

TOURISTS' VISITATION INTENTION TO PANGKOR
ISLAND IN MALAYSIA, A BEHAVIOURAL STUDY

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BY

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DECLARATION

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- (2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Equal contribution has been made by each group member in completing the FYP.
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DEDICATION

This study is wholeheartedly dedicated to our beloved families, who have supported and encouraged us unconditionally all the time by giving us motivation to complete the research project without giving up.

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LIST OF ABBREVIATIONS

AT	Attitude
DV	Dependent Variable
eWoM	Electronic Word-of-Mouth
FC	Facilitating Conditions
Gen-Z	Generation-Z
Int	Visitation Intentions
IV	Independent Variable
SN	Subjective Norm
TPB	Theory of Planned Behaviour

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PERFACE

To begin with, Pangkor Island as known as the attraction destination in Malaysia. In contrast, the tourists' arrivals are declined dramatically since 2019. The major consideration of Generation Z (Gen-Z) groups as they are tech savvy and are comfortable to use technology in their daily life. However, it must be noted that the utilization Internet has led to affect the visit intention of them. They are desire to compare the facilities, phenomenon, and overview between different destinations. The suggestions and opinions from Gen-Z's acquaintances are more important for them to decide to visit a destination since they are fall into the collectivist culture group. While looking this topic, the researchers found that there was little no research studying on the impact of electronic word-of-mouth of visitors, but it is acting as an important role to visit intention. Hence, this research will enable future researchers and government to better understand the factors and impact on visit intention that to enhance the image of Pangkor Island.

ABSTRACT

Tourism involves multidisciplinary industries. Therefore, tourists' spending creates additional job employment opportunities and extra income for local and adjacent residents. Pangkor Island is self-sufficient in supporting tourism businesses and yet, the number of tourists arriving has been dropping since 2018. Therefore, it is essential to understand consumer behaviour so that policymakers can reform their tourism planning appropriately. This project targets the Gen-Z potential tourists who reside in Malaysia because they are the biggest tourist market segment in Malaysia and the tourist attractiveness in Pangkor Island can meet their social, relaxation, enjoyment, recreation, education, and learning expectations.

To solve problems elicited in the preliminary study, the TPB model is modified by incorporating an additional variable, electronic word-of-mouth (eWoM). Such a conceptual framework fills the knowledge gaps and several literature gaps. First, the application of TPB in tourism studies that examine the island tourism destination is not been published in Web of Science (WoS) and Scopus-indexed journals, Secondly, the current research model decomposes a TPB's predictor, perceived behavioural control into a two-dimensional variable: self-efficacy and facilitating conditions (FC). Thirdly, this project targets a niche market segment because every market segment has its own behavioural pattern.

Quantitative data is collected from 345 respondents. To ensure the data is valid, the questionnaire item statements were screened through two processes: pre- and pilot tests. To ensure the data is reliable and represents the target population's behaviour, a series of statistical analyses were undertaken. The results show that all the TPB variables create significant effects and eWoM is not significant. Discussion pertaining the support and non-support of hypothesis is presented so that appropriate implications to policymakers and academics can be recommended. The project's limitations and appropriate recommendations to future researchers are presented as well.

CHAPTER 1: INTRODUCTION

1.1 Research Background

Tourism relates to cultural, social, and economic circumstances that is without a clear sense of authorship and agency (Adrian, 2003; IRTS, 2008). The theme of a tourism destination often being linked to heritage, lifestyles, and environmental concerns (Antunes et al., 2023). Individuals visit a tourist destination to experience something different from their ordinary life practice (Urry, 1990; 2002). In a tourism destination, tourists spend time and money for leisure, relaxation, enjoyment, recreation, education, learning, and other purposes from some commercial activities (Camilleri, 2017; Pedro, 2022).

According to the World Tourism Organization, the United Nations Agency (UNWTO, 2019), tourism is one of the fastest-growing industries in the world, and the total revenue earned by the international tourism industry was 121 billion dollars in 2019. Malaysia is an attractive tourist destination for international tourists. In 2018, about 26.1 million international tourists arrived in Malaysia (Tourism Malaysia, 2019). Tourists' spending contributed 15.9% of the nation's Gross Domestic Product (GDP) in 2019 (Department of Statistics, DoS, 2020). The estimated earnings of the accommodation, food and beverage, shopping, and local transportation in Malaysia from tourists expenditure are 33.6%, 24.0%, 13.3%, and 7.6% respectively (Tourism Malaysia, 2019).

Tourist expenditure creates employment opportunities and additional income for local communities and improves the living and social environment for people living in local and adjacent areas as a result of the improvement of transportation and communication infrastructures (Ashurova, 2020). In 2019, the tourism industry created 334 million jobs directly or indirectly, or 10.6% of global employment (International Labour Organization, 2022). The World Travel and Tourism Council

(WTTC) estimates that 126 million new job opportunities will be created within the next decade to support the tourism industries (Paul, 2022). In brief, the tourism sector is the driving force of global economic recovery and development. However, the development of the tourism industry causes negative effects such as an increase in the inflation rate and disturbs the local people's authentic living lifestyle.

Pangkor Island was developed in the 17th century and named "Dingdings" located in Manjung District, Perak, Malaysia. Pangkor Island became a popular tourist destination in 1993. Therefore, supporting services such as lodging services near the beaches are established to facilitate tourists to experience beach and water sports, and jungle trekking. Other recreation facilities include wildlife spotting and visitation to Dutch Fort, a floating mosque, temples, and fishermen's villages ("ATTRACTIONS IN PULAU PANGKOR – HISTORY AND RELIGION," n.d.). In catering to the incoming tourists' needs, restaurants and food outlets offer a variety of local and international delicacies. Transportation services such as car or motorbike rentals or tourist van are provided at the ferry port, hotels, and in Pangkor Town (Ferrarese, 2023). Also, communication services such as internet access and medical services are available on the island. In summary, when the tourism sector grows, supporting services such as accommodation, food and beverage, shopping, transportation, entertainment, recreation, communication, and medicine flourish.

Nevertheless, the tourism sector in Pangkor Island now is struggling despite its glorious tourism status in the past. In order to revive the incoming tourist counts, tourists can purchase duty-free products if the stay tenure in Pangkor Island exceeds specific time length. Also, Pangkor Island is being promoted as a popular destination spot for "budget travel" or "low-cost travel" (Yusoh et al., 2020). Unfortunately, despite the attractiveness in visiting Pangkor Island, the counts of tourists arriving in 2019 was 1,389,923 people compared to 1,420,514 people in 2018, or dropped by 31 thousand people within a year (Yusoh et al., 2020). According to the State Tourism, Arts and Culture Committee chairman, Tan Kar Hing, the tourist arrival counts in Pangkor Island are expected to continuously drop in the next five years (Bernama, 2020).

Reforming the tourism industries to meet the diverse needs of different tourist market segments is not feasible as such planning and execution is time-consuming and can be very costly for implementation. Therefore, focusing on a niche tourist group is a better approach. Tourism provides social, relaxation, enjoyment, recreation, education, and learning experiences that can meet Generation Z's (Gen-Z) expectations (Seyfi et. al., 2022). Gen-Z are aged between 18 to 27 years old (1997 to 2012) and compose about 30% of the Malaysian population (Tjiptono et al., 2020). Being young and vibrant, they are "adventure seekers" (Raggiotto & Scarpi, 2021) and look forward to experiencing sensations that enable them to escape from their daily conventional lifestyle (Urry, 1990; 2002). Therefore, this project fills the knowledge gap by examining the behavioural factors that encourage or discourage Gen-Z from visiting Pangkor Island.

1.2 Research Problem

In understanding the drop in visitation counts, a preliminary study was carried out to elicit the problems related to Gen-Z visitation behaviour. A total of 20 Gen-Z representatives who had yet visited the destination before were engaged for discussion. In facilitating the representatives to voice the potential behavioural problems that have been embedded in their minds openly, the researchers invited their relatives and social network that fit the current project's target population definition. To the representatives' convenience, five focus group discussions comprising four to six representatives were arranged separately. During the discussion, the researchers encouraged each representative to voice their dissatisfaction.

About 80% of Gen-Z representatives said that Pangkor Island was not in their mind when planning a visit to a Malaysian Island for a holiday. Popular choices are Redang Island and Tioman Island. Correspondingly, they were not aware of any attractive or unique tourism activities or events that are available on Pangkor Island.

In view of their heavy study or working workload, young tourists want to have fun and great pleasure (Eusébio & Carneiro, 2015). However, they are not sure what perceived benefits they will gain after spending their time and money in arranging the visitation. The difference between the perceived gain and perceived cost cause rational consumers to form favourable and unfavourable attitude. Therefore, this project examines the attitude variable influence in the main study.

Pangkor Island was a historical place that was developed during the colonial era for marine services in which the West Malaysian Sea Navy institution is still located. Sadly, according to the representatives, people who are close or important to them hardly talk about visiting Pangkor Island when the important ones intend to join or encourage them to visit a tourism destination. As Malaysians adopt a collectivist culture, they have a tendency to visit a tourism destination with family or friends. Pangkor Island is located in between metropolitan cities where most Gen-Z is working. The shorter travel distance and comfort in reaching the destination is important when travellers are babies or children. Such a contradicting statement drives the researchers to test whether the Gen-Z have the tendency to visit Pangkor Island in response or fulfil the suggestion and encouragement given by people who are close or important to them.

Arriving in Pangkor Island is not costly as the road and sea transportation infrastructure is well developed and organised. Furthermore, as the travelling time for incoming tourists from West and East Malaysia can be done in one day, the representatives possess self-efficacy skills. As a big proportion of the target Gen-Z are students and pursuing tertiary or professional education, they could be facing financial and time constraints. To generalise the effect created by the self-efficacy variable, the variable is examined in the main study.

As complained by many representatives, the lack of tourist attraction discourages their visitation intention. Compared to other island destinations in Malaysia, they claim that Redang Island provides the best eco-activities such as scuba diving, snorkelling, kayaking, and jungle trekking. Nevertheless, in promoting the Visit

Perak campaign, the local government and tourism agencies did promote Pangkor Island as a tourism destination. In order to check how the Gen-Z perceived the facilitating conditions is Pangkor Island as other islands such as Redang Island have the competitive advantage and the Visit Perak campaign promotes Pangkor Island, promotional, the examination of the facilitating conditions is carried out in the main study.

Gen-Z relies on social media and digital reviews to choose a travel destination, hence the electronic Word-of-Mouth (eWoM) is important to enhance awareness. The viral e-news that stereotyped Pangkor Island as a small island composed of quaint tourist attraction venues and supporting services made some of the representatives to foresee Pangkor Island as boring. To confirm the hypothetical effect created by eWoM on the study's target intention to visit Pangkor, the main study tested the hypothesis.

In solving problems related to attitude, SN, self-efficacy, and facilitating conditions, the theory of planned behaviour (TPB) is used as the project's basic theory. Also, the eWoM variable is incorporated into the TPB model so that all elicited problems can be solved in one empirical study.

1.3 Research Questions

- i. How attitude, subjective norms, self-efficacy, and facilitating conditions are related to Gen-Z tourist' intention to visit Pangkor Island in Malaysia?
- ii. How the electronic word-of-mouth (eWoM) relate to Gen-Z tourists' intention to visit Pangkor Island in Malaysia?

1.4 Research Objectives

Generally, this project plans to examine the behavioural variables that have been perceived by the potential Gen-Z tourists' visitation intention to Pangkor Island.

Specifically,

- i. To examine the effects created by attitude, subjective norms, self-efficacy, and facilitating conditions on the tourists' intention to visit Pangkor Island in Malaysia.
- ii. To examine the effect created by electronic word-of-mouth (eWoM) on the tourists' intention to visit Pangkor Island in Malaysia

1.5 Research Significance

1.5.1 To Policy Makers

Pangkor Island used to be a glory tourist place in Malaysia, but now no longer is. The conventional tourist attractions in Pangkor Island like historical building, beaches and water sports, jungle trekking, and fishermen's village continues but the tourist arrival rate declined in 2019 compared to 2018. Possibly, the new island tourism destinations like Pulau Redang, Pulau Tioman, Pulau Perhentian, and Pulau Kapas (Yap, 2019) are being promoted aggressively despite Pangkor Island offering the same range of tourism attractiveness like beaches with aesthetic views on the western coast and Fu Lin Kong Temple.

Furthermore, Pangkor Island has historical artefacts that the new island tourism destinations are lacking such as Dutch Fort. Pasir Bogak Beach and Teluk Segadas Beach are self-sufficient in providing tourist services. In implementing the Visit Perak campaign, Pangkor Island is one of the main tourist attraction venues. Nevertheless, such competitive advantages do not reach domestic tourists.

In reforming the tourism sector in Perak, the local government and other public and private travel agencies need to understand the potential tourists' behaviour. As different tourist segments may have different expectations, creating an experience that fulfil all segments is not feasible. Targeting Gen-Z is wise because about 30% of Malaysian population is Gen-Z and is currently the largest age group of the overall population. Fulfilling their expectation therefore is beneficial. The influx of tourists and spending generates additional job opportunities and extra earnings to local and adjacent residents which reduce the migration of productive manpower to elsewhere. In brief, this project fills the knowledge gap by giving useful indications to policymakers to gain a wider vision and better understanding of the behaviour of the biggest market share, Gen-Z. Appropriate implications and recommendations are suggested based on the study results

1.5.2 To Academics

Constructing a new conceptual framework is essential to achieve considerable results that could solve the problems and issues. TPB has been used in many tourism studies, but examination of tourists' travel intention to Pangkor Island by using TPB theory has not been published in Web of Science (WoS) and Scopus-indexed journal databases. The most relevant study related to island tourism destinations examined the structural relationships between experience quality, tourist satisfaction, and destination loyalty (Mohd Hafiz Hanafiah, Ahmad Farhan Jasmi, Aidil Hafiz Mohammad Razali, & Muhamad Sharudin Sulaiman, 2019). However, the study research model is not developed based on TPB. Therefore, the current project's research model fills the literature gap.

Furthermore, the current researchers have decomposed one of the TPB predictor variables: perceived behavioural control (PBC) into two-dimensional variables: self-efficacy and facilitating condition which fills another literature gap.

The TPB founder encourages researchers to enrich the TPB model so that the problems faced in the study can be solved comprehensively. As the preliminary study result shows that an additional variable, eWoM relates to a problem that should be solved in this project, the decomposed TPB framework is modified further to include the eWoM variable. Besides, testing the TPB and eWoM variables in one empirical study is not been published in WoS and Scopus-indexed journals yet, which makes the current research model a unique model. Another uniqueness of this project relates to the study's target respondents. Past studies assume their respondents behave homogenously and this is questionable because each market segment has its own social and economic environment influences. Targeting a specific market segment, Gen-Z resides in Malaysia is therefore a unique research.

CHAPTER 2: LITERATURE REVIEW

2.1 The Framework of Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB) was developed by Ajzen (1991) and expanded from the Theory of Reasoned Action (TRA) framework which was introduced by Ajzen and Fishbein (1980). TPB retains the two TRA's predictors: attitudes and SN, and includes PBC (Ajzen, 1991) – see Figure 2.1. A person will develop favourable or unfavourable attitude after evaluating the possible gains and losses if the person performs a specific action. Favourable attitude toward the behaviour increases a person's intention to perform the behaviour (Ajzen, 1991) and vice versa. The TRA and TPB also explain that individuals will or will not perform a behaviour when people who are close or important to them encourage or discourage them to perform a specific action.

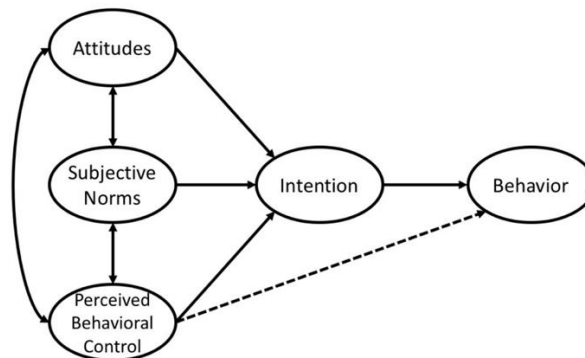


Figure 2.1. The Framework of Theory of Planned Behaviour

Sources: Ajzen. (2006).

Compared to TRA, the third TPB determinant variable is PBC. The PBC variable explains that an individual's intentional behaviour increases when they have the ability to control the internal and external influence (Ajzen, 1991), Scholars then decomposed the PBC variable into two-dimensional variables: self-efficacy which reflects the internal influence, and FC which represent the external influence (see Figure 2.2).

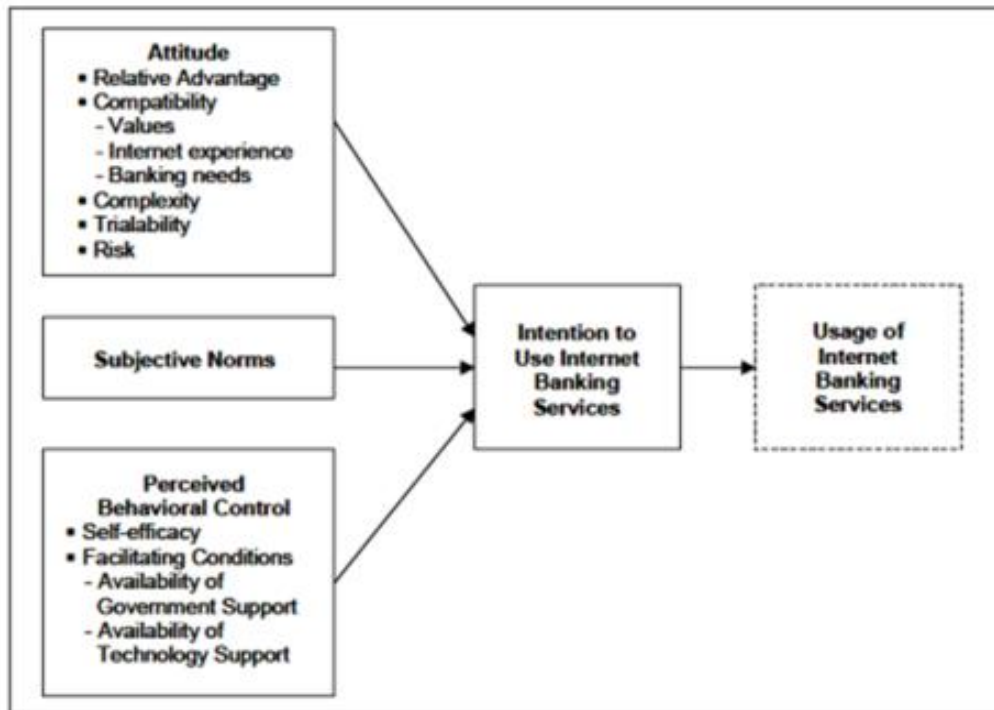


Figure 2.2. The Modified Theory of Planned Behaviour Framework

Sources: Tan & Teo (2000)

Both self-efficacy and FC are related to the perceived self-availability of skills, opportunities, and resources (Mathieson, 1991). Self-efficacy refers to a person’s perceived personal capabilities that help them to perform a behaviour (Kidwell & Robert, 2003). FC are the external influences that promote the respondent's implementation of a particular behaviour (Kidwell & Robert, 2003). As the modified TPB model constructs are related to the problems elicited during the preliminary study, this project adopts the framework as the basic model to develop the current research model.

2.2 The Theory of Planned Behaviour’s Tourism Studies

The utilization of TPB to measure tourists’ intentional and actual travel behaviour in a tourism study context is limited although the theory has been widely used in other research principles. Tourism scholars argue that attitude plays an important

role in affecting the tourists' travel intentional (Pereira, Gupta, & Hussain, 2019) and actual behaviour, such as making a decision in choosing a travel destination (Parkany, Gallagher, & Viveiros, 2004). The significant effect of the SN in affecting the tourists' intention on (1) convenience of technology; (2) self-service kiosks; (3) mobile-commerce (Kaushik, Agrawal, & Rahmanm 2015); and medical treatment (Seow, Choong, and Chan, 2016).

However, no tourism studies extracted from Web of Science and Scopus-indexed journal databases have decomposed the PBC into the two-dimensional variables: self-efficacy and FC. Additionally, no published articles have examined the eWoM together with the modified TPB model (see Table 2.1)

Table 2.1. Relevant Tourism Studies that Used the Theory of Planned Behaviour

Authors' Name (Year and research area)	Tested Variables	Main Results
Wang et al. (2018) Contemporary Hospitality Management	IV: TPB predictors Additional IV: Environmental Concern DV: Intention to visit	All variables have a direct effect on their DV, and additional IV has a weak effect on DV.
Huang & Hsu (2010) Hospitality & Tourism	IV: TPB predictors Additional IV: Tourists' Motivation Mediating Variables: Behavioural Intention DV: Actual behaviour of visiting the destination	All variables have a direct effect on their DV.
Hu et al. (2019) Science of The Total Environment	IV: TPB predictors Additional IV: 1. Personal Norms 2. Past Behavioural 3. Incentive Measures 4. Demographic Variables DV: Behavioural Intention	All variables have a positive significant influence on foreign tourists' intentions.
Lam & Hsu (2004) Hospitality & Tourism	IV: TPB predictors Additional IV: Past Behaviour DV: Travel Intention	All variables significantly influence Chinese travellers' intentions.
Sparks & Pan, (2009) Tourism Management	IV: TPB predictors Additional IV: Destination Attributes DV: Behavioural Intention	All variables have positively influenced tourists' intentions.

Note: DV: Dependent variable, IV: Independent variable,
TPB predictors: attitude, SN, and PBC

2.3 The Electronic Word-of-Mouth Studies

In literature, eWoM is defined as how a posted positive or negative statement by any e-media followers influences readers to perform an act (Hennig-Thurau et al., 2004). In past studies, eWoM like online comments and travel blogs has become one of the most significant sources that influence people's intentions to visit a tourist destination (Andriani, Fitri, & Yusri, 2019; Casalo et al., 2011; Chen et al., 2015; Hamidizadeh et al., 2016; Pan et al., 2007; Zhu & Lai, 2009). Travel bloggers share their actual experiences upon visiting a tourist destination and are becoming a popular source of travel information (Crotts, 1999).

Ever since the concept of eWoM was introduced in the mid-1900s, much research has adopted the concept as a variable in examining and studying the behavior of consumers as well as tourists. However, most of the research didn't test the eWoM together with the TPB theory. According to Mohammed Abubakar (2016), the study shows that the researchers use trust transfer theory with eWoM to test the destination trust and travel intention. Furthermore, one of the studies applies Dual Coding Theory to investigate the impact of eWoM on consumer decisions, especially travellers' decisions to visit a tourist destination (Fileri et al., 2021). Last but not least, one of the past studies utilise Elaboration Likelihood Model (ELM) to examine the relationship between e-WOM and tourist visit intentions (Alsheikh, Abd Aziz, & Alsheikh, 2021).

As the project's preliminary study, Gen-Z representatives also have the tendency to source travel ideas and information from e-media followers. As a result, the current research model includes the eWoM effect.

2.4 The Development of Current Hypotheses

2.4.1 Attitude and Intention to Visit Pangkor Island

In past studies, attitude was a significant variable in influencing tourists' intention towards (1) tourism attractiveness (Um & Yoon, 2019); (2) visiting eco-friendly destinations (Hou et al., 2019); and (3) utilizing location-based services in unfamiliar tourists' environment (Choi & Meng, 2019). The past studies also supported that when the study respondents develop a more favourable attitude, their intention to perform the studied behavioural interest increases, or both variables are positively related.

In view of Gen-Z's heavy study or working workload, young tourists want to have fun and great pleasure (Eusébio & Carneiro, 2015). As Pangkor Island has been conventionally providing leisure activities and sea sports to tourists, the researchers project that when the respondents develop favourable attitude towards the offered tourist attractiveness, their intention to visit Pangkor Island increases and vice versa. Therefore, a positive relationship between attitude and visitation intention is predicted, see H1.

H1: Gen-Z's attitude towards the visit to Pangkor Island in Malaysia relates to their visitation intention positively.

2.4.2 Subjective Norms and Intention to Visit Pangkor Island

Past studies confirmed that SN is positively related to the intention to visit the target destination (AI Ziadat, 2014; Chien, Yen, & Hoang, 2012; Gibbons, 2022). The positive relationship is expected to be stronger in Asia because the Asians adopted a collectivist culture (Gentina, 2020). Similarly, the project's target: Gen-Z is Asian, and therefore, the pressure or encouragement or discouragement given by people

who are close and important to them influence their intention to visit a tourist destination, including Pangkor Island, see H2.

H2: Subjective norm towards the visit to Pangkor Island in Malaysia relates to Gen-Z's visitation intention positively.

2.4.3 Self-efficacy, Facilitating Conditions, and Intention to Visit Pangkor Island

Self-efficacy refers to the availability of personal capabilities such as confidence, financial budget, and time availability which ease the respondents in performing the studied behaviour (Thompson et al., 2012) When a person has the self-efficacy skill and has the ability to use the skill, the person's intention to perform an act increase (Ajzen & Madden, 1986; Tan & Teo, 2000). In this study context, the current researchers predict that Gen-Z's visitation intention increases when they have the confidence, financial budget, and spare time; and they have the ability to control these internal resources. Thus, self-efficacy is positively related to the visit intention in this study research, see H3a.

H3a: Gen-Z's self-efficacy relates to their visitation intention.

According to Venkatesh and others (2012), consumer's perceptions of the availability of external resources and support them to perform a behaviour is known as FC. Similar to the availability of internal resources (self-efficacy), the execution of an action is greatly affected by the presence of external resources that can facilitate respondents to perform an act. When a person has the ability to use the available FC, the person's intention to perform an act increases (Ajzen & Madden, 1986; Tan & Teo, 2000). For example, one may feel motivated to exercise if a suitable and comfortable workout environment is available (gym or park nearby) but may not be motivated if it is not convenient for them to act so.

Based on the preliminary study result, the current researchers predict that the Gen-Z visitation intention increases when Pangkor Island has attractive and exciting activities that are attractive to Gen-Z, the adventure seekers, the respondents' intention to visit Pangkor increases (Carvalho, Ramires & Bakas, 2022). H3b shows the current researchers' prediction.

H3b: The availability of facilitating conditions relates to Gen-Z's visitation intention.

2.4.4 Electronic Word-of-Mouth and Intention to Visit Pangkor Island

eWoM is defined as informal communications that are related to the usage or characteristics of particular goods and services and circulated through internet-based technology to a specific group of consumers (Zarrad, & Debabi, 2015). In the tourism context, eWoM refers to the sharing of information regarding tourism products or services; or tourist destinations through e-media channels such as social media, online reviews, and other user-generated content (Alsheikh, Abd Aziz, & Alsheikh, 2021) which influence a person's thought about a destination's image (Jalilvand, Ebrahimi, & Samiei, 2013) which eventually motivate the person to perform an act (Ismagilova, Slade, Rana, & Dwivedi, 2020).

As ICT is growing rapidly, more and more e-media channels are available, and people can access the e-media easily through smartphones. Gen-Z is known as "digital natives" because they grew up in a connected technology environment compared to older generations; boomers, Gen-X, and Gen-Y (Francis & Hoefel, 2018). Therefore, Gen-Z may likely to search the travel ideas and information from social media, including recommendations, and reviews from influencers or familiar persons (Williams, 2018) which eventually influence their intention to visit Pangkor

Island. Therefore, the current researchers anticipate that the Gen-Z tourists will evaluate eWoM in deciding their visitation intention, see H4.

H4: Electronic word-of-mouth about Pangkor Island relates to Gen-Z's visitation intention.

2.5 Current Study Research Model

In reference to the preliminary study result and development of current hypotheses, the current researchers developed a research model based on the modified TPB model framework, see Figure 2.3.

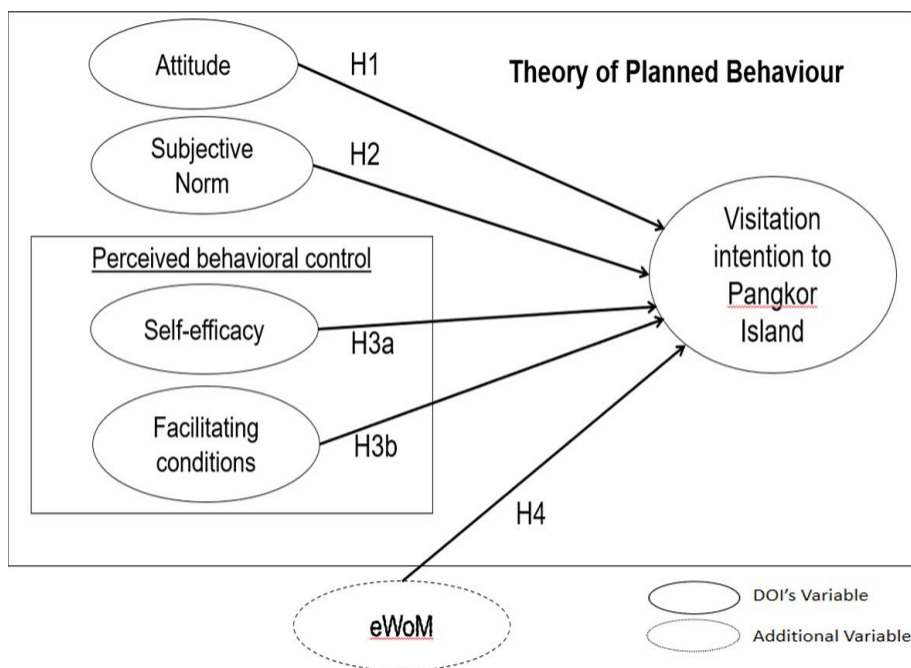


Figure 2.3. Current Study Research Model

CHAPTER 3: METHODOLOGY

3.1 Research Design

In the previous study, researchers from many other countries have adopted the TPB model as their basic theory and most study results support the theory's propositions. Therefore, the measuring items of each TPB variable can be adopted from relevant past studies, or collecting qualitative data to develop the items is not necessary. Studies shown in Table 2.1 in Chapter 2 used a quantitative approach. A similar argument is applicable for the additional variable, eWoM. As a result, quantitative data is collected to test and confirm the hypotheses.

According to Lauren Thomas (2023), cross-sectional study is a variety of research designs in which the researcher collects data from different individuals from their target segment in a single period meanwhile, in contrast, a longitudinal study indicates a study that takes place in the long term toward a group of individuals that share a similar trait that will be analysed (Thomas, 2023). A cross-sectional study is an observational study that is utilized to analyse and determine the behaviour that existed in society at a particular point in time (Cherry, 2022).

In other words, a cross-sectional study can also be defined as a process of data collecting from a particular target segment based on the present context. Throughout our study, we only collected cross-sectional data because we surveyed in a short period but not repetitively in the long term to collect data regarding their current behaviour and expression toward traveling to Pangkor Island. The survey is not approached to the same respondent repetitively to avoid repeated data which may cause our result to potentially shift away from the actual result. Apart from that, the purpose of our research is to determine the behaviour of our target respondent and the relationship in between our study variables and our target segment which affect traveling intention so cross-sectional data collection is more suitable for our

study. On the other hand, a longitudinal study, most of the time, is adopted when the researcher wants to study the cause-and-effect relationship between distinctive variables. Longitudinal studies are usually used to analyse and determine the factor causing certain behavioural alternations or the outcome that is associated with the corresponding changes. For instance, if our study is to determine the factors that led to certain behaviours from our respondent, then we may need to use a longitudinal study toward a specific group of respondents while associating with analysing the condition and situation of the corresponding timeline and hence, allowing us to generate a precise explanation and result toward the factor causing such behavioural alternations which can be utilized by policy maker to make effective revamping and modification to avoid further shifting of attention.

3.2 Sampling Design

3.2.1 Target Population

This project targets the Gen-Z or also known as iGeneration, who are born between 1997 to 2012, and aged between 11 and 26 because they are the largest age group that represents 29% of the overall Malaysian population with a monthly disposable income of US\$327 million in Malaysia (Tjiptono et al., 2020). According to UNWTO, overall, the tourist arrival counts for worldwide tourism-related events or activities that change their target audience to the young generation had increased to 940 million (Lim, Kamal, Yusof, & Cheah, 2015). In other words, targeting the younger tourist market segment is more profitable or beneficial because the tourist product and/or service businesses can sustain longer and/or grow for a longer time period compared to targeting the older generation cohort. In addition, not much attention has been allocated specifically for this segment (Çakar & Seyitoğlu, 2016). This project therefore intends to assist Pangkor Island in regaining popularity by targeting the young tourists who reside in Malaysia.

3.2.2 Sample Size

Upon searching the statistical reports published by the Ministry of Tourism Malaysia; the publication of the latest domestic tourist counts is not available for public view. As a result, the record dated 2018 is used as an estimation of domestic tourist counts in Malaysia. In 2018, a total of 25,832,354 domestic tourist counts were recorded, which dropped by 0.4% as compared to 2017. As shown in Morgan's sample size table, a sample size of 384 respondents is ideal when the population size exceeds 100,000 or more (Krejcie & Morgan, 1970). Therefore, the target sample size for this project is 384.

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	181	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	373
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

Note: "N" is population size
"S" is sample size.]

Figure 3.1. Morgan's Table for Sample Size

Sources: Krejcie and Morgan (1970)

3.2.3 Sampling Method

For this study, the current researchers decided to utilize a non-probability sampling method because the sampling frame for Gen-Z resides in Malaysia is not available. This is because non-probability samples do not engage in a series of perfect sampling frames. Furthermore, the samples are obtained and modified according to the purpose of minimizing the differences between the acquired sample and the target population represented (Cornesse et al., 2020).

The convenience sampling technique is implemented in this study because the researchers foresee the challenge in using another sampling method, the snowball sampling method to collect data. The researchers expected a low response rate will occur when requesting the respondents to pass over the questionnaire to their family and friends. Furthermore, it is difficult for researchers to monitor who the respondents is. Approaching individuals who are willing to participate in the survey allows the researchers to know the respondents' biological info more accurately.

In this study, the current researchers used Google Forms to collect the data. The researchers posted the Google Form link on social networks like Instagram and on education platforms such as Microsoft Teams to get respondents who fulfil the study's target definition. Once the respondents have completed answering the questionnaire, the respondents just click the icon for submission.

3.3 Data Collection Method

3.3.1 Questionnaire Design

In preparing the draft of the questionnaire item statement, the researchers modified the item statements selected from specific past studies (see Table 3.1). To ensure the main survey respondents can deeply understand the drafted questionnaire item statements, a pre-test and pilot study were conducted. The following sub-topics explain the processes.

a. Pre-Testing

An academic expert (or the researchers' academic supervisor) was engaged to comprehend the drafted statement for each item. This is part of the process of consolidating the construct's persuasiveness. The expert has given some feedback and reviewed to amend the statement so that the respondents of this study can understand better what is meant to be surveyed and measured by each item. The following table shows the suggestion for amendments, given by the academic expert.

Table 3.1. Feedback from the Pre-Test Expert

Variable	Code	Modified Statement	Sources
Attitude (IV1)	AT1	Visiting Pangkor Island is very pleasant provides a pleasant experience.	Abbasi et al. (2019)
	AT2	Visiting Pangkor Island is a very good choice.	
	AT3	Visiting Pangkor Island is enjoyable provides an enjoyable experience.	
Subjective Norm (IV2)	SN1	Most people who are important to me ... • think I should visit Pangkor Island when travelling for holiday.	Chen and Tung (2014)
	SN2	• would want recommend me to visit Pangkor Island when travelling for holiday.	
	SN3	People whose opinions I value would prefer that I visit Pangkor Island when travelling recommend Pangkor Island for me to visit for holiday.	

Perceived Behavioural Control – decomposed into two-dimensional variables

<ul style="list-style-type: none"> Self-efficacy (IV3a) 	SE1	Whether or not I visit Pangkor Island when travelling is completely up to me. I have the entire control over whether I should visit Pangkor Island or not.	Oyla, Bagheri, and Tümer (2019)
	SE2	I am confident that, if I want, I can visit Pangkor Island when travelling. I have the confidence to visit Pangkor Island if I want to.	
	SE3	I have the resources, time, and opportunities to visit Pangkor Island when travelling. I have the financial budget to visit Pangkor Island for holidays.	
	SE4	I can spare some time to visit Pangkor Island for holidays.	
Facilitating conditions (IV3b)	FC1	Attractive events are available in Pangkor Island.	Tan and Teo (2000)
	FC2	The tourist attraction activities and sites like beaches and water sports, jungle trekking, temple, and fishermen's village are well-maintained.	
Electronic Word-of-Mouth (IV4)	eWoM1	I often consult other tourists' online travel reviews to help choose an attractive destination. I check the reviews posted by e-media followers about the tourism destination that I plan to visit.	Zarrad and Debabi (2015)
	eWoM2	When I travel to a destination, tourists' online travel reviews make me confident in travelling to the destination. The reviews posted by e-media followers give me the confidence whether to visit or not to visit a tourism destination.	
	eWoM3	I frequently gather information from tourist's online travel reviews before I travel to a certain destination. I often synchronize the reviews about any tourism destination posted by e-media followers.	
	eWoM4	I often read other tourists' online travel reviews to know what destinations make good	

impressions on others. I often read the reviews posted by e-media followers to know why a tourism destination gives them a good impression.

eWoM5 If I don't read tourists' online travel reviews when I travel to a destination, I worry about my decision. I may feel regret if I don't read the reviews posted by e-media followers about the tourism destination that I plan to visit.

eWoM6 To make sure I choose the right destination, I often read other tourists' online travel reviews. To ensure I will choose the right tourism destination, I often read the reviews posted by e-media followers.

Visitation Intention (DV)	Int1	The likelihood of visiting Pangkor Island is high. OK	Luo and Ye (2020)
	Int2	If I have time, I will visit Pangkor Island. OK	
	Int3	I intend to visit Pangkor Island in the future.	

b Pilot Study

A pilot study can mitigate errors in a smaller sample size before being conducted for the full-scale study, and thus the pilot study size is to snap up from the 10% of the sample size (Hertzog, 2008). The mistakes in the questionnaire can be diminished and adjusted to minimize the probability of failure (Majid et al., 2017). As a result, the pilot study was conducted by engaging 10 Gen-Z respondents. According to Sekaran (2003), the minimum number of respondents for a pilot study is 10.

The pilot study was arranged in focus groups through online meetings, two sessions that were composed of 4 and 6 respondents. No comment for improvement was received from the respondents hence no amendments were effected. Then, the pilot study respondents were requested to answer the questionnaire so that the researchers could compute the Cronbach Alpha score for each variable in order to measure the internal consistency.

The quality of measurement error in a test can be displayed by reliability forecast, (Tavakol & Dennick, 2011). As the sample size is small, the threshold value for the Cronbach Alpha score is 0.6 because higher alpha coefficients do not always result in higher internal consistency, and unreliable test results may arise in the main study when the items are incorrectly discarded (Tavakol & Dennick, 2011). Table 3.3 shows the reliability test result from the pilot study respondents. As all the reliability coefficient scores were higher than the threshold value, the questionnaire became the finalised copy that was distributed in the main study.

Table 3.2. Pilot Study’s Reliability Test Result

Variables	Cronbach’s Alpha	No. of Items	Results of Reliability*
Attitudes	.889	4	Good
Subjective Norm	.862	3	Good
Self-Efficacy	.868	4	Good
Facilitating Conditions	.799	2	Acceptable
Electronic Word-of-Mouth	.899	6	Good
Visitation Intention	.896	3	Good

* Adopted from Glen, 2021

c. The Questionnaire Design for the Main Study

The questionnaire is written in English. The researchers' contact information is shown on the questionnaire cover page for respondents to contact if required. The questionnaire consists of two sections: sections A and B. The screening questions are shown before the section A and B, see the appendix for the master copy of the questionnaire. Respondents were requested to provide their demographic data in Section A while Section B compiles the feedback given by the respondents for each item statement. The item statements are shown in the appendix.

3.3.2 The Field Work of the Main Study

After finalizing the questionnaire, the main study was carried out, targeting 384 answered questionnaires. The result of the main survey was used to confirm the hypotheses of this project.

The current researchers created an online survey using Google Forms, which was then distributed to 384 respondents throughout Malaysia using the convenience sampling approach. The link to the Google Form is published on social media platforms such as Facebook composed of the researchers' friends, acquaintances, and other Gen-Z members who meet the requirements to be responders. The current researchers post the e-questionnaires link to the specific group or pages on Facebook regarding the topic of travel. Furthermore, the researchers sent the questionnaire survey using UTAR's Mailmaster email as well as through Microsoft Teams in various classrooms to UTAR's students.

In addition, the researchers went around the UTAR Kampar campus to encourage university mates to participate in the survey. Once they agreed to participate, the current researchers showed them the QR code image and asked them to fill out the Google Form. Starting from June 19 until July 17, 2023, the current researchers managed to collect answered questionnaires at the cafes and classrooms located in Block C, Block D, and Block K.

3.4 Data Analysis Methods

The collected main data was analysed using descriptive and inferential statistical method. The following sub-topics explain the procedures.

3.4.1 Descriptive Analysis

The main purposes for analysing the demographic data descriptively is to draw a general conclusion about the distribution of the data about the respondent's characteristics and to detect errors and outliers (Lawless & Heymann, 2010; Loeb et al., 2017). When the distribution is not equally distributed to respondents, prejudice problems may occur. For instance, the respondents' number of males is higher than the number of females, so the result can be more biased from male respondents. The distribution of the respondent's demographic data such as age, gender, ethnicity, occupation, and highest academic qualification in terms of the frequency count and percentage was computed.

3.4.2 Inferential Analysis

Before running the statistical analysis to confirm the hypotheses, a few preliminary statistical analyses were conducted. First, an internal consistency reliability test was carried out to ensure the collected data was reliable. The data of variables is considered reliable if the Cronbach alpha coefficient is higher than the minimum coefficient value of 0.7 (Nunnally & Bernstein, 1994).

Later, the data must be normally distributed. The Q-Q plot for each variable was plotted to test the normality of data distribution. If the calculated expected values are narrowly different from the respective observed values given by each respondent for the specific period and same item, the data then can be considered as normally distributed as well.

In checking whether the IVs and DV are associated as well as estimate the strength of the relationship and direction of the relationship, the Pearson's correlation coefficients between each IV and the DV were computed (Mukaka, 2012). Coefficient values of 0.1 to 0.39 are considered weak correlations, coefficient

values of 0.4 to 0.69 are considered moderate correlations, and coefficient values of 0.7 to 0.89 are considered strong correlations (Schober et al., 2018).

In order to confirm the causal relationship between hypotheses, multiple linear regression analysis, using the stepwise approach was carried out. Under the stepwise method, the analysis will be run in a few rounds by selecting the most significant variable in the first round, the second most significant variable in the second round, and continues until no more significant variable can be detected. A few regression analysis results like R square, ANOVA regression coefficient of each significant variable, and multicollinearity were shown.

The R-squared value is a statistical measure of the closeness of data fitted to a regression line, and the higher the R-squared value, the better the model fits the data (Acharya, Armaan, & Anthony, 2019). R-squared represents the correlation coefficient between the observed values of the outcome variable and fitted variables (Kassambara, 2018). In general, the value of R will always be positive and range from zero to one (Kassambara, 2018). An R-squared of less than 0.4 would represent a low correlation while an R-squared of 0.5 and above shows a relatively strong correlation (Fernando, 2023).

The F-test shown in the ANOVA table is meant to measure the variation “between samples” relative to the variation “within the samples” (Zach, 2021). When the F-value is big and the precision or P-value of the F-test is less than 0.05, it shows that the variances between the IVs data is large or the variances within the respective IV data is small (Atheroscler, 2023). The result is to show the independency of the IV or to check the multicollinearity result. The significant IVs cannot be highly correlated with each other. Alternatively, the multicollinearity relationship between the IVs can be tested by computing the VIF value. The Variable Inflation Factor (VIF) was calculated for each variable and is shown in one of the multiple regression results. The VIF score of exceeds the critical value of 10 is signifying the present of multicollinearity problem. At this point, the current researchers needs to decide whether to omit one of the IV or to combine both data as one set.

Finally, to confirm the hypotheses, the regression coefficients between each pair of significant IVs and the DV are computed to test the IV's impact on a DV (Siegel & Wagner, 2022). A precision value that is lower than 0.05 indicates that the IVs and the DV are significantly related (Mcleod, 2023) or the hypothesis is supported. The multiple linear regression equation is shown below:

$$Y = a + bX_1 + cX_2 + dX_{3a} + d X_{3b} + eX_4 \quad (1)$$

where,

Y: Dependent variable (tourists' visit intention to Pangkor Island in Malaysia);

X₁: IV1 - Attitudes;

X₂: IV2 - Subjective norms;

X_{3a}: IV3a - Self-efficacy;

X_{3b}: IV3b - Facilitating Conditions;

X₄: IV4 - Electronic Word-of-Mouth (eWoM);

a: The intercept point of the regression line or constant; and

b, c, d, & e: The coefficient of regression for each IV

3.5 Ethical Consideration

In the researchers' studied university, under the ethical research policy, researchers must apply for ethical clearance. The ethical committee members evaluate all research information such as objectives, data collection process, and data disposition process. All data must be legitimately collected. After getting the approval from the ethical committee, the researchers conducted the pilot and main studies. The personal identity of any respondent will not be shown when reporting the data results. Additionally, the PDPS clearly indicates that all information obtained from respondents will be used for academic purposes only and will not be used for commercial purposes. Respondent's participation is voluntary.

Respondents were required to acknowledge and agree to the PDPS statement when answering the questionnaire. To ensure the deeper understanding of respondents that this is not a fraudulent program, the current researchers were provided personal information and contact details to the respondents.

3.6 Summary of the Project's Research Methodology

The project's research methodology is planned carefully so that the collected data is valid and reliable. In ensuring the data represents the respondent's feedback as correctly as possible, the questionnaire item statements were checked by the pre-test expert which is the respondents' academic supervisor, and representatives of the target via the pilot study. Amendments were effected when the pre-test expert gave her feedback. As the pilot study's participants did not voice the need to amend any item statement, they were requested to answer the questionnaire.

Reliability coefficient scores were computed to check whether all the pilot study participants could provide consistent feedback towards all items used to measure each variable. As the reliability test result was satisfactory, the questionnaire was distributed to the main study respondents. A number of statistical analysis were discussed in testing the hypotheses. Chapter 4 discusses the project's statistical results.

CHAPTER 4: STUDY RESULT

4.1 Respondent Demographic Profile

Despite achieving the ideal sample size, 384 answered questionnaires, 39 were voided because the respondents had visited Pangkor Island. Hence, a total number of 345 was used for statistical analysis after the researchers noted that all required data were provided or no missing data is found.

Table 4.1 shows that 61.07% are aged between 21 and 24 because a number of the respondents are tertiary students and social media followers. As most tertiary students, including foundation students, studied in UTAR campus, 77.1% of the respondents are Chinese. The Malay and Indian respondents made up 13.9% and 8.1% of the respondents. The balance of 0.9% are indigenous people.

The distribution of gender is quite equally distributed and the proportion of females is slightly higher than males (52.8% compared to 47.2%). Of the participating respondents are majority still young, aged between 18 and 24 (84.9%), 70.4% are students, more than 95% are single, 82% have an earning income or allowances or RM2500 or less, and 76.8% pursuing or a diploma or degree or professional certificate. Employed respondents made up 19.1% of the total respondents.

Table 4.1. Respondent's Demographic Profile

	Frequency (f)	Percentage (%)
Age		
• 18-20	80	23.2
• 21-24	213	61.7
• 25-27	52	15.1
Ethnicity		
• Malay	48	13.9
• Chinese	266	77.1
• Indian	28	8.1
• Others	3	0.9
Gender		
• Male	163	47.2
• Female	182	52.8
Ethnicity		
• Single	328	95.1
• Married	16	4.6
• Divorced	1	0.3
Highest Education Level Attained / Pursue		
• Secondary / Certificate	62	18.0
• Diploma / Degree / Professional	265	76.8
• Master	13	3.8
• Doctorate	5	1.4
Occupation Status		
• Students	243	70.4
• Employed	66	19.1
• Entrepreneur / Business Owners	13	3.8
• Retired	2	0.6
• Housewife	4	1.2
• Pending for Employment	17	4.9
Monthly Income		
• Less than RM1000	207	60.0
• RM1001-2500	76	22.0
• RM2501-5000	45	13.0
• More than RM5000	17	4.9

n.b: The total respondents is 345

4.2 Inferential Statistical Results

4.2.1 Reliability Coefficient Scores

In checking the reliability of collected data, the reliability coefficient scores were computed. Table 4.2 shows all variables' data are reliable because Cronbach's alpha scores are higher than the minimum value of 0.7 (Glen, 2021).

Table 4.2. Reliability Coefficient Scores for Each Variable

Variables	Cronbach's Alpha	No. of Items	Indication
Attitudes	.911	4	Excellent
Subjective Norm	.906	3	Good
Self-efficacy	.844	4	Good
Facilitating Conditions	.865	2	Good
Electronic Word-of-Mouth	.859	6	Good
Visitation Intention	.910	3	Excellent

4.2.2 Normality of Data Distribution

After meeting the reliability requirements, the researchers proceed to test whether the variable data are normally distributed. Figure 4.1 shows that all the variables are normally distributed as the variance between the observed or actual and expected data values are marginal (Wang, Steele, & Zhang, 2016).

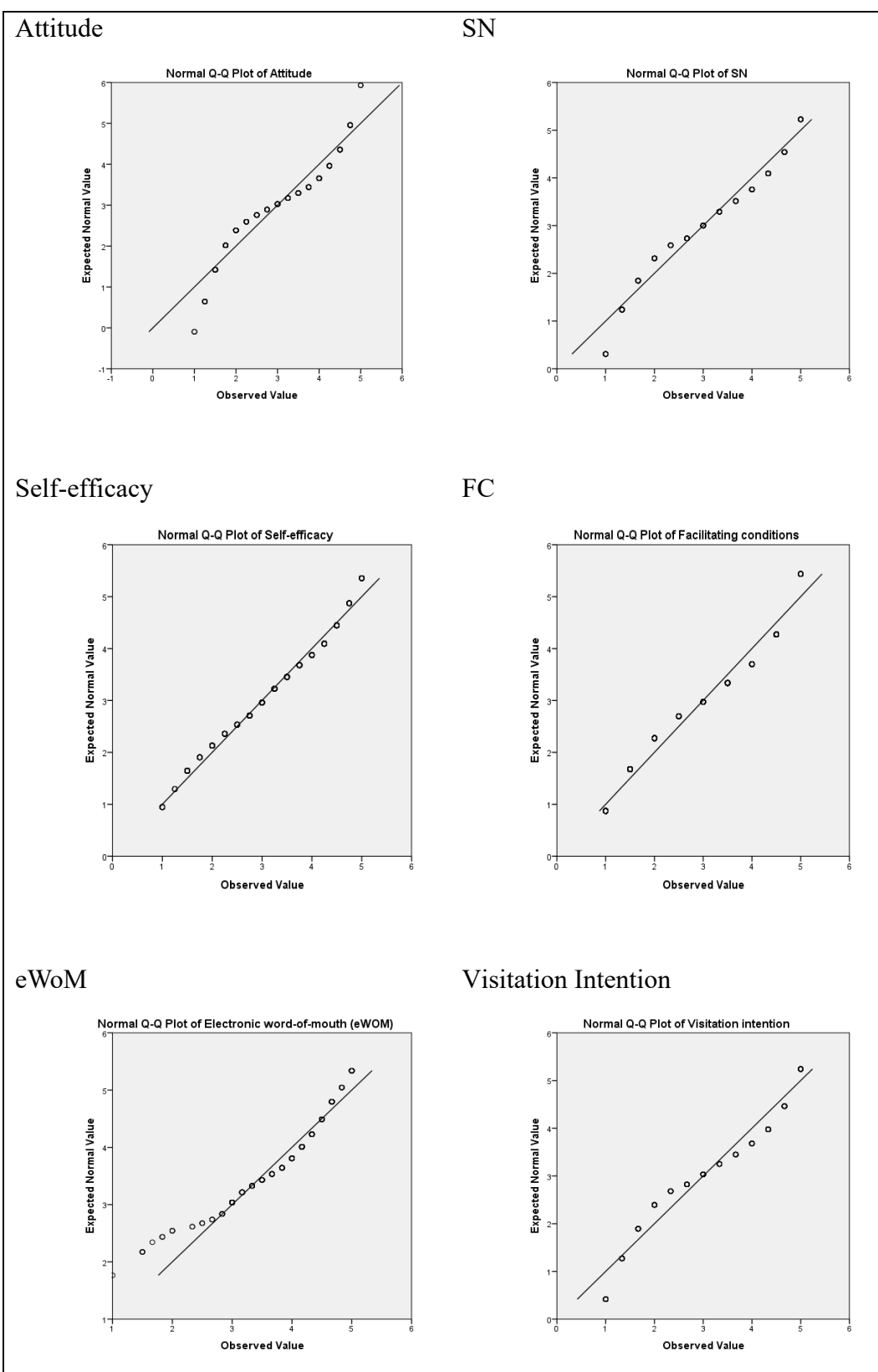


Figure 4.1: The Normality of Data Distribution for Each Studied Variable

4.2.3 Pearson's Correlation Coefficient Scores

The strength and direction of the association between each IV and DV are shown in Table 4.3. Overall all IVs are positively associated with the DV as the coefficients are positive. In terms of the association strength or whether the respective IV and the DV are associated at a consistent pattern, all IVs except the eWoM are strongly associated with the DV. The eWoM is weakly associated with the DV. In checking whether IV can explain the variance of the DV or to test and confirm the hypotheses, multiple linear regression was carried out.

Table 4.3. Pearson Correlation Coefficient Result

Bivariate Correlations						
	Attitude	SN	Self-efficacy	FC	eWOM	Int
Attitude (At)						
Pearson Correlation	1	.841**	.699**	.844**	.067	.880**
Sig. (2-tailed)		.000	.000	.000	.218	.000
N	345	345	345	345	345	345
Subjective Norm (SN)						
Pearson Correlation	.841**	1	.674**	.736**	.141**	.799**
Sig. (2-tailed)	.000		.000	.000	.009	.000
N	345	345	345	345	345	345
Self-efficacy						
Pearson Correlation	.699**	.674**	1	.639**	.213**	.690**
Sig. (2-tailed)	.000	.000		.000	.000	.000
N	345	345	345	345	345	345
Facilitating conditions (FC)						
Pearson Correlation	.844**	.736**	.639**	1	.090	.856**
Sig. (2-tailed)	.000	.000	.000		.096	.000
N	345	345	345	345	345	345
Electronic word-of-mouth (eWOM)						
Pearson Correlation	.067	.141**	.213**	.090	1	.135*
Sig. (2-tailed)	.218	.009	.000	.096		.012
N	345	345	345	345	345	345
Visitation intention (Int)						
Pearson Correlation	.880**	.799**	.690**	.856**	.135*	1
Sig. (2-tailed)	.000	.000	.000	.000	.012	
N	345	345	345	345	345	345

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

* . Correlation is significant at the 0.05 level (2-tailed).

4.2.4 Multiple Linear Regression Result and Multicollinearity

As explained in Chapter 3, the researchers used the stepwise approach in running the multiple linear regression. The result of the first round is shown in Model 1 in which the most significant variable: attitude retained for further analysis and the other IVs are excluded, In the second round, or Model 2, the system noted that another significant IV is detected or FC. The process continues until all significant IVs have been detected. In the last round or in Model 4, eWoM remains as an excluded variable or this indicates that eWoM is not a significant variable which is removed from the subsequent regression analysis, see Table 4.4.

Table 4.4. Non-significant Variables that are Excluded from the Regression Analysis

Excluded Variables ^a								
Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics			
					Tolerance	VIF	Minimum Tolerance	
1	SN	.199 ^b	4.302	.000	.227	.292	3.424	.292
	Self-efficacy	.146 ^b	4.181	.000	.221	.512	1.955	.512
	Facilitating conditions	.392 ^b	9.135	.000	.443	.287	3.486	.287
	eWOM	.077 ^b	3.023	.003	.161	.996	1.004	.996
2	SN	.165 ^c	3.952	.000	.209	.290	3.452	.182
	Self-efficacy	.111 ^c	3.473	.001	.185	.503	1.987	.244
	eWOM	.064 ^c	2.787	.006	.149	.992	1.008	.286
3	Self-efficacy	.088 ^d	2.730	.007	.146	.480	2.083	.174
	eWOM	.051 ^d	2.252	.025	.121	.968	1.033	.180
4	eWOM	.040 ^e	1.751	.081	.095	.929	1.076	.170

Note: eWoM: Electronic word-of-mouth

a. Dependent Variable: Visitation intention

b. Predictors in the Model: (Constant), Attitude

c. Predictors in the Model: (Constant), Attitude, Facilitating conditions

d. Predictors in the Model: (Constant), Attitude, Facilitating conditions, SN

e. Predictors in the Model: (Constant), Attitude, Facilitating conditions, SN, Self-efficacy

After removing the eWoM, the remaining significant IVs: attitude, FC, SN, and self-efficacy explain 83.1% of the outcome or Gen-Z's intention to visit Pangkor Island (see Table 4.5). In other words, the target's intentional behaviour is very much influenced by their attitude, perceived FC, encouragement or discouragement given by people who are important and/or close to them, and their personal capabilities.

Table 4.5. Multiple Linear Regression Model Summary Result

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.880 ^a	.775	.774	.59534
2	.905 ^b	.819	.818	.53455
3	.909 ^c	.827	.825	.52348
4	.911 ^d	.831	.829	.51860

a. Predictors: (Constant), Attitude
b. Predictors: (Constant), Attitude, Facilitating conditions
c. Predictors: (Constant), Attitude, Facilitating conditions, SN
d. Predictors: (Constant), Attitude, Facilitating conditions, SN, Self-efficacy
e. Dependent Variable: Visitation intention

The F-test shown in Table 4.6 indicates that all the significant IVs: are independent which denotes that the multicollinearity is not an issue in this project.

Table 4.6. ANOVA Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	418.570	1	418.570	1180.960	.000 ^b
	Residual	121.570	343	.354		
	Total	540.140	344			
2	Regression	442.415	2	221.208	774.146	.000 ^c
	Residual	97.724	342	.286		
	Total	540.140	344			
3	Regression	446.695	3	148.898	543.365	.000 ^d
	Residual	93.444	341	.274		
	Total	540.140	344			
4	Regression	448.700	4	112.175	417.098	.000 ^e
	Residual	91.440	340	.269		
	Total	540.140	344			

a. Dependent Variable: Visitation intention
b. Predictors: (Constant), Attitude
c. Predictors: (Constant), Attitude, Facilitating conditions
d. Predictors: (Constant), Attitude, Facilitating conditions, SN
e. Predictors: (Constant), Attitude, Facilitating conditions, SN, Self-efficacy

To counter-check the independency of each significant IV, the computed VIF scores which are below 10.0 once again confirm that the significant IVs are not strongly correlated to each other. In conforming the hypothetical relationship between each pair of significant IV and DV, the regression coefficients are calculated, see Table 4.7. The unstandardized coefficient values are referred to because all the IVs and the DV data are measured using a similar scale: a five-point Likert Scale. Standardised coefficients are used to reflect the causal relationship when the variables are measured using different scales.

Table 4.7. Regression Coefficients for Significant Variables

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	.041	.087		.471	.638		
	Attitude	.951	.028	.880	34.365	.000	1.000	1.000
2	(Constant)	-.027	.078		-.338	.735		
	Attitude	.593	.046	.549	12.786	.000	.287	3.486
	FC	.398	.044	.392	9.135	.000	.287	3.486
3	(Constant)	-.099	.079		-1.259	.209		
	Attitude	.456	.057	.423	7.995	.000	.182	5.506
	FC	.382	.043	.377	8.936	.000	.285	3.514
	SN	.178	.045	.165	3.952	.000	.290	3.452
4	(Constant)	-.251	.096		-2.616	.009		
	Attitude	.424	.058	.393	7.342	.000	.174	5.746
	FC	.370	.043	.365	8.666	.000	.281	3.557
	SN	.151	.046	.140	3.310	.001	.276	3.618
	SE	.110	.040	.088	2.730	.007	.480	2.083

a. DV: Visitation intention

Note: FC: Facilitating Conditions, SN: Subjective Norm, SE: Self-efficacy

Based on the unstandardized coefficients score for each significant IV shown in Table 4.7, the result shows that attitude is the most important IV that explains the outcome or intention to visit Pangkor, followed by FC, SN, and SE. Basically, Gen-Z respondents are very rational consumers who will react based on the difference

between perceived gains or benefits relative to the perceived loss or costs. The regression equation of this project is shown in Equation 2.

$$Y = -0.251 + 0.424X_1 + 0.370 X_{3b} + 0,151X_2 + 0.110X_{3a} \quad (2)$$

where,

Y: Dependent variable (tourists' visit intention to Pangkor Island in Malaysia);

X₁: IV1 - Attitudes;

X_{3b}: IV3b - Facilitating Conditions;

X₂: IV2 - Subjective norms;

X_{3a}: IV3a - Self-efficacy; and

a: The intercept point of the regression line or constant.

In ensuring the compilation effect of all significant IVs is linearly related to the DV, a normal P-P plot is plotted. As the total observed cumulative values and the expected cumulative values are linearly related, the cumulative relationship between all the significant IVs and the DV is linear.

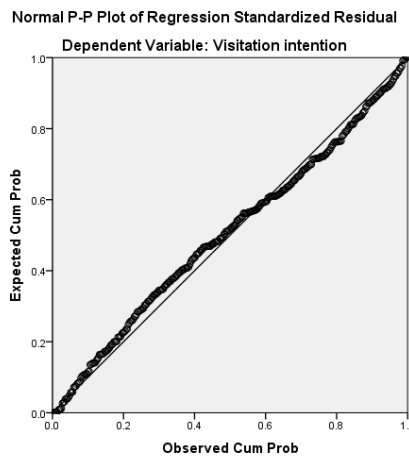


Figure 4.2. The Normal P-P Plot of Regression Standardized Residual for Intention to Visit Pangkor Island in Malaysia.

4.3 Current Developed Research Model

From the regression result, four of the five examined IVs create a significant effect on Gen-Z's intention to visit Pangkor Island. As the eWoM does not create a significant effect on the DV, the eWoM variable is removed from the finalized research model, see Figure 4.3

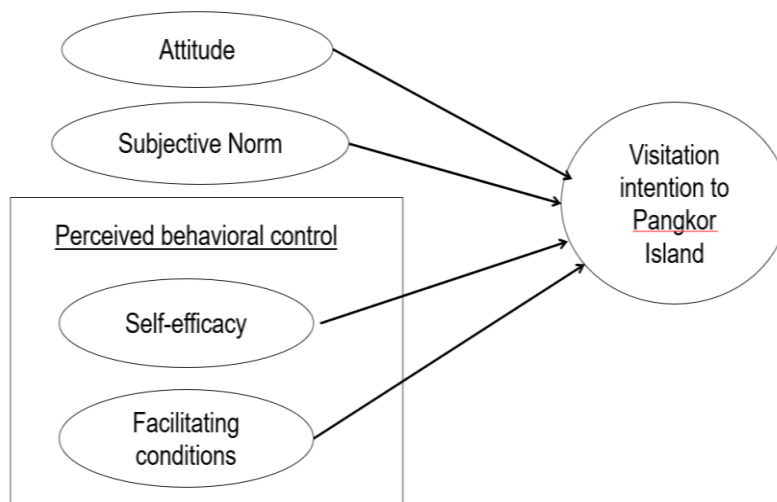


Figure 4.3. Current Developed Research Model

4.4 Summary of the Results

The regression analysis is used to test the hypotheses and the confirmation of the hypotheses is shown in Table 4.8. The discussion related to the supported and not supported hypotheses and the implications following the main study result are presented in Chapter 5.

Table 4.8. Confirmation of Hypotheses Testing Result

	Details of the Hypothesis	Remark
H1	Gen-Z's attitude towards the visit to Pangkor Island in Malaysia relates to their visitation intention positively.	Supported
H2	Subjective norm towards the visit to Pangkor Island in Malaysia relates to Gen-Z's visitation intention positively.	Supported
H3a	Gen-Z's self-efficacy relates to their visitation intention.	Supported
H3b	The availability of facilitating conditions relates to Gen-Z's visitation intention.	Supported
H4	Electronic word-of-mouth about Pangkor Island relates to Gen-Z's visitation intention.	Not supported

CHAPTER 5: DISCUSSION AND CONCLUSION

5.1 Accomplishment of Research Objectives and Discussion

In response to the preliminary study results, the project develops two research objectives that correspond to the two research questions. Research objective one aims to test the hypothetical relationships between the modified TPB model constructs: attitude, SN, self-efficacy, FC, and visitation intention (H1, H2, H3a, and H3b), and the results show that all hypotheses are supported. Research objective two aims to test the hypothetical relationships between the additional variable: eWoM and visitation intention (H4) and the result does not support the hypothesis.

The support of H1 shows that tourists' attitudes is a significant variable in which their intentional visitation behaviour is very much driven by perceived pleasant and enjoyable experiences that could be gained upon the visit and vice versa when they perceive the tourist destination is not an interesting venue for leisure or holiday. Therefore, it is necessary for policymakers to plan strategic solutions that can make Gen-Z to feel enjoyable, pleasurable, and interesting. The implication of the result is discussed in the next sub-chapter. The result is consistent with studies carried out by Um and Yoon, (2019); Hou et al., (2019); and Choi and Meng (2019).

As predicted, the support of H2 is very much related to the adoption of a collectivist culture among Gen-Z. The result shows that positive and negative comments and given by people who are close and important to Gen-Z influence the respondents' intention to visit Pangkor Island. The support given by the important or close ones motivates Gen-Z to visit Pangkor Island. Such a finding supports studies conducted by Chien, Yen, and Hoang (2012); and Al Ziadat (2014).

Respondent's ability to control their personal or internal resources such as financial and time budget and having the confidence to decide whether to visit or not to visit Pangkor Island explain the support of H3a. This implies that if Gen-Z has high confidence, ability, and capability to decide or control their visitation decisions, they are likely to visit Pangkor Island. The result is congruent with studies carried out by Nguyen and others (2021).

The support of H4 implies that most of our respondents agreed that the FC of a tourist destination plays an important role in their visitation decision-making. If tourist attractions like beaches and water sports, jungle trekking, temples, and fishermen's villages meet their expectations, they are motivated to visit Pangkor Island. The result is consistent with a study carried out by Dash (2020).

Unlike many past studies, this study does not support that eWoM influences the visitation to Pangkor Island (H4). This result implies that a partial of our Gen-Z respondents disagreed that eWoM may affect their travel intention to Pangkor Island. Based on our post-investigation, most of the respondents who are not influenced by eWoM are students from 21 to 24 years old and their permanent residence is in Johor state. Even though eWoM does influence their purchasing, usage, and travelling behaviour, they prefer to return to their permanent residence during school breaks. Pangkor Island is located far away from Johor. Furthermore, they prefer to take a vacation near their permanent residence with family and home town friends. Apart from that, another group of respondents may not be influenced entirely by eWoM because not all circulated information is credible and trustworthy. Such findings map the Pan and Chiou's (2011) study of respondents' behaviour, eWoM is not necessarily a reliable source as the info may be framed by a person or company for propaganda purposes.

5.2 Implication of the Study

5.2.1 Practical Implication

The regression result shows that the attitude variable creates the most significant effect on the visitation intention to Pangkor Island. Therefore, the government and tourist service suppliers should prioritise the implementation of strategies such as organising and promoting activities or events that entice Gen-Z's perceived gains or benefits. (Timoshym, 2017; Ashrizan, 2020). For example, arrange yearly events and/or activities that are attractive to Gen-Z like religious festivals, boat sailing competitions, and campfires. Big events will mesmerise young tourists like Gen-Z especially when they are on group holidays. Alternatively, provide the opportunity to visitors to join local fishermen for fishing. In this way, Gen-Z develops favourable attitude when they perceive they will be having a great and wonderful time on Pangkor Island which is entirely different from their daily life.

As FC is the second significant variable that influences visitation behaviour, several efforts can be made to map Gen-Z's expectations. For example, replenish old and worn-out tourist attraction props such as sea sports materials like kayaks or boats. Introduce technology props like jungle tracking apps that help trekkers understand types of jungle plants and animal species and first aid assistance when needed. Ensure the facilities for camping guests are well maintained and sufficient such as campfire and for cooking and bathing.

Apart from that, policymakers can publicize the uniqueness or attractiveness of local area sports activities, relaxation, culture, and history more aggressively. This help people who are important and close to Gen-Z to recall Pangkor Island when travelling comes into their mind. For example, document and publicise an interesting event or tourist experience like kayaking, canoeing, taking part in temple festivals, or interacting with fishermen and local people in websites or broadcast it using radio and/or television media.

Lastly, policymakers and tourism industry players need to help Gen-Z to increase their self-efficacy skills. For example, encourage Gen-Z to sign up as a member of a hotel or for specific sports to enjoy special price and time promotions during the visit. On top of that, local tourist service providers like hotels and restaurants also can ally with a few members so that tourists have the freedom to switch their lodging or meal plans easily. Such promotional efforts help to ease their financial and time constrain.

5.2.2 Theoretical Implication

The study contributes to tourism and TPB literature because the decomposition of the original TPB's variables (PBC) into dimensional variables has still rarely been tested and published in Web of Science and Scopus-indexed journal databases. The result provides a good indication that it is wise to decompose any of the TPB variables so that more precise results can be generated.

The non-support of eWoM shows that respondents with a different demographic profile or behavioural perceptions may perceive the importance of eWoM differently. As the credibility of information circulated by eWoM is perceived differently among the Gen-Z respondents, thus future researchers need to consider defining the target respondents more narrowly so that the sample elements have more congruent behaviour towards the eWoM influence. Alternatively, future researchers can source a more trustworthy information channel like information spread by credible people like tourist experts who have completed detailed research. By conducting more research on distinctive variables, more useful results can be generated for future researchers to replicate the testing for confirmation or to modify the variable like decomposing into dimensional variables.

5.3 Limitations of the Study

Throughout our data collection process, we encountered several problems. Firstly, most of the study respondents (Gen-Z) are students or have just started their working careers. Hence, traveling could be activated at peak season which is relatively costly and crowded. Such a perception may lead them to form unfavourable attitudes.

Secondly, the count of collected answered questionnaires is less than the project's target sample size. 384 answered questionnaires were collected but 39 respondents had visited Pangkor Island before even though the screening questions are shown in the questionnaire. As this study aimed to examine the "visit intention" and not the "revisit intention", 39 answered sheets are voided. Nevertheless, the remaining 345 answer sheet are sufficient for statistical testing (Kotrlík & Higgins, 2001).

Thirdly, most of our respondents are Chinese. If there are more responses from different ethnic groups, the result will be more reliable in reflecting the target population. This is mainly due to the distinction in the context of cultural norms. Different ethnicity and cultural norms cause different levels of perceived importance from each variable. Decision-making models vary among cultures, which can have an effect on how decisions are made (Forgeard, 2022).

5.4 Recommendations for Future Research

Firstly, more research needs to be done regarding Gen-Z with different demographic backgrounds such as education, and more working experience so that Gen-Z behaviours can be generalized more precisely.

Secondly, in preparing and distributing the questionnaire, respondents should be aware that they don't need to complete the questionnaire if they are not the target. For example, the researchers need to inform respondents prior to distributing the questionnaire to them. If an e-questionnaire is circulated, the e-system should be able to block the respondents from proceeding to the next e-page if the respondents

did not provide the required feedback or the clicked icon indicates that they are not the target.

Thirdly, future researchers shall maintain an equilibrium ratio of respondents from different ethnicities or races. Future researchers need to be more cautious during the respondent selection process to ensure that the ratio can be maintained in a balanced range. Researchers can adopt stratified sampling or quota sampling methods so that the number of respondents from each ethnicity can be more controllable. When future researchers think that subgroups will have distinct mean values for the variable(s) that are being examined, stratified sampling is the best option among the probability sampling techniques (Thomas, 2020) so that comparisons between samples can be made.

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APPENDICES

Appendix 1.0: Questionnaire for Main Study

Tourists' visitation intention to Pangkor Island in Malaysia, a behavioural study

Dear Respondents,

We are the final year undergraduate students who are currently pursuing Bachelor of Marketing (HONS) from Universiti Tunku Abdul Rahman (UTAR). We are conducting a research project which is entitled "Tourists' visitation intention to Pangkor Island in Malaysia, a behavioural study". This research aims to identify behavioural factors that might affect the domestic tourist's intention to visit Pangkor Island for holiday.

Physical and e-data collection will be conducted. Respondents are requested to provide your feedback for items statements that aim to measure each studied variable and demographic data. Please be assured that all personal information and responses will remain private and confidential. Your participation is highly appreciated. For further inquiries, please contact us via the email below.

Thank you in advance.

Sincerely,

1. Ng Ker Nie, 2006531 (email address: cathy110601@1utar.my)
2. Thong Mei Xin, 2006314 (email address: meixinthong@1utar.my)

Section A: Screening Questions

Are you aged between 18 years old to 27 years old?

- Yes No

Did you ever visited Pangkor Island before?

- Yes No

Section B: Demographic Questions

1. Which age range below represent you?

- 18-20 21-24 25-27

2. What is your ethnicity?

- Malay Chinese
 India Others

3. What is your gender?

- Male Female

4. What is your marital status?

- Single Married Divorced

6. Which is the highest education level you have attained/ currently pursuing?

- Secondary / Certificate
 Diploma/ Degree/ Professional
 Master
 Doctorate
 Others

6. What is your current occupational status?

- Students Employed
 Entrepreneur/ business owners Retired
 Housewife Pending for employment
 Others

8. What is the range of your monthly income or allowance?

- Less than RM1000 RM1000-2500
 RM2500-5000 More than RM5000

Section C: Item Statements

Kindly provide your opinion based on your visitation intention to visit Pangkor Island, Malaysia. Please **tick only one** out of the five scales given below.

Attitude

Questions	Strongly disagree	Disagree	No comment	Agree	Strongly agree

Visiting Pangkor Island provides a pleasant experience.					
Visiting Pangkor Island is a good choice.					
Visiting Pangkor Island provides an enjoyable experience.					
I think visit Pangkor Island is interesting.					

Subjective Norms (SN)

Most people who are important to me ...					
<ul style="list-style-type: none"> think I should visit Pangkor Island for holiday. 					
<ul style="list-style-type: none"> would recommend me to visit Pangkor Island for holiday. 					
People whose opinions I value would recommend Pangkor Island for me to visit for holiday.					

Perceived Behavioural Control (PBC)

1st dimensional-variable: Self-Efficacy					
<ul style="list-style-type: none"> I have the entire control over whether I should visit Pangkor Island or not. 					
<ul style="list-style-type: none"> I have the confidence to visit Pangkor Island if I want to. 					
<ul style="list-style-type: none"> I have the financial budget to visit Pangkor Island for holidays.. 					
<ul style="list-style-type: none"> I can spare some time to visit Pangkor Island for holidays. 					
2nd dimensional-variable: Facilitating Conditions					
<ul style="list-style-type: none"> Attractive events are available in Pangkor Island. 					

<ul style="list-style-type: none"> The tourist attraction activities and sites like beaches and water sports, jungle trekking, temple, and fishermen’s village are well-maintained. 					
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Electronic word-of-mouth (eWoM)

I check the reviews posted by e-media followers about the tourism destination that I plan to visit.					
The reviews posted by e-media followers give me the confidence whether to visit or not to visit a tourism destination.					
I often synchronize the reviews about any tourism destination posted by e-media followers.					
I often read the reviews posted by e-media followers to know why a tourism destination gives them a good impression.					
may feel regret if I don’t read the reviews posted by e-media followers about the tourism destination that I plan to visit..					
To ensure I will choose the right tourism destination, I often read the reviews posted by e-media followers.					

Visitation Intention

The likelihood of visiting Pangkor Island is high					
If I have time, I will visit Pangkor Island.					
I intend to visit Pangkor Island.					