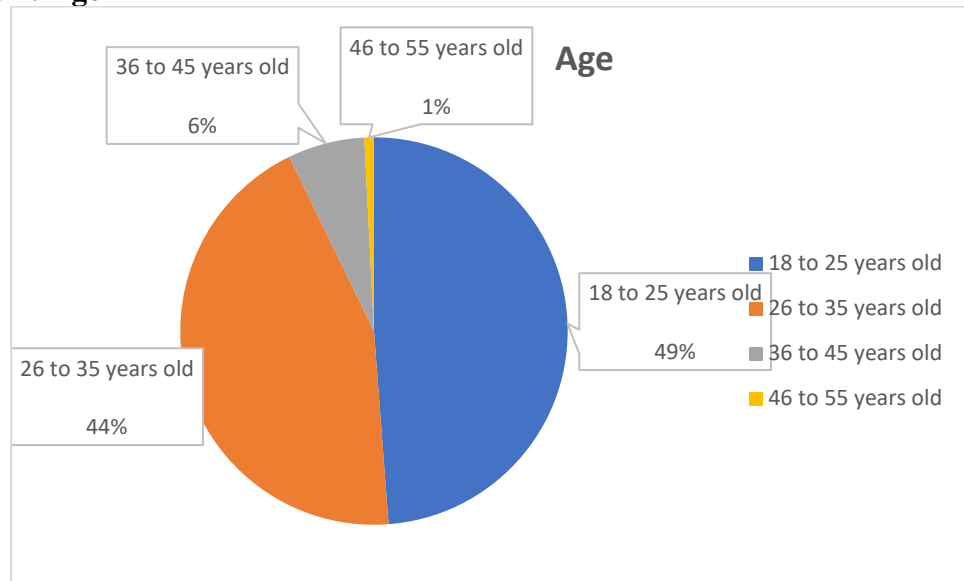
<b>Gender</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Female</b>	<b>198</b>	<b>53</b>
<b>Male</b>	<b>177</b>	<b>47</b>
<b>Total</b>	<b>375</b>	<b>100</b>

Source: Developed for the research

In this research, 198 respondents are female and 177 respondents are male. Referring to Figure 3 and table above, there are 53% female respondents and 47% male respondents involved in this research.

#### 4.1.1.2 Age

**Figure 4: Age**



Source: Developed for the research

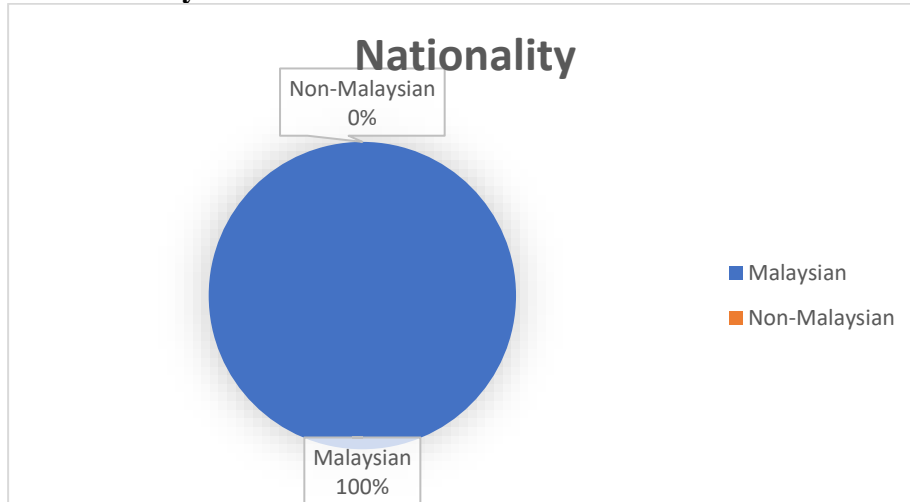
Age	Frequency	Percentage (%)
<b>18 to 25 years old</b>	<b>183</b>	<b>49</b>
<b>26 to 35 years old</b>	<b>165</b>	<b>44</b>
<b>36 to 45 years old</b>	<b>24</b>	<b>6</b>
<b>46 to 55 years old</b>	<b>3</b>	<b>1</b>
<b>Total</b>	<b>375</b>	<b>100</b>

Source: Developed for the research

There are respondents who are below 18 years old but those respondents are not included in the analysis. This is because the main focus of this research is age 18 above group of local tourists who have engaged in any tourism activities and/or tourism products in Malaysia. Referring to the figure 4 and table above, 49% of the respondents are between 18 to 25 years old, 44% of the respondents are between 26 to 35 years old. There are only 6% of respondents are between 36 to 45 years old whereas the respondents aged between 46 to 55 years old comprise only 1%.

### 4.1.1.3 Nationality

**Figure 5: Nationality**



Source: Developed for the research

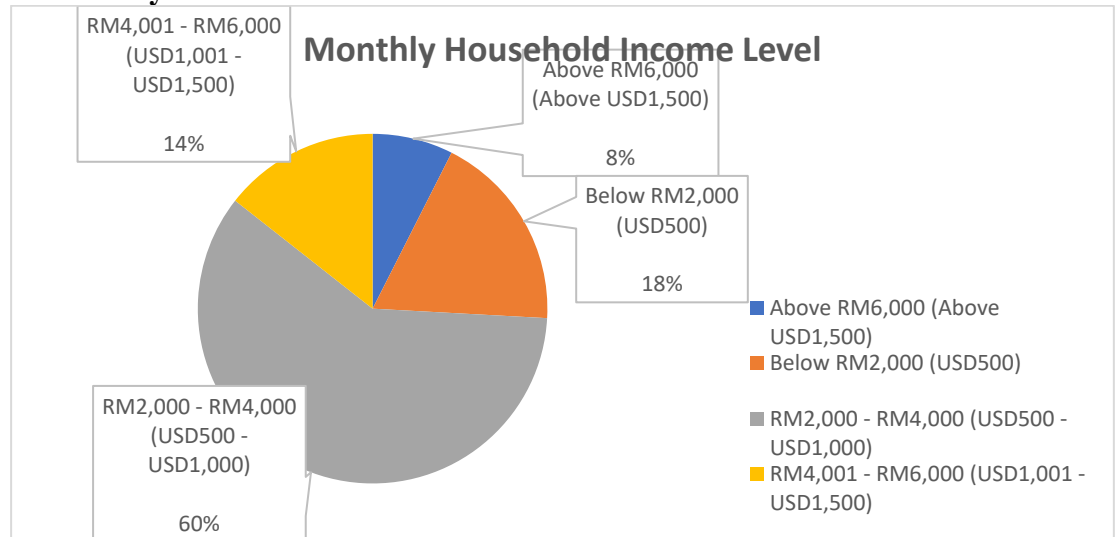
<b>Nationality</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Malaysian</b>	<b>375</b>	<b>100</b>
<b>Total</b>	<b>375</b>	<b>100</b>

Source: Developed for the research

During the data check, non-Malaysian respondents have been filtered out and excluded in analysis as the targeted respondent of this research is only Malaysian. Thus, all the respondents of this research are Malaysian (refer Figure 5 and table above).

#### 4.1.1.4 Monthly Household Income Level

**Figure 6: Monthly Household Income Level**



Source: Developed for the research

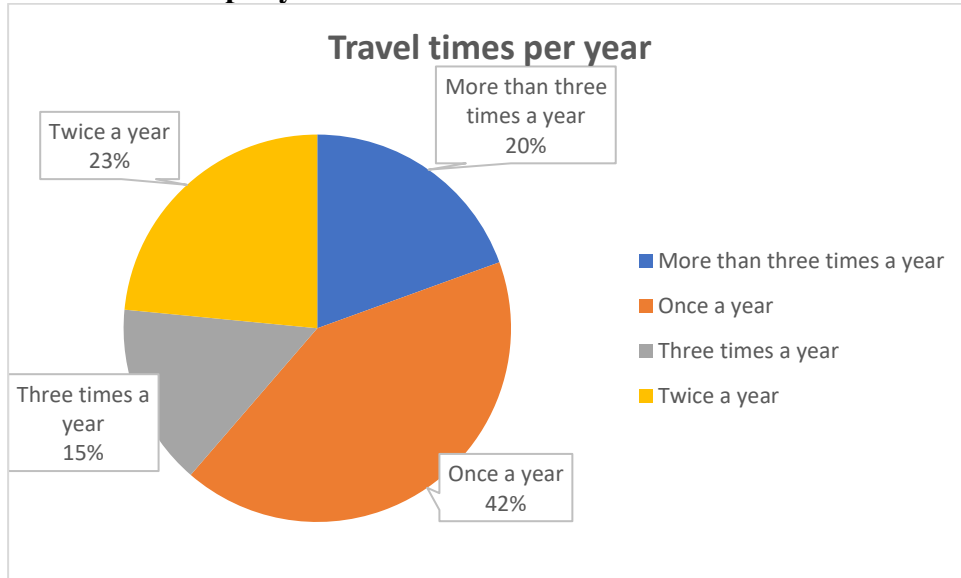
Monthly Household Income Level	Frequency	Percentage (%)
Above RM6,000 (Above USD1,500)	28	8
Below RM2,000 (USD500)	69	18
RM2,000 - RM4,000 (USD500 - USD1,000)	224	60
RM4,001 - RM6,000 (USD1,001 - USD1,500)	54	14
<b>Total</b>	<b>375</b>	<b>100</b>

Source: Developed for the research

From the figure and table above, there are only 28 respondents (8%) are having a monthly income level of above RM6,000 (approximately above USD1,500), there are 69 respondents (18%) are having a monthly household income of below RM2,000 (approximately USD500), 54 respondents (14%) are having a monthly household income of RM4,001 to RM6,000 (approximately USD1,001 to USD1,500) while the most respondents are having monthly household income of RM2,000 to RM4,000 (approximately USD500 to USD1,000) which are 224 of them comprise 60%.

#### 4.1.1.5 Travel times per year

**Figure 7: Travel times per year**



Source: Developed for the research

Travel times per year	Frequency	Percentage (%)
More than three times a year	73	20
Once a year	157	42
Three times a year	57	15
Twice a year	88	23
<b>Total</b>	<b>375</b>	<b>100</b>

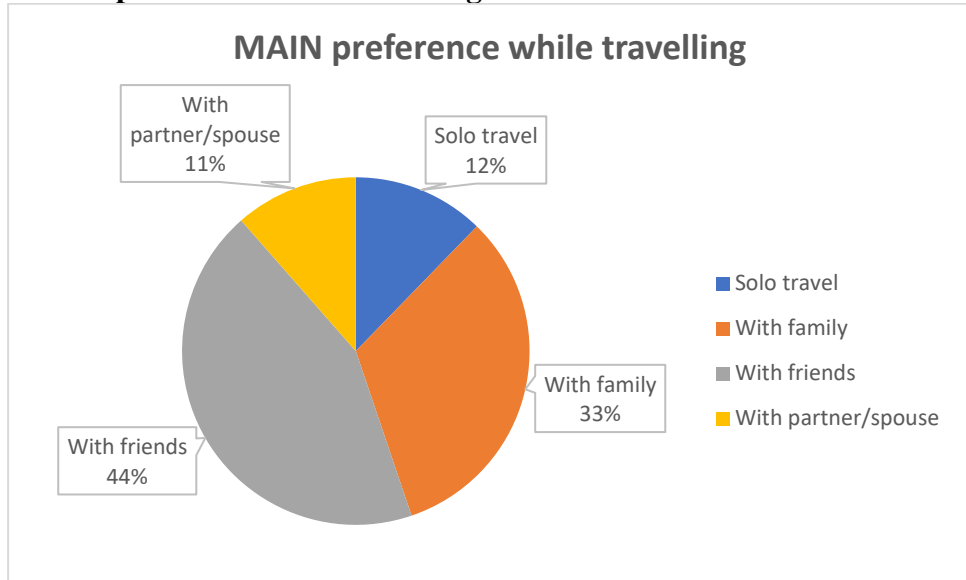
Source: Developed for the research

By referring to figure 7 and table above, 20% which are 73 respondents travel more than three times a year, 42% which are 157 respondents travel once a year, 15% which are 57 respondents travel three times a year, while respondents who travel twice a year are 23%, 88 of them out of 375 respondents.



#### 4.1.1.6 Main preference while travelling

**Figure 8 Main preference while travelling**



Source: Developed for the research

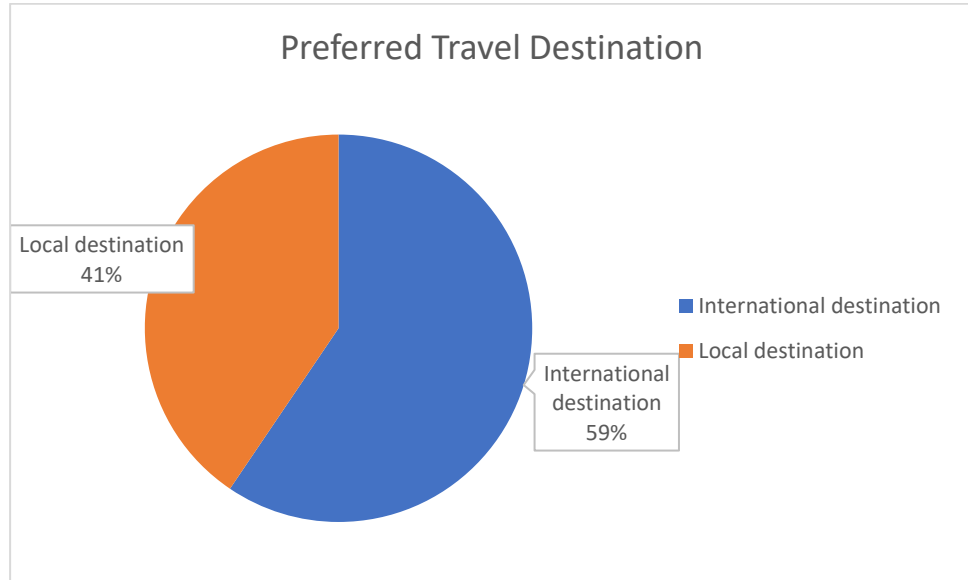
Main preference while traveling	Frequency	Percentage (%)
Solo travel	46	12
With family	122	33
With friends	164	44
With partner/spouse	43	11
<b>Total</b>	<b>375</b>	<b>100</b>

Source: Developed for the research

Figure 8 and table above shows that there are 12% respondents prefer solo travel, 33% respondents prefer travelling with family, 11% of them prefer travel with partner/spouse while 44% of respondents prefer travel with friends

#### 4.1.1.7 Preferred travel destination

**Figure 9: Preferred Travel Destination**



Source: Developed for the research

<b>Preferred travel destination</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>International destination</b>	<b>223</b>	<b>59</b>
<b>Local destination</b>	<b>152</b>	<b>41</b>
<b>Total</b>	<b>375</b>	<b>100</b>

Source: Developed for the research

By referring to figure 9 and table above, it shows that 59% of respondents preferred travel to international destination while 41% of them prefer local destination.

## 4.2 Reliability Analysis

Table 2: Rules of Thumb for Cronbach's Alpha Coefficient Values

Cronbach's Alpha value, $\alpha$	Strength of Association
< 0.6	Poor
0.6 – 0.7	Moderate
0.7 – 0.8	Good
0.8 – 0.9	Very Good
> 0.9	Excellent

Source: Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). Business research methods (9th ed.). Cengage Learning Incorporated.

According to Brown, 2002, The Cronbach's Alpha values range from 0.00 to 1.00. 0.00 is when there are no fluctuations are feasible while 1.00 is when all change is feasible. Higher values normally show higher reliability level (Hair et al., 2019). When the alpha coefficient that less than 0.6 having poor strength of association, alpha coefficient that range from 0.6 to 0.7 is moderate, 0.7 to 0.8 would be good, followed by 0.8 to 0.9 which is very good and value that above 0.9 would be ideal alpha which indicate the great relationship of reliability (Zikmund et al., 2013).

Table 3: Reliability Test

Variables	No. of items	Cronbach's Alpha	Strength
Push Factors	18	0.930	Excellent
Pull Factors	17	0.855	Very Good
Travel Desire	4	0.945	Excellent
Revenge Travel Intentions	3	0.812	Very Good

Source: Developed for the research

Based on the table above, the Cronbach's Alpha of all variables have exceeded 0.6. The highest value of Cronbach's Alpha is 0.945, which is the travel desire, followed by is the push factor which also having a excellent strength, 0.930, pull factors (0.855), and the lowest value of Cronbach's Alpha is 0.812, which is Revenge Travel Intention.

## 4.3 Inferential Analysis

### 4.3.1. Partial Least Square Structural Equation Modelling (PLS-SEM)

#### 4.3.1.1 Measurement Model

**Table 4 : Measurement Model**

	Outer loadings	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
<b>Push Factor</b>		0.930	0.937	0.955	0.877
NKS	0.938				
EE	0.924				
RR	0.948				
<b>Pull Factor</b>		0.855	0.864	0.912	0.775
ES	0.896				
CH	0.863				
TF	0.881				
<b>Travel Desire</b>		0.945	0.946	0.960	0.859
TD1	0.906				
TD2	0.942				
TD3	0.951				
TD4	0.906				
<b>Revenge Travel Intention</b>		0.812	0.819	0.889	0.727
RTI1	0.874				
RTI2	0.815				
RTI3	0.868				

Source: Developed for the research

Examining the measurement models is the first step in analysing PLS-SEM results (Hair et al., 2019). When it comes to evaluating a reflective measurement model, examining the indicator loadings will be the first step. According to Hair, Risher, Sarstedt and Ringle, 2019, loadings greater than 0.708 are suggested since they indicate that the construct explains more than 50% of the variance in the indicator, implying acceptable item reliability. By referring to the table above, all the indicators in every variable are reliable as every item having outer loadings more than 0.6. Since no indicator has less than outer loadings of 0.6, all indicators can be used for

further analysis. Hair et al., (2019) claimed that greater values will indicate greater reliability level. Next step followed by assessing internal consistency which commonly used Joreskog's (1971) composite reliability. Internal consistency reliability is evaluated based on the value of composite reliability or Cronbach's Alpha. Table above shows that all variables' composite reliability is above 0.7 and this indicates all items are reliable and consistent enough to measure the variable. Another measure of internal consistency reliability will be Cronbach's alpha, which uses the similar thresholds as composite reliability but generated lower values. From the table above, The Cronbach's Alpha of every variable is over 0.80 and it shows a very good strength of association between indicators within a variable. Moreover, Cronbach's Alpha for push factors and travel desire is 0.930 and 0.945 respectively and the value shows that indicators of push factors and travel desire having an excellent strength of association. However, due to the unweighted items, Cronbach's alpha is actually providing a less accurate measure of reliability. However, composite reliability weights the items depending on the construct indicators' individual loadings, making it more reliable when compared to Cronbach's alpha (Hair et al., 2019). After that, the convergent validity of each construct measure is assessed in the third step of the reflective measurement model assessment. Convergent validity can be assessed for examining the extent of the convergence of the items within a variable. Convergent validity is evaluated based on the value of average variance extracted (AVE) and the acceptable value of AVE possessed by all the items of a variable is 0.5 or higher which will indicate the construct by explaining at least 50% of the variance of its items. By referring the table above, the AVE of all variables is more than 0.5. Thus, this indicates that all items within a variable are convergent to explain its corresponding variable.

Table 5: Discriminant Validity (HTMT Ratio)

	<b>Push Factor</b>	<b>Pull Factor</b>	<b>Travel Desire</b>
<b>Push Factor</b>			
<b>Pull Factor</b>	0.872		

<b>Travel Desire</b>	0.733	0.679	
<b>Revenge Travel Intention</b>	0.487	0.441	0.565

The fourth step will be assessing the discriminant validity, it is the extent to which a construct helps to distinguish from other constructs in the structural model. According to Hair et al., (2019), discriminant validity can be evaluated based on the Fornell and Larcker and heterotrait-monotrait ratio of the correlations (HTMT). However, Henseler et al. (2015) stated that Fornell and Larcker is not suitable and does not perform well for discriminant validity assessment. This is why this study only focuses on using heterotrait-monotrait (HTMT) ratio. Heterotrait-monotrait (HTMT) ratio refers to the mean of the average correlations for items measuring the same construct relative to the mean value of correlations across constructs. When HTMT values are high and above a proposed value of 0.90, discriminant validity problems may exist (Hair et al., 2019). By referring to the table above, all the HTMT values are below 0.9 and this means that difference and discriminant can be found between all the items.

#### 4.3.1.2 Structural Model

Table 6: Summary of Structural Model Assessment

Hypothesis	Standard Beta ( $\beta$ )	t-value	p-value	Hypothesis results
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<b>H1</b>	Push Factor Travel Desire	→	0.536	5.038	<b>0.000</b>	Supported
<b>H2</b>	Pull Factor Travel Desire	→	0.199	2.172	<b>0.030</b>	Supported
<b>H3</b>	Revenge Intention	Travel →	0.381	3.567	<b>0.000</b>	Supported
<b>H4</b>	Push Factor Revenge Intention	Travel →	0.154	1.035	<b>0.301</b>	Rejected
<b>H5</b>	Pull Factor Revenge Intention	Travel →	0.014	0.114	<b>0.910</b>	Rejected

According to Hair et al. (2019), when formative constructs are involved in the structural model, PLS-SEM will be the preferred method. Chin (1998) proposed that convergent validity is determined for formatively measured constructs by comparing the construct to an alternative measure of the same concept. Also, the variance inflation factor (VIF) is implemented to evaluate the formative indicators collinearity. Becker et al., (2015) stated that the VIF values should be around 3 or lower to ensure the occurring of collinearity issues. If the inner VIF values are below the ideal amount of 3, it does not indicate any possible or probable collinearity issues. Also, Hair et al, (2017) recommended that researchers should use BCa bootstrap confidence intervals to evaluate indicator weights' statistical significance and relevance need If an indicator's confidence interval includes zero, the weight is not statistically significant, therefore the indicator should be removed from the measurement model (Hair et al., 2019). The coefficient of determination (R<sup>2</sup>), the blindfolding-based cross verified redundancy measure Q<sup>2</sup>, and the statistical significance and relevance of the path coefficients are all standard assessment criteria that should be taken into consideration. The R Square of the model of this research (Push and pull factors to travel desire) and (Push and pull factors to revenge travel intention) are 0.490 and 0.255 respectively. This indicates that there are 49% of the variation of push and pull factors influencing travel desire and only 25.5% of the variation of push and pull factors influencing revenge tourism intention in Malaysia post Covid-19. The inner VIF of direct relationships of the variables to the dependent

variables (Revenge Travel Intention) resulted with Push Factor (3.080); Pull Factor (2.592); Travel Desire (1.972).

#### **4.4 Conclusion**

In a conclusion, the main idea of this chapter is to present and evaluate the results of data analysis using SPSS and SmartPLS software. Initially, the response rate was emphasized because some of the respondents were disqualified. After that, descriptive analysis was presented in tables and pie charts to show the demographic profile of respondents. Subsequently, the results of SmartPLS's PLS-SEM have been discussed and the PLS-SEM results are assigned into two categories which are measurement model and structural model. In the measurement model, the indicators' reliability and validity have been discussed.



# CHAPTER 5 DISCUSSION AND CONCLUSION

## 5.0 Introduction

The last chapter of this research will be emphasized on major findings from the result presented in chapter 4 and conclusion will be made accordingly. After that, implication of the study will be discussed. Lastly, the limitation faced in this research and recommendation for further studies will be discussed as well.

## 5.1 Discussion of Major Findings

According to the hypothesis testing, it shows that the relationship between Push Factor and Travel Desire, relationship between Pull Factor and Travel Desire, and relationship between Travel Desire and Revenge Travel Intention are supported. Meanwhile, the relationship between Push Factor and Revenge Travel Intention also the relationship between Pull Factor and Revenge Travel Intention are not supported. The primary goal of this analysis is to investigate the relationship between dependent variable (Push and Pull Factors) and independent variables (Travel Desire and Revenge Travel Intention).

**Table 7: Result of Path Coefficient and Hypothesis Testing**

Hypothesis	Standard Beta ( $\beta$ )	t-value	p-value	Decision
H1 Push Factor → Travel Desire	0.536	5.038	0.000	Supported
H2 Pull Factor → Travel Desire	0.199	2.172	0.030	Supported
H3 Travel Desire → Revenge Travel Intention	0.381	3.567	0.000	Supported
H4 Push Factor → Revenge Travel Intention	0.154	1.035	0.301	Rejected
H5 Pull Factor → Revenge Travel Intention	0.014	0.114	0.910	Rejected

Source: Developed for the research

**H1: There is a significant relationship between push factor and travel desire.**

The p-value and t-value of H1 are 0.000 and 5.038. Since the p-value is lower than 0.05 and t-value is greater than 1.96, H1 is supported. It can be claimed that push factor has a significant relationship with travel desire. According to Khuong and Ha (2014), push factors act as a significant role influencing tourists' travel intention as it is the forces which push individuals from home and make decision to travel. Therefore, there is a positively and directly relationship between push factor and tourist's travel desire (Khuong & Ha, 2014). Meanwhile, Kim et al., (2021) claimed that high motivation will lead to a high travel desire, people's desire to visit is highly related to the push motivations.

**H2: There is a significant relationship between pull factor and travel desire.**

The p-value and t-value of H2 are 0.030 and 2.172. Since the p-value is lower than 0.05 and t-value is higher than 1.96, H2 is supported as well. It can be claimed that there is a significant relationship between pull factor and travel desire. People tended to travel due to they are being pulled by external elements such as environment and safety, cultural and historical attractions and tourism facilities (Kim et al., 2021). Also, Khuong & Ha (2014) stated that pull factors pull tourists toward a particular place and influence their travel intention.

**H3: Travel desire and revenge travel intention has a significant positive relationship.**

The p-value and t-value of H3 are 0.000 and 3.567. Since the p-value is lower than 0.05 and t-value is higher than 1.96, H3 is supported. It can be claimed that travel desire and revenge travel intention have a significant positive relationship. Desire to travel cause by the motive to escape owing to Covid-19 will affects people's intention to travel and elevating it to the 'revenge' level (Kim et al., 2021). Besides, Kim et al (2021) also stated that people with high desire will have a high intention to engage in revenge travel, as the travel desire are being triggered by Covid-19 pandemic and positively affects revenge travel intention (Kim et al., 2021).

**H4: There is a significant relationship between push factor and revenge travel intention.**

The p-value and t-value of H4 are 0.301 and 1.035. Since the p-value is higher than 0.05 and t-value is lower than 1.96, H4 is not supported. It can be claimed that push factor and revenge travel intention have no significant relationship.

**H5: There is a significant relationship between pull factor and revenge travel intention.**

The p-value and t-value of H5 are 0.910 and 0.114. Since the p-value is higher than 0.05 and t-value is lower than 1.96, H5 is not supported. It can be claimed that pull factor and revenge travel intention have no significant relationship.

## **5.2 Implications of Study**

Covid-19 pandemic demonstrate that crisis has the potential to have a larger and long-term impacts for tourism as an economic sector (Razak, 2020). Methods and actions have been taken into consideration for example lockdowns of cities, travel and mobility bans, studying or working from home, social distancing, crowd control and mandatory quarantine which have significantly harmed country and global economies by halting global travel and tourism. The tourism industry highly affected by the pandemic. Tourism is one of the most affected industries which indicating Covid-19's direct and indirect economic implications and harms. Especially the tourism industry that involves face-to-face encounters, such as hotels and restaurants, air travel, and tourism services, is likely to be disproportionately affected. The Covid-19 pandemic has an impact on global demand and supply for goods and services. Domestic tourism occupied for over 75% of tourism economies in countries where it is expected to decline dramatically (Razak, 2020). Due to foreign purchases postponing or withdrawing orders, cancelling vacations by local and foreign tourists, and stock collapsing of stock market, the complex and challenging demand would fall (Salman et al., 2021).

Tourism is one of the most important economic employers in the world (UNWTO, 2020). It is also one of the major contributors to GDP in developed countries especially in Malaysia. It is essential to conduct research as tourism is one of the

major economic employers globally and also one of the leading contributors to GDP in global (UNWTO, 2020). Therefore, tourism industry must not only recover but also restructure and reinvent the routine and economic order that will follow (Singh & Misra, 2020). According to Abbas et al., (2021), travel and tourism is a significant industry in Malaysia with direct and indirect links to many aspects of the economy. This is why Malaysia's tourism business is transitioning to even more knowledge-intensive areas, and the country's tourism sector is actually offering more high-paying jobs and shifting from high volume to high yield (Hamid et al., 2021).

In this research shows a significance relationship between the push and pull factors and the travel desire in Malaysia post Covid-19. Therefore, marketers and government can use this research as a reference to implement strategies. Also, managers should concentrate on enhancing the accelerating effect while minimizing the suppressing effect using the push and pull forces. Turning push factors into want through marketing/sales methods that translate travel motivation to travel desire is one approach to activate the accelerating mechanism. Managers must also keep a close eye on how consumers' views, habits, and purchasing patterns are evolving in relation to travel and tourism products so that they may build more targeted and tailored strategies. Responding effectively to these individual demands and changes in demand will not only assist firms in recovering from the crisis, but will also generate new revenue (Kim et al., 2021). To sum up, future tourism measure would focus on five main areas which is improving service quality, increasing marketing campaigns, improving governance, and expanding domestic tourism (Perimbanayagam, 2020).

### **5.3 Limitations of Study**

First of all, the data was collected via online platform, which makes it much easier for younger generations to participate than older generations, resulting in a large number of younger participants. The constructs of the conceptual model were evaluated using a small number of items, thus future studies should include the large measurement items (Rahman et al., 2021). Besides, it is given the fact that the COVID-19 pandemic is still ongoing, individual perceptions of the pandemic, travel

risk, and desire will continue to shift (Kim et al., 2021). Furthermore, the impact of COVID-19 and the extent of travel restrictions/bans vary substantially between countries and regions (Kim et al., 2021).

## **5.4 Recommendation for Future Research**

As a result, future research should focus on the factors that influence tourists' risk attitudes and risk management views during and after the Covid-19 outbreak. This may be useful for tourism managers and practitioners to focus on the control of the Covid-19 crisis and a systematic management approach to enhance the tourist industry's development (Rahman et al., 2021). A future study that uses a longitudinal approach to examine changes in visitors' perceptions and compensatory travel intentions would be valuable (Kim et al., 2021). Due to the data was obtained in Malaysia, it would be useful to compare the influence of COVID-19 on desire and compensatory travel across countries and regions (Kim et al., 2021). While it may feel like we're stuck in a never-ending COVID19 tunnel, this study may send an essential and positive message to leisure and tourism scholars and practitioners by demonstrating that potential demand for international compensating travel exists and is likely to grow throughout this pandemic (Kim et al., 2021).

## **5.5 Conclusion**

To sum up, all the research objectives and questions have been fully addressed through the findings of this research. The hypotheses have been tested to examine the relationship between independent variables and dependent variables. As mentioned, push and pull factors may influence travel desire and revenge tourism intention in Malaysia post Covid-19. Thus, this research is significant for policymakers, Malaysian government and organisations to design and implement an effective strategy to revive the tourism industry in Malaysia.

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## **APPENDIX I**

### Appendix A: Survey Questionnaire

Dear Respondents,

I am Tan Jia Huei, a final year undergraduate student from Faculty of Accountancy and Management (FAM) pursuing Bachelor of International Business (Honours) in Universiti Tunku Abdul Rahman (UTAR).

Tourism products are the bread and butter of players of the tourism industry as well as a key contributor to the economy of Malaysia. The COVID-19 pandemic has given a significantly adverse impact towards the industry as people are not allowed to travel due to movement restrictions.

Behavior of tourists have changed and this is where revenge tourism comes in as tourists would want to go back to traveling.

This study aims to understand the factors influencing revenge travel behaviors post COVID-19.

Kindly note that all the responses will be kept confidential and also all the data received will only be used for this research only.

If you agree and consent to participate in this survey and data collection, you may proceed to answer.

If you do not consent, then you may withdraw from the survey at any point of time.

If you have any inquiries or need further clarification, please feel free to contact me through email: [jiahuei.tan@lutar.my](mailto:jiahuei.tan@lutar.my)

Thank you for your participation in this survey.

Your sincerely,

Tan Jia Huei,

Undergraduate student,  
Faculty of Accountancy and Management (FAM)  
Universiti Tunku Abdul Rahman (UTAR)

Section 1

...

### I am looking for specific respondents to help answer this questionnaire.

For the purpose of this survey, we are looking for local tourist who have engaged in any tourism activities and/or tourism products in Malaysia.

*Tourism products refer to any hotels, restaurant or recreational places used when traveling.*

1. Have you visited Malaysia before and engaged in any traveling activities in Malaysia?

\*

Yes

No

2. What was the purpose of your visit? \*

You may select more than one.

Vacation and leisure

Visiting friends and/or relatives

Business trip

Other

3. Please select the year in which you have travel to/within Malaysia?

\*

Tick all that apply.

before 2010

2010 - 2015

2016 - 2019

2020 - 2021

2022

4. Vaccination status

\*

- I have not been vaccinated
- I am partially vaccinated
- I am fully vaccinated (2 doses)
- I have taken the booster dose (3rd dose)

5. Age (in the year 2022)

\*

- Below 18 years old
- 18 to 25 years old
- 26 to 35 years old
- 36 to 45 years old
- 46 to 55 years old
- 56 years old and above

6. Gender \*

- Female
- Male

7. Monthly Household Income Level

\*

- Below RM2,000 (USD500)
- RM2,000 - RM4,000 (USD500 - USD1,000)
- RM4,001 - RM6,000 (USD1,001 - USD1,500)
- Above RM6,000 (Above USD1,500)

## 8. Nationality

\*

Please state your Nationality if you are not Malaysian

Malaysian

Other

## 9. Current residential state

\*

Johor

Kedah

Kelantan

Melaka

Negeri Sembilan

Pahang

Perak

Perlis

Pulau Pinang

Sabah

Sarawak

Selangor

Terengganu

Wilayah Persekutuan Kuala Lumpur

Wilayah Persekutuan Labuan

Wilayah Persekutuan Putrajaya

10. Where have you traveled to in Malaysia?

\*

You may select more than one.

- Johor
- Kedah
- Kelantan
- Melaka
- Negeri Sembilan
- Pahang
- Perak
- Pulau Pinang
- Sabah
- Sarawak
- Selangor
- Terengganu
- Wilayah Persekutuan Kuala Lumpur
- Wilayah Persekutuan Labuan
- Wilayah Persekutuan Putrajaya

11. Which of the following is your MAIN preference when traveling?

\*

- Solo travel
- With partner/spouse
- With family
- With friends

12. Prior to the COVID-19 pandemic, how many times do you normally travel in a year?

\*

- Once a year
- Twice a year
- Three times a year
- More than three times a year

13. What is your preferred travel destination?

\*

- Local destination
- International destination

## Section 2

### Perception about COVID-19

**Your perception is related to the effects of COVID-19 pandemic and consumption of tourism products throughout the pandemic and with SOP and other guidelines.**

Please answer the questions below based on your perception with reference to the scale below.

- 1 - Strongly Disagree
- 2 - Disagree
- 3 - Slightly Disagree
- 4 - Slightly Agree
- 5 - Agree
- 6 - Strongly Agree



14. COVID-19 effects

\*

	1	2	3	4	5	6
I feel symptoms of infection by the Covid-19 pandemic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Covid-19 pandemic affect my travel/shopping behavior	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel apprehensive due to the Covid-19 pandemic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel financial stress due to the Covid-19 pandemic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel stress from work due to the Covid-19 pandemic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My biggest concern about Covid-19 and how long I will be able to handle isolation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Many people underestimate the disease and its effect on some people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wonder whether the government is providing us with all the available information about the Covid-19 pandemic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
COVID-19 is a very frightening disease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compared to SARS and MERS, I feel that COVID-19 is more dangerous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am afraid of COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 15. Risk Management practices

\*

	1	2	3	4	5	6
I prefer to spend my leisure time alone due to the Covid-19 pandemic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After Covid-19, I prefer to avoid travelling to crowded big cities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Covid-19 reduces the possibility of travelling with groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I seek destinations with established infrastructure following the Covid-19 pandemic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I seek destinations with established high-quality medical facilities following the Covid-19 pandemic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is high probability that COVID-19 would affect me when I engage in international travel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
COVID-19 will severely affect me when I engage in international travel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 16. Life satisfaction

\*

	1	2	3	4	5	6
During COVID-19 pandemic, in most ways my life is close to my ideal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
During COVID-19 pandemic, the conditions of my life are excellent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
During COVID-19 pandemic, I am satisfied with my life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
During COVID-19 pandemic, so far I have gotten the important things I want in life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
During COVID-19 pandemic, I could live my life over, I would change almost nothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 17. Escapism

\*

	1	2	3	4	5	6
I travel to escape from routine life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I travel to explore places with different climates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I travel to enjoy adventure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I travel to have diverse and interesting experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 18. Travel desire

\*

	1	2	3	4	5	6
I want to travel internationally in the near future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wish to travel internationally in the near future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am eager to travel internationally in the near future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My wish to travel internationally in the near future can be described desirably	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 3

### Travel anxiety and intention

**Your perception is related to the effects of COVID-19 pandemic and consumption of tourism products throughout the pandemic and with SOP and other guidelines.**

Please answer the questions below based on your perception with reference to (1) being the lowest and (6) being the highest.

### 19. Travel anxiety

How would you describe yourself?

\*

	1	2	3	4	5	6
On a scale of 1 - 6, are you a (1) worried person or (6) calm person?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On a scale of 1 - 6, are you a (1) tensed person or (6) relaxed person?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On a scale of 1 - 6, are you a (1) apprehensive person or (6) composed person?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On a scale of 1 - 6, are you a (1) panicked person or (6) peaceful person?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On a scale of 1 - 6, are you a (1) tensed person or (6) comfortable person?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On a scale of 1 - 6, are you a (1) disturbed person or (6) reliable person?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On a scale of 1 - 6, are you a (1) uneasy person or (6) easy person?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 20. Revenge Travel Intention

In the near future, how would you like your travel habits to be like.

\*

	1	2	3	4	5	6
On a scale of 1 - 6, will you travel (1) less frequently or (6) more frequently?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On a scale of 1 - 6, will you have (1) shorter travels or (6) longer travels?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On a scale of 1 - 6, will you have (1) less travel spending or (6) more travel spending?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Push and Pull Factors influencing travel

Your perception is related to the effects of COVID-19 pandemic and consumption of tourism products throughout the pandemic and with SOP and other guidelines.

Please answer the questions below based on your perception with reference to the scale below.

- 1 - Strongly Disagree
- 2 - Disagree
- 3 - Slightly Disagree
- 4 - Slightly Agree
- 5 - Agree
- 6 - Strongly Agree

### 21. Novelty and knowledge seeking

\*

	1	2	3	4	5	6
I want to enhance my knowledge and experience about a foreign place/country	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to experience cultures that are different from mine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to see how other people live and their way of life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to see and meet different groups of people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to see something new and exciting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to see something different that I don't normally see	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to travel and go somewhere with a different environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can fulfill my dream and self-curiosity about the place/country I want to visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 22. Ego enhancement

\*

	1	2	3	4	5	6
I want to go to the places my friends have been before	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to visit a place/country which most people value and appreciate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to travel to a place/country that I always wanted to go to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to go to places that I have always wanted to visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can talk about my experience with other people when I return home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can spend more time with my family member while travelling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 23. Rest and relaxation

\*

	1	2	3	4	5	6
This is the time I can escape from stress in my daily life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is the time I can be away from the routine life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is the time I can physically rest and relax	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to enjoy and make myself happy while traveling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 24. Environment and safety

\*

	1	2	3	4	5	6
I choose my travel destination based on safety and security factors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I choose my travel destination based on hygiene and cleanliness factors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I choose my travel destination based on the weather	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I choose my travel destination based on the festival and recreation activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I choose my travel destination based on seaside and beaches availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I choose my travel destination based on the variety of shopping facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I choose my travel destination based on the friendliness of people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I choose my travel destination based on availability of travel-related information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## 25. Cultural and historical attractions

\*

	1	2	3	4	5	6
I choose my travel destination to see multiculturalism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I choose my travel destination to see cultural and historical places/sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I choose my travel destination based on the variety of food available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I choose my travel destination to see natural scenery and landscape	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 26. Tourism facilities

\*

	1	2	3	4	5	6
I choose my travel destination based on travel distance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I choose my travel destination based on the convenience of traveling and ease of tour arrangement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I choose my travel destination based on the quality of tourists places	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I choose my travel destination based on the reasonableness of prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I choose my travel destination based on the variety tourist attractions available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>