CHAPTER 1: RESEARCH OVERVIEW

1.0   Introduction

This research is carried out to study how the globalization of Korean Wave influences the intention of Malaysian youth to visit Korea. This chapter begins with the research background regarding Korean Wave in terms of its origin and its success, and how it is going to influence the intention of Malaysian youth to visit Korea. The research objective is generated from the issues discussed in the problem statement in general and specific way. The research questions are also included. The next part of Chapter 1 is the significance of study, which identifies how this research is going to contribute benefits to the readers. This chapter ends with the layouts of the following chapters, and the summary of this chapter.

1.1   Research Background

Malaysia is a country situated in the southernmost tip of continental Asia, surrounded by Sumatra, Thailand, and Indonesia. Malaysia is a multiracial country with multiple ethnic groups, made up of 61.7% of Muslim, 20.8% of Chinese, and 6.2% of Indian (Index Mundi, 2018). In 2018, the total population of Malaysia reaches 32.4 million, with an annual population growth rate of 1.1% (Department of Statistics Malaysia, 2018). Due to the past British colonial, Malaysia is largely exposed to Western culture, but in recent years, there is a new cultural trend, which is Korean Wave has emerged into Malaysian culture. This has been proven by a recent research that Malaysia is one of the Asian countries that is influenced by Korean Wave (Ariffin, Bakar, & Yusof, 2018).

Korean Wave (Hallyu) can be defined as the growth of global acceptance of Korean culture in the lifestyle throughout the world (Lee, 2015). Korean culture is spread by Korea, which is a country located in the northeast of East Asian continent, with Japan, China, and Russia as its adjacent countries. In 2014, the total population of Korea has reached approximately 50.42 million, representing 0.67% of world population (Teh, 2016). Since the beginning of 1990s, Korean culture has become a new cultural trend in many countries, especially Asian countries (Lee, 2015). It has gained increasing popularity from its neighbouring countries in East Asia, such as China, and Japan, then spreading to Southeast Asia (Won & Jang, 2012).

Table 1.1: Number of International Tourists Arriving in Korea from 1970 to 2014

Year	Number of international tourists arriving in South Korea
1970	173,335
1980	976,415
1990	2,958,839
2000	5,321,792
2005	6,022,752
2008	6,890,841
2009	7,817,533
2010	8,797,658
2011	9,794,796
2012	11,140,028
2013	12,175,550
2014	14,201,516

Source: Zidehsaraei, M., & Zidehsaraei, M. (2015). Analysis of the factors attracting foreign tourists to South Korea, with emphasis on the visual media and mass communication. *Science Journal, Vol. 36, No. 3*, 2498.

Spurred on the strong global economy and the widespread of Korean Wave, the number of foreign tourists visiting Korea is on the rise. Based on Table 1.1, the statistics show that the number of tourists coming from other countries rises from

173,335 in 1970 to 14.2 million in 2014. Initially, the emergence of this phenomenon started due to the popularity of Korean dramas (Amaran & Lau, 2018). In the recent years, the intention of Malaysians to visit Korea are influenced by several factors, including Korean drama, music, food, cosmetic medical service, as well as fashion and beauty products. It means that the tourism industry is growing tremendously with the emergence of Korean Wave.

Table 1.2: Travel and Tourism Competitiveness Index 2017

Country	Change in performance score (%) since 2015	Global rank 2017	Change in rank since 2015
Japan	6.18	4th	+5
Vietnam	4.80	67th	+8
Israel	4.79	61st	+11
Bhutan	4.52	78th	+9
Korea	**4.33**	**19th**	**+10**
Egypt	4.32	74th	+9
Peru	3.93	51st	+7
India	3.86	40th	+12
Mexico	3.86	22nd	+8

Source: World Economic Forum. (2017). The travel & tourism competitiveness report 2017. *Insight Report*, 387. Retrieved from http://ev.am/sites/default/files/WEF_TTCR_2017.pdf

According to Table 1.2, Korea is ranked as the 19th most preferred countries to visit in 2017. Due to influence of Korean Wave, it shows a big rise in ranking by 10 places from 2015 to 2017 (Schwab, Martin, Samans, Moavenzadeh, & Drzeniek-Hanouz, 2017). There are approximately 26.5 million of foreign tourists visited

Korea in 2017 (Jaaskelainen, 2017). Meanwhile, 83.5% of total number of foreign tourists are from Asian countries (Bae, Chang, Park, & Kim, 2017). Most of the foreigners are from China, Japan, United States, Hong Kong, and Malaysia.

Within the South East Asia (SEA), Malaysia is ranked as the second highest for inbound tourism in Korea after Thailand in 2014 (Teh, 2016). There is a recent research shows that the number of Malaysian tourists who travelled to Korea has increased from 78,805 in 2003 to 212,496 in 2014 (Teh, 2016). As seen from this research, there is an obvious increase in the number of Malaysian tourists after the influence of Korean Wave. The industry is not saturated at this point, instead it is continuously growing with the emergence of Korean Wave. Hence, Korean Tourism Organization should collaborate with Malaysia tourism agencies to open up the market for more tourists coming from Malaysia.

Most Malaysian tourists are prompted to visit Korea to buy Korean products, taste local Korean food, study and visit historical places, attend musical concert, entertainment or medical services (Zidehsaraei & Zidehsaraei, 2015). Mah (2017) mentioned that a positive consumers' attitude towards Korean products will bring to a positive influence on the intention of youth in Malaysia to visit Korea. Therefore, Korean Wave is one of the contributors to the growth of travel and tourism industry and it makes contribution of 4.72% of GDP in Korea (Wang, 2005). Moreover, this industry was estimated to create a total of US$ 2.7 billion in income and 475,795 jobs in year 1998 (Wang, 2005).

In conclusion, numerous researches prove that Korean Wave have made a marked impact on the intention of Malaysian youth to visit the Korea. Thus, the impact of Korean Wave should be emphasized as it can help to increase Malaysians' intention to visit Korea. Otherwise, it also benefits Malaysia government.

1.2   Problem Statement

The emergence of Korean Wave has been taken place in Malaysia for almost 20 years. As shown in the research background, the number of Malaysian tourists who visit Korea has increased dramatically since year 2002 (Teh, 2016). The development of the tourism and travel industry will strengthen the bilateral relationship between Malaysia and Korea. So, the influence of Korean Wave in Malaysia will likely to be continue for a long time. Hence, the study is going to find out whether Malaysians are aware of Korean Wave, so it proposes the following research objective:

1.   To find out the Malaysians' awareness about Korean Wave.

In order to raise awareness of Korean Wave among people throughout the whole world, Korea government spread its unique culture, such as Korean food, Korean music and dramas, and Korean cosmetic medical services around the world (Bae et al., 2017). Majority of the previous research papers studied on a particular Korean culture that influences Malaysians' travelling intention. For example, research regarding the effect of Korean dramas in promoting the tourism among Malaysians was conducted by Teh (2016). However, there are few researches studied on more than one Korean cultures. Lim, Lim, Ng & Pham (2015) suggested that there are several Korean cultures will directly influence Malaysian youths' intention to visit Korea (Lim, Lim, Ng, & Phan, 2015). Thus, the present research has come out with the following research objective:

2.   To identify the factors that motivate the youth in Malaysia to visit Korea.

The globalization of Korean Wave has made a marked impact on the economy and even sociocultural changes of many countries. According to Betty (2017), Korean Wave has made contribution by enhancing Malaysians' favourable perceptions towards Korea's culture, and therefore bringing changes to the Malaysians' ways of living and thinking (Betty, 2017). This cultural phenomenon results in Malaysians start to visit Korea to buy Korean products, such as Korean food,

Korean music albums, and Korean fashion and beauty products. Hence, it can be proven that the tourism industry is increasing with the emergence of the Korean Wave (Teh, 2016). Thus, the study has identified the following research objective:

3. To find out the main reasons behind the popularity of Korean popular culture.

Betty (2017) proves that 3.15% of Malaysians stated Korean culture is very impressive, and another 3.15% of them are interested in experiencing real Korean culture themselves. The trend of Korean culture, which is expanding quickly throughout Malaysia can be seen from the lifestyle of Malaysian's youth, such as their style, appearance and their way of posing when taking pictures (Ariffin, Othman, Abdullah, & Moh, 2014). Therefore, this research is carried out to identify all the possible reasons behind the popularity of Korean Wave. Additionally, we also want to investigate that whether there is a significant positive or negative relationship between Korean music, Korean drama, Korean food, and Korean cosmetic medical service with Malaysian youth's intention to visit Korea. Hence, the research proposes the following research objective:

4. To investigate the influence of Korean music, Korean drama, Korean food, and Korean cosmetic medical tourism on the intention of Malaysian youth to visit Korea.

Recently, Korean trends are spreading aggressively throughout Malaysia (Cho, 2010). Malaysian is currently falling in the Korean trends fever, especially the younger generation in Malaysia (Betty, 2017). It can be proven that Korean music, Korean drama, Korean food, and Korean cosmetic medical tourism have built a stronghold in the mind of the younger generation in Malaysia. Thus, the researchers conduct the research to identify that whether the youth in Malaysia who aged between 15 to 35 years old is the highest intention to visit Korea among other generations. In short, the study has come out with the following research objective:

5. To identify the target group with high intention to visit Korea.

1.3   Research Objectives

1.3.1 General Objective

This research main objective is to study the globalization of Korean Wave that influences the intention of youth in Malaysia to visit Korea. Through this research, we can identify the factors regarding Korean culture that influence the intention of Malaysians' youth to visit Korea. As mentioned in the research background, it shows how Korea creates Korean Wave and how it was made successful throughout years and years. Therefore, we would conduct a survey to find out the factors behind this achievement. To help figuring out the solution, we need to investigate many factors in order to answer these questions.

1.3.2 Specific Objective

1.   To find out the Malaysians' awareness about Korean Wave.

2.   To identify the factors that motivate the youth in Malaysia to visit Korea.

3.   To find out the main reasons behind the popularity of Korean popular culture.

4.   To investigate the influence of Korean music, Korean drama, Korean food, and Korean cosmetic medical tourism on the intention of Malaysian youth to visit Korea.

5.   To identify the target group with high intention to visit Korea.

1.4   Research Questions

1.   Is there a significant relationship between Korean music and the intention of Malaysian youth to visit Korea?

2.   Is there a significant relationship between Korean drama and the intention of Malaysian youth to visit Korea?

3.   Is there a significant relationship between Korean food and the intention of Malaysian youth to visit Korea?

4.   Is there a significant relationship between Korean cosmetic medical tourism and the intention of Malaysian youth to visit Korea?

1.5   Hypothesis of Study

Hypothesis 1

H0: There is no significant relationship between Korean music and the intention of Malaysian youth to visit Korea.

H1: There is a significant positive relationship between Korean music and the intention of Malaysian youth to visit Korea.

Hypothesis 2

H0: There is no significant relationship between Korean drama and the intention of Malaysian youth to visit Korea.

H2: There is a significant positive relationship between Korean drama and the intention of Malaysian youth to visit Korea.

Hypothesis 3

H0: There is no significant relationship between Korean food and the intention of Malaysian youth to visit Korea.

H3: There is a significant positive relationship between Korean food and the intention of Malaysian youth to visit Korea.

Hypothesis 4

H0: There is no significant relationship between Korean cosmetic medical tourisms and the intention of Malaysian youth to visit Korea.

H4: There is a significant positive relationship between Korean cosmetic medical tourisms and the intention of Malaysian youth to visit Korea.

1.6 Research Significance

There are several reasons why this study is conducted. Firstly, this research mainly studies how Korean Wave affects the intention of Malaysian youth to visit Korea. The development of the tourism industry is not uniform, as the tourists' travelling intention may change due to many factors (Teh, 2016). Therefore, this study is going to benefit the future researchers by providing them a new outlook regarding how different dimensions of Korean culture (Korean music, Korean drama, Korean food, and Korean cosmetic medical tourism) influence Malaysian youth's travelling intention. This is because previous researches do not explore which factor has the strongest influence on the travelling intention.

Through the research findings, the travel agencies in Korea can identify the strongest factor that motivates Malaysian youth to visit Korea in order to improve their competitive advantage, thus contributing to an improvement in Korean travel

and tourism sector. Malaysia's tourism companies can also be benefited from it by imitating Korea to develop such factors to attract more foreign tourists to visit Malaysia. On the other hand, this research can help Malaysia government to improve the GDP level by imposing tariff on Korean imported products and levied income taxes on those Koreans who set up business in Malaysia. By setting up business in Malaysia, Koreans transfer their specialized knowledge and advance technology to Malaysia. The collaboration between Malaysia and Korea can help to improve the capital flow between countries, thus boosting both countries' economic growth. Therefore, both countries are benefited from this research.

Lastly, this research is carried out to raise awareness among the youth in Malaysia regarding the influence of Korean culture towards their intention to visit Korea. Additionally, the study also facilitates the youth in Malaysia to understand how these Korean cultures change their knowledge, perception and behaviour in their daily life. The results from the survey can also help the Korea's travel agencies to identify which target group has the highest intention to travel in Korea, thus generating effective promotion tools to attract them to visit Korea.

1.7   Chapter Layout

This research study mainly consists of five (5) chapters:

1.7.1 Chapter 1: Research Overview

Chapter 1 provides an overview of the research conducted. This chapter briefly explains the research background and the identification of research problems. The research objectives and research questions are also included. Furthermore, the significance of study is further explained.

1.7.2 Chapter 2: Literature Review

Chapter 2 reviews the literature on the topic of the globalization of Korean Wave that influences the intention of Malaysian youth to visit Korea, with the support of some relevant theoretical frameworks. Moreover, the researchers assert the proposed theoretical conceptual framework to provide a better understanding in the relationship between Korean music, Korean drama, Korean food, and Korean cosmetic medical tourism with Malaysian youth's intention to visit Korea.

1.7.3 Chapter 3: Methodology

Chapter 3 presents the overall research methodology. The elements of research design, including target population, sample size, sampling frame,

and sampling technique are discussed. Besides, the researchers have carried out the research instruments and data analysis in order to collect the data.

1.7.4 Chapter 4: Data Analysis

Chapter 4 shows different types of table, pie chart, and bar chart to analyse the survey results. The descriptive analysis will also be discussed in this chapter. Furthermore, the researchers conduct inferential analysis to test the reliability of the results.

1.7.5 Chapter 5: Discussion, Conclusion and Implications

Chapter 5 will include a summary of overall chapter that have been discussed in previous chapters. Furthermore, the discussion of the major findings will be provided. The research limitation and recommendation are deduced for further studies purpose.

1.8 Conclusion

In this chapter, research problem and objectives are declared in order to be achieved at the end of research. Besides, the significance of study and research layout are also presented in this chapter.

CHAPTER 2: LITERATURE REVIEW

2.0   Introduction

The literature review of dependent variable (intention of Malaysian youth to visit Korea) is elaborated. The four independent variables (Korean music, Korean drama, Korean food, and Korea cosmetic medical tourism) will also be discussed. This chapter further highlights the previous findings that could help in resolving the research questions.

2.1   Dependent Variable

2.1.1 Intention of Malaysian Youth to Visit Korea

Intention is the motivational factors that influence an individual's behaviour (Ajzen, 1991). According to Ajzen (1991), intention can also be defined as an individual's willingness to work hard to achieve their goals. Intention is the best predictor of human behaviour and the sole determinant of human behaviour (Fishbein & Ajzen, 1975). However, visit means a visitor taking a walk or trip to any place for any purposes (Yu, Kim, Chen, & Schwartz, 2012). Tourism refers to the visitors spend money to visit the places or countries (Yu et al., 2012). In this research, intention to visit refers to planning of the tourist's present and future travel behaviour.

Youth Societies and Youth Development Act 2007 stated that a person who aged between 15 and 35 years old is called as youth (Sabri & Majid, 2018). In previous research, youth is those who was born between 1985 and 1999 (Mah, 2017). Youth is the generation that likes to enjoy themselves because they have different mindset and perspectives (Heckert, 2015).

Furthermore, Mah (2017) also mentioned the globalization of Korean Wave has influenced the youth's behaviour and even create their intention to visit Korea. Teh (2016) and Yeon (2008) stated that Korean drama, Korean music and Korean TV programmes are the factors that attract people to visit Korea. The intention of Malaysian youth to visit Korea is also influenced by Korean food, Korean fashion and Korean cosmetic medical service (Jin, 2017).

2.2   Independent Variables

2.2.1 Korean Music

Korean music (K-Pop music) is the music which includes dance, hip-hop, R&B and electronic music produced by Korean (Tuk, 2012). According to Kim (2017), K-Pop music is Korean popular music that largely adopts the audio and visual marketing strategy. Besides, Korean music has introduced a national culture phenomenon to the world through social media since the mid-2000s (Kim, 2017). Leung (2012) stated Korean music are generally performed by Korean boy or girl bands. In short, Korean music is described as mixed of modern Korean music and dance that successfully influences people around the world.

Tuk (2012) mentioned that Korean music become popular not only depends on lyrics and melodies of the music, but also depends on the role of social media such as Youtube, Facebook and Instagram. Oh, Ahn and Baek (2015) stated Youtube is a distribution channel for Korean to promote Korean music all over the world. Moreover, Jang and Song (2017) mentioned there are more than 50 billion of people subscribes Korean music on YouTube. Psy, a Korean singer with his hottest song "Gangnam Style" caused a huge of people around the world want to understand more about Korean Wave (Mah, 2017).

Due to the technological advancement, the trend of K-Pop has been spread throughout the world through the internet. People can share and enjoy the music videos without payment through social media (Jang & Song, 2017). Bae, Chang, Park and Kim (2017) stated the scenes and locations appeared in Korean music videos is one of the business strategies used to attract people to visit Korea. Therefore, Korean music has created a music-induced tourism (Oh et al., 2015).

2.2.2 Korean Drama

Jeon (2013) stated television drama provides a continuous story to audiences as it replicates ordinary people's real live. Generally, Korean drama that comprises 12 to 24 episodes is classified as mini-series (Jeon, 2013). Korean drama is attractive because it presents an intersection of fantasy and reality (Chang, 2015). Thus, Korean drama is similar with other countries' drama, but it provides a fancier and more romantic storyline.

Korean drama has been expanding to Asian, Europe, Middle East and United States nations (Ju & Lee, 2015). Ariffin et al. (2018) stated Korean

drama able to satisfy majority of audience from Asia country. The number of Korean drama audiences has increased because Korean drama shows different cultural frames such as family morals, love and sacrifice like what is practiced by majority of Asians (Ariffin et al., 2018). Thus, Korean drama performs good behaviour pattern as Korean drama shows Confucian values, moral values, theories and principles.

According to Lee (2015), the success factors of Korean drama include the combination of modernity and tradition, human theme, high quality, Asian-ness, skilful storytelling, beauty and modern images of actors and actresses. The power of the Korean actors and actresses has prompted their fans' intention to visit Korea (Bae et al., 2017). Apart from that, Lee (2015) also stated Korean drama is the dominant factor that influence people intention to visit Korea. Many tourists are induced to visit the filming locations existed in drama. In the mid of 1990s, Japanese people are attracted by Korean drama and they start to visit the drama filming and shooting locations in Korea (Bae et al., 2017).

2.2.3 Korean Food

Korean food is one of the popular foods among youth (Kim et al., 2016). According to Chung, Chung, and Kim (2016), Korean food is the symbol of Korean culture. Shin (2004) stated grains and vegetables are the main characteristics that used to perform Korean food. Jajangmyeon, kimchi pancake, bibimbap, fried chicken and pizza are Korean food that are popular among youth (Kim et al., 2016). Thus, Korean food is a healthy cuisine that influences people's eating behaviour.

Apart from that, Kim, Agrusa, Chon and Cho (2008) stated globalization of Korean food is changing the countries residents' perceptions and intention to visit Korea. According to Kim (2018), Australian consumers are willing to spend money on Korean food and they are influenced by the spicy taste, exotic and interesting taste of Korean food. Furthermore, consumers consume Korean food to meet their health and nutrition concerns because the ingredients of Korean food consist of a combination of vegetables and meats (Kim et al., 2008).

According to Kim et al. (2008), food is one of the most important tourism attributes that able to influence people intention to visit a country. One of the reasons that people are willing to travel to Korea for Korean food because it provides a feeling of high class (Kim et al., 2008). If an individual is a Korean food lover, his or her intention to visit Korea will increase (Phillips, Asperin, & Wolfe, 2013).

2.2.4 Korean Cosmetic Medical Tourism

Medical tourism can be defined as the patients who travel from their home country to other countries for the purpose of receiving medical services (Koh, 2017). Mokoena and Haarhoff (2016) mentioned medical tourism is a niche industry where the medical tourists are willing to travel a long distance to overseas countries for medical care, dental care, and surgery care. According to Jones (2011), cosmetic medical tourism is the combination of both medical tourism and cosmetic surgery. According to Mokoena and Haarhoff (2016), people have the motivation to travel to overseas countries for cosmetic medical service due to the unavailability of cosmetic medical services or lack of high quality of medical equipment and facilities in their home country. Thus, cosmetic medical tourism refers to the people who are

willing to travel to overseas in order to enhance their appearance through cosmetic and plastic surgery.

Cosmetic surgery involves the medical techniques, surgical or non-surgical procedures that can enhance an individual's physical appearance (Mokoena & Haarhoff, 2016). Individual who lacks of self-esteem and self-rated attractiveness would decide to undergo cosmetic surgery in order to build self-esteem, social acceptance and body image (Yun, Na, Jin, Hur, Heo, Lee, and Lee, 2015). Also, Korea is becoming popular for its cosmetic medical services and there is an increasing number of tourists who visit Korea for medical tourism (Yun et al., 2015).

Table 2.1: Number of Patient who Visit Korea for Cosmetic Surgery

Year	Patients	Cosmetic Surgery
2010	81,789	4,708
2011	122,297	10,387
2012	159,464	15,898
2013	211,218	24,075
2014	266,501	36,224
2015	296,889	41,263

Source: Koh, C.W. (2017). Characteristics of cosmetic medical tourism in Korea. *Journal of Cosmetic Medicine*, pp. 25-29.

Based on Table 2.1, the number of patients who visit to Korea for medical tourism is 296,889 in 2015. Among these 296,889 patients, there is 13.9% of them visit Korea for cosmetic surgery. The number of patients who undergo cosmetic surgery had increased by more than 10% in 2015 as compared to 2014.

2.3   Review of Relevant Theoretical Framework

Figure 2.1: Factors Affecting Vietnamese Intention to Visit Korea
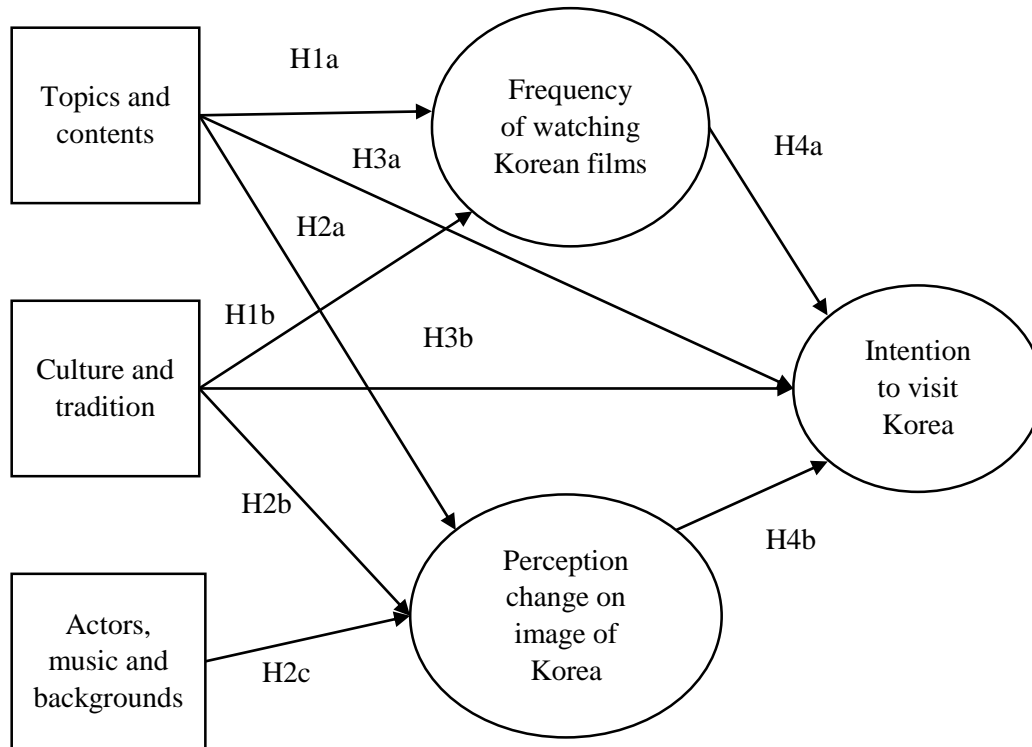
Source: Pham, H. H., Vo, T. T., & Mai, N. K. (2015). Film-induced tourism —
Factors affecting Vietnamese intention to visit Korea. *Journal of Economics,
Business and Management, Vol. 3, No. 5*, pp. 565-570.

Figure 2.1 is indicating the factors affecting Vietnamese intention to visit Korea.
The independent variables carried out by Pham, Vo and Mai (2015) are topics and
contents; actors, music and backgrounds; culture and tradition. Furthermore, three
dependent variables include frequency of watching Korean films, perceptions
change on image of Korea and intention to visit Korea are carried out by the
previous researchers. According to Pham et al. (2015), actors, music and
backgrounds will influence the consumer's perception change on image of Korea.
The intention of visit Korea is indirectly affected by the actors, music and
backgrounds through the perception change on country's image.

Figure 2.2: Role of Korean Drama in Promoting Tourism among Malaysians
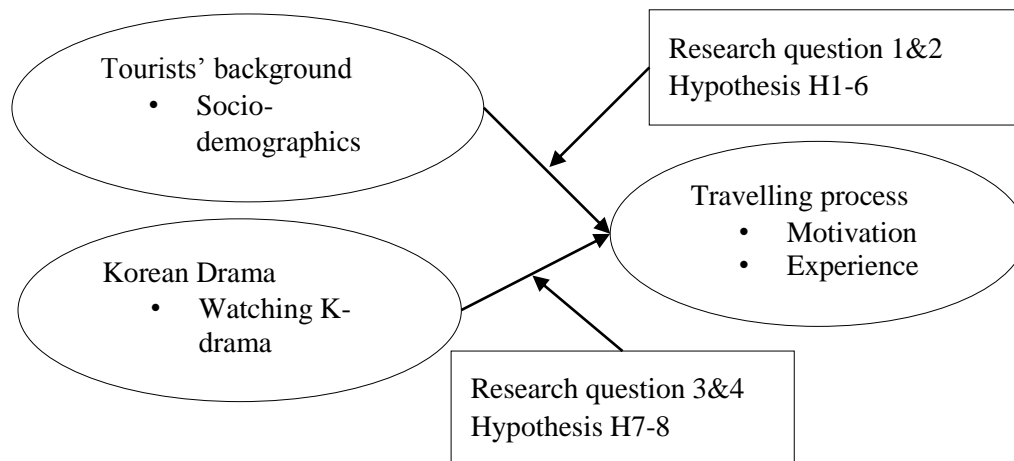
Source: Teh, P. (2016). The role of Korean drama in promoting tourism among Malaysians. *Student Thesis*, pp. 216.

Figure 2.2 indicated the role of Korean drama in promoting tourism among Malaysians, which the research was carried out by Teh (2016). The independent variables are tourists' background and Korean drama. In addition, the dependent variable that carried out in this research is travelling process. The independent variable that chosen from the framework is Korean drama. Teh (2016) mentioned Korean drama is made as the autonomous source before the trip. The Korea destination images will be projected out by the audiences who are watching Korean drama. In nutshell, watching Korean drama and projecting Korean drama images will influence travelling motivation, experience and satisfaction.

Figure 2.3: Relationships of Image and Attitude on Visit Intention to Korea
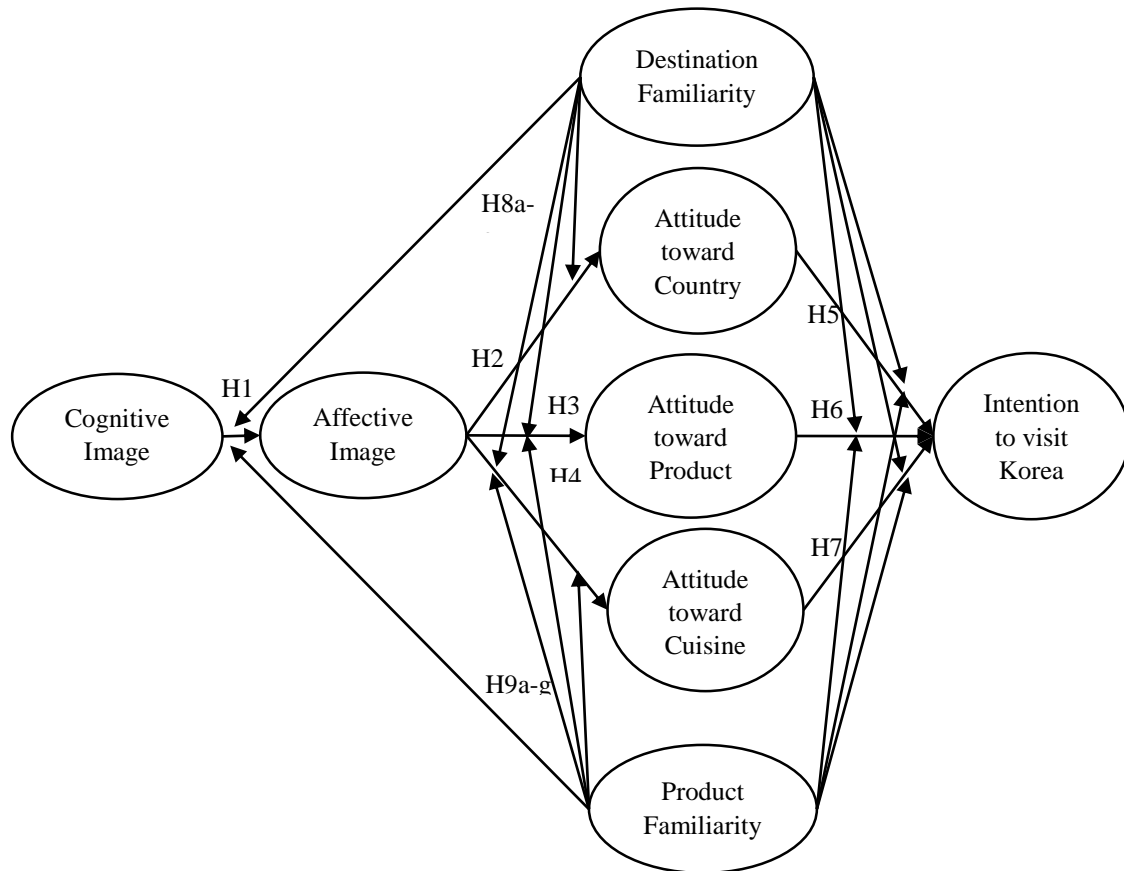
Source: Kim, S.B., & Kwon, K.J. (2018). Examining the relationships of image and attitude on visit intention to Korea among Tanzanian College students: The moderating effect of familiarity. *Sustainability of Culture and Heritage, 10 (2)*, pp. 360.

Figure 2.3 showed the relationship of image and attitude on visit intention to Korea. Kim and Kwon (2018) carried out four independent variables which included cognitive image, affective image, attitude and familiarity in the previous research. Meanwhile, the dependent variable that carried out in the Kim and Kwon (2018) research is intention to visit Korea. The country image will affect consumer's attitude toward country's cuisine. Different destinations provide unique and distinct cuisine in order to attract people travel around the world. Thus, the tourists' intention to visit a country will increase because of the attractiveness of local cuisine.

Figure 2.4: Customer Retention in the Medical Tourism Industry
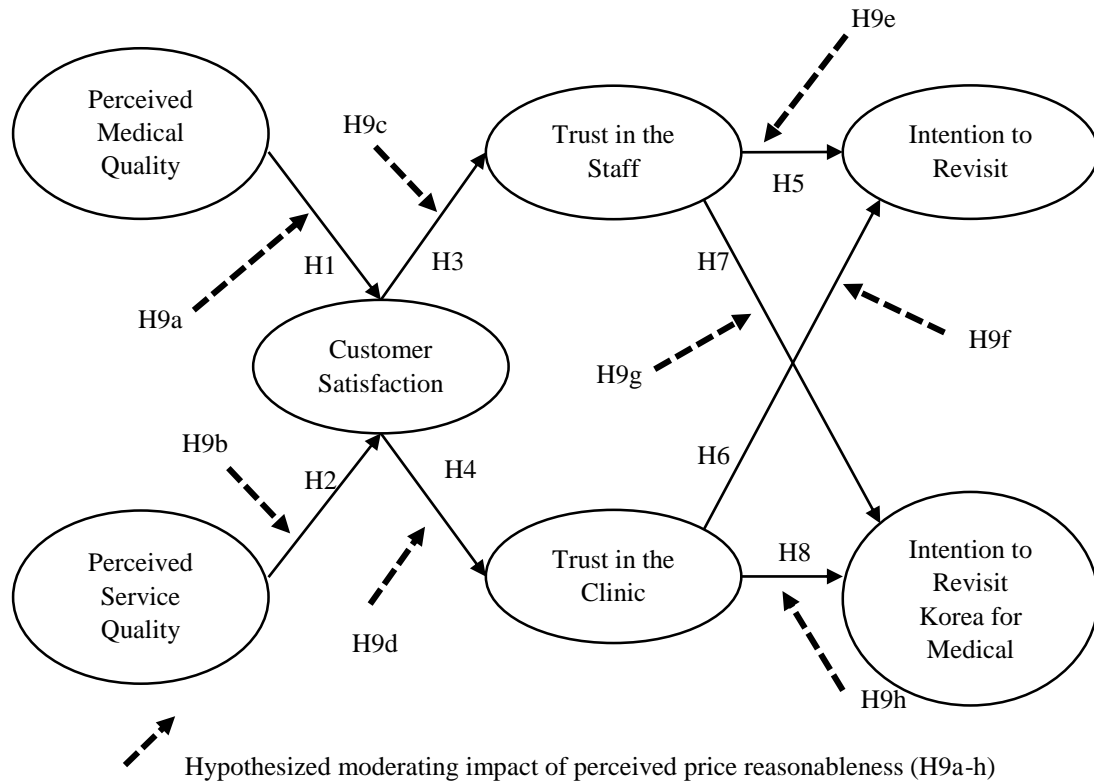
Hypothesized moderating impact of perceived price reasonableness (H9a-h)

Source: Han, H., & Hyun, S. S. (2015). Customer retention in the medical tourism industry: Impact of quality, satisfaction, trust, and price reasonableness. *Tourism Management 46*, pp. 20-29.

Figure 2.4 is the theoretical model carried out by Han and Hyun (2015), which is customer retention in the medical tourism industry. The independent variables in this theoretical model includes quality and satisfaction, trust and perceived price reasonableness. There are two dependents variables in this research framework, which are intention to revisit and intention to revisit Korea for medical care. Han and Hyun (2015) mentioned medical tourists from developed countries are willing to spend for certain treatment such as cosmetic medical service and dental care in Korea due to Korea clinic provides high quality of medical care at reasonable price. The medical tourists are satisfied and trust the staff and the clinic in Korea. Hence, tourists have the intention to visit Korea due to the medical care of Korea.

2.4   Proposed Theoretical Conceptual Framework

Figure 2.5: Globalization of Korean Wave that Influence the Intention of Malaysian Youth to Visit Korea

Independent Variables (IVs)
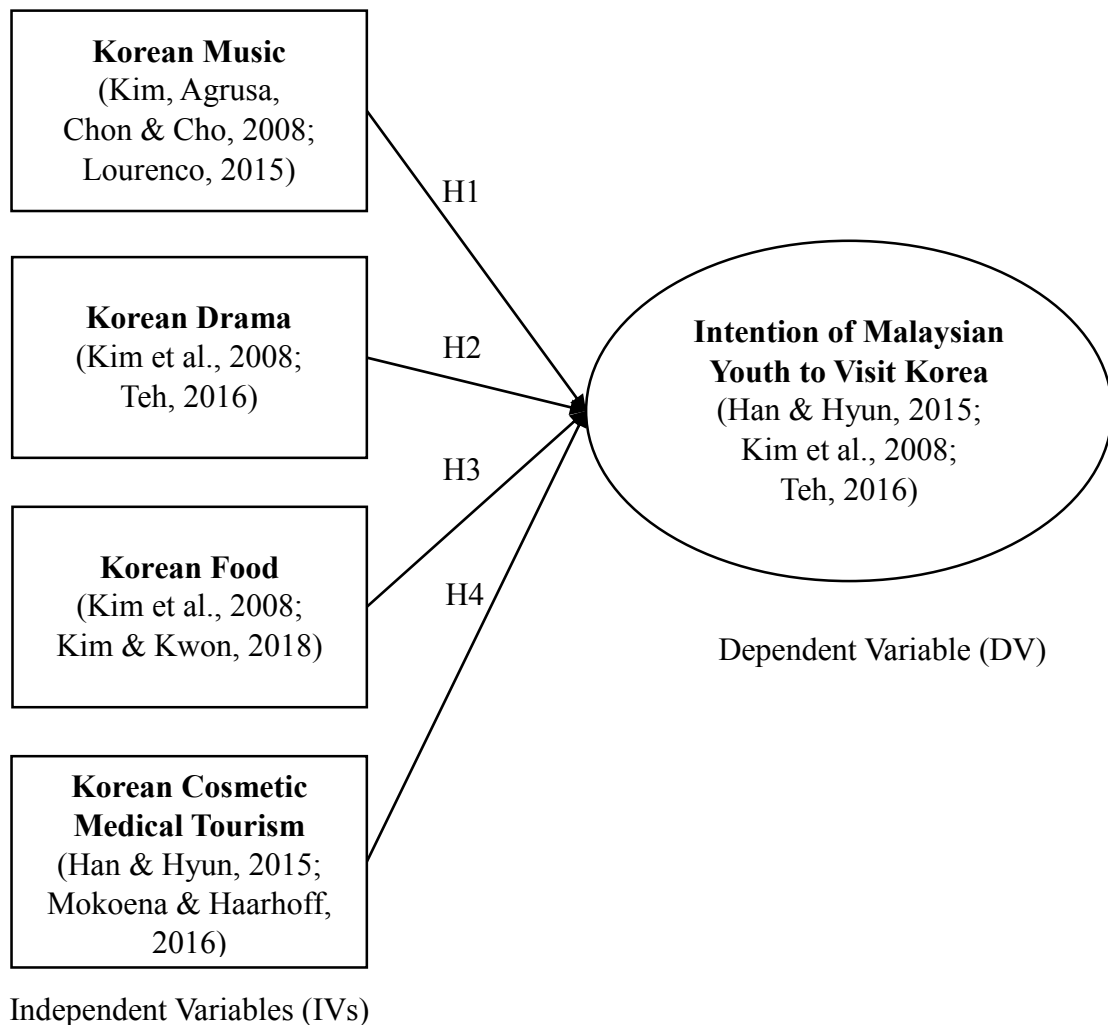
Source: Developed for the research

Figure 2.5 is the theoretical framework that proposed by the current researchers. There are four independent variables, including Korean music, Korean drama, Korean food and Korean cosmetic medical tourism. Meanwhile, the dependent variable of this research is the intention of Malaysian youth to visit Korea.

2.5   Hypothesis Development

2.5.1 Relationship between Korean Music and Intention of Malaysian Youth to Visit Korea

According to Oh et al. (2015), Korean music is closely related to the intention of tourists to visit Korea. In previous discussion, social media is like a path for Korean music to be promoted around the world. People can share, watch and listen to the Korean music at anytime and anywhere. Social media can be described as a marketing tool used by Korean music industry to promote Korean music to the whole world, thereby influencing their intention to visit Korea (Oh et al., 2015). According to Wok, Idid and Misman (2012), youth and social media cannot be separated as they frequently use social media to share the information. They can share the Korean music and video to their friends via social media such as Facebook Messenger and WhatsApp. Thus, Korea Wave invades Malaysia to induce the youth's intention to visit Korea.

Apart from that, the number of fans and the YouTube viewers for K-Pop idols such as Big Bang, EXO, TWICE and BTS has increased significantly all around the world (Jang & Song, 2017). Korean music is popular among the youth in Malaysia and they are inspired by their idols in adopting fashion and learning Korean language in their daily life (Lim, 2015). Lee (2015) stated both Korean music and K-Pop idols have the same effect in constructing the image of Korea tourism places. K-Pop fans will have the sense of satisfaction when they meet and greet with their idols or attend their idols' concerts.

On the other hand, the filming location appeared in Korean music video (MV) is also one of the reasons that attract people to visit Korea (Bae at al.,

2017). According to Oh et al. (2015), the place or destination that has a strong connection with the music videos, films or television programmes will induce the intention of tourists to visit. The modern MV film location and the energetic Korean music has attracted youth's intention to visit Korea. This is because the youth can be easily influenced by something as long as the object (destination) is parallel to their image and lifestyle (Teh, 2016).

Based on previous discussion, the researchers presume that Korean music has a significant impact on the intention of youth in Malaysia to visit Korea. Hence, the researchers have made the following hypothesis:

H1: There is a significant positive relationship between Korean music and the intention of Malaysian youth to visit Korea

2.5.2 Relationship between Korean Drama and Intention of Malaysian Youth to Visit Korea

According to Teh (2016), Korean drama has successfully attracted Malaysian youth to visit Korea. Korean drama is gaining popular in Malaysia and the Korean culture is adopted by Malaysian youth, which can be seen from the youths' lifestyle and appearance (Ariffin et al., 2016). Korean drama such as Winter Sonata, and Daejanggeum has brought a great impact on Korean tourism (Kim, Agrusa, Lee & Chon, 2007; Kim & Wang, 2012; Chung, 2010). The interesting topic and the romantic filming location of Korean drama has provided a positive image for the audiences. Korean drama has motivated the people around the world to understand more about the Korean Wave. Thus, audiences who receive a positive Korean drama images will have a positive intention to visit Korea (Teh, 2016).

Besides, the attractiveness of the Korean stars' fashion and make-up is also one of the reasons that causes the popularity of Korean drama (Lee, 2015). Hogarth (2013) mentioned the leading factor of Korean Wave is beauty. The beauty and gorgeous look of Korean stars has affected the youth's attitude, behaviour and satisfaction (Lee, 2015). Youth will start to have more intention to visit Korea because they want to understand more about the secret of Korean artists' beauty and fashion. Hence, Korean drama is positively related to Malaysia youth's travelling intention to Korea.

Furthermore, Ariffin et al. (2016) mentioned Korean drama is a family-oriented drama and the audiences in Malaysia found that it is comfortable for them to watch Korean drama as the content is related to Asian cultures. Lee (2015) stated Korean drama shares Confucianism, sibling love and oriental culture that practices by majority of the Asian countries which included Malaysia. The youth will be affected by the Korean drama and thereby will increase their intention to visit Korea. This is because the physical and cultural similarities between Malaysia and South Korea make Asian people feel comfortable when visit to Korea (Teh, 2016).

Based on the prior study and discussion, the researchers anticipate a significant positive relationship to be existed between Korean drama and the intention of youth in Malaysia to visit Korea. Thus, the following hypothesis is made:

H2: There is a significant positive relationship between Korean drama and the intention of Malaysian youth to visit Korea

2.5.3 Relationship between Korean Food and Intention of Malaysian Youth to Visit Korea

Kim et al. (2008) stated the intention to visit Korea will increase after the individual has a good experience with Korean food. Korean food has become Malaysian youth's favourite and it is frequently consumed by them as they are influenced by the globalization of Korean Wave (Kim et al., 2016; Teh, 2016). People prefers their meals in Korean restaurant due to the food quality, especially those youth who are quality and brand consciousness (Nam, Shim & Jeong, 2017; Ahmed, Razi, Ilyas, Bhatti, Moin, Haseeb & Ali, 2013). Korean restaurants in Malaysia have altered the original taste to suit local Malaysians' taste (Nahar, Karim, Karim, Ghazali, & Krauss, 2018). So, the youth will have the intention to visit Korea in order to purchase and consume the original quality and taste of Korean food.

According to Nam et al. (2017), the menu and ingredient quality of Korean food will result customers' satisfaction and thereby significantly influenced the intention to visit the country. Korean food is good for health as it consists of a good combination of vegetables and meats. Lim, Tan and Tan (2013) stated the number of youths in Malaysia who are health conscious has significantly increase in these 21 centuries. Traditional Korean food is one of the reasons that increase people intention to visit Korea (Min & Lee, 2014). For example, Kim et al. (2016) mentioned Kimchi (Korean fermented food that can reduce the harmful bacteria in human's body) and Jeotgal (Salted fermented seafood that can increase the nutritional value of food) are traditional Korea food that good for human's health. Hence, the intention for youth to visit Korea will increase as they want to experience the traditional and original taste of Korean food in Korea.

Given evidence from previous studies, Korean food positively affects the intention of youth in Malaysia to visit Korea. Thus, the following hypothesis is made:

H3: There is a significant positive relationship between Korean food and the intention of Malaysian youth to visit Korea

2.5.4 Relationship between Korean Cosmetic Medical Tourism and Intention of Malaysian Youth to Visit Korea

Koh (2017) stated Korean cosmetic medical tourism is related to the individual's intention to visit Korea. There is an increasing number of Malaysians are willing to pay for cosmetic surgery to enhance their face structure and body shape (Kee, 2017). According to Chan and Prendergast (2008), youths like to imitate their idols and they can be easily influenced by the celebrity models in the advertisements. Thus, the intention of youth to visit Korea for cosmetic medical tourism will increase as they are influenced by the Korean star who have gorgeous face and body shape.

According to Han and Hyun (2015), clinics in Korea are equipped with high quality of medical service and facilities. High quality of medical facilities attracts a greater number of international tourists travel to Korea for medical services (Han & Hyun, 2015; Yun et al., 2015). South Korea is the world's "Beauty Capital" that provides high quality and low-cost cosmetic surgery (Wang, 2015). The good quality performance of Korean cosmetic medical services has attracted more tourists to visit Korea. Wang (2015) stated young people are more likely to feel pressured when compete with their friends who have undergone cosmetic surgery. This might drive the youth to have

the intention to visit Korea for cosmetic surgery as they want to enhance their appearance and confidence.

In short, high quality of cosmetic medical services provided by Korea has attracted more Malaysian youth to visit Korea for cosmetic medical tourism. Hence, the researchers have made the following hypothesis:

H4: There is a significant positive relationship between Korean cosmetic medical tourism and the intention of Malaysian youth to visit Korea

2.6   Conclusion

In a nutshell, this chapter discusses every component that is examined and supported by the previous researchers' studies. It provides an insight to this research on Malaysian youth's intention to visit Korea. The theoretical framework is developed for a clearer picture about the relationship between the intention of Malaysian youth to visit Korea with the main factors including Korean music, Korean drama, Korean food and Korean cosmetic medical tourism. Next, the research methodology will be discussed in Chapter 3.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

The research methodology will be unveiled in this chapter. According to Rajasekar, Pitchai and Chinnathambi (2006), research methodology is a tool used by the researchers to solve their problems in a more systematic way. Research methodology is conducted because the researchers want to illustrate, evaluate, describe and explain the findings in the research (Hussey & Hussey, 1997). This chapter includes research design, sampling design, data collection methods, data processing, and data analysis methods.

3.1 Research Design

Research design is a systematic plan for collecting and analysing data (El-Nakib, 2015). It consists of quantitative and qualitative research that facilitate the process of investigating and solving the research problems with the best possible way.

3.1.1 Quantitative Research

Quantitative research is a systematic measurement that uses numerical data to collect and analyse data (Daniel, 2016). Quantitative research is basically begins with data collection based on theory and hypothesis so that

information can be quantified and subjected to statistical analysis (Williams, 2007). The researchers use this method to examine the relationship between independent variables and dependent variable. The variables can be measured numerically and analysed using Statistical Package for Social Science (SPSS). This method can help the researchers to save time and cost in performing this study.

3.1.2 Descriptive Research

Descriptive research is adopted by the researchers to have a better understanding on the globalization of Korean Wave on Malaysian youth's travelling intention to Korea. Descriptive research is used to describe the current characteristics of people, event, and environment where the researchers want to collect data (Dulock, 1993). This research is more concerned with who, what, where, and how it happens.

The causal research is another method that is undertaken in this research. Causal research, which is also known as explanatory research, is conducted to identify the extent of cause and effect relationships (Tacq, 2011). In general, this research is aimed to identify the cause and effect relationship between the independent variables (Korean music, Korean drama, Korean food and Korean cosmetic medical tourism) and dependent variable (intention of Malaysian youth to visit Korea).

3.2   Data Collection Method

Data collection is a process of gathering data and information to test the hypothesis and evaluate the research outcomes. Nevertheless, inaccurate data collection might increase the likelihood of errors occurring (Osang, Udoimuk, Etta, Ushie, & Offiong, 2013). Data collection is essential for statistical analysis and it can be divided into two types, which are primary and secondary data (Ajayi, 2017). Both primary and secondary data are used in the present research.

3.2.1 Primary Data

Primary data is the first-time and original data collected by researchers for their research purposes (Hox & Boeije, 2005). In addition, Hox and Boije (2005) also mentioned that the primary data is cost and time consuming to be collected as the researchers have to conduct the research themselves which costs a lot of time and manpower. However, it can help the researchers to gather a more accurate information from the respondents. The researchers can collect primary data through survey, experiments or interview (Osang et al., 2013).

The present researchers collected the target respondents' information by conducting questionnaire survey through online social media, such as Facebook Messenger, WhatsApp, and Instagram as it is faster and less expensive compared to other types of survey. Questionnaire survey is the most suitable method for this study because the research's target respondents are youth. Youth are found to be more engaged in the online activities (Yusop & Sumari, 2013). Hence, the researchers decide to distribute the questionnaires through online method to reach more target population.

3.2.2 Secondary Data

Johnston (2014) mentioned that secondary data analysis is a process of examining the existing data from previous researches conducted by other researchers for the purpose of further analysing the existing research. The secondary data is available in many forms, such as written form, typed form, and electronic form (Shodganga, 2012). The researchers can acquire the written form of secondary data from journal article, books, and government publications. Besides, the typed form of secondary data is the online databases, which can be obtained from the e-prints, and ScienceDirect. For this research, the data is mostly gathered from the journal articles. This is because the result is more reliable as it has to undergo multiple test, such as regression test, ANOVA test, and Cronbach's Alpha test in order to come out with a more significant and reliable result.

3.3　Sampling Design

Sampling design can be defined as a framework that selects target unit which is suitable for research question to collect and analyse data (Lameck, 2013).

3.3.1 Target Population

The target population of current research is the youth aged from 15 to 35 years old in Malaysia. In Malaysia, new Malaysian Youth Policy is implemented and the age group of the youth is reset from 15 to 35 years old (Sabri & Majid, 2018).

The youth in Malaysia can be divided into two groups, which are age group of 15 to 25 years old, and 26 to 35 years old based on their current status, whether they are currently studying or working. The reason of dividing them into different groups is they have different financial abilities to travel in Korea. Generally, the youth aged from 15 to 25 years old in Malaysia consists of the students who are currently pursuing knowledge in secondary school, college or university (Sabri & Majid, 2018). The expenses of this target group are usually supported by their family, whereas some of them have financial ability by earning some income from their part time jobs.

Additionally, Malaysian youth at the age of 26 to 35 years old have their own jobs and a household income around RM2,880, whereas the employees with tertiary education are able to earn a slightly higher income, which is RM4,300 (The Sun Daily, 2018). The average expense spent to travel in Korea for ten days is around RM4,000 (Darren, 2018). Therefore, they have their own financial ability to travel in Korea.

3.3.2 Sampling Frame and Sampling Location

Sampling frame is a set of elements drawn from total population, which can represent the interest of total population (Lewis-Beck, Bryman, & Liao, 2004). The sampling frame is the youth who aged between 15 and 35 years old in Malaysia. The researchers distributed 300 sets of questionnaire through online questionnaire survey instead of hand-in-hand survey. It is conducted through online social media such as Facebook Messenger, WhatsApp and Instagram. There were 200 sets of questionnaire were distributed through Facebook Messenger and Instagram, meanwhile another 100 sets of questionnaire were distributed through WhatsApp. Due to today's technology advancement, people heavily rely on internet in their

daily activities. Thus, this research can easily access to target respondents through this medium.

3.3.3 Sampling Elements

Sampling element is a sampling method which each single unit such as a person, group and organization have an equal chance of being measured. The target respondents of this research are general public, which includes undergraduate students, graduate students, staffs of the universities, employed, self-employed, housewives, and others who aged between 15 and 35 years old. The sample element of involved in this research study are the youth in Malaysia aged 15 to 35 years old and have the financial ability to travel in Korea.

3.3.4 Sampling Technique

The sampling technique can be classified into two, which are non-probability sampling, and probability sampling. According to Showkat & Parveen (2017), each sample has an equal chance of being selected in the probability sampling. Probability sampling, such as simple random sampling, stratified random sampling, and cluster sampling are used when the population is precisely defined. Probability sampling is costly and time consuming to be completed.

For non-probability sampling technique, the chance for each sample to be selected is unknown (Showkat & Parveen, 2017). The non-probability sampling does not require precisely defined population as it is suitable for

both general and specific category of population (Alvi, 2016). This technique is less time consuming and inexpensive compared to probability sampling. The non-probability sampling includes convenience sampling, snowball sampling, as well as quota sampling.

Convenient sampling technique (accidental or opportunity sampling), which is a non-probability sampling, is conducted in present research. It is a cost effective and efficient method (Showkat & Parveen, 2017). The research which targets on a broad category of population is encouraged to use this sampling technique because it is easier to reach mass target population.

3.3.5 Sampling Size

Table 3.1: Guidelines for the Adequacy of Total Sample Size

Sample Size	Level of Adequacy
50	Very Poor
100	Poor
200	Fair
300	Good
500	Very Good
1,000 and above	Excellent

Source: Sudiyanti. (2009). Predicting women purchase intention for green food products in Indonesia. *Master Thesis in Business Administration*, pp. 146.

According to Table 3.1, sample size which consists of 300 respondents is good enough to get a reliable correlation coefficient result (Sudiyanti, 2009).

The researchers distributed a total number of 300 sets of questionnaire to the target respondents through online social media because the level of adequacy for 300 sample size is considered as good.

3.4 Research Instrument

The questionnaire is the most widely used data collection method. It is a list of questions designed to collect respondents' data (Sreejesh, Mohapatra, & Anusree, 2014). In the current research, a self-administered questionnaire (SAQ) was designed and distributed through online for data collection and data analysis. The SAQ is the questionnaires that are specifically designed for the respondents to complete without the researchers' intervention (Lavrakas, 2008). The online survey was conducted through Facebook Messenger, WhatsApp, and Instagram to reach mass potential respondents effectively.

3.4.1 Questionnaire Design

Questionnaire design is important because it must be designed in a way that can be easily understood by the respondents in order to meet the accuracy and relevance of the research (Sreejesh, Mohapatra, & Anusree, 2014). This questionnaire is set in English. Besides, the researchers have done a pilot test to examine whether the language can be understood by the respondents, and whether the respondents have received the similar meaning that the researchers would like to deliver to the respondents.

The questionnaire is classified into four (4) sections. Section A emphasizes on the demographic profile of respondents, including gender, race, age, educational level, and their monthly income level or pocket money by using nominal scale. In Section A, it consists of six (6) questions.

In Section B, the questions discuss some general information of the respondents, such as their intention to visit the Korea, and the factors that may motivate them to travel in Korea. It comprises of six (6) questions in Section B. The nominal scale is also used in this section.

Section C is structured to examine the factors that affect the intention of Malaysian youth to visit Korea, which includes Korean music, Korean drama, Korean food, as well as Korean cosmetic medical tourism. In this section, five-point Likert scale questioning is used. The respondents are required to choose only one answer from (1) "Strongly disagree", (2) "Disagree", (3) "Neutral", (4) "Agree", and (5) "Strongly agree". It consists of a total 24 questions.

In Section D, it was used to examine the reasons why the respondents are attracted to visit Korea. Similar to Section C, the five-points of Likert scale questioning is used in this section. The respondents are requested to choose only one answer from (1) "Strongly disagree", (2) "Disagree", (3) "Neutral", (4) "Agree", and (5) "Strongly agree". Section D comprises of seven (7) questions.

3.4.2 Pilot Test

Pilot test is the preliminary test conducted by the researchers before the formal test to enhance the reliability of the research (Bartlett, 2013). By conducting pilot test, the researchers can minimize the margin error and enhance the data reliability (Bartlett, 2013). The pilot test should be conducted before formal test to reduce the tendency of misunderstanding of respondents (Hilton, 2015). Thus, it will enable the researchers to obtain desirable results. According to Hertzog (2008), using a 10% from the full actual data size can be acceptable to conduct the pilot test. Yusak, Othman & Salleh (2016) suggested to have around 10% to 20% of samples from the full actual data size to enhance data accuracy.

Before the pilot test was carried out, the questionnaire was modified according to the supervisor's feedback. Then, the researchers distributed a total number of 30 sets of pilot test sample questionnaires to target respondents. The pretesting process was completed within 5 days. Throughout the process, the researchers had received some feedback from the respondents, so some questions had been modified to enhance the quality of research. Upon completing the 30 sets of the questionnaire, Cronbach's Alpha test was conducted to examine research accuracy. By referring to Table 3.2, all the variables have a Cronbach's Alpha of greater than 0.7, which indicates that all the items in the scales are having a good internal consistency reliability.

Table 3.2: Results of Pilot Test using Cronbach's Alpha Analysis

Variables	Constructs	Cronbach's Alpha	Strength of Association	Items
Independent Variable	Korean Music	0.868	Very Good	6
Independent Variable	Korean Drama	0.882	Very Good	6
Independent Variable	Korean Food	0.794	Good	6
Independent Variable	Korean Cosmetic Medical Tourism	0.886	Very Good	6
Dependent Variable	Intention of Malaysian Youth to Visit Korea	0.865	Very Good	7

Source: Developed for the research

3.5   Construct Measurement

In this research, there are two (2) types of scale measurement used to measure the respondents' answer, which are nominal scale and ordinal scale.

3.5.1 Nominal Scale

The nominal scale is a scale measurement that contains only qualitative variables for the purposes of identification and classification. The respondents are required to select only one answer among other alternatives.

Additionally, nominal scale measurement can use numeric to represent the categories. For the gender, 1 can be used to represent male, and 2 is used to represent female in this study. The nominal scale measurement is used in Section A and B as shown in Figure 3.1.

Figure 3.1: Nominal Scale Measurement

Please tick (/) one answer from the boxes below.

1. Gender
☐   Male   - 1
☐   Female   - 2

Source: Developed for the research

3.5.2 Ordinal Scale

The ordinal scale is the order of the values used to arrange the objects in a ranking and order based on their level. The scales are ranged from the least preferred to the most preferred or from the most preferred to the least preferred.

In this research, the five-point Likert scale is used in both Section C and D. Section C and D ask the respondents' opinion toward the independent variables (Korean music, Korean drama, Korean food, and Korean cosmetic medical tourism) and dependent variable (intention of the Malaysian youth to visit Korea). As shown in Table 3.3, the answers of the questions are ranged from (1) "Strongly disagree", (2) "Disagree", (3) "Neutral", (4) "Agree" and (5) "Strongly agree". The five-point Likert scale is used to measure how strongly the respondents agree or disagree with the statements.

Table 3.3: Five-point Likert Scale Measurement

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Source: Developed for the research

3.5.3 Origin of Constructs

The questions in Section A and Section B were self-developed by the researchers for this research purpose. While, the questions in Section C and Section D were adopted and modified from past questionnaires conducted obtained from multiple sources online. The items in each construct are 6, 6, 6, 6, and 7 accordingly, given a total 31 items of constructs.

Table 3.4: Korean Music Construct and Sample Measurement Items

Korean Music	Sources
I like Korean music because of Korean trends	Lourenco (2015)
I listen to Korean music due to good looking of the singers	Lourenco (2015)
I listen to Korean music due to the realistic lyrics	Kim, Agrusa, Chon & Cho (2008)
I listen to Korean music because of liking the singer's costumes and dancing skills	Kim et al. (2008)
I listen to Korean music because of the beautiful image shown in the music video	Kim et al. (2008)
I like Korean music because of its melody	Teh (2016)

Source: Developed for the research

Table 3.5: Korean Drama Construct and Sample Measurement Items

Korean Drama	**Sources**
Korean drama teaches me to be well-mannered	Teh (2016)
Korean drama provides me a romantic image	Teh (2016)
I watch Korean dramas because the Korean actor and actress are good-looking	Teh (2016)
I watch Korean dramas due to there is a diversity of interesting topic and content	Kim, Agrusa, Chon & Cho (2008)
I watch Korean dramas because the contents focus on real human life and society	Kim et al. (2008)
Korean dramas are motivating	Teh (2016)

Source: Developed for the research

Table 3.6: Korean Food Construct and Sample Measurement Items

Korean Food	**Sources**
I like Korean food because it is pungent, salty and spicy	Kim, Agrusa, Chon & Cho (2008)
I think Korean food is healthy	Kim et al. (2008)
Price is my main consideration when buying Korean food	Kim et al. (2008)
The ingredient is my main consideration when buying Korean food	Kim et al. (2008)
Korean food is good for diet because it consists of a wide range of vegetables	Kim et al. (2008)
Korean food provides a feeling of high class	Kim et al. (2008)

Source: Developed for the research

Table 3.7: Korean Cosmetic Medical Tourism Construct and Sample Measurement Items

Korean Cosmetic Medical Tourism	Sources
Unavailability of cosmetic medical services in my home region	Mokoena & Haarhoff (2016)
Korea is equipped with high quality medical facilities	Mokoena & Haarhoff (2016)
Korean cosmetic medical services are high quality	Maja (2015)
I trust cosmetic medical service provided in South Korea	Maja (2015)
I would undergo cosmetic surgery in Korea to be in good shape	Yun, Na, Jin, Hur, Heo, Lee & Lee (2015)
I would undergo cosmetic surgery in Korea in order to look more attractive	Yun et al. (2015)

Source: Developed for the research

Table 3.8: Intention of Malaysian Youth to Visit Korea Construct and Sample Measurement Items

Intention of Malaysian Youth to Visit Korea	Sources
Korea is a modern nation	Teh (2016)
To discover new cultures	Teh (2016)
To learn new foreign language	Teh (2016)
To visit the filming location	Teh (2016)
To fulfil the curiosity of Korea which is existed when watching Korean dramas	Teh (2016)
Lack of high quality cosmetic medical and surgery service in home region	Mokoena & Haarhoff (2016)
To enjoy Korean local cuisine	Teh (2016)

Source: Developed for the research

3.6   Data Processing

Data processing is a process of verifying, arranging, transforming, and integrating the data in an appropriate return form for later use (Tartu Ulikool, 2019). The data processing method must be carefully recorded to ensure the trustworthiness of the data. The steps of data processing are shown in Figure 3.2.

Figure 3.2: Step of Data Processing
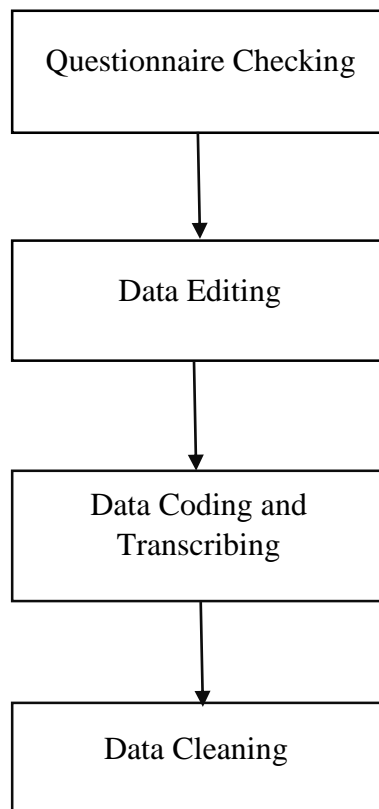
```
┌─────────────────────────────┐
│   Questionnaire Checking    │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│        Data Editing         │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│      Data Coding and        │
│        Transcribing         │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│       Data Cleaning         │
└─────────────────────────────┘
```

Adapted from: Ebook. (2006). Data preparation. *Business Administration Marketing Research: An Applied Approach European,* pp. 444.

3.6.1 Questionnaire Checking

The first step in data processing is questionnaire checking where the researchers must check whether the data collected is accurate and free from error (Ebook, 2006). The researchers re-checked against the questionnaires to reduce the errors such as missing data. All the questionnaires will be checked to ensure the data is complete.

3.6.2 Data Editing

Data editing is a process of making an adjustment on collected survey data (Waal, 2009). When the questionnaire checking is completed, the researchers will make correction problems and errors are detected. All the editing are suggested to finish before data analysis in order to obtain a good result for the research.

3.6.3 Data Coding and Data Transcribing

Data coding is the process of converting the answers responded by respondents into numerical values (Theron, 2015). After data coding process, data transcribing is the following step for the researchers to key in all the coded data into computer. The researchers use Statistical Project of Social Science (SPSS) software to process and run the data collected. The lists of coded questions for Section A is shown in Table 3.9 and the lists of coded questions for Section B is shown in Table 3.10.

Table 3.9: Data Coding for Demographic Profile (Section A)

Question Number	Attribute	Coding Pattern
Q1	Gender	Male - 1 Female - 2
Q2	Race	Malay - 1 Chinese - 2 Indian - 3 Others - 4
Q3	Age	15 - 25 years old - 1 26 - 35 years old - 2
Q4	Educational level	Primary level - 1 Secondary level - 2 Degree/Bachelor - 3 Above Bachelor - 4
Q5	Income per month	RM0 - RM2,000 - 1 RM2,001 - RM4,000 - 2 RM4,001 - RM6,000 - 3 RM6,001 - RM8,000 - 4
Q6	Pocket money per month	RM0 - RM500 - 1 RM501 - RM1,000 - 2 RM1,001 - RM1,500 - 3 RM1,501 - RM2,000 - 4

Source: Developed for the research

Table 3.10: Data Coding for General Information (Section B)

Question Number	Attributes	Coding Pattern
Q7	Do you know Korean Wave	Yes - 1 No - 2
Q8	Where you know Korean Wave	Friends/Family - 1 Newspaper/Magazine - 2 Television/Radio - 3 Social media - 4
Q9	Will you purchase Korean products	Yes - 1 No - 2
Q10	Which one will you spend the most money	Korean music - 1 Korean drama - 2 Korean food - 3 Korean cosmetic medical tourism - 4
Q11	Do you have intention to visit Korea	Yes - 1 No - 2
Q12	Which one will motivate you to visit Korea	Korean music - 1 Korean drama - 2 Korean food - 3 Korean cosmetic medical tourism - 4

Source: Developed for the research

In Section C and D, the response for each question is coded as Figure 3.3.

Figure 3.3: Data Coding for Section C and D

- Strongly Disagree - 1
- Disagree   - 2
- Neutral   - 3
- Agree   - 4
- Strongly Agree   - 5

Source: Developed for the research

3.6.4 Data Cleaning

The process of data cleaning is carried out by researchers after the process of transcribing data into SPSS software. Data cleaning is intended to correct the errors such as inaccuracy, incomplete and omissions in order to minimize their impact on the study results (Broeck, Cunningham, Eeckels, & Herbst, 2005). Once this process is done, the researchers can continue with proper data analysis.

3.7   Data Analysis

Data analysis serves as a basis to explain the facts, identify the patterns, create explanations and test the hypotheses (Tartu Ulikool, 2019). There are numerous data analysis methods, such as descriptive analysis, inferential analysis and scale measurement.

3.7.1 Descriptive Analysis

Descriptive analysis is the process of transforming the raw data into an easy form for the purpose of interpretation (Thompson, 2009). It allows the researchers to summarize large sample size of data in a manner that is easier to understand. The graphical techniques such as frequency table and percentage; the numerical techniques such as mean, mode, and median; the dispersion measurement such as range, variance and standard deviation are included in the descriptive analysis. In short, descriptive analysis not only can simplify the data but it also can compare the differences between current

and previous data in order to determine how current data contributes to the study (Zikmund, 2003).

3.7.1.1 Frequency Analysis

Frequency analysis summarizes all data collected from questionnaires by using table, bar chart, and pie chart (Zikmund, 2003). Through graphical techniques, the researchers can better understand the research findings because it is reported in percentage form. The result that reported in percentage form provides a clear vision for the researchers and thereby the researchers can interpret the result more efficiently. In this research, frequency analysis is carried out to manipulate the data collected from Section A and Section B.

3.7.2 Reliability Analysis

Reliability analysis is the degree of validity and consistency of questionnaire measurement after repeat testing is conducted. The reliability result can be scored if there is no error of measurement in the data. The most popular tool that can be used to measure the scale reliability is Cronbach's Alpha. It is developed as a measurement for scale reliability to identify whether the test is reliable (Tavakol & Dennick, 2011).

Cronbach's Alpha is conducted to measure internal consistency of scale (Tavakol & Dennick, 2011). Internal consistency means all the items in the test are interrelated because they are measured by the same concept (Tavakol & Dennick, 2011). The coefficient value increases if the items are interrelated. Table 3.11 illustrates the Cronbach's Alpha coefficient size.

Table 3.11: Rule of Thumb about Cronbach's Alpha Coefficient Size

Cronbach's Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
> 0.9	Excellent

<u>Source</u>: Mahlangu, B. P., & Kruger, L. P. (2015). The impact of the maintenance management system: A case study of the PetroSA GTL refinery. *South African Journal of Industrial Engineering, Vol. 26, No. 3*.

3.7.3 Inferential Analysis

Inferential analysis is conducted to make conclusion about the data (Bureau, 2012). The researchers use Pearson correlation and multiple regression to analyse the data given by the samples that represents the whole population.

3.7.3.1 Pearson Correlation Coefficient

Pearson correlation coefficient is adopted to measure the strength of linear relationship between independent variables (Korean music, Korean drama, Korean food, and Korean cosmetic medical tourism) and dependent variable (the intention of Malaysian youth to visit Korea).

Figure 3.4 illustrates the strength of association between dependent and independent variables, which can be represented by the symbol of 'r'. The correlation coefficient is ranged from -1.0 through 0.0 to +1.0 (Sedgwick,

2012). If the coefficient value is more than 1.0, it indicates a positive relationship between dependent and independent variables. Dependent variable tends to increase when independent variables increase.

In a contrast, a coefficient value of -1.0 indicates a negative relationship between dependent and independent variables. When independent variables increase, dependent variable will also increase. The range between -0.2 and 0.2 is negligible. Sedgwick (2012) also mentioned that a zero correlation coefficient implies that there is no linear relationship between the variables.

Figure 3.4: Values of Pearson Correlation Coefficient
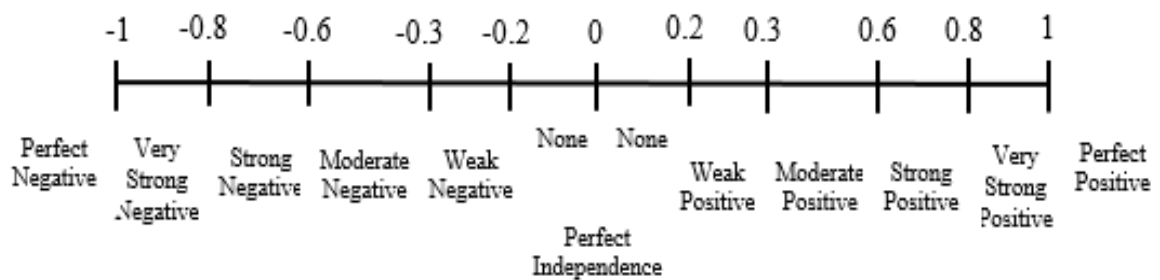
Adapted from: Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research Methods for Business Students (Fifth edition).* London: Pearson Education Limited.

3.7.3.2 Multiple Regression Analysis

Multiple regression analysis is conducted to analyse data when there are multiple independent variables (Leech, Gliner, Morgan, & Harmon, 2003). It determines the linear relationship between dependent variable with the independent variables. The current researcher conduct multiple regression analysis to analyse whether Korean music, Korean drama, Korean food and Korean cosmetic medical tourism has significant impact on the intention of youth in Malaysia to visit Korea.

Williams (2015) suggested that the formula of multiple regression equation is shown as below:

$$Y=a+bX$$

According to Williams (2015), when there are multiple independent variables, the formula is:

$$Y=a+b_1X_1+b_2X_2+...+b_PX_P$$

According to the formula above, *Y* is the predicted value of dependent variable, *a* is the constant value or Y-intercept, *b* is the unstandardized coefficient and *X* is the value of independent variables.

Furthermore, r^2 is used to measure the proportion of dependent variable, which can be interpreted by various independent variables (Williams, 2015). In this research, r^2 is used to examine the proportion of how much intention of youth in Malaysia to visit Korea can be explained by Korean music, Korean drama, Korean food and Korean cosmetic medical tourism.

However, ANOVA test is used to determine the significant relationship between dependent variable (the intention of Malaysian youth to visit Korea) and independent variables (Korean music, Korean drama, Korean food and Korean cosmetic medical tourism).

3.8   Conclusion

In short, quantitative research and descriptive research are conducted to examine the influence of Korean music, Korean drama, Korean food, and Korean cosmetic medical tourism on Malaysian youth's intention to visit Korea. The researchers collect primary data by distributing the questionnaires to the youth in Malaysia aged 15 to 35 years old through online social media, such as Facebook Messenger, Instagram, and WhatsApp.

In order to minimize the margin error, the researchers conduct the preliminary test before the formal test by distributing 30 sets of questionnaire to the target respondents. This is because the researchers can receive feedbacks from the public and modify the questionnaire to improve the quality of questionnaire. After obtaining good results of Cronbach's Alpha coefficient, the researchers started to conduct the formal test.

CHAPTER 4: DATA ANALYSIS

4.0   Introduction

This chapter is to analyse the results of the respondents' data collected from the questionnaire using Statistical Package for Social Science Version 20 (SPSS). It was further evaluated through descriptive analysis and inferential analysis.

4.1   Descriptive Analysis

4.1.1 Respondents' Demographic Profile

Section A is the demographic profiles of the respondents. It comprises of six questions about the respondents' gender, race, age, educational level, as well as their monthly income or pocket money.

Table 4.1: Summary of Respondents' Demographic Profile

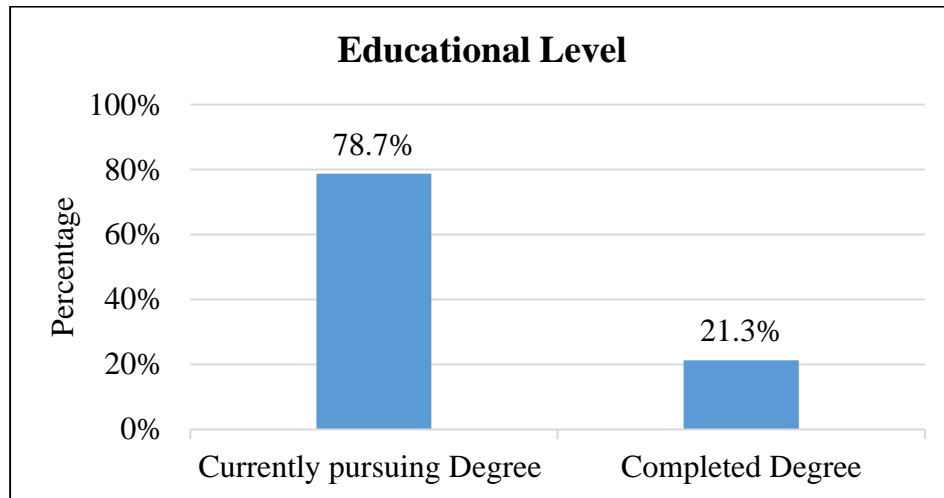| Demographic Profile	Frequency (N)	Percentage (%)
Gender		
Male	100	33.3
Female	200	66.7
Race		
Malay	26	8.7
Chinese	245	81.6
Indian	27	9.0
Others	2	0.7
Age		
15 – 25	261	87.0
26 – 35	39	13.0
Educational Level		
Currently pursuing Degree	236	78.7
Completed Degree	64	21.3
Income per Month		
RM 0 – RM 2000	247	82.3
RM 2001 – RM 4000	43	14.4
RM 4001 – RM 6000	6	2.0
RM 6001 – RM 8000	4	1.3
Pocket Money per Month		
RM 0 – RM 500	220	73.3
RM 501 – RM 1000	66	22.0
RM 1001 – RM 1500	10	3.4
RM 1501 – RM 2000	4	1.3

Source: Developed for the research

Figure 4.1: Pie Chart on the Gender of the Respondents
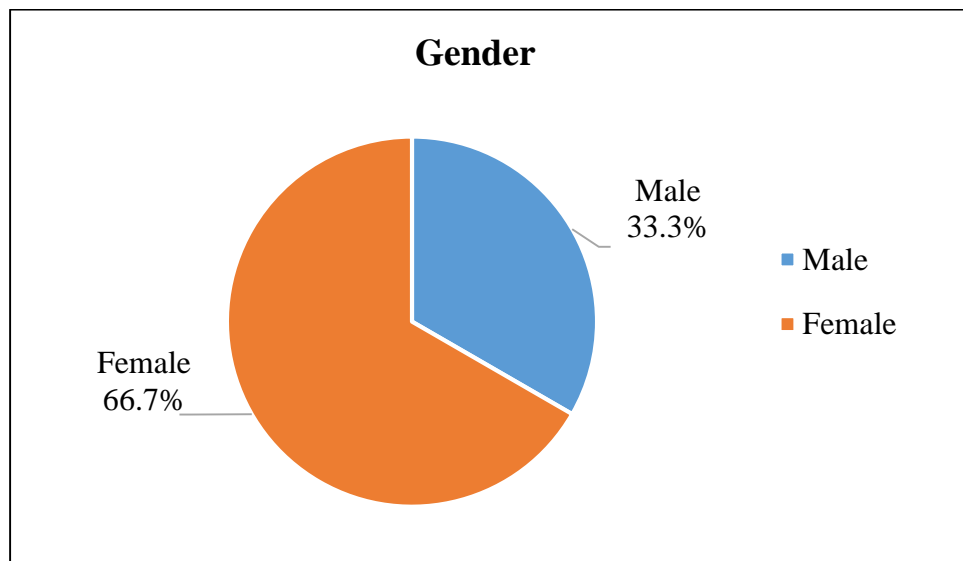
Source: Developed for the research

Figure 4.1 and Table 4.2 shows the gender of the respondents. From the total 300 respondents, there are 100 of them are male, which represents 33.3%, whereas 200 of them are female, which represents 66.7%.

Figure 4.2: Pie Chart on the Race of the Respondents
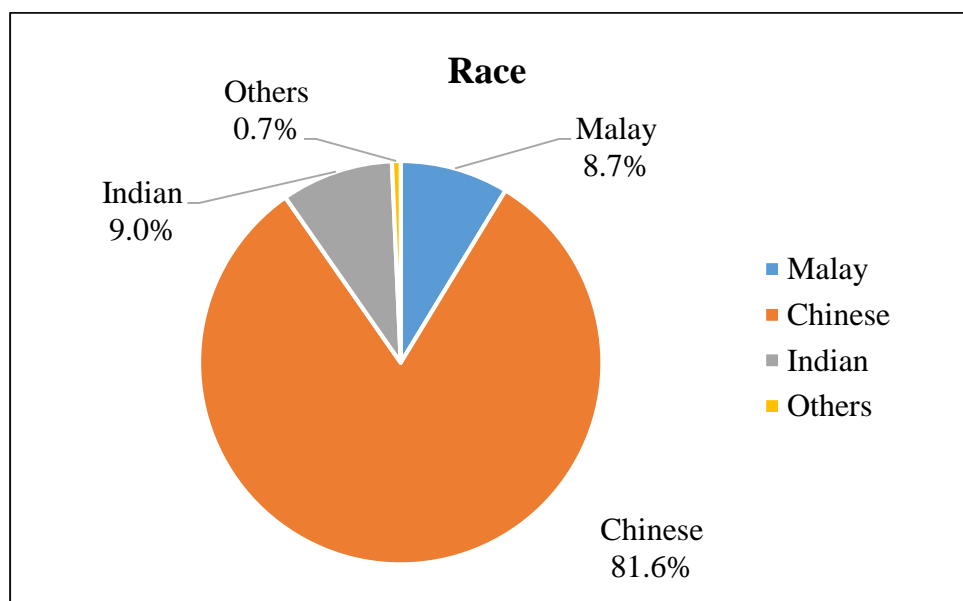
Source: Developed for the research

Figure 4.2 and Table 4.3 shows the races of the respondents, including Malay, Chinese, Indian, and other minorities. Majority of the respondents are Chinese, which comprises of 81.6%. Chinese consists of 245 respondents out of 300 respondents. The race that carries the second highest number of respondents is Indian, which consists of 9.0%, followed by Malay respondents (8.7%). The remaining 0.7% is from other small minorities.

Figure 4.3: Pie Chart on the Age Groups of the Respondents
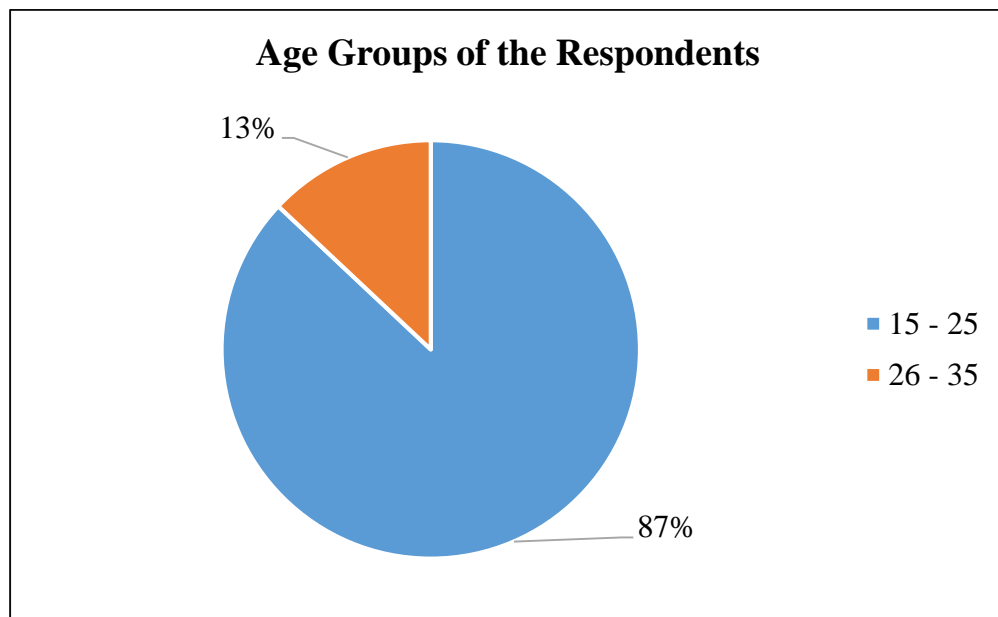
Source: Developed for the research

Figure 4.3 and Table 4.4 shows the age of the respondents. The respondents are divided into two age groups, which are 15 to 25 years old, and 26 to 35 years old. Majority of them are from the age group between 15 and 25, it consists of 261 respondents, which comprises of 87%. Next, there is 39 respondents aged 26 to 35 respond to our questionnaire, which comprises of 13% of total respondents.
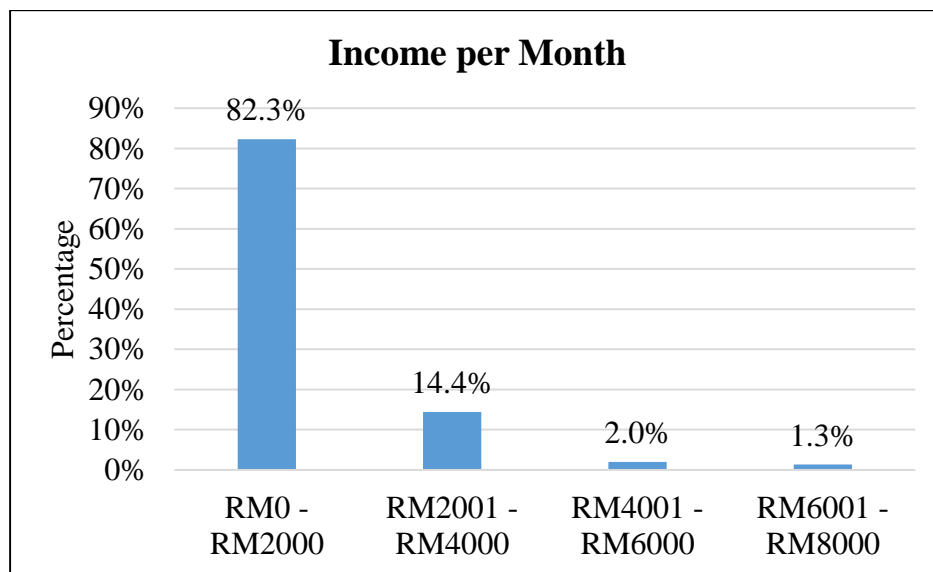
Figure 4.4: Bar Chart on the Educational Level of the Respondents

Educational Level

(Bar chart: Percentage on vertical axis from 0% to 100%. "Currently pursuing Degree" = 78.7%; "Completed Degree" = 21.3%.)

Source: Developed for the research

According to Figure 4.4 and Table 4.4, it shows the educational level of the respondents. Majority of the respondents are undergraduate students who are currently pursuing Degree, which comprises of 236 respondents, occupying 78.7%. There is only 64 respondents have completed their studies of Degree, which occupying 21.3% of total number of respondents.

Figure 4.5: Bar Chart on the Income per Month of the Respondents

Income per Month

(Bar chart: Percentage on vertical axis from 0% to 90%. RM0 - RM2000 = 82.3%; RM2001 - RM4000 = 14.4%; RM4001 - RM6000 = 2.0%; RM6001 - RM8000 = 1.3%.)

Source: Developed for the research

The monthly income level of the respondents are shown in Figure 4.5 and Table 4.6. There is 82.3% of the respondents having monthly income level of below RM2000, followed by 14.4% of the respondents has earned a monthly income between RM2001 and RM4000. Lastly, there is only 2.0% of respondents have their monthly income range between RM4001 and RM6000, and the remaining 1.3% of respondents have their monthly income of more than RM6000.

Figure 4.6: Bar Chart on the Pocket Money per Month of the Respondents
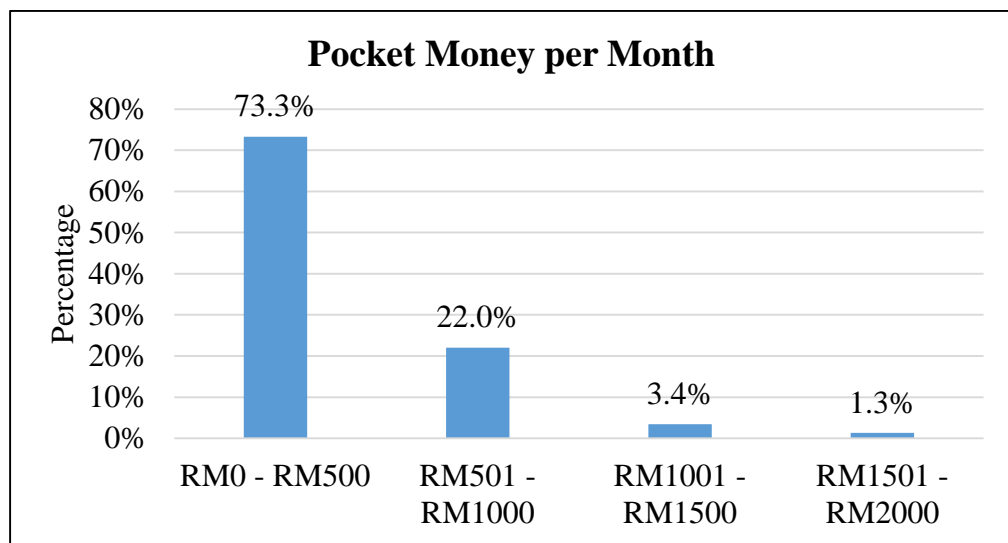
Source: Developed for the research

Figure 4.6 and Table 4.7 shows the monthly pocket money received by the respondents. From the total 300 respondents, majority of them are receiving pocket money of below RM500, which constitutes 220 students (73.3%). There is 22.0% of the respondents are receiving pocket money in range of RM501 to RM1000 per month, followed by 3.4% of respondents are receiving monthly pocket money of RM1001 to RM1500. Lastly, there is only 4 respondents (1.3%) who receive pocket money of above RM1500.

4.1.2 Respondents' General Information

Table 4.8: Summary of Respondents' General Information

Elements	Frequency (N)	Percentage (%)
Do you know Korean Wave?		
Yes	247	82.3
No	53	17.7
Where you know Korean Wave?		
Friends / Family	62	20.7
Newspaper / Magazine	8	2.6
Television / Radio	26	8.7
Social Media	204	68.0
Will you purchase Korean products?		
Yes	248	82.7
No	52	17.3
Which one will you spend the most money?		
Korean music		
Korean drama	28	9.3
Korean food	23	7.7
Korean cosmetic medical tourism	176	58.7
	73	24.3
Do you have intention to visit Korea?		
Yes	273	91.0
No	27	9.0
Which one will motivate you to visit Korea?		
Korean music	43	14.3
Korean drama	43	14.4
Korean food	157	52.3
Korean cosmetic medical tourism	57	19.0

Source: Developed for the research

4.2 Central Tendencies Measurement of Constructs

Table 4.9: Descriptive Statistics

	Mean	Std. Deviation	N
Intention of Malaysian Youth to Visit Korea	26.45	4.825	300
Korean Music	19.91	5.019	300
Korean Drama	21.20	4.443	300
Korean Food	20.64	3.883	300
Korean Cosmetic Medical Tourism	19.53	4.270	300

a. Dependent Variable: Intention of Malaysian youth to visit Korea

b. Predictors (Constant): Korean music, Korean drama, Korean food, Korean cosmetic medical tourism

Source: Developed for the research

According to Table 3.3, all the constructs are assessed through a five-point Likert scale measurement, ranging from (1) "Strongly disagree" to (5) "Strongly agree".

Based on Table 4.9, dependent variable (intention of Malaysian youth to visit Korea) has the highest mean among other variables, which is 26.45. It indicates that the average level of the agreement on this variable is more towards (5) "Strongly agree". On the other hand, Korean drama scored the highest mean of 21.20 among four independent variables in this research, followed by Korean food (20.64) and Korean music (19.91). Korean cosmetic medical tourism has the lowest mean among other variables, at 19.53. It means that the average responses on this variable is more towards (2) "Disagree". Overall, the remaining variables have the similar average level of agreement more towards (3) "Neutral" and (4) "Agree".

4.2.1 Dependent Variable: Intention of Malaysian Youth to Visit Korea

Table 4.10: Central Tendencies Measurement of Constructs of Intention of Malaysian Youth to Visit Korea

Intention of Youth to Visit Korea	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Korea is a modern nation	6 (2.0%)	6 (2.0%)	58 (19.3%)	164 (54.7%)	66 (22%)
To discover new cultures	9 (3.0%)	7 (2.3%)	52 (17.4%)	162 (54.0%)	70 (23.3%)
To learn new foreign language	7 (2.3%)	8 (2.7%)	57 (19.0%)	156 (52.0%)	72 (24.0%)
To visit the filming location	15 (5.0%)	25 (8.3%)	77 (25.7%)	140 (46.7%)	43 (14.3%)
To fulfil the curiosity of Korea which is existed when watching Korean dramas	12 (4.0%)	22 (7.3%)	67 (22.4%)	132 (44.0%)	67 (22.3%)
Lack of high quality cosmetic medical and surgery service in home region	13 (4.3%)	49 (16.4%)	110 (36.6%)	92 (30.7%)	36 (12.0%)
To enjoy Korean local cuisine	8 (2.7%)	1 (0.3%)	53 (17.7%)	136 (45.3%)	102 (34.0%)

Source: Developed for the research

According to Table 4.10, more than half of the respondents (54.7%) agree but only 2% disagree that Korean is a modern nation. The second statement "to discover new cultures" is strongly agreed by 23.3% of respondents and strongly disagreed by 3% of respondents. Nevertheless, there are only 2.3% of them strongly disagree "to learn new foreign language", but 24% strongly agree to the statement. 46.7% of the respondents agree that they have high travelling intention to Korea due to they wish to visit the filming location, but 8.3% of them strongly disagree.

Besides, more than 40% of respondents visit Korea to fulfil their curiosity about Korea, and there is 7.3% of them strongly disagree. There is 16.4% disagree the sixth statement "Lack of high quality cosmetic medical and surgery service in home region", but there is 30.7% of them agree. There is 45.3% of respondents travel in Korea to enjoy Korean cuisine, and 0.3% of the respondents disagree.

4.2.2 Independent Variable: Korean Music

Table 4.11: Central Tendencies Measurement of Constructs of Korean

Music

Korean Music	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I like Korean music because of Korean trends	16 (5.3%)	50 (16.7%)	111 (37.0%)	97 (32.3%)	26 (8.7%)
I listen to Korean music due to good looking of the singers	30 (10.0%)	60 (20.0%)	91 (30.3%)	83 (27.7%)	36 (12.0%)
I listen to Korean music due to the realistic lyrics	17 (5.7%)	52 (17.3%)	112 (37.3%)	88 (29.4%)	31 (10.3%)
I listen to Korean music because of liking the singer's costumes and dancing skills	25 (8.3%)	38 (12.7%)	98 (32.7%)	92 (30.3%)	48 (16.0%)
I listen to Korean music because of the beautiful image shown in the music video	22 (7.3%)	51 (17.0%)	99 (33.0%)	87 (29.0%)	41 (13.7%)
I like Korean music because of its melody	12 (4.0%)	19 (6.3%)	77 (25.7%)	108 (36.0%)	84 (28.0%)

Source: Developed for the research

Table 4.11 shows that the first statement "I like Korean music because of Korean trends" is agreed by 32.3% of respondents, and strongly disagreed by 5.3% of respondents. Besides, 27.7% of the respondents listen to Korean music due to good-looking of singers, but there is 10% of respondents strongly disagree. Nearly one third of the respondents (29.4%) listen to Korean music because they agree that Korean music lyrics is realistic, and it is disagreed by 17.3% of respondents.

Moreover, there is 30.3% of respondents agree and 8.3% strongly disagree that they listen to Korean music due to the singer's costumes and dancing skills. There is 29% of respondents listen to Korean music due to the beautiful image displayed in the music video, however, 17% of them disagree. More than one third of the respondents (36.0%) agree to the sixth statement "I like Korean music because of its melody", and there is only 4% disagree to this statement.

4.2.3 Independent Variable: Korean Drama

Table 4.12: Central Tendencies Measurement of Constructs of Korean

Drama

Korean Drama (KD)	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Korean drama teaches me to be well-mannered	11 (3.7%)	41 (13.6%)	135 (45.0%)	89 (29.7%)	24 (8.0%)
Korean drama provides me a romantic image	11 (3.7%)	16 (5.3%)	80 (26.7%)	136 (45.3%)	57 (19.0%)
I watch Korean dramas because the Korean actor and actress are good-looking	13 (4.3%)	14 (4.7%)	84 (28.0%)	123 (41.0%)	66 (22.0%)
I watch Korean dramas due to there is a diversity of interesting topic and content	10 (3.3%)	17 (5.7%)	88 (29.3%)	132 (44.0%)	53 (17.7%)
I watch Korean dramas because the contents focus on real human life and society	10 (3.3%)	25 (8.4%)	117 (39.0%)	108 (36.0%)	40 (13.3%)
Korean dramas are motivating	12 (4.0%)	25 (8.3%)	132 (44.0%)	97 (32.4%)	34 (11.3%)

Source: Developed for the research

According to Table 4.12, there are up to 45% of respondents respond to "Neutral" to the first statement "Korean drama teaches me to be well-mannered". There are 45.3% of the respondents agree that Korean drama provides a romantic image, and only 3.7% of them strongly disagree. There is 22% of respondents strongly agree and 4.3% of them strongly disagree that they watch Korean dramas due to the good-looking of Korean actors and actress.

Nearly 40% of the respondents watch Korean dramas because of diversity of interesting contents, but 5.7% of them disagree. Furthermore, 36% of respondents watch Korean dramas due to the contents focus on the real human life, and the statement is strongly disagreed by 3.3% of respondents. Almost one-third of the respondents (32.4%) agree and 8.3% of respondents disagree that Korean dramas are motivating.

4.2.4 Independent Variable: Korean Food

Table 4.13: Central Tendencies Measurement of Constructs of Korean Food

Korean Food	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I like Korean food because it is pungent, salty and spicy	6 (2.0%)	21 (7.0%)	89 (29.7%)	135 (45.0%)	49 (16.3%)
I think Korean food is healthy	4 (1.3%)	33 (11.0%)	124 (41.3%)	107 (35.7%)	32 (10.7%)
Price is my main consideration when buying Korean food	8 (2.7%)	36 (12.0%)	91 (30.3%)	126 (42.0%)	39 (13.0%)
The ingredient is my main consideration when buying Korean food	10 (3.3%)	28 (9.3%)	119 (39.7%)	111 (37.0%)	32 (10.7%)
Korean food is good for diet because it consists of a wide range of vegetables	9 (3.0%)	41 (13.7%)	115 (38.3%)	99 (33.0%)	36 (12.0%)
Korean food provides a feeling of high class	14 (4.7%)	50 (16.7%)	118 (39.3%)	87 (29.0%)	31 (10.3%)

Source: Developed for the research

Table 4.13 shows that more than one third of respondents (45%) prefer to eat Korean food due to it is pungent, salty and spicy", but 2% of them strongly disagree. There is 35.7% of respondents agree that Korean food is healthy, and it is strongly disagreed by 1.3% of respondents only. The third statement "price is main consideration for them when purchasing Korean food" is strongly agreed by 13% of the respondents and strongly disagreed by 2.7% of the respondents.

There is 37% of respondents agree that ingredient is the main consideration when buying Korean food, and there is one-third of them (33%) also agree that Korean food is good for diet as it contains a wide range of vegetables. There is only 3.3% and 3% of respondents strongly disagree to these two statements accordingly. Meanwhile, only 29% of the respondents agree that Korean food can provide high class feeling and 16.7% of them disagree to this statement.

4.2.5 Independent Variable: Korean Cosmetic Medical Tourism

Table 4.14: Central Tendencies Measurement of Constructs of Korean Cosmetic Medical Tourism

Korean Cosmetic Medical Tourism	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Unavailability of cosmetic medical services in my home region	5 (1.7%)	44 (14.6%)	128 (42.7%)	102 (34.0%)	21 (7.0%)
Korea is equipped with high quality medical facilities	4 (1.3%)	17 (5.7%)	120 (40.0%)	120 (40.0%)	39 (13.0%)
Korean cosmetic medical services are high quality	6 (2.0%)	18 (6.0%)	105 (35.0%)	134 (44.7%)	37 (12.3%)
I trust cosmetic medical service provided in South Korea	4 (1.3%)	20 (6.7%)	119 (39.7%)	125 (41.6%)	32 (10.7%)
I would undergo cosmetic surgery in Korea to be in good shape	53 (17.7%)	60 (20.0%)	100 (33.3%)	74 (24.7%)	13 (4.3%)
I would undergo cosmetic surgery in Korea in order to look more attractive	59 (19.7%)	58 (19.3%)	100 (33.3%)	68 (22.7%)	15 (5.0%)

Source: Developed for the research

According to Table 4.14, there is 14.6% of respondents disagree that the cosmetic medical services are unavailable in their home country, but 34% of them agree that statement. Furthermore, there is 40% of respondents believe that Korea is equipped with high quality medical facilities, only 1.3% does not believe. Many respondents (44.7%) agree that Korean cosmetic medical services are high quality, and only 6% disagree.

Additionally, 41.6% of respondents trust the cosmetic medical service provided in Korea, there is only 1.3% strongly disagree. A total of 24.7% and 22.7% of respondents said that they would undergo cosmetic surgery to look more attractive or be in good shape, and there is only a small number of respondents strongly disagree.

4.3   Scale Measurement

4.3.1 Reliability Analysis

Table 4.15: Reliability Analysis (Cronbach's Alpha)

Variables	Constructs	Cronbach's Alpha	Strength of Association	Items
Independent Variable	Korean Music	0.864	Very Good	6
Independent Variable	Korean Drama	0.871	Very Good	6
Independent Variable	Korean Food	0.781	Good	6
Independent Variable	Korean Cosmetic Medical Tourism	0.839	Very Good	6
Dependent Variable	Intention of Malaysian Youth to Visit Korea	0.865	Very Good	7

Source: Developed for the research

Table 4.15 shows that the results of the Cronbach's Alpha coefficient are ranging from 0.781 to 0.871. Korean drama has the highest coefficient value, which is 0.871, followed by Korean music (0.864), and Korean cosmetic medical tourism (0.839). Therefore, these three independent variables (Korean drama, Korean music, and Korean cosmetic medical tourism) has a very good strength of association (0.8 to <0.9).

On the other hand, the coefficient value of Korean food is the lowest among other independent variables, which is 0.781. However, it has a good strength of association (0.7 to <0.8).

Overall, all the Cronbach's Alpha coefficient values have an acceptable internal consistency accuracy (>0.7), meanwhile all the constructs have good or very good strength of association between 0.7 and 0.9. In short, all the statements used in this research are considered valid and reliable.

4.4 Inferential Analysis

4.4.1 Pearson Correlation Analysis

Table 4.16: Pearson Correlation Analysis

		Intention of Youth in Malaysia to Visit Korea	Korean Music	Korean Drama	Korean Food	Korean Cosmetic Medical Tourism
Intention of Youth in Malaysia to Visit Korea	Pearson Correlation	1	.516**	.611**	.595**	.482**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	300	300	300	300	300
Korean Music	Pearson Correlation	.516**	1	.710**	.465**	.435**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	300	300	300	300	300
Korean Drama	Pearson Correlation	.611**	.710**	1	.515**	.405**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	300	300	300	300	300
Korean Food	Pearson Correlation	.595**	.465**	.515**	1	.488**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	300	300	300	300	300
Korean Cosmetic Medical Tourism	Pearson Correlation	.482**	.435**	.405**	.488**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	300	300	300	300	300

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

Source: Developed for the research

According to the results of Pearson correlation coefficient analysis, all independent variables are significantly affecting the dependent variable at p-value less than 0.05. In this research, the positive coefficient value indicates a positive correlation coefficient, whereby the dependent variable and independent variables are positively correlated. Therefore, both dependent variable and independent variables tend to increase together.

The empirical results obtained from Table 4.16 reveals that there is a moderate positive relationship between the intention of youth in Malaysia to visit Korea and Korean music (r=0.516), Korean food (r=0.595), and Korean cosmetic medical tourism (r=0.482). This is because the p-values are within the range of 0.35 to 0.60. It means that the dependent variable (intention of Malaysian youth to visit Korea) tend to be moderately increase when the independent variables (Korean music, Korean food, and Korean cosmetic medical tourism) increase.

On the other hand, Korean drama (r=0.611) have a strong positive relationship with the Malaysian youth's travelling intention in Korea. This is due to its p-value is within the values of 0.60 and 0.80. Hence, it signals that when Korean drama increase, the intention of youth in Malaysia to visit Korea tend to be increased strongly.

4.4.2 Multiple Regression Analysis

4.4.2.1 Model Summary

Table 4.17: Multiple Regression Analysis (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.710[a]	.504	.498	3.420	.504	75.015	4	295	.000	2.112

Source: Developed for the research

According to Table 4.17, the value of R-Square is 0.504, which implies that there is 50.4% of the dependent variable (intention of Malaysian youth to visit Korea) can be explained by the variances of independent variables (Korean music, Korean drama, Korean food, and Korean cosmetic medical tourism). Furthermore, there is 49.6% of the intention of the youth in Malaysia to visit Korea can be explained by other factors which are not mentioned in this research.

Besides, Table 4.17 also shows that the value of Durbin-Watson is 2.112. It cannot be acceptable in 2.112 as the value falls in the range of 2 to 4 (Kenton, 2019). Hence, this value means that the residuals are negatively correlated.

4.4.2.2 ANOVA

Table 4.18: Multiple Regression Analysis (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3509.775	4	877.444	75.015	.000[b]
Residual	3450.572	295	11.697		
Total	6960.347	299			

a. Dependent Variable: Intention of Malaysian youth to visit Korea

b. Predictors (Constant): Korean music, Korean drama, Korean food, Korean cosmetic medical tourism

Source: Developed for the research

Based on ANOVA analysis shown in Table 4.18, F value is 75.015 with a significance level of 0.000[b] (p-value=0.000). It means that independent variables (Korean music, Korean drama, Korean food, and Korean cosmetic medical tourism) has a significant effect on the dependent variable (intention of Malaysian youth to visit Korea). Hence, the fitness of the model is considered high, and the overall model is significant.

4.4.2.3 Test of Significance

Table 4.19: Multiple Regression Analysis (Coefficient)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	5.817	1.222		4.759	.000	3.411	8.222
Korean Music	.051	.058	.053	.877	.381	-.063	.164
Korean Drama	.375	.066	.345	5.659	.000	.245	.506
Korean Food	.386	.064	.311	6.051	.000	.261	.512
Korean Cosmetic Medical Tourism	.189	.055	.168	3.431	.001	.081	.298

Source: Developed for the research

4.4.2.4 Regression Equation

Based on Table 4.19, the multiple regression equation of this research is:

$$YK = 5.817 + 0.051\ KM + 0.375\ KD + 0.386\ KF + 0.189\ KCM$$

Where, YK = Intention of Malaysian youth to visit Korea

KM = Korean music

KD = Korean drama

KF = Korean food

KCM = Korean cosmetic medical tourism

Based on the result of unstandardized coefficients, it shows that Korean drama, Korean food, and Korean cosmetic medical tourism has a significant positive relationship with the intention of Malaysian youth to visit Korea. Only Korean music shows no significant relationship with the intention of Malaysian youth to visit Korea.

Table 4.20: Test of Significance

Research Hypothesis	Significance Value (<0.05)
Korean music	0.381
Korean drama	0.000
Korean food	0.000
Korean cosmetic medical tourism	0.001

Source: Developed for the research

As shown in Table 4.20, the p-value of Korean drama, Korean food, and Korean cosmetic medical tourism is 0.000, 0.000, and 0.001 respectively ($p < 0.05$). It reflects that there is a significant positive relationship with dependent variable. Meanwhile, the p-value of Korean music is 0.381 ($p > 0.05$), which indicates that there is no significant relationship with dependent variable.

Korean Music

H0: There is no significant relationship between Korean music and intention of Malaysian youth to visit Korea.

H1: There is a significant positive relationship between Korean music and intention of Malaysian youth to visit Korea.

<div align="center">Reject H0 if p<0.05</div>

Based on Table 4.19, the t-value of Korean music is 0.877, unstandardized data coefficient value is 0.051, and the significance value is 0.381 (p>0.05). Therefore, H1 is rejected, H0 is accepted, which indicates that there is no significant relationship between Korean music and intention of Malaysian youth to visit Korea.

Korean Drama

H0: There is no significant relationship between Korean drama and intention of Malaysian youth to visit Korea.

H2: There is a significant positive relationship between Korean drama and intention of Malaysian youth to visit Korea.

<div align="center">Reject H0 if p<0.05</div>

Based on Table 4.19, the t-value of Korean drama is 5.659, unstandardized data coefficient value is 0.375, and the significance value is 0.000 (p<0.05). Therefore, H0 is rejected, H2 is accepted, which implies that Korean drama has a significant positive relationship with the intention of Malaysian youth to visit Korea.

Korean Food

H0: There is no significant relationship between Korean food and intention of Malaysian youth to visit Korea.

H3: There is a significant positive relationship between Korean food and intention of Malaysian youth to visit Korea.

Reject H0 if p<0.05

Based on Table 4.19, the t-value of Korean food is 6.051, unstandardized data coefficient value is 0.386, and the significance value is 0.000 (p<0.05). Therefore, H0 is rejected, H3 is accepted, which indicates that there is a significant positive relationship between Korean food and intention of Malaysian youth to visit Korea.

Korean Cosmetic Medical Tourism

H0: There is no significant relationship between Korean cosmetic medical tourism and intention of Malaysian youth to visit Korea.

H4: There is a significant positive relationship between Korean cosmetic medical tourism and intention of Malaysian youth to visit Korea.

Reject H0 if p<0.05

Based on Table 4.19, the t-value of Korean cosmetic medical tourism is 3.431, unstandardized data coefficient value is 0.189, and the significance value is 0.001 (p<0.05). Therefore, H0 is rejected, H4 is accepted, indicating that Korean cosmetic medical tourism has a significant positive relationship with the intention of Malaysian youth to visit Korea.

4.5   Conclusion

Chapter 4 briefly analyses the results and findings obtained from statistical analysis. All the data collected will be evaluated using the central measurement of constructs. In this chapter, the reliability test is conducted to examine the reliability and validity of five variables, and Pearson correlation analysis is also carried out to measure the association between all constructs. Lastly, the researchers will analyse the relationship between the dependent variable and independent variables through multiple regression analysis.

The discussion on the major findings and conclusion of this research will be further explained in Chapter 5.

CHAPTER 5: DISCUSSION, CONCLUSION, AND IMPLICATIONS

5.0   Introduction

In this chapter, the researchers will summarize the statistical analysis using descriptive analysis, and inferential analysis. The researchers will interpret each hypotheses in details. The implication of the study is subsequently discussed in the research. Besides, the limitations and recommendations are provided for future studies. Lastly, this research will end up with a conclusion on the relationship between Korean music, Korean drama, Korean food and Korean cosmetic medical tourism with intention of Malaysian youth to visit Korea.

5.1   Summary of Statistical Analysis

5.1.1 Descriptive Analysis

The survey questionnaire was participated by 300 respondents. From the research, the researchers find out that majority of the respondents are female, occupying 66.7% of total respondents. 81.6% of them are Chinese, followed by 9% of Indian, and 8.7% of Malay. This research also finds out that the respondents aged between 15 and 25 years old who participate in this survey accounted the highest proportion (87.0%) among other age groups. Besides, there is 78.7% of respondents are currently pursuing Degree. In this research, it shows that 82.3% of total respondents earn below

RM2000 monthly, and 73.3% of the respondents receive monthly pocket money of less than RM500.

From the general information, the researchers found that 82.3% of the respondents are aware of Korean Wave. There are more than two thirds of the respondents (68%) recognized the popularity of Korean Wave through social media. Moreover, there are 91% of the respondents have the intention to visit Korea. And, 52.3% of them are motivated to visit Korea because of Korean food.

5.1.2 Central Tendencies Measurement of Construct

By referring to the central tendencies measurement of constructs, intention of youth in Malaysia to visit Korea, which is the research's dependent variable, has the highest mean of 26.45. Among the four independent variables, Korean drama has the highest mean, which is 21.20 and Korean cosmetic medical tourism has the lowest mean, which is 19.53.

According to the central tendencies measurement of constructs of intention of youth in Malaysia to visit Korea, more than half of the respondents (54.7%) agree that Korean is a modern nation, meanwhile, there is only 12 respondents (4%) disagree. Majority of the respondents respond to "Neutral" to the statements of Korean music. However, there is 36% of total respondents like Korean music because of its melody and 32.3% of them like Korean music due to Korean trends. For the construct of Korean drama, majority of the respondents (45.3%) agree to the second statement "Korean drama provides me a romantic image", and there is 13.6% of respondents disagree that Korean drama teaches me to be well-mannered.

The researchers find out that majority respondents respond to "Agree" and "Disagree" to all statements of Korean food. There is near to half of respondents (45.0%) agree to the first statement "I like Korean food because it is pungent, salty, and spicy", and only 2% of respondents strongly disagree to this statement. According to the summary of construct of Korean cosmetic medical tourism, many respondents (44.7%) will visit Korea due to Korean cosmetic medical services are high quality, and there is 5% of respondents strongly disagree that the cosmetic medical service is unavailable in their home country.

5.1.3 Scale Measurement

By referring to the results of Cronbach's Alpha, the researchers find out that Korean music (0.864), Korean drama (0.871), and Korean cosmetic medical tourism (0.839) has a very good strength of association with the Malaysian youth's intention to visit Korea. Only one of the independent variables, which is Korean food (0.781) has a good strength of association with the intention of youth in Malaysia to visit Korea. In short, all independent variables significantly affect the intention of Malaysian youth to visit Korea.

5.1.4 Inferential Analysis

5.1.4.1 Pearson Correlation Analysis

All the independent variables (Korean music, Korean drama, Korean food, and Korean cosmetic medical tourism) positively affect the Malaysian youth's intention to visit Korea. There is a moderate positive relationship

between Korean music (r=516), Korean food (r=0.595), and Korean cosmetic medical tourism (r=0.482) with the Malaysian youth's intention to visit Korea. Only Korean drama (r=0.611) has a strong positive relationship with the Malaysian youth's intention to visit Korea.

5.1.4.2 Multiple Regression Analysis

The result of model summary shows R-Square value of 0.504. It implies that there is a 50.4% of the Malaysian youth's travelling intention in Korea can be explained by the variances of Korean music, Korean drama, Korean food, and Korean cosmetic medical tourism.

Furthermore, based on the result of ANOVA test, F value is 75.015 with a significance value of 0.000. It means that Korean music, Korean drama, Korean food, and Korean cosmetic medical tourism have a significant relationship with the intention of youth in Malaysia to visit Korea.

From the multiple regression analysis, the researchers discover that Korean drama, Korean food, and Korean cosmetic medical tourism positively motivate the youth in Malaysia to visit Korea. In the contrast, Korean music shows no significant relationship with the intention of Malaysian youth to visit Korea.

5.2 Discussion on Major Findings

Table 5.1: Summary of Hypothesis Testing Results

Hypotheses	Result	Supported
H1: There is a significant positive relationship between Korean music and the intention of Malaysian youth to visit Korea.	$\beta = 0.051$ $p = 0.381 \ (p > 0.05)$	No
H2: There is a significant positive relationship between Korean drama and the intention of Malaysian youth to visit Korea.	$\beta = 0.375$ $p = 0.000 \ (p < 0.05)$	Yes
H3: There is a significant positive relationship between Korean food and the intention of Malaysian youth to visit Korea.	$\beta = 0.386$ $p = 0.000 \ (p < 0.05)$	Yes
H4: There is a significant positive relationship between Korean cosmetic medical tourism and the intention of Malaysian youth to visit Korea.	$\beta = 0.189$ $p = 0.001 \ (p < 0.05)$	Yes

Source: Developed for the research

Table 5.1 concludes that Korean drama, Korean food, and Korean cosmetic medical tourism has a significant impact on the intention of youth in Malaysia to visit Korea at 95% confidence interval. Therefore, H2, H3, and H4 are supported. Only H1 is rejected. The result further proves that Korean food ($\beta = 0.386$) is the most influential contributor to Malaysian youth's intention to travel in Korea, and then followed by Korean drama ($\beta = 0.375$). The weakest influential predictor of current research is Korean cosmetic medical tourism ($\beta = 0.189$).

5.2.1 Relationship between Korean Music and Intention of Malaysian Youth to Visit Korea

H1: There is a significant positive relationship between Korean music and the intention of Malaysian youth to visit Korea.

According to Table 5.1, the intention of youth in Malaysia to visit Korea cannot be predicted by Korean music as it shows p-value of 0.381 with the lowest beta value of 0.051. Therefore, the H1 is not supported.

This study's result is conflict with past studies conducted by Bar et al. (2017), Oh et al. (2015), and Teh (2016) that claim that Korean music has a significant positive relationship with the intention of youth in Malaysia to visit Korea. By referring to the results of questionnaire, a greater amount of Malaysian youth responds to "Neutral" to the statements of Korean music, which implies that there is no direct impact of Korean music on the Malaysian youth's intention to travel in Korea.

One of the justifications for this insignificant result most likely due to the language barrier (Aisyah, 2017). Usually, the main language used in the lyrics of Korean music is Korean language, where most of the Malaysians cannot actually understand the implied meaning. Hence, some of them might refuse to listen to Korean music as they cannot understand the lyrics of Korean music. Consequently, the youth in Malaysia become less favourable to travel in Korea.

However, recently, there is an increasing number of Korean music incorporating both Korean and English languages (Konglish language), allowing more non-Koreans to understand the meaning inside the Korean music (Touhami & Al-Haq, 2017; Willis, 2014). Thus, Korean singers have to improve their English communication skills and stay away from Konglish

language as English is the international language which can be understood by the entire world (Willis, 2014). Moreover, Touhami et al. (2017) found that Korean music with a combination of Western-Korean style that gathers all dramatic videos, impressive voice quality, and inspiring lyrics has received higher attraction among Malaysian youth.

5.2.2 Relationship between Korean Drama and Intention of Malaysian Youth to Visit Korea

H2: There is a significant positive relationship between Korean drama and the intention of Malaysian youth to visit Korea.

Based on the result in Table 5.1, Korean drama has the second highest beta value (0.375) and it is supported at the p-value of 0.000 as it has a significance value lower than 0.05.

The current research finding is consistent with past researches that denotes that there is a significant positive relationship between Korean drama and the intention of youth in Malaysia to visit Korea (Arrifin, 2018; Lee, 2015; Pham, 2015; Teh, 2016). Miyose (2016) stated that Korean drama consists of romantic topic and filming location, thereby it provides a good image for the audiences. It is proven by the results obtained from the questionnaire that majority of the respondents are attracted to visit Korea as Korean drama provides them a romantic image. Thus, Malaysian youth's intention to visit Korea increase when they receive a positive image from Korean drama (Teh, 2016).

Regardless of the language barrier, the youth in Malaysia are attracted to watch Korean drama due to the content touches their real human life, thus inducing them to visit filming location in Korea (Pham et al., 2018). Besides,

the intention of youth in Malaysia to visit Korea is also influenced by the good looking of Korean drama actors and actresses as they want to understand the beauty secret of Korean (Lee, 2015). Arrifin (2016) proved that the popularity of Korean drama has attracted a large amount of Malaysian to visit Korea. In short, the higher the positive image received from Korean drama, more Malaysian youths attracted to visit Korea.

5.2.3 Relationship between Korean Food and Intention of Malaysian Youth to Visit Korea

H3: There is a significant positive relationship between Korean food and the intention of Malaysian youth to visit Korea.

According to Table 5.1, H3 is supported at 95% confidence interval with the highest beta value of 0.386, and its p-value is 0.000.

This research finding is supported by the previous research findings conducted by Kim, Agrusa, Chon and Cho (2008), Min and Lee (2014) and Kim and Kwon (2018), where Korean food positively influences the intention of Malaysian youth to travel in Korea. Malaysian will be attracted to visit Korea if they have a good perception towards distinct countries food, (Kim & Kwon, 2018). The distinctiveness taste of Korean food increases the tourists' intention to visit Korea. Korean food that is displayed in the social media induces Malaysian to visit Korea because they want to experience the real and original taste of Korean food (Kim et al., 2008).

Min and Lee (2014) mentioned that Korean food is having a positive relationship with intention to visit Korea. Nahar et al. (2018) found that Korean restaurant established in other countries has altered the original taste to suit the local customer's taste. Thus, this has led Malaysia's youth to visit

Korea as they want to experience the original taste of Korean food. The intention of youth in Malaysia to visit Korea will increase when the positive perception towards Korean food increases.

5.2.4 Relationship between Korean Cosmetic Medical Tourism and Intention of Malaysian Youth to Visit Korea

H4: There is a significant positive relationship between Korean cosmetic medical tourism and the intention of Malaysian youth to visit Korea.

Based on this research, the beta value of Korean cosmetic medical tourism is 0.189, meanwhile the p-value of H4 is 0.001 ($p < 0.05$). Hence, H4 is supported at 95% confidence interval.

The research current finding is concurred with the previous findings mentioned in Chapter 2, including Chan and Prendergast (2008), Han and Hyun (2015), Koh (2017) and Kee (2017). The cosmetic medical tourism is positively related to Malaysia's youth intention to visit Korea (Yun et al., 2015). The advancement of technologies and equipment in Korean cosmetic medical service is the main reason that attract Malaysian youth to visit Korea. Malaysians are willing to travel to Korea for medical services because Korea provides high quality of medical facilities (Han & Hyun, 2015).

Besides, unavailability of professional cosmetic surgery doctor in home country has increased Malaysian youths' intention to visit Korea. Malaysians are willing to pay for high quality cosmetic surgery to enhance their appearances (Kee, 2017). Korea is popular in the field of cosmetic

surgery and the failure rate is considered as low compared to other countries (Holliday & Elfving-Hwang, 2012). People's confidence level will increase as they trust Korean cosmetic medical service. Good quality of Korean cosmetic medical services can boost the intention of youth in Malaysia to visit Korea.

5.3 Implication on the Study

This research provides an insight that the Malaysian youths' travelling intention to Korea is influenced by Korean drama, Korean food and Korean cosmetic medical tourism. Hence, these three factors can be used as a tool to strengthen the bilateral relationship between Malaysia and Korea.

5.3.1 Managerial Implications

5.3.1.1 Korean Drama

In this competitive tourism industry, tourists' awareness towards a destination is important for the tourism industry to be successful. In order to spur the growth of tourism industry, Korean drama should continuously target on young generation as they can be easily attracted to visit the locations appeared in the drama (Troksa, 2016). Hence, Korean drama could be used as a promotion tool to promote some Korea's popular tourism locations in order to attract more Malaysian youth to visit Korea (Teh, 2016). The increasing number of foreign tourists helps Korea to increase the country income and GDP level and thereby stimulate the country's economic growth.

Furthermore, Malaysian youths can learn more knowledge about the Koreans' background, food, culture and lifestyle by watching the Korean dramas (Teh, 2016). As the Malaysian youth have absorbed the knowledge learnt from Korean drama, it can help them to reduce culture shock and social conflict when they are travelling in Korea (Teh & Goh, 2016). Due to the good image of Korea, those Malaysian youths who have not visit Korea before will tend to visit Korea in order to fulfil their curiosity about Korea. A good travelling experience in Korea tends to form a positive impression towards Korea in the minds of Malaysian youth and they will have higher intention to visit Korea again. Therefore, the Korean drama can be used as a tool to spur the tourism activities between Malaysia and Korea. Moreover, the Malaysian youth can also learn Korean language from Korean drama, at the same time, they can learn the manner in which Koreans speak (Amaran & Lau, 2018). A Malaysian youth who can speak Korean language will have more intention to visit Korea because they do not need to fear of the language barrier when travelling in Korea.

5.3.1.2 Korean Food

Besides, Korean food is not only prepared for people to taste and experience, however, it also acts as an effective ambassador used to promote Korean culture and increase the tourists' intention to visit Korea (Min & Lee, 2014). In order to promote Korean food and attract more foreigners to visit Korea, more Koreans will export Korean products to Malaysia or set up Korean franchises in Malaysia. They will transfer their knowledge and technology to Malaysia when operating business in Malaysia (Osano & Koine, 2016). Besides, Malaysia government can generate more income through imposing tariff on imported Korean products and collecting income taxes from Koreans entrepreneurs, thus GDP level will increase (Deloitte Touche Tohmatsu Limited, 2016). The unemployment rate in Malaysia will also decrease because the opening of new business by foreigners in Malaysia

provides a job opportunity for the locals. Hence, both Malaysia and Korea are benefited from it.

5.3.1.3 Korean Cosmetic Medical Tourism

To spur the growth of Korean cosmetic medical tourism, both Malaysia and Korea governments should collaborate well to achieve a win-win situation. Malaysia government can help Korea government to promote their cosmetic medical services, while Korea government can provide cosmetic medical education and training to Malaysian. Kee (2017) mentioned that the number of Malaysians who are willing to undergo cosmetic surgery in Korea is increasing recently due to its high quality cosmetic medical service. The number of cosmetic medical tourism increases as it can help the person to build their self-confidence. Through the power of word-of-mouth, those who have undergone good cosmetic medical services in Korea will share their experience with their family and friends. Thus, more Malaysians have intention to visit Korea for cosmetic medical tourism.

5.4   Limitation of the Study

Firstly, limited sample size is one of the limitations. Due to time constraint factor, the researchers are unable to collect complete information from larger sample size. 300 respondents are considered limited sample size and it is insufficient to represent the whole target population. Besides, the researchers are lack of sufficient financial ability to distribute the questionnaire to more geographical areas, so the current researchers conduct the survey online. It is hard for the researchers to examine the factors that might strongly influence the intention of Malaysian youth to visit Korea, as limited sample size decrease the research reliability.

Furthermore, a questionnaire with only single language is the next limitation that should be highlighted in the research. Only English language is set in the questionnaire of this study. Malaysia is a multiracial country, and it is made up of Malay, Chinese, and Indian who speak their mother language frequently. As English is the second language in Malaysia's education system, a questionnaire with single language limits the understanding of the respondents. Yet, the researchers have to consider that this research involves Malaysia's youth aged between 15 and 35 years old, thus it involves different education levels of target respondents. A less educated respondent might face more difficulties in answering the questionnaire with depth understanding as compared with a higher educated respondent.

Additionally, the result's reliability is also affected by the nature of the respondents. Due to the current research conducts the survey through online, the respondents can answer to the questionnaire freely without the supervision of researchers. Furthermore, the respondents might fear of the leakage of their personal information, so they might not answer the questions honestly. If the questionnaire consists of more and longer questions or the question is complicated for them to understand, it increases the tendency of the respondents to choose the answer randomly, resulting a low precision of the results.

5.5   Recommendation for Future Research

Firstly, the sample size of 300 respondents is considered small. The recommendation for future researchers is to broaden the sample size of respondents as a larger sample size can increase the result's reliability. Thus, the researchers should be given longer time frame to collect sample that is large enough to improve the accuracy of the result. Besides, different races, culture, and perceptions of the respondents in different areas should also be taken into consideration when drawing the sample size. Due to the importance of the study to the growth of tourism industry, the government should help the researchers by sponsoring them with financial or human resource supports.

Due to language limitation, the future researchers can create a multilingual questionnaire that comprises of English, Malay, and Mandarin. As multi languages are provided, the target respondents can have a better understanding, and thus enhancing the precision of the answers. In order to achieve this, the researchers can hire professional language translator to translate the questionnaire into three languages. To ensure that all languages retain similar meaning, the questionnaire can be sent to language experts for verification purpose before conducting the survey. Moreover, a short and clear explanation should be provided to the less educated respondents before they answer the questionnaire to improve their understanding towards the questions.

Furthermore, the accuracy of the results is also influenced by the nature of respondents. In future researches, the researchers should collect the data using different data collection methods besides of questionnaire. For instance, the future researchers can collect the primary data through interview. Under the researchers' supervision, the respondents tend to respond to the questions honestly, thus enhancing the accuracy of results. This method allows the researchers to receive instant responses and complete information from target respondents.

5.6   Conclusion

The globalization of Korean Wave has gradually gained the attention of Malaysians. By borrowing from the rapid growth of Korean cultures in Asia and the impact on the tourism development, this study has proposed a research to examine how the globalization of Korean Wave influences the intention of youth in Malaysia to visit Korea. From the research results, the current researchers have identified that Malaysian youth's intention to visit Korea is affected by Korean drama, Korean food, and Korean cosmetic medical tourism, except Korean music.

The target group who has the highest intention to travel in Korea is also determined. The findings of this research provide support that the youth who aged 15 to 35 years old has the highest intention to visit Korea among other age groups. Hence, the tourism companies in Korea can narrow their target customers to this age group to spur the growth of tourism industry.

In short, the researchers hope that the research findings can be served as a guide for other researchers to conduct future researches. Furthermore, it allows the tourism institutes in both Korea and Malaysia to have a better understanding on how to foster growth of travel and tourism industry. The tourism companies can provide a better quality of package tours to attract more tourists, at the same time, reduce the dissatisfaction of the tourists.

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Appendices

Appendix A: Questionnaire

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY & MANAGEMENT

Questionnaire Survey

Dear Sir/ Madam,

We are undergraduate students, who are currently pursuing Bachelor of International Business (Hons) in Universiti Tunku Abdul Rahman (UTAR), Faculty of Accountancy and Management (FAM). Currently, we are conducting a final year research project entitled **"Globalization of Korean Wave that Influences the Intention of Malaysian Youth to Visit Korea"**. Korean Wave is the invasion of Korean culture into Malaysia since year 2002. The purpose of this research is to examine the factors (Korean music, Korean drama, Korean food, and Korean cosmetic medical tourism) that will attract Malaysian youth to visit Korea.

This survey contains FOUR (4) sections. Please answer ALL questions in ALL sections. We sincerely invite you to participate in this study and wish that you can take a few minutes to complete this questionnaire. We hope that you can help us in our data collection process by sharing this survey to your contacts in Facebook or WhatsApp. The information collected in this survey will be kept confidential strictly as protected by the Malaysia Personal Data Protection Act (PDPA) 2010.

Thank you for your participation. Wish you every success in your future endeavour.

This research is conducted by:

1. Tan Sian Wei   1501915

2. Toon Say Peng   1501811

SECTION A: DEMOGRAPHIC PROFILE

Instruction: Please select only one answer based on your choice of answer.

1. Gender

   [   ] Male

   [   ] Female

2. Race

   [   ] Malay

   [   ] Chinese

   [   ] Indian

   [   ] Others

3. Age

   [   ] 15 to 25 years old

   [   ] 26 to 35 years old

4. Educational level

   [   ] Currently pursuing Degree

   [   ] Completed Degree

5. How much income you receive every month?

   If you have income, proceed to Question 7; if no, proceed to Question 6.

   _____

6. How much pocket money / financial aid you receive every month?

   _____

SECTION B: GENERAL INFORMATION

Instruction: Please select only one answer based on your choice of answer.

7. Do you know Korean Wave?

   [   ] Yes

   [   ] No

8. Where you know Korean Wave?

   [   ] Friends / Family

   [   ] Newspaper / Magazine

   [   ] Television / Radio

   [   ] Social media

9. Will you purchase Korean products?

   [   ] Yes

   [   ] No

10. Which one will you spend the most money?

    [   ] Korean music

    [   ] Korean drama

    [   ] Korean food

    [   ] Korean cosmetic medical tourism

11. Do you have intention to visit Korea?

    [   ] Yes

    [   ] No

12. Which one will motivate you to visit Korea?

    [   ] Korean music

    [   ] Korean drama

    [   ] Korean food

    [   ] Korean cosmetic medical tourism

SECTION C: INDEPENDENT VARIABLES

Below are the independent variables toward globalization of Korean Wave that influences the intention of Malaysian youth to visit Korea. Please read each statement carefully and tick (/) the most appropriate answer that indicates how strongly you agree or disagree with the following statements, where:

[1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, and 5= Strongly Agree]

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
IV 1: Korean Music (KM)						
KM 1	I like Korean music because of Korean trends	1	2	3	4	5
KM 2	I listen to Korean music due to good looking of the singers	1	2	3	4	5
KM 3	I listen to Korean music due to the realistic lyrics	1	2	3	4	5
KM 4	I listen to Korean music because of liking the singer's costumes and dancing skills	1	2	3	4	5
KM 5	I listen to Korean music because of the beautiful image shown in the music video	1	2	3	4	5
KM 6	I like Korean music because of its melody	1	2	3	4	5

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
IV 2: Korean Drama (KD)						
KD 1	Korean drama teaches me to be well-mannered	1	2	3	4	5
KD 2	Korean drama provides me a romantic image	1	2	3	4	5
KD 3	I watch Korean dramas because the Korean actor and actress are good-looking	1	2	3	4	5
KD 4	I watch Korean dramas due to there is a diversity of interesting topic and content	1	2	3	4	5
KD 5	I watch Korean dramas because the contents focus on real human life and society	1	2	3	4	5
KD 6	Korean dramas are motivating	1	2	3	4	5

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
IV 3: Korean Food (KF)						
KF 1	I like Korean food because it is pungent, salty and spicy	1	2	3	4	5
KF 2	I think Korean food is healthy	1	2	3	4	5
KF 3	Price is my main consideration when buying Korean food	1	2	3	4	5
KF 4	The ingredient is my main consideration when buying Korean food	1	2	3	4	5
KF 5	Korean food is good for diet because it consists of a wide range of vegetables	1	2	3	4	5
KF 6	Korean food provides a feeling of high class	1	2	3	4	5

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
IV 4: Korean Cosmetic Medical Tourism (KCM)						
KCM 1	Unavailability of cosmetic medical services in my home region	1	2	3	4	5
KCM 2	Korea is equipped with high quality medical facilities	1	2	3	4	5
KCM 3	Korean cosmetic medical services are high quality	1	2	3	4	5
KCM 4	I trust cosmetic medical service provided in South Korea	1	2	3	4	5
KCM 5	I would undergo cosmetic surgery in Korea to be in good shape	1	2	3	4	5
KCM 6	I would undergo cosmetic surgery in Korea in order to look more attractive	1	2	3	4	5

SECTION D: DEPENDENT VARIABLE

Below are the dependent variable toward globalization of Korean Wave that influences the intention of Malaysian youth to visit Korea. Please read each statement carefully and tick (/) the most appropriate answer that indicates how strongly you agree or disagree with the following statements, where:

[1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, and 5= Strongly Agree]

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
DV: Intention of Malaysian Youth to Visit Korea (YK)						
YK 1	Korea is a modern nation	1	2	3	4	5
YK 2	To discover new cultures	1	2	3	4	5
YK 3	To learn new foreign language	1	2	3	4	5
YK 4	To visit the filming location	1	2	3	4	5
YK 5	To fulfil the curiosity of Korea existed in the Korean dramas	1	2	3	4	5
YK 6	Lack of high quality cosmetic medical and surgery service in home region	1	2	3	4	5
YK 7	To enjoy Korean local cuisine	1	2	3	4	5

Thank You for Your Participation!

Appendix B: List of Tables

Table 1.1: Number of International Tourists Arriving in Korea from 1970 to 2014

Year	Number of international tourists arriving in South Korea
1970	173,335
1980	976,415
1990	2,958,839
2000	5,321,792
2005	6,022,752
2008	6,890,841
2009	7,817,533
2010	8,797,658
2011	9,794,796
2012	11,140,028
2013	12,175,550
2014	14,201,516

Source: Zidehsaraei, M., & Zidehsaraei, M. (2015). Analysis of the factors attracting foreign tourists to South Korea, with emphasis on the visual media and mass communication. *Science Journal, Vol. 36, No. 3*, 2498.

Table 1.2: Travel and Tourism Competitiveness Index 2017

Country	Change in performance score (%) since 2015	Global rank 2017	Change in rank since 2015
Japan	6.18	4th	+5
Vietnam	4.80	67th	+8
Israel	4.79	61st	+11
Bhutan	4.52	78th	+9
Korea	**4.33**	**19th**	**+10**
Egypt	4.32	74th	+9
Peru	3.93	51st	+7
India	3.86	40th	+12
Mexico	3.86	22nd	+8

Source: World Economic Forum. (2017). The travel & tourism competitiveness report 2017. *Insight Report*, 387.

Table 2.1: Number of Patient who Visit Korea for Cosmetic Surgery

Year	Patients	Cosmetic Surgery
2010	81,789	4,708
2011	122,297	10,387
2012	159,464	15,898
2013	211,218	24,075
2014	266,501	36,224
2015	296,889	41,263

Source: Koh, C.W. (2017). Characteristics of cosmetic medical tourism in Korea. *Journal of Cosmetic Medicine*, pp. 25-29.

Table 3.1: Guidelines for the Adequacy of Total Sample Size

Sample Size	Level of Adequacy
50	Very Poor
100	Poor
200	Fair
300	Good
500	Very Good
1,000 and above	Excellent

Source: Sudiyanti. (2009). Predicting women purchase intention for green food products in Indonesia. *Master Thesis in Business Administration*, pp. 146.

Table 3.2: Results of Pilot Test using Cronbach's Alpha Analysis

Variables	Constructs	Cronbach's Alpha	Strength of Association	Items
Independent Variable	Korean Music	0.868	Very Good	6
Independent Variable	Korean Drama	0.882	Very Good	6
Independent Variable	Korean Food	0.794	Good	6
Independent Variable	Korean Cosmetic Medical Tourism	0.886	Very Good	6
Dependent Variable	Intention of Malaysian Youth to Visit Korea	0.865	Very Good	7

Source: Developed for the research

Table 3.3: Five-point Likert Scale Measurement

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Source: Developed for the research

Table 3.4: Korean Music Construct and Sample Measurement Items

Korean Music	**Sources**
I like Korean music because of Korean trends	Lourenco (2015)
I listen to Korean music due to good looking of the singers	Lourenco (2015)
I listen to Korean music due to the realistic lyrics	Kim, Agrusa, Chon & Cho (2008)
I listen to Korean music because of liking the singer's costumes and dancing skills	Kim et al. (2008)
I listen to Korean music because of the beautiful image shown in the music video	Kim et al. (2008)
I like Korean music because of its melody	Teh (2016)

Source: Developed for the research

Table 3.5: Korean Drama Construct and Sample Measurement Items

Korean Drama	Sources
Korean drama teaches me to be well-mannered	Teh (2016)
Korean drama provides me a romantic image	Teh (2016)
I watch Korean dramas because the Korean actor and actress are good-looking	Teh (2016)
I watch Korean dramas due to there is a diversity of interesting topic and content	Kim, Agrusa, Chon & Cho (2008)
I watch Korean dramas because the contents focus on real human life and society	Kim et al. (2008)
Korean dramas are motivating	Teh (2016)

Source: Developed for the research

Table 3.6: Korean Food Construct and Sample Measurement Items

Korean Food	Sources
I like Korean food because it is pungent, salty and spicy	Kim, Agrusa, Chon & Cho (2008)
I think Korean food is healthy	Kim et al. (2008)
Price is my main consideration when buying Korean food	Kim et al. (2008)
The ingredient is my main consideration when buying Korean food	Kim et al. (2008)
Korean food is good for diet because it consists of a wide range of vegetables	Kim et al. (2008)
Korean food provides a feeling of high class	Kim et al. (2008)

Source: Developed for the research

Table 3.7: Korean Cosmetic Medical Tourism Construct and Sample

Measurement Items

Korean Cosmetic Medical Tourism	Sources
Unavailability of cosmetic medical services in my home region	Mokoena & Haarhoff (2016)
Korea is equipped with high quality medical facilities	Mokoena & Haarhoff (2016)
Korean cosmetic medical services are high quality	Maja (2015)
I trust cosmetic medical service provided in South Korea	Maja (2015)
I would undergo cosmetic surgery in Korea to be in good shape	Yun, Na, Jin, Hur, Heo, Lee & Lee (2015)
I would undergo cosmetic surgery in Korea in order to look more attractive	Yun et al. (2015)

Source: Developed for the research

Table 3.8: Intention of Malaysian Youth to Visit Korea Construct and

Sample Measurement Items

Intention of Malaysian Youth to Visit Korea	Sources
Korea is a modern nation	Teh (2016)
To discover new cultures	Teh (2016)
To learn new foreign language	Teh (2016)
To visit the filming location	Teh (2016)
To fulfil the curiosity of Korea which is existed when watching Korean dramas	Teh (2016)
Lack of high quality cosmetic medical and surgery service in home region	Mokoena & Haarhoff (2016)
To enjoy Korean local cuisine	Teh (2016)

Source: Developed for the research

Table 3.9: Data Coding for Demographic Profile (Section A)

Question Number	Attribute	Coding Pattern
Q1	Gender	Male - 1 Female - 2
Q2	Race	Malay - 1 Chinese - 2 Indian - 3 Others - 4
Q3	Age	15 - 25 years old - 1 26 - 35 years old - 2
Q4	Educational level	Primary level - 1 Secondary level - 2 Degree/Bachelor - 3 Above Bachelor - 4
Q5	Income per month	RM0 - RM2,000 - 1 RM2,001 - RM4,000 - 2 RM4,001 - RM6,000 - 3 RM6,001 - RM8,000 - 4
Q6	Pocket money per month	RM0 - RM500 - 1 RM501 - RM1,000 - 2 RM1,001 - RM1,500 - 3 RM1,501 - RM2,000 - 4

Source: Developed for the research

Table 3.10: Data Coding for General Information (Section B)

Question Number	Attributes	Coding Pattern
Q7	Do you know Korean Wave	Yes - 1 No - 2
Q8	Where you know Korean Wave	Friends/Family - 1 Newspaper/Magazine - 2 Television/Radio - 3 Social media - 4
Q9	Will you purchase Korean products	Yes - 1 No - 2
Q10	Which one will you spend the most money	Korean music - 1 Korean drama - 2 Korean food - 3 Korean cosmetic medical tourism - 4
Q11	Do you have intention to visit Korea	Yes - 1 No - 2
Q12	Which one will motivate you to visit Korea	Korean music - 1 Korean drama - 2 Korean food - 3 Korean cosmetic medical tourism - 4

Source: Developed for the research

Table 3.11: Rule of Thumb about Cronbach's Alpha Coefficient Size

Cronbach's Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
> 0.9	Excellent

Source: Mahlangu, B. P., & Kruger, L. P. (2015). The impact of the maintenance management system: A case study of the PetroSA GTL refinery. *South African Journal of Industrial Engineering, Vol. 26, No. 3*.

Table 4.1: Summary of Respondents' Demographic Profile

Demographic Profile	Frequency (N)	Percentage (%)
Gender		
Male	100	33.3
Female	200	66.7
Race		
Malay	26	8.7
Chinese	245	81.6
Indian	27	9.0
Others	2	0.7
Age		
15 – 25	261	87.0
26 – 35	39	13.0
Educational Level		
Currently pursuing Degree	236	78.7
Completed Degree	64	21.3
Income per Month		
RM 0 – RM 2000	247	82.3
RM 2001 – RM 4000	43	14.4
RM 4001 – RM 6000	6	2.0
RM 6001 – RM 8000	4	1.3
Pocket Money per Month		
RM 0 – RM 500	220	73.3
RM 501 – RM 1000	66	22.0
RM 1001 – RM 1500	10	3.4
RM 1501 – RM 2000	4	1.3

Source: Developed for the research

Table 4.2: Gender of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	100	33.3	33.3	33.3
Valid	2	200	66.7	66.7	100.0
	Total	300	100.0	100.0	

Source: Developed for the research

Table 4.3: Race of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	26	8.7	8.7	8.7
	2	245	81.6	81.6	90.3
	3	27	9.0	9.0	99.3
	4	2	0.7	0.7	100.0
	Total	300	100.0	100.0	

Source: Developed for the research

Table 4.4: Age of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15 - 25	261	87.0	87.0	87.0
	26 - 35	39	13.0	13.0	100.0
	Total	300	100.0	100.0	

Source: Developed for the research

Table 4.5: Educational Level of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	236	78.7	78.7	78.7
	2	64	21.3	21.3	100.0
	Total	300	100.0	100.0	

Source: Developed for the research

Table 4.6: Income per Month of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 - 2000	247	82.3	82.3	82.3
	2001 - 4000	43	14.4	14.4	96.7
	4001 - 6000	6	2.0	2.0	98.7
	6001 - 8000	4	1.3	1.3	100.0
	Total	300	100.0	100.0	

Source: Developed for the research

Table 4.7: Pocket Money per Month of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 - 500	220	73.3	73.3	73.3
	501 - 1000	66	22.0	22.0	95.3
	1001 - 1500	10	3.4	3.4	98.7
	1501 - 2000	4	1.3	1.3	100.0
	Total	300	100.0	100.0	

Source: Developed for the research

Table 4.8: Summary of Respondents' General Information

Elements	Frequency (N)	Percentage (%)
Do you know Korean Wave?		
Yes	247	82.3
No	53	17.7
Where you know Korean Wave?		
Friends / Family	62	20.7
Newspaper / Magazine	8	2.6
Television / Radio	26	8.7
Social Media	204	68.0
Will you purchase Korean products?		
Yes	248	82.7
No	52	17.3
Which one will you spend the most money?		
Korean music		
Korean drama	28	9.3
Korean food	23	7.7
Korean cosmetic medical tourism	176	58.7
	73	24.3
Do you have intention to visit Korea?		
Yes	273	91.0
No	27	9.0
Which one will motivate you to visit Korea?		
Korean music	43	14.3
Korean drama	43	14.4
Korean food	157	52.3
Korean cosmetic medical tourism	57	19.0

Source: Developed for the research

Table 4.9: Descriptive Statistics

	Mean	Std. Deviation	N
Intention of Malaysian Youth to Visit Korea	26.45	4.825	300
Korean Music	19.91	5.019	300
Korean Drama	21.20	4.443	300
Korean Food	20.64	3.883	300
Korean Cosmetic Medical Tourism	19.53	4.270	300

a. Dependent Variable: Intention of Malaysian youth to visit Korea

b. Predictors (Constant): Korean music, Korean drama, Korean food, Korean cosmetic medical tourism

Source: Developed for the research

Table 4.10: Central Tendencies Measurement of Constructs of Intention of Malaysian Youth to Visit Korea

Intention of Malaysian Youth to Visit Korea	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Korea is a modern nation	6 (2.0%)	6 (2.0%)	58 (19.3%)	164 (54.7%)	66 (22%)
To discover new cultures	9 (3.0%)	7 (2.3%)	52 (17.4%)	162 (54.0%)	70 (23.3%)
To learn new foreign language	7 (2.3%)	8 (2.7%)	57 (19.0%)	156 (52.0%)	72 (24.0%)
To visit the filming location	15 (5.0%)	25 (8.3%)	77 (25.7%)	140 (46.7%)	43 (14.3%)
To fulfil the curiosity of Korea which is existed when watching Korean dramas	12 (4.0%)	22 (7.3%)	67 (22.4%)	132 (44.0%)	67 (22.3%)
Lack of high quality cosmetic medical and surgery service in home region	13 (4.3%)	49 (16.4%)	110 (36.6%)	92 (30.7%)	36 (12.0%)
To enjoy Korean local cuisine	8 (2.7%)	1 (0.3%)	53 (17.7%)	136 (45.3%)	102 (34.0%)

Source: Developed for the research

Table 4.11: Central Tendencies Measurement of Constructs of Korean

Music

Korean Music	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I like Korean music because of Korean trends	16 (5.3%)	50 (16.7%)	111 (37.0%)	97 (32.3%)	26 (8.7%)
I listen to Korean music due to good looking of the singers	30 (10.0%)	60 (20.0%)	91 (30.3%)	83 (27.7%)	36 (12.0%)
I listen to Korean music due to the realistic lyrics	17 (5.7%)	52 (17.3%)	112 (37.3%)	88 (29.4%)	31 (10.3%)
I listen to Korean music because of liking the singer's costumes and dancing skills	25 (8.3%)	38 (12.7%)	98 (32.7%)	92 (30.3%)	48 (16.0%)
I listen to Korean music because of the beautiful image shown in the music video	22 (7.3%)	51 (17.0%)	99 (33.0%)	87 (29.0%)	41 (13.7%)
I like Korean music because of its melody	12 (4.0%)	19 (6.3%)	77 (25.7%)	108 (36.0%)	84 (28.0%)

Source: Developed for the research

Table 4.12: Central Tendencies Measurement of Constructs of Korean Drama

Korean Drama (KD)	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Korean drama teaches me to be well-mannered	11 (3.7%)	41 (13.6%)	135 (45.0%)	89 (29.7%)	24 (8.0%)
Korean drama provides me a romantic image	11 (3.7%)	16 (5.3%)	80 (26.7%)	136 (45.3%)	57 (19.0%)
I watch Korean dramas because the Korean actor and actress are good-looking	13 (4.3%)	14 (4.7%)	84 (28.0%)	123 (41.0%)	66 (22.0%)
I watch Korean dramas due to there is a diversity of interesting topic and content	10 (3.3%)	17 (5.7%)	88 (29.3%)	132 (44.0%)	53 (17.7%)
I watch Korean dramas because the contents focus on real human life and society	10 (3.3%)	25 (8.4%)	117 (39.0%)	108 (36.0%)	40 (13.3%)
Korean dramas are motivating	12 (4.0%)	25 (8.3%)	132 (44.0%)	97 (32.4%)	34 (11.3%)

Source: Developed for the research

Table 4.13: Central Tendencies Measurement of Constructs of Korean Food

Korean Food	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I like Korean food because it is pungent, salty and spicy	6 (2.0%)	21 (7.0%)	89 (29.7%)	135 (45.0%)	49 (16.3%)
I think Korean food is healthy	4 (1.3%)	33 (11.0%)	124 (41.3%)	107 (35.7%)	32 (10.7%)
Price is my main consideration when buying Korean food	8 (2.7%)	36 (12.0%)	91 (30.3%)	126 (42.0%)	39 (13.0%)
The ingredient is my main consideration when buying Korean food	10 (3.3%)	28 (9.3%)	119 (39.7%)	111 (37.0%)	32 (10.7%)
Korean food is good for diet because it consists of a wide range of vegetables	9 (3.0%)	41 (13.7%)	115 (38.3%)	99 (33.0%)	36 (12.0%)
Korean food provides a feeling of high class	14 (4.7%)	50 (16.7%)	118 (39.3%)	87 (29.0%)	31 (10.3%)

Source: Developed for the research

Table 4.14: Central Tendencies Measurement of Constructs of Korean

Cosmetic Medical Tourism

Korean Cosmetic Medical Tourism	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Unavailability of cosmetic medical services in my home region	5 (1.7%)	44 (14.6%)	128 (42.7%)	102 (34.0%)	21 (7.0%)
Korea is equipped with high quality medical facilities	4 (1.3%)	17 (5.7%)	120 (40.0%)	120 (40.0%)	39 (13.0%)
Korean cosmetic medical services are high quality	6 (2.0%)	18 (6.0%)	105 (35.0%)	134 (44.7%)	37 (12.3%)
I trust cosmetic medical service provided in South Korea	4 (1.3%)	20 (6.7%)	119 (39.7%)	125 (41.6%)	32 (10.7%)
I would undergo cosmetic surgery in Korea to be in good shape	53 (17.7%)	60 (20.0%)	100 (33.3%)	74 (24.7%)	13 (4.3%)
I would undergo cosmetic surgery in Korea in order to look more attractive	59 (19.7%)	58 (19.3%)	100 (33.3%)	68 (22.7%)	15 (5.0%)

Source: Developed for the research

Table 4.15: Reliability Analysis (Cronbach's Alpha)

Variables	Constructs	Cronbach's Alpha	Strength of Association	Items
Independent Variable	Korean Music	0.864	Very Good	6
Independent Variable	Korean Drama	0.871	Very Good	6
Independent Variable	Korean Food	0.781	Good	6
Independent Variable	Korean Cosmetic Medical Tourism	0.839	Very Good	6
Dependent Variable	Intention of Malaysian Youth to Visit Korea	0.865	Very Good	7

Source: Developed for the research

Table 4.16: Pearson Correlation Analysis

		Intention of Youth in Malaysia to Visit Korea	Korean Music	Korean Drama	Korean Food	Korean Cosmetic Medical Tourism
Intention of Youth in Malaysia to Visit Korea	Pearson Correlation	1	.516**	.611**	.595**	.482**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	300	300	300	300	300
Korean Music	Pearson Correlation	.516**	1	.710**	.465**	.435**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	300	300	300	300	300
Korean Drama	Pearson Correlation	.611**	.710**	1	.515**	.405**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	300	300	300	300	300
Korean Food	Pearson Correlation	.595**	.465**	.515**	1	.488**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	300	300	300	300	300
Korean Cosmetic Medical Tourism	Pearson Correlation	.482**	.435**	.405**	.488**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	300	300	300	300	300

**. Correlation is significant at the 0.01 level (2-tailed).
Source: Developed for the research

Table 4.17: Multiple Regression Analysis (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.710[a]	.504	.498	3.420	.504	75.015	4	295	.000	2.112

Source: Developed for the research

Table 4.18: Multiple Regression Analysis (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3509.775	4	877.444	75.015	.000[b]
Residual	3450.572	295	11.697		
Total	6960.347	299			

a. Dependent Variable: Intention of Malaysian youth to visit Korea

b. Predictors (Constant): Korean music, Korean drama, Korean food, Korean cosmetic medical tourism

Source: Developed for the research

Table 4.19: Multiple Regression Analysis (Coefficient)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	5.817	1.222		4.759	.000	3.411	8.222
Korean Music	.051	.058	.053	.877	.381	-.063	.164
Korean Drama	.375	.066	.345	5.659	.000	.245	.506
Korean Food	.386	.064	.311	6.051	.000	.261	.512
Korean Cosmetic Medical Tourism	.189	.055	.168	3.431	.001	.081	.298

Source: Developed for the research

Table 4.20: Test of Significance

Research Hypothesis	Significance Value (<0.05)
Korean music	0.381
Korean drama	0.000
Korean food	0.000
Korean cosmetic medical tourism	0.001

Source: Developed for the research

Table 5.1: Summary of Hypothesis Testing Results

| Hypotheses	Result	Supported
H1: There is a significant positive relationship between Korean music and the intention of Malaysian youth to visit Korea.	$\beta = 0.051$ $p = 0.381$ ($p > 0.05$)	No
H2: There is a significant positive relationship between Korean drama and the intention of Malaysian youth to visit Korea.	$\beta = 0.375$ $p = 0.000$ ($p < 0.05$)	Yes
H3: There is a significant positive relationship between Korean food and the intention of Malaysian youth to visit Korea.	$\beta = 0.386$ $p = 0.000$ ($p < 0.05$)	Yes
H4: There is a significant positive relationship between Korean cosmetic medical tourism and the intention of Malaysian youth to visit Korea.	$\beta = 0.189$ $p = 0.001$ ($p < 0.05$)	Yes

Source: Developed for the research

Appendix C: List of Figures

Figure 2.1: Factors Affecting Vietnamese Intention to Visit Korea
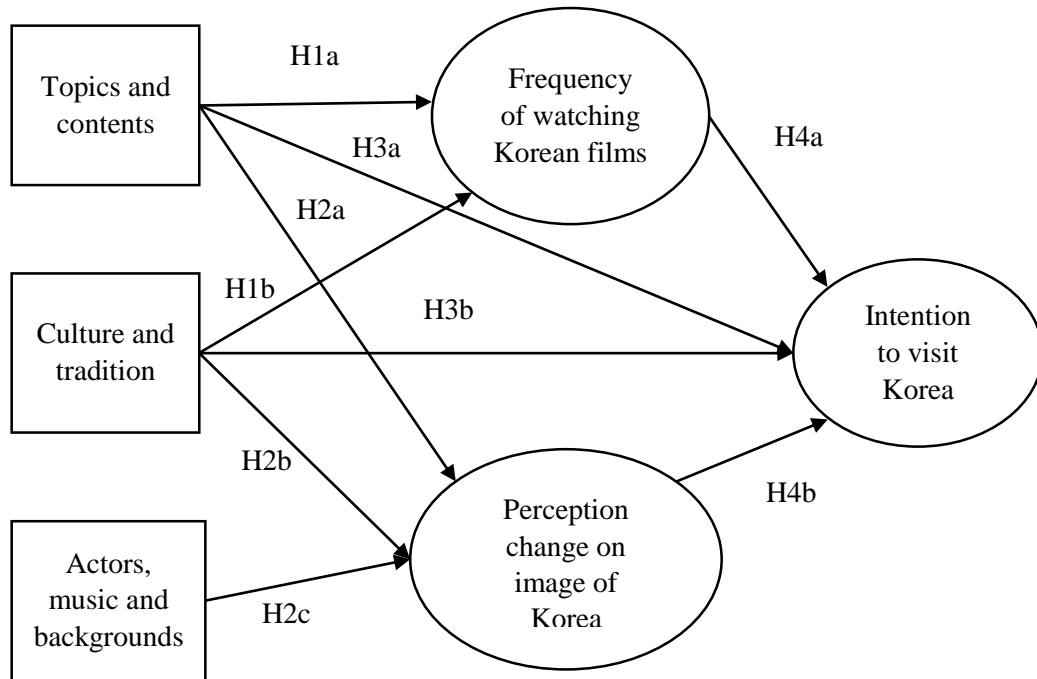
Source: Pham, H. H., Vo, T. T., & Mai, N. K. (2015). Film-induced tourism — Factors affecting Vietnamese intention to visit Korea. *Journal of Economics, Business and Management, Vol. 3, No. 5*, pp. 565-570.

Figure 2.2: Role of Korean Drama in Promoting Tourism among Malaysians
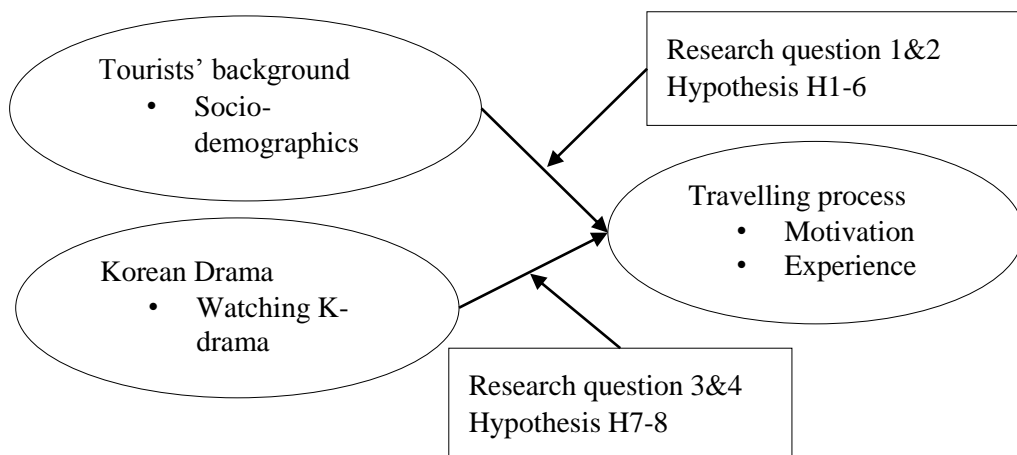
Source: Teh, P. (2016). The role of Korean drama in promoting tourism among Malaysians. *Student Thesis*, pp. 216.

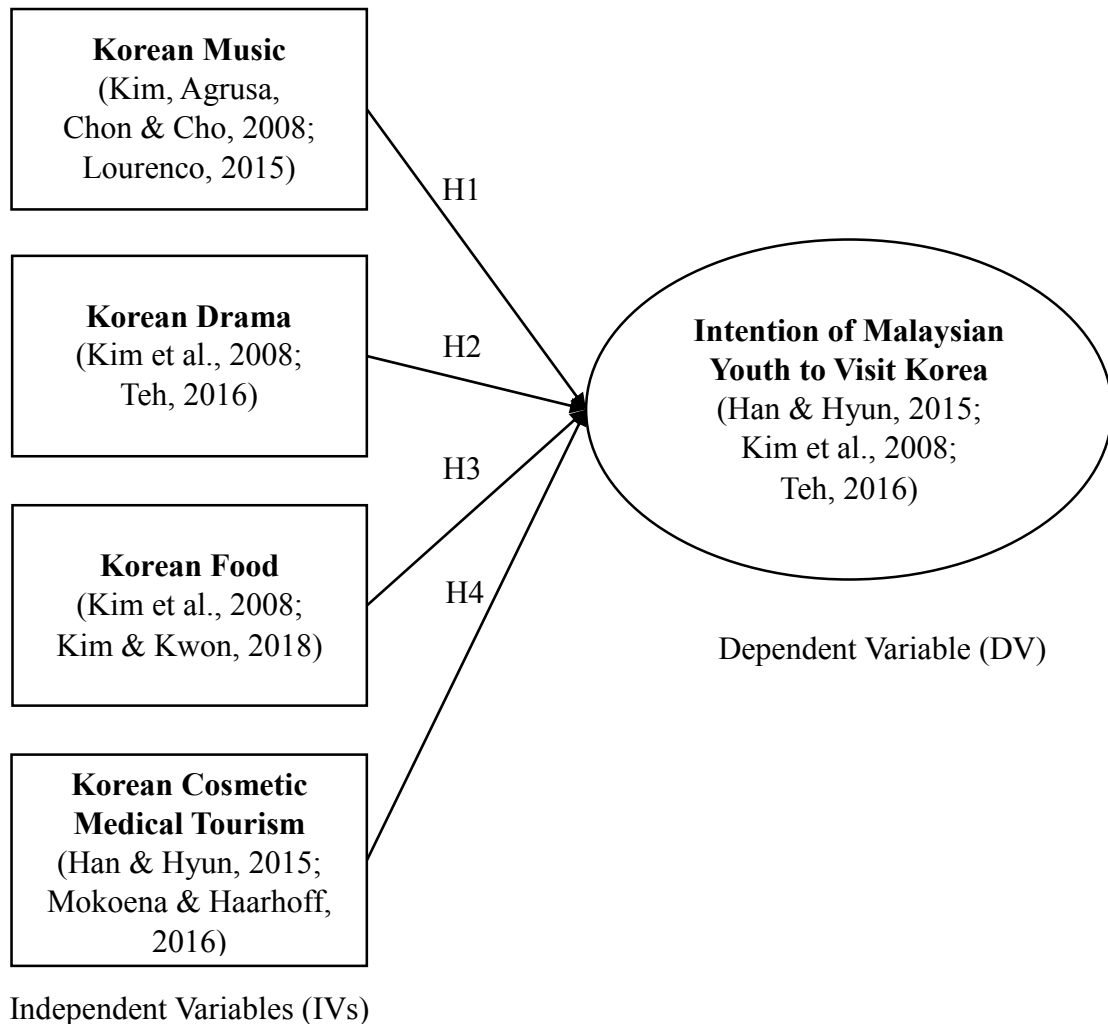Figure 2.3: Relationships of Image and Attitude on Visit Intention to Korea
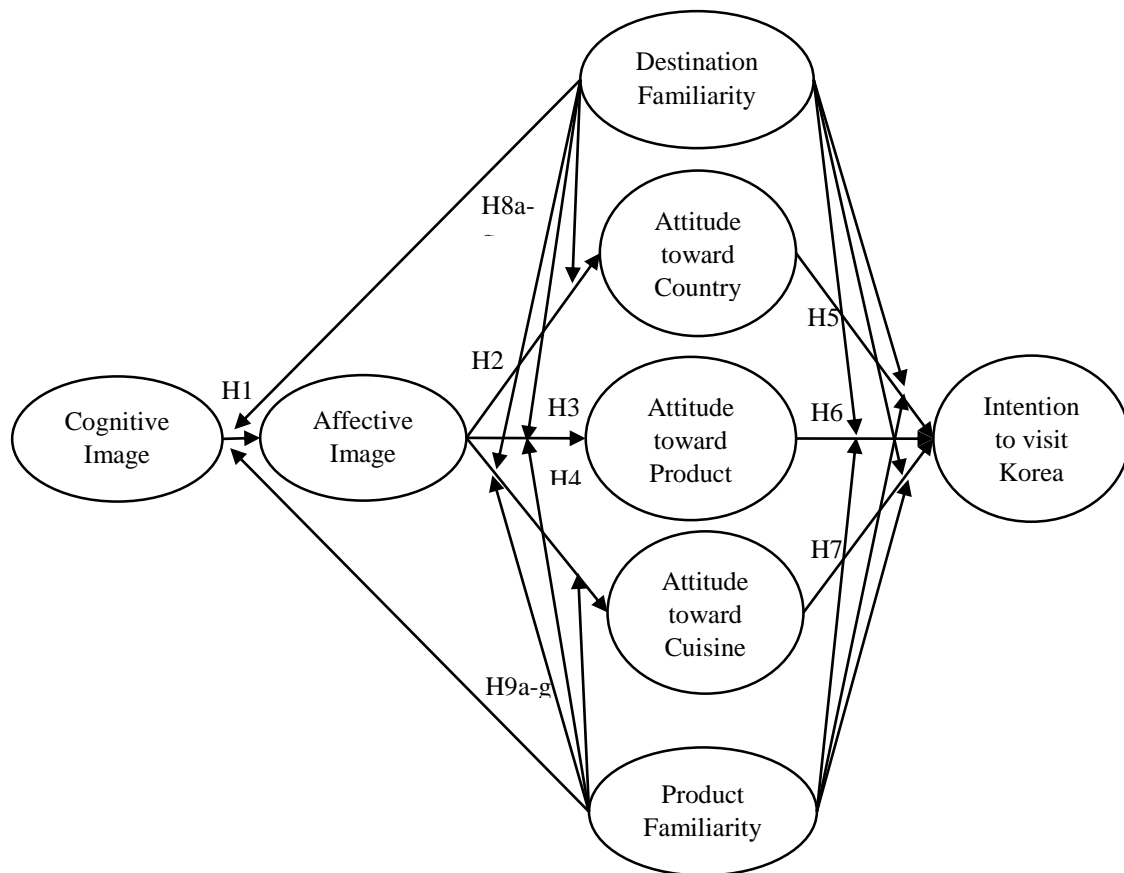
Source: Kim, S.B., & Kwon, K.J. (2018). Examining the relationships of image and attitude on visit intention to Korea among Tanzanian College students: The moderating effect of familiarity. *Sustainability of Culture and Heritage, 10 (2)*, pp. 360.

Figure 2.4: Customer Retention in the Medical Tourism Industry
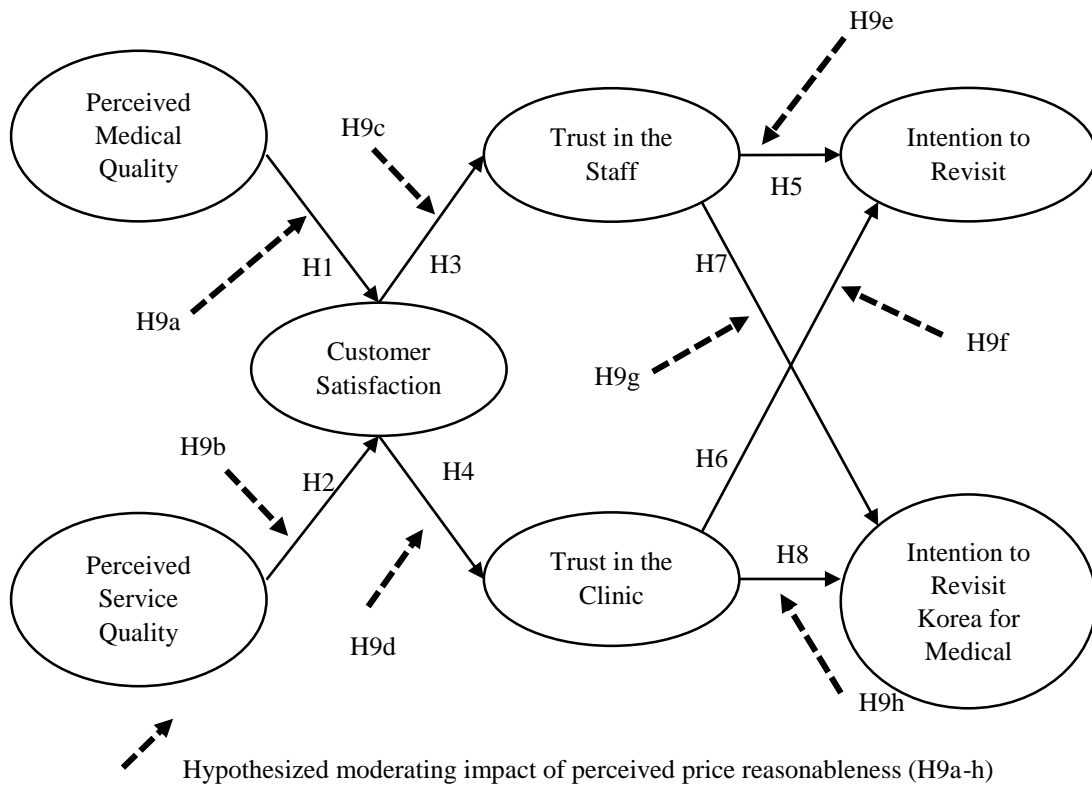
Hypothesized moderating impact of perceived price reasonableness (H9a-h)

Source: Han, H., & Hyun, S. S. (2015). Customer retention in the medical tourism industry: Impact of quality, satisfaction, trust, and price reasonableness. *Tourism Management 46*, pp. 20-29.

Figure 2.5: Globalization of Korean Wave that Influence the Intention of Malaysian Youth to Visit Korea

Korean Music
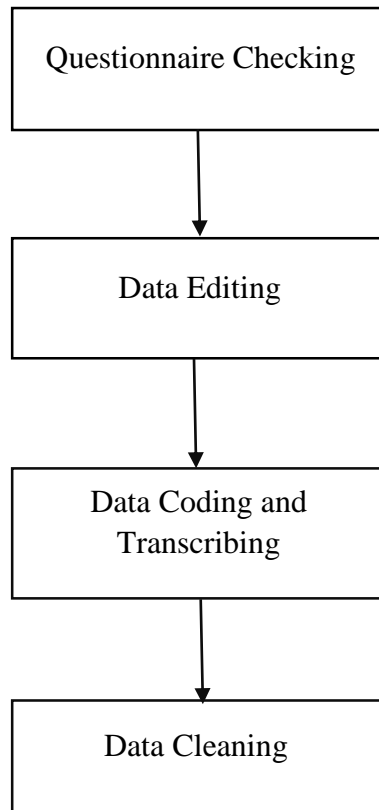(Kim, Agrusa, Chon & Cho, 2008; Lourenco, 2015)

Korean Drama
(Kim et al., 2008; Teh, 2016)

Korean Food
(Kim et al., 2008; Kim & Kwon, 2018)

Korean Cosmetic Medical Tourism
(Han & Hyun, 2015; Mokoena & Haarhoff, 2016)

H1

H2

H3

H4

Intention of Malaysian Youth to Visit Korea
(Han & Hyun, 2015; Kim et al., 2008; Teh, 2016)

Dependent Variable (DV)

Independent Variables (IVs)

Source: Developed for the research

Figure 3.1: Nominal Scale Measurement

Please tick (/) one answer from the boxes below.

1. Gender

☐ Male   - 1

☐ Female   - 2

Source: Developed for the research

Figure 3.2: Step of Data Processing

```
┌─────────────────────────────┐
│   Questionnaire Checking    │
└─────────────────────────────┘
               │
               ▼
┌─────────────────────────────┐
│        Data Editing         │
└─────────────────────────────┘
               │
               ▼
┌─────────────────────────────┐
│     Data Coding and         │
│       Transcribing          │
└─────────────────────────────┘
               │
               ▼
┌─────────────────────────────┐
│        Data Cleaning        │
└─────────────────────────────┘
```

Adapted from: Ebook. (2006). Data preparation. *Business Administration Marketing Research: An Applied Approach European,* pp. 444.

Figure 3.3: Data Coding for Section C and D

```
┌──────────────────────────────────┐
│  • Strongly Disagree  - 1        │
│  • Disagree           - 2        │
│  • Neutral            - 3        │
│  • Agree              - 4        │
│  • Strongly Agree     - 5        │
└──────────────────────────────────┘
```
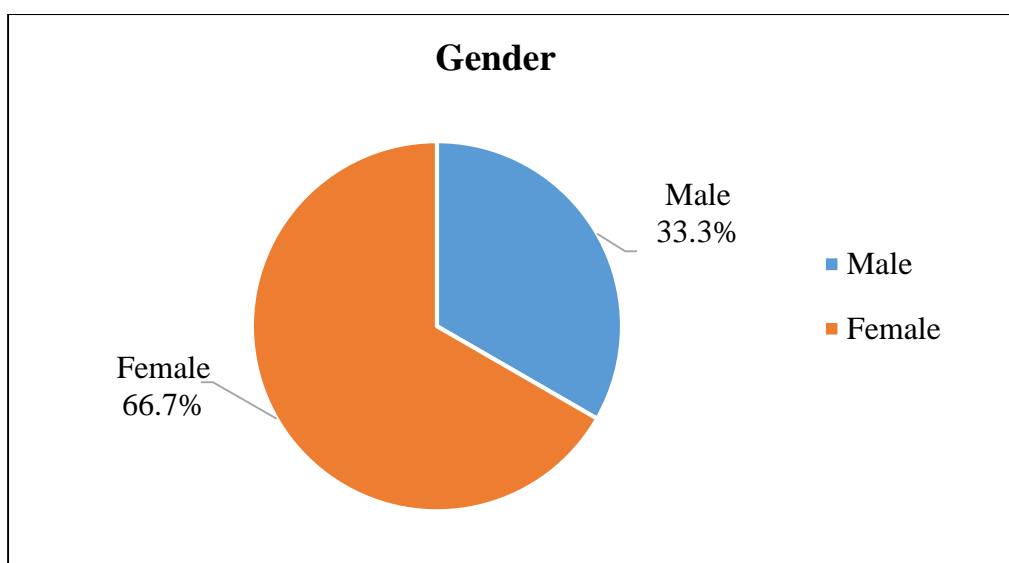
Source: Developed for the research

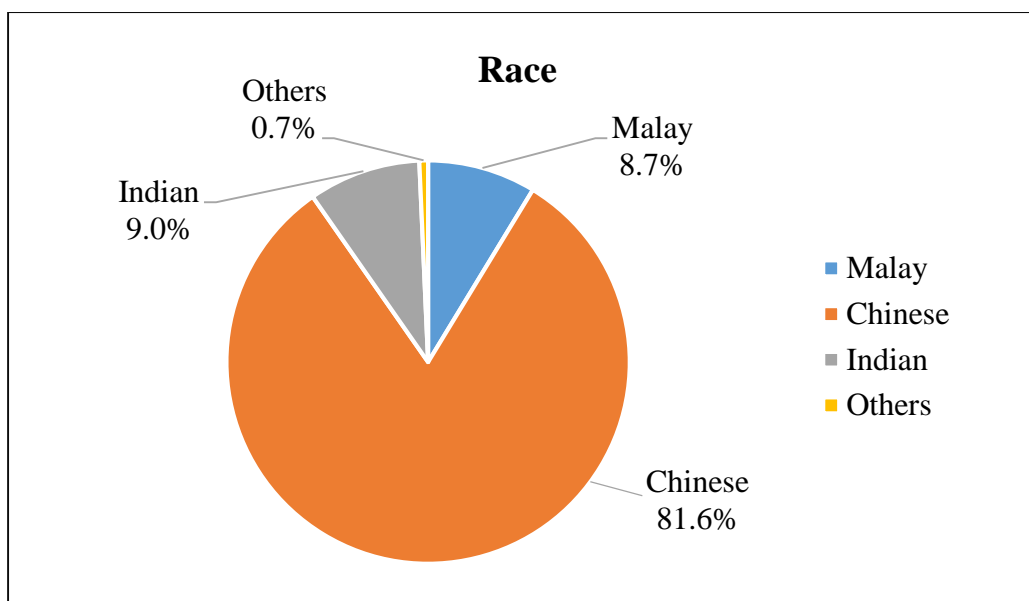Figure 3.4: Values of Pearson Correlation Coefficient
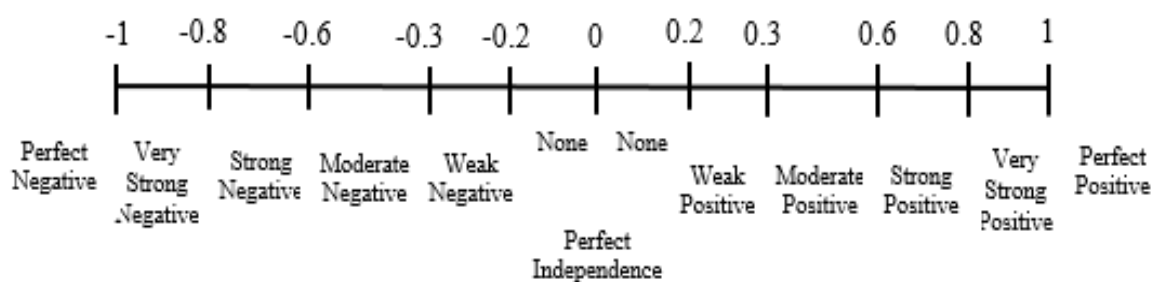
Adapted from: Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research Methods for Business Students (Fifth edition).* London: Pearson Education Limited.

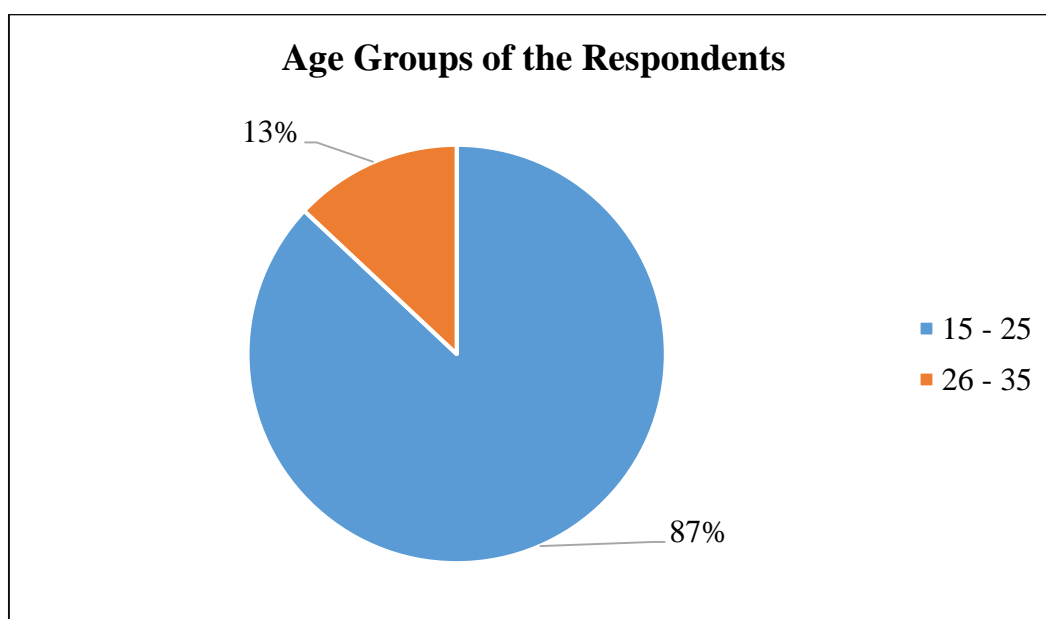Figure 4.1: Pie Chart on the Gender of the Respondents

Source: Developed for the research

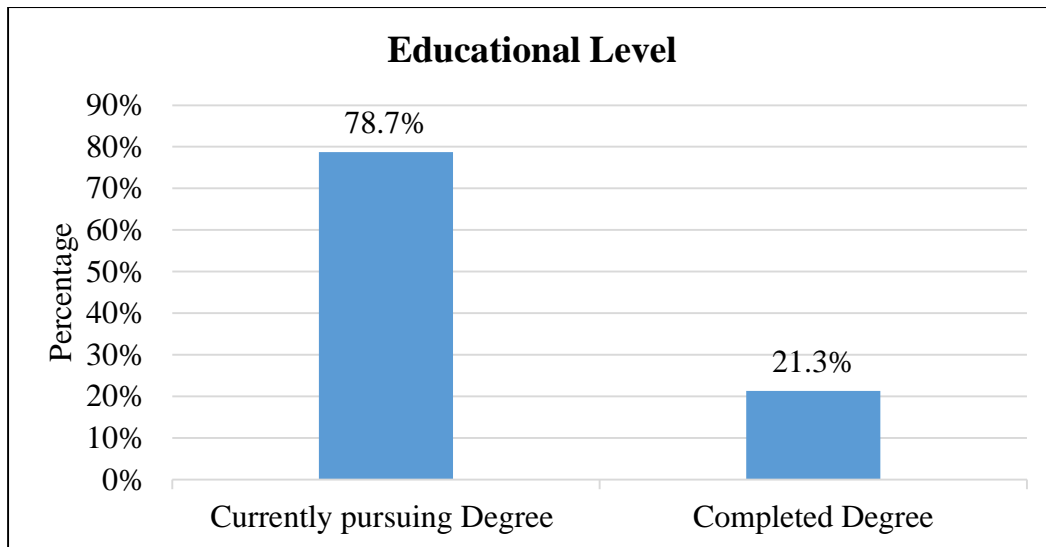Figure 4.2: Pie Chart on the Race of the Respondents

Source: Developed for the research

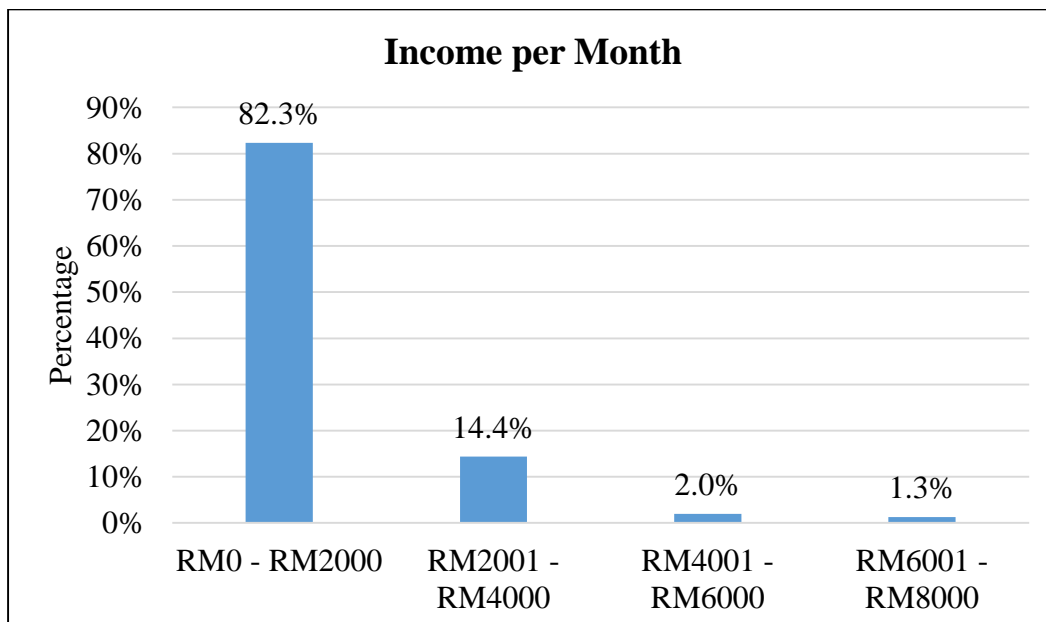Figure 4.3: Pie Chart on the Age Groups of the Respondents

Source: Developed for the research

Figure 4.4: Bar Chart on the Educational Level of the Respondents
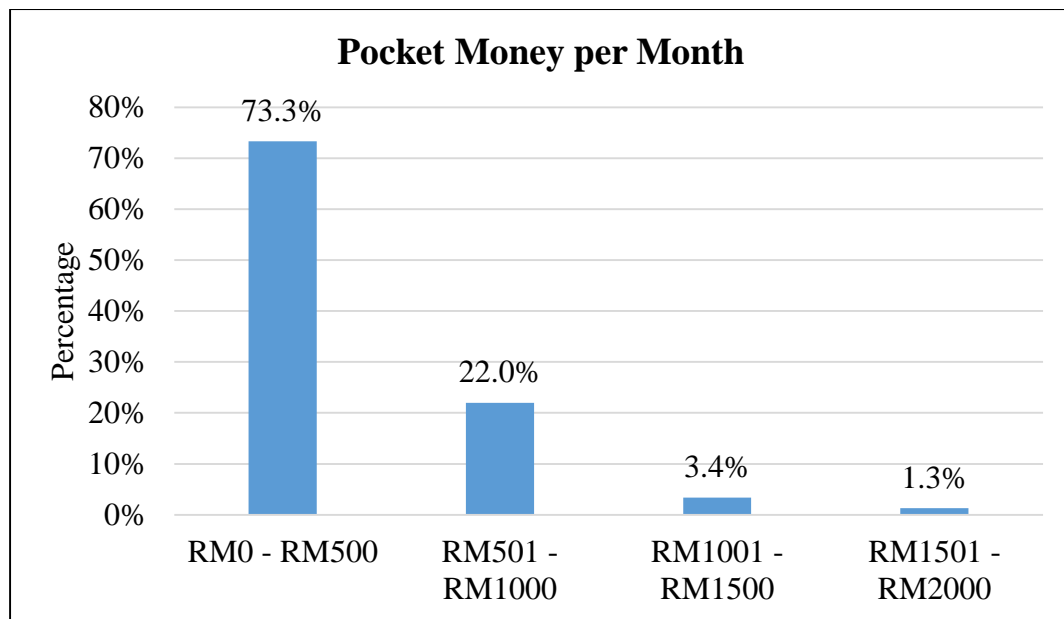

Source: Developed for the research

Figure 4.5: Bar Chart on the Income per Month of the Respondents

Source: Developed for the research

Figure 4.6: Bar Chart on the Pocket Money per Month of the Respondents

Pocket Money per Month

Source: Developed for the research